JUNE 26, 1967 50 CENTS 7 36TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

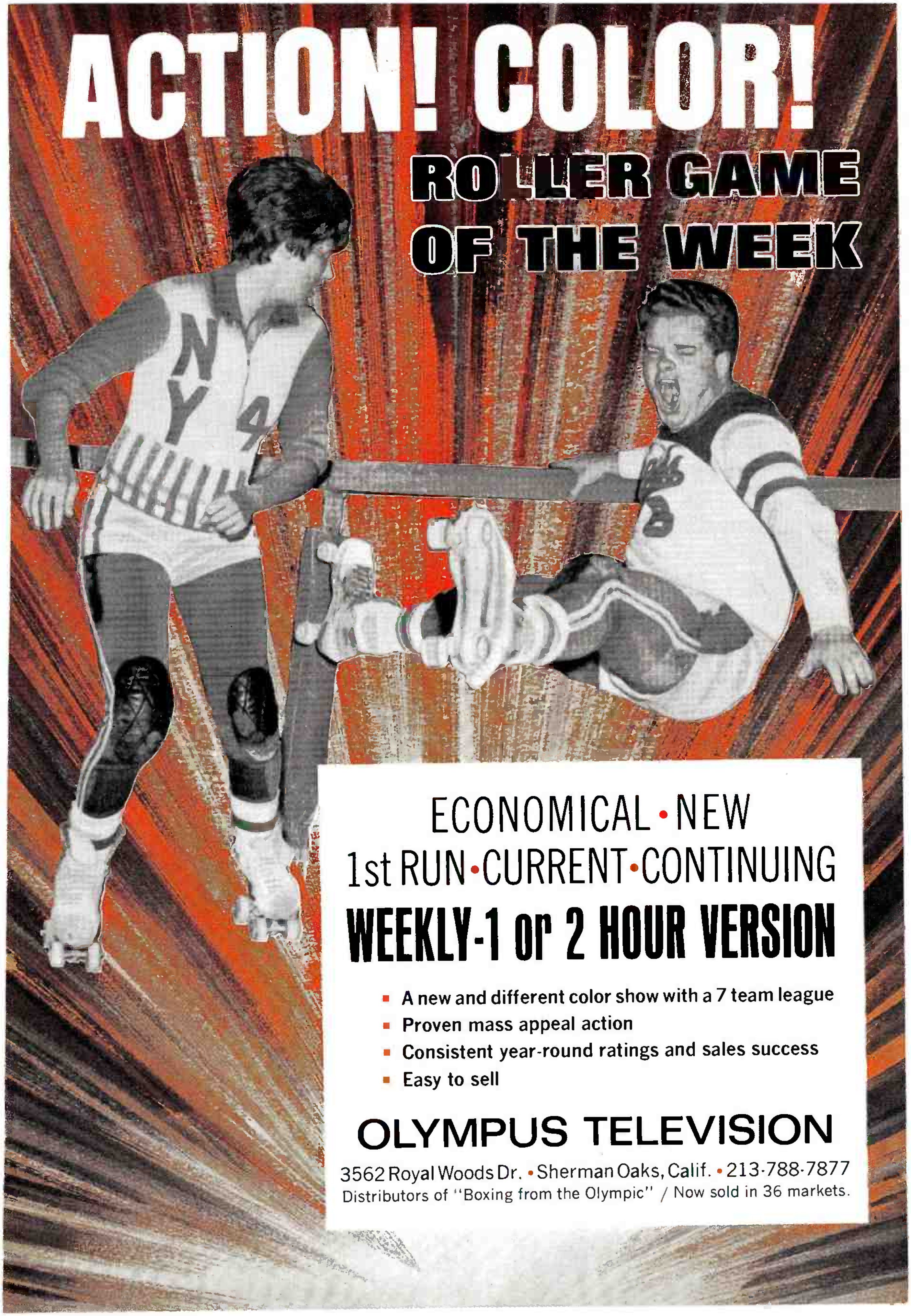
COMPLETE INDEX PAGE 7

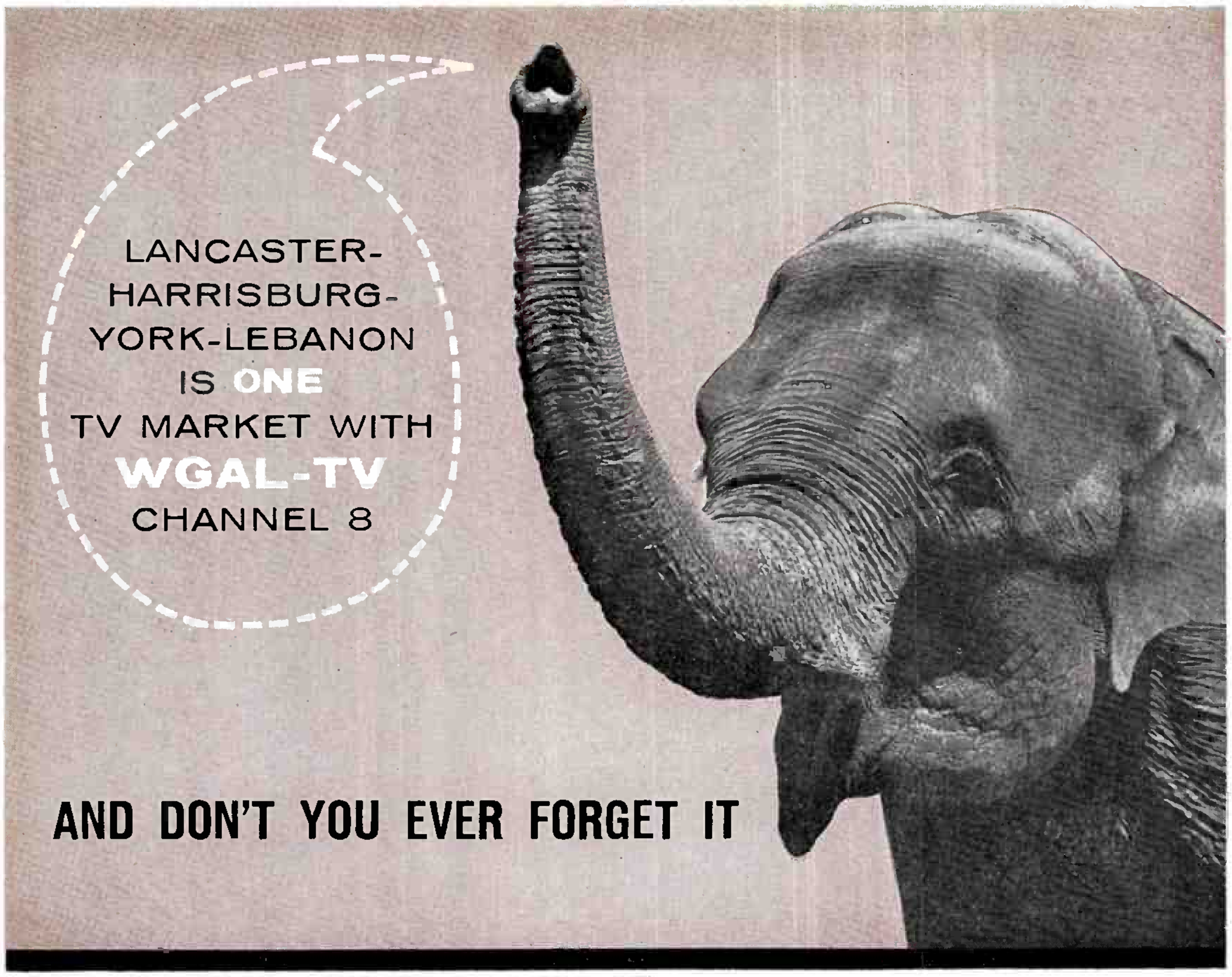
THE JINGLE JUNGLE

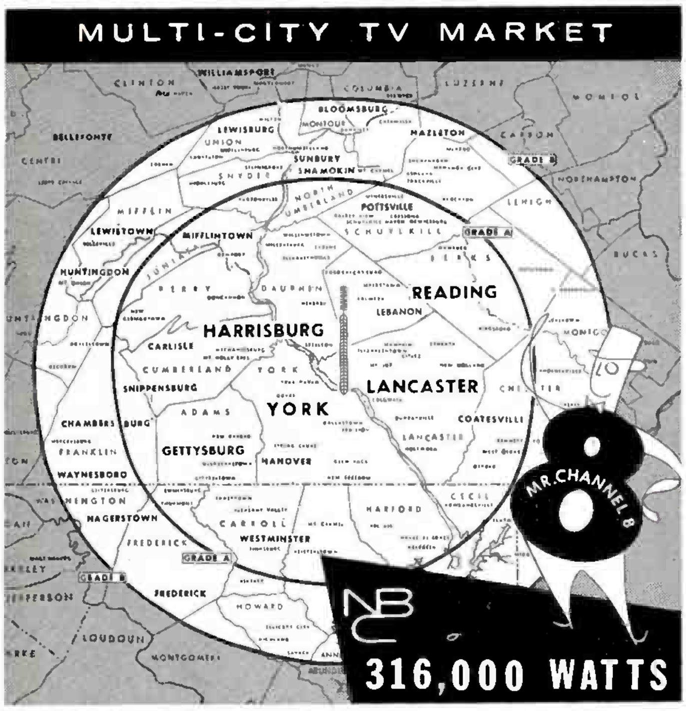
HOW TO AVOID ITS PITFALLS AND REAP ITS REWARDS

Jingle mills with flashy salesmen who get your name on the dotted line, then are hard to find. "Creative staffs" that pound out lyrics like link sausage. "Composers" who haven't had an original idea since they entered this business. The pitfalls are all around you—but so are the rewards. One of them is CRC... a company founded by broadcasters for broadcasters. Staffed with sales and advertising minded creative people (a rare breed), CRC knows what it takes to help your customers sell more. The CRC Money Maker and New World libraries make selling time quick and easy with local identification brand name jingles. Complete sales campaigns, music beds, tags, extra cuts, the seasonal and holiday sounds that add spice to deadly live copy. Snare new advertisers and convert your present ones to 52-week contracts with the selling sounds of Commercial Recording Corporation. Call collect or write CRC, Box 19726, or World Broadcast System, Box 19246, Dallas, Texas. Phone 214—748-8004.

CRC MONEY MAKER AND NEW WORLD PRODUCTION LIBRARIES


ACTION! COLOR!
ROLLER GAME OF THE WEEK
ECONOMICAL • NEW
1st RUN • CURRENT • CONTINUING
WEEKLY-1 or 2 HOUR VERSION
A new and different color show with a 7 team league
Proven mass appeal action
Consistent year-round ratings and sales success
Easy to sell
OLYMPUS TELEVISION
3562 Royal Woods Dr. • Sherman Oaks, Calif. • 213-788-7877
Distributors of "Boxing from the Olympic" / Now sold in 36 markets.





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

Another priceless plus: 26%* color penetration for its all-color local telecasts and NBC programs.

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

WGAL-TV

Lancaster, Pa.

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

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

CLOSED CIRCUIT®

All's fair

It's now confirmed that Women's Christian Temperance Union will consider asking FCC to extend its fairness doctrine to wine and beer advertising on radio and television. Mindful of FCC's June 2 ruling that stations carrying cigarette commercials must also carry antismoking information, WCTU officials say that similar approach on beer and wine will be chief subject before national WCTU meeting in August.

All for one

Life would be mite easier for supporters of L. B. J. if family interests would relinguish first-call on at least one of three TV network services now held by KTBC-TV Austin. Although Johnson family has maintained hands-off relationship since L. B. J. assumed Presidency, leaving operations and property management to trusteeship, fact that KTBC-TV operates as primary outlet for all three networks has caused fravail, not least of which was formal complaint filed with FCC by KHFI-TV (ch. 42) Austin (BROADCASTING, June 5).

While FCC presumably has no direct control over business relationships of affiliates with networks, except where rule violations are concerned, there is broad issue of "public interest" that could be invoked. Some members of FCC staff, it's known, regard affiliation tie-ups as undesirable, if not improper. Hope is that trusteeship will be prevailed upon to let go one network on first-call basis and save plenty of headaches.

Suit in sight

Leaders of All-Industry Radio Station Music License Committee are well pleased with progress toward setting up war chest to sue SESAC, and are about ready to move into second stage—actual fund-raising. Since revealing plans to file civil antitrust suit against music-licensing firm (BROADCASTING, April 10) they've been collecting pledges of support, which they say are coming in faster than when they first asked for pledges in recently completed fight to reduce music-license rates of American Society of Composers, Authors and Publishers. Committee expects shortly to ask stations to send contributions based on their pledges, which call for payment equal to 10 times one-minute rate in effect most hours of station's broadcast day.

Money may talk

Though their request for hearing on proposed TV code changes was denied, there's still chance that agencies—and advertisers—will get good part of what they want when National Association of Broadcasters TV board takes up changes this week (see page 64). Main agency-advertiser criticisms center on (1) loss of billboards on participating programs, (2) limits on program interruptions and (3) trend toward clustering commercials. Moves to ease first two are expected to be initiated within board membership. As to third, there's feeling that commercial positioning can be worked out satisfactorily in contract negotiations between advertisers and broadcasters.

How it will all come out remains to be seen. But within TV board there's some agreement with argument that special limits on billboards are illogical because, for example, those to be banned would be clearly acceptable if presented as commercials. There's also some feeling that prime-time limit of two program interruptions per half-hour and four per hour discriminates against hour shows, since two half-hours in same spot would have five (counting station break). Hence efforts are expected to be made to allow billboards, requiring only that they be counted as non-program material and be limited to products advertised within program, and to raise limit of prime-time hour program interruptions to five.

Spot problems

Procter & Gamble is reported to be leaning increasingly on computer to evaluate markets for its spot-TV campaigns. Though P&G is not expected to cut back on estimated $75-80 million it will allot to spot this year, it plans with help of computer to re-route some of its funds into markets and stations where investments hopefully will give P&G more value for its money. Word of these plans gave rise last week to reports of upheavals if not cutbacks in P&G spot allocations, but agency sources denied reports and also gave assurances that extent of reshuffling was "not out of the ordinary for P&G."

General softness evident in spot-TV business since early this year continues to worry both stations and reps. Preliminary results of all-station survey by BROADCASTING *now suggest situation may not be as bad as feared but still is hurting what is probably record number of stations. There are signs that total spot-TV spending is up, at least slightly, but tentative findings also indicate spot sales on perhaps 40% of stations are below year-ago levels. Full final results of study will be published in next Monday's (July 3)* BROADCASTING.

Chance for deal

With week to go before June 30 expiration of old contract, Screen Actors Guild and Association of Motion Picture and Television Producers remain locked in negotiations. Still chances for agreement on new TV-motion picture contract appear more likely than previously thought. SAG is asking 30% wage boost on minimums and 50% on foreign reruns. Producer organization, particularly concerned about cutting too deeply into residuals, reportedly has made several counter offers. Progress towards compromise deal has been accentuated in last few meetings.

Tight wire

CATV franchise conditions in Colorado Springs ordinance that is up for final city council action tomorrow are among toughest anywhere. City would retain right to terminate franchise at any time without cause and to buy system at "fair market value." Pay TV would be banned. CATV would be required to carry eight TV signals, specified in ordinance, and to provide, at no cost, three channels for educational purposes. Despite stiff limitations, three applicants, including one in which Foote, Cone & Belding has interest (see page 71), are vying for franchise.

Quick dissolves

Two top-level changes are in offing on program syndication front. Tom McManus is reported to be resigning as executive vice president in charge of international sales for ABC Films in early July and William Breen to be leaving as vice president and general manager of New York office of Samuel Goldwyn Productions. It's understood that Goldwyn will close New York office and consolidate operations on West Coast. Mr. Breen is expected to open his own production-distribution organization in New York, concentrating on daytime and TV specials and feature films.

BROADCASTING, June 26, 1967, Vol. 72, No. 26. Published every Monday. 53rd issue (Yearbook Number) published in January, by BROADCASTING PUBLICATIONS INC., 1735 DeSales Street, N. W., Washington, D. C. 20036. Second-class postage paid at Washington, D. C. and additional offices. Postmaster: Send Form 3579 to BROADCASTING, Washington, D. C. 20036.

WEEK IN BRIEF

Again by 4-3 vote, FCC reaffirms its approval of ITT-ABC merger. Johnson-authored dissent runs 131 pages. Firms will wait 30 days before finalizing deal to give Justice chance to appeal. See . . .

30 DAYS TO SWEAT . . . 29

Broadcasters' first reaction to FCC cigarette-fairness doctrine decision sees issue as 'so momentous' it could affect broadcasting's future as privately owned, commercially financed media. Counterattack planned. See . . .

COUNTERATTACK BEGINS . . . 32

NCTA faces its 16th annual convention with optimistic approach to bevy of problems: copyright, incursion of phone companies and FCC. On brighter side are local originations and 20-channel systems. See . . .

MANY ISSUES . . . 49

NCTA exhibitors show their new wares on 'name it—we got it' keynote. Jerrold Corp. and Entron unveil 20-channel systems. All solid-state, modularized equipment provides chief product interest. See . . .

BEST IN HARDWARE . . . 56

NAB board meets in Williamsburg for 'concerned' look at fairness problems. High on agenda are TV code amendments, CATV and election of chairmen. Board expected to approve Supreme Court appeal on fairness. See . . .

BUSY AGENDA . . . 64

Harcourt, Brace & World says entry into UHF at this time is too expensive and profit potential isn't present. Turns back its five CP's to FCC. 'Denver Post' to take over Denver CP. See . . .

UHF FUTURE DIM . . . 68

Foote, Cone & Belding tieing up with local businessmen in seeking CATV franchise for Colorado Springs. Publicly held agency has been eyeing field for past year and expects to move in other markets. See . . .

FC&B IN CATV . . . 71

Garrison charges NBC special on his JFK 'conspiracy' case was designed to sabotage and destroy it. Details charges in six-page letter to FCC. Says he will ask for full hour free time under fairness doctrine. See . . .

GARRISON'S EQUAL TIME . . . 72

Concerted industry effort forces FCC to back down 'at this time' on plan to have all class C FM's go to 50 kw within five years. Commission admits move could be 'sufficiently burdensome.' See . . .

CLASS C PLAN SHELVED . . . 82

Seven-inch color set unveiled by Sony will be priced at $300 to $400 when it hits U. S. market next spring. Japanese firm also shows portable video-tape recorder and camera set. See . . .

SONY SPREAD LINE . . . 82

DEPARTMENTS

AMERICAN BUSINESS PRESS, INC.

AUDITED PAID CIRCULATION ABC

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook number $13.50. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

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

17 years and 511 episodes later...

THE FLINTSTONES


HAZEL


FATHER KNOWS BEST

today's out-standing family programming.

THE FLINTSTONES: 166 full-color half-hours; HAZEL: 154 half-hours, 120 in full-color; FATHER KNOWS BEST: 191 half-hours. The finest strip programming available for television, distributed exclusively by **SCREEN GEMS**

CBS asks new look at cigarette ruling

CBS has asked FCC to reconsider its controversial ruling that fairness doctrine applies to cigarette advertising and that stations carrying such commercials must provide "significant" amount of time for exposition of health hazards of smoking.

CBS, in letter to commission Friday (June 23), does not baldly argue that doctrine does not apply. But it does say commission ruling is "inconsistant" with fairness doctrine and runs counter to congressional intent in passing Cigarette Labeling and Advertising Act of 1965. Earlier opposition to ruling was filed by communications law firm (see page 32).

CBS owns WCBS-TV New York, which was recipient of commission June 2 letter containing landmark decision (BROADCASTING, June 5). And it says it never had opportunity to comment to commission on fairness-doctrine complaint that was basis for ruling—departure, CBS noted, from commission policy on handling such complaints.

CBS said it wasn't clear on whether letter constituted order but, in any case, it does not believe it necessary for WCBS-TV to change its policies regarding cigarette advertising.

"We are fully and responsibly discharging our obligation to present both sides of controversial issues, including the health hazard posed by cigarette smoking," it said.

No Arbitrary Rules ▪ CBS also said that station's performance in discharging its obligation "must be measured primarily by the content of our programs, and not by any arbitrary" measments of relative time.

CBS added that effort to determine whether licensee is complying with fairness doctrine cannot be resolved by per se guidelines. Efforts to do so, CBS added, would raise constitutional as well as practical questions.

CBS asserted that doctrine is supposed to further goals of affording "reasonable opportunity" for discussion of conflicting views on issues of public importance. CBS said 1949 Editorializing Report embodying doctrine and subsequent commission publications dealing with fairness do not refer to product advertising.

CBS also noted that commission in its interpretations of doctrine has distinguished between explicit raising of controversial issues, which requires that time be made available to persons of conflicting views, and implicit raising of such questions, which does not. "To treat any and all cigarette advertisements, without exception, as raising a controversial question," CBS added, "will have practical effects which can only debase and distort the fairness doctrine."

Stone replacing Carlisle

Charles M. Stone, manager of National Association of Broadcasters radio code since November 1960, this week is expected to be named to head NAB's station services division. Move to be announced, at NAB board meeting (see page 64), is in conjunction with appointment of William Carlisle, vice president for station services to vice president for television.

Examiner slaps WNJR with short-term renewal

Licensee responsibility for station employe conduct formed basis for second FCC broadside at station operations last week (see page 68).

On Friday (June 23), WNJR Newark, N.J., received one-year license renewal recommendation in initial decision of Hearing Examiner Isadore A. Honig. Short-term renewal reccommendation was due in part, Examiner Honig said, to alleged misrepresentations and furnishing of false documents to commission by WNJR stations manager. Licensee was also cited for failure to file brokerage contracts on time, failure to exercise adequate control and supervision over station and violations of FCC's logging rules.

Though no licensee principals were found guilty of intentional misrepresentations to commission, Mr. Honig said it would not be fair to permit licensee to go "scot-free" because of station manager's unsavory conduct. If for no other reason, Mr. Honig claimed short-term renewal would serve "as a warning to other licensees" that such station practices will not be permitted by FCC to take place "with impunity."

B-M will appeal FTC blanket ruling

What started out several years ago as routine Federal Trade Commission case involving advertising of Bristol-Myers' Pazo ointment for hemorrhoid relief turned into blanket order against all Bristol-Myers drug products. Action was castigated by drug company which said it "fully intended" to appeal.

Order issued last Friday (June 23), prohibits Bristol-Myers from claiming any therapeutic effect for Pazo ointment, and from making "representations as to the efficacy of any of its drug products other than hemorrhoid preparations."

Extent of order, written by Commissioner Mary Gardiner Jones, is due, Miss Jones said, because company "has long history of involvement with the commission on its advertising and other products. . . ." She mentioned that company has been object of six formal FTC proceedings on therapeutic value of Bristol-Myers products (hemorrhoids, common cold, mouth-tooth-gum disease, skin diseases). Also, she pointed out, Bristol-Myers has signed six additional stipulations as result of FTC investigations of advertising of six different products, "all involving allegedly false and misleading therapeutic claims."

Even as FTC order was handed down Friday, hearing began before FTC examiner on complaint against Bristol-Myers' Bufferin (pain killer). FTC claims company distorted results of clinical tests in its advertising of product.

Bristol-Myers spent $20.6 million on network TV, and $8.4 million in spot TV for all products in 1966, according to Television Bureau of Advertising. Radio Advertising Bureau lists Bristol-Myers radio expenditures in 1966 as $740,000 in network, and $341,000 for spot.

Crime documentary series set

Anglo-American TV production examining and documenting organization of international crime is planned by Westinghouse Broadcasting Co. and ABC Television Ltd., London. Companies are expected to announce agreement this week to co-produce 13 half-hours, titled *The World of Crime*, with filming abroad and in U. S.

Series, which goes into production

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Schaff


Mr. Burnett

Philip H. Schaff Jr., chairman of executive committee, Leo Burnett Co., Chicago, elected board chairman, effective July 1, succeeding **Leo Burnett** who assumes new title of founder chair-


Mr. Thiele


Mr. Tennant

man. Mr. Burnett emphasized he is not retiring. He also announced new three-man management team to run agency. Besides Mr. Schaff it includes **Edward M. Thiele**, president, and **Don Tennant**, executive VP in charge of creative services.

Maurie Webster named to new post of VP-development, CBS Radio division. **W. Russell Barry**, account executive, CBS Television Stations National Sales, succeeds him as CBS Radio VP and general manager, CBS Radio Spot Sales. Mr. Webster has been with CBS since 1937 when he joined KNX in Los Angeles, and has been CRSS' general manager since 1961. In 1958, Mr. Webster was made general manager of KCBS San Francisco. Mr. Barry joined CBS with WBBM-TV Chicago in 1960, subsequently held sales post in Chicago with CBS's spot sales unit, became national sales manager of WBBM-TV and in 1965 was appointed account executive with spot unit in New York. His background includes post of chief time buyer for Ted Bates & Co., New York, on Colgate household division (1957-1960).

For other personnel changes of the week see FATES & FORTUNES

later this year and is slated for TV showing in U. S. and in Great Britain, will be filmed in U. S., Britain, West Germany, Denmark and Sweden with additional material to be drawn from other countries.

Conte, Dingell still unhappy over merger

Reaction of critics in Congress to merger of International Telephone & Telegraph Corp. and ABC was generally "wait and see what Justice will do."

Two House members, however, blasted decision, and one called for prompt antitrust action by Justice Department and urged hearings by small-business committee.

Silvio O. Conte (R-Mass.), ranking minority member of subcommittee that oversees regulatory agencies' impact on small businesses, said he had been promised inquiry, but it had not been pressed when FCC agreed to Justice's plea to reopen case.

Representative John D. Dingell (D-Mich.), also an early critic of merger, rapped FCC decision and said he was studying options now open for further action to block ruling. Mr. Dingell, chairman of regulatory subcommittee on small business, told BROADCASTING, "It looks as though FCC just went through motions" in its reconsideration of merger.

Criticisms raised have not been answered, he added, and evidence remains that merger "is not in public interest."

Mr. Dingell said he was considering asking for Justice Department action, calling for hearings by House Commerce Committee or arranging hearings by his own subcommittee.

ABC sets annual meeting date—just in case

ABC Inc. will hold its annual meeting in New York July 25, it was announced Friday (June 23). It was pointed out that if proposed merger of ABC into ITT—approved by FCC last week (see page 29)—is consummated prior to July 25, meeting will not be held.

Proxy statement accompanying notice of meeting listed annual remuneration of top ABC officers: Leonard Goldenson, president, $125,000; Simon B. Siegel, executive vice president, $100,-214; Samuel H. Clark, group vice president, $60,000; Everett H. Erlick, vice president and general counsel, $57,502 and Thomas W. Moore, group vice president, $100,000.

Ervin says FCC wants to 'brainwash' public

FCC's cigarette-fairness ruling came under fresh congressional attack in letter made public Friday (June 23) from Senator Sam J. Ervin (D-N. C.) to FCC Chairman Rosel Hyde. Commission's decision, he said, follows "strange theory that the government is entitled to brainwash the people" and that FCC has "power to decide that certain articles need to be condemned."

Radio-TV stations, senator said, "are commercial enterprises which are entitled to receive advertisements concerning all articles in legitimate use," stations are not "public service agencies and the FCC decision lies outside the proper sphere of government."

At Rehoboth Beach, Del., similar thoughts were expressed by Douglas A. Anello, National Association of Broadcasters' general counsel. Commission's action, he said, was completely wrong and if decision were carried far enough, there would hardly be product sold that could not be subject to fairness doctrine.

His comments were made to meeting of Maryland-D. C.-Delaware Broadcasters Association.

Consumer data hearing set

House hearing is set this week to begin push toward release of government buying information to public. Opening witnesses will be from General Services Administration and Bureau of Standards. With Benjamin S. Rosenthal (D-N.Y.) as chairman, inquiry will probe kinds of product information government has, potential usefulness to consumers and feasibility of expanding consumer-information programs to include performance and price data.

ITT offered help in keeping promise

Taking International Telephone & Telegraph Corp. at its word, fledgling All-Channel Television Society says it "would be happy to arrange series of meetings with ITT executives to discuss technological and other UHF industry problems."

In approving ABC-ITT merger (see page 29), FCC took note of ITT's pledge to make annual report regarding steps it has taken to advance cause of UHF.

Confidence builders.

General Electric PE-240
Color-film camera

lity, 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 as. We looked at all the others and bought General ic because it showed us the best pictures, the most and reliable performance, the most economical tion."

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

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

■Indicates first or revised listing.

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 26—American Library Association symposium-festival on increased use of radio, television and film. Panelists include Dr. Stuart Hyde, San Francisco State College; Donald A. Loughnane, KNBR San Francisco; Harrison Mitchell, KABC-TV Los Angeles; David Wing Nilsson, Wing Productions, Bedford, Mass. and Marion L. Simmons, New York Public Library. Festival chairman is Catherine Heinz, librarian, Television Information Office, New York. Sheraton Palace hotel, 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 28-30—Tenth annual meeting of promotion, information and research directors of CBS Owned Television Stations. Speakers include Merle S. Jones, president, CBS Television Stations Division; Thomas H. Dawson, president, CBS-TV and Michael Burke, chairman and president, New York Yankees Inc. Warwick hotel, New York.

■June 29—Deadline for comments on rulemaking petition that would define FCC policy against discriminatory employment practices of broadcast stations and establishing procedures to evidence compliance.

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 8—Sales seminar of the Kansas Association of Radio Broadcasters. Kansas Gas & Electric Co. auditorium, Wichita, Kan.

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 10—New 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 programing of any one outlet in that market.

■July 11—Annual meeting of stockholders of Taft Broadcasting Co. to elect directors and to transact other business. 1906 Highland Ave., 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 28—New 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 programing of any one outlet in that market.

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

■July 31—Deadline for reply comments on rulemaking petition that would define FCC policy against discriminatory employment practices of broadcast stations and establishing procedures to evidence compliance.

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

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

Aug. 29-Sept. 3—Fourth International Television Contest. The contest theme—"Ways into the Future"—limits entries of television film or video tape to productions in dramatic or documentary form dealing with aspects of the evolution into the world of tomorrow. Regulations governing the contest can be obtained from Television Contest, 1-12 Bundesalle, 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. 27—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive

■Indicates first or revised listing.

N.A.T.A.S.
©1949


TO DO A
COMMON
THING UN
COMMON
LY WELL
BRINGS SUCCESS
Sister Mary Corita

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

problems and increased effective service.

■Sept. 28-29—Second annual management and programing seminar of TV Stations Inc., New York. New York Hilton hotel, New York.

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—Mideast 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. 18—"Man of the Year" luncheon sponsored by The Pulse Inc. Plaza hotel, New York.

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. 26-27—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 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.

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.

OPEN MIKE ®

Seeks aid for Disney stamp

EDITOR: A recent suggestion that I made to Postmaster General Lawrence F. O'Brien, proposing the issuance of a U.S. commemorative stamp in honor of Walt Disney, has been referred to the Citizens' Stamp Advisory Committee, the committee authorized to make such decisions in behalf of our government.

The proposal thus far has been supported by Governor Ronald Regan of California; Senator George Murphy; Arthur Freed, president of the Academy of Motion Picture Arts and Sciences; Julian Goodman, president of NBC; Lew Wasserman, president of MCA; Abe Lastfogel, president of the William Morris Agency; Jack L. Warner, board chairman, Warner Brothers; Barney Balaban, board chairman, Paramount Pictures; Burton Robbins, president of National Screen Service; Sherrill C. Corwin, president, National Association of Theater Owners, and others. . . .

Disney was a giant in promoting international brotherhood and understanding. He was the Pied Piper to the children of the world, and his works will influence future generations both here and overseas. . . .

May I respectfully request . . . your readers to communicate with the Citizens' Stamp Advisory Committee to give favorable consideration to this proposal. Your participation will be most helpful to the success of our efforts to honor a man who left his indelible "stamp" on mankind.—*Saul Jeffee, president, Movielab Inc., New York.*

(Letters concerning the commemorative stamp for Walt Disney can be mailed to Mrs. Virginia Brizendine, director, Division of Philately, Post Office Department, Washington 20260.)

The need for a splinter

EDITOR: I read your editorial ["Another splinter," June 12] on our new All-Channel Television Society today, as I always read all of your editorials. Most of us in ACTS don't want another organization just for the sake of the job, the work, the effort, or the cost involved. We'd be delighted if someone else could do this work, or, more importantly, if in the last 15 years someone else had done the work that needs to be done. . . .

In all the years that we in UHF have been bustin' our brains to stay alive,

expand, prosper, enjoy life, there just has been no one to do our work. . . . In the last few months I have lost weeks of work doing what the National Association of Broadcasters might have done for us all through the years, but didn't. I have lost sleep and have worried endlessly doing things that the Association of Maximum Service Telecasters might have done for us, but didn't.

In a word, who is going to carry the burden for the UHF problem if we don't do it ourselves?—*David M. Baltimore, vice president,* WBRE-TV *Wilkes-Barre, Pa.*

Conscience guides clean up

EDITOR: We applaud your editorial [BROADCASTING, May 22] concerning Gordon McLendon's efforts to get the recording industry to clean up their records.

It may surprise some broadcasters to know that there are many of us who have never broadcast questionable, suggestive or smutty records on our stations. These decisions were made long ago in the privacy of our own consciences. This method has left us with our only regret being that the rest of the nation's broadcasters did not take a more responsible position sooner.

As your editorial so aptly puts it: "The editorial control of this country's radio stations is really not the responsibility of the record industry."—*William V. Stewart, president,* WPBC-AM-FM, *Minneapolis-St. Paul.*

Keeping Congress informed

EDITOR: The thoughtfulness of the Kansas Association of Radio Broadcasters in renewing my subscription is deeply appreciated.

The magazine is most useful to me in maintaining contact with all facts of the broadcasting industry. — *Senator James B. Pearson (R-Kan.), Washington.*

EDITOR: Thank you for notifying me that the Kansas Association of Radio Broadcasters has renewed my subscription to BROADCASTING.

Your magazine has proven to be extremely helpful, particularly by giving me an indication as to the thinking of members of the industry on various issues pending in Congress of special interest to them.—*Representative Bob Dole (R-Kan.), Washington.*

Drawing lines on free time

EDITOR: Admittedly, a requirement that broadcasters make available free time to those desiring to refute claims of cigarette advertisers is ridiculous.

However, in lumping together a defense of the broadcasters' position in regard to this with the Red Lion appeal, you fail to draw [in your June 19th editorial] a distinction between the possible cancer which will destroy a man's life and the actual cancer, which if unchecked, will destroy our very society.—*Walter Grimes, W. B. Grimes & Co., Washington.*

BOOK NOTES

"The Meaning of Commercial Television: The Texas-Stanford Seminar, 1966," edited by Stanley T. Donner. University of Texas Press, Austin, Tex. 157 pp. $4.50.

Vital and developing technologies, such as television, which have the power to effect our modes of living and thinking, are perhaps invisible to the standard methods of analysis. This "environmental power," as Marshall McLuhan terms it, perhaps explains the diversity of views expressed in this collection of speeches and summaries of discussions from the Texas-Stanford seminar of 1966.

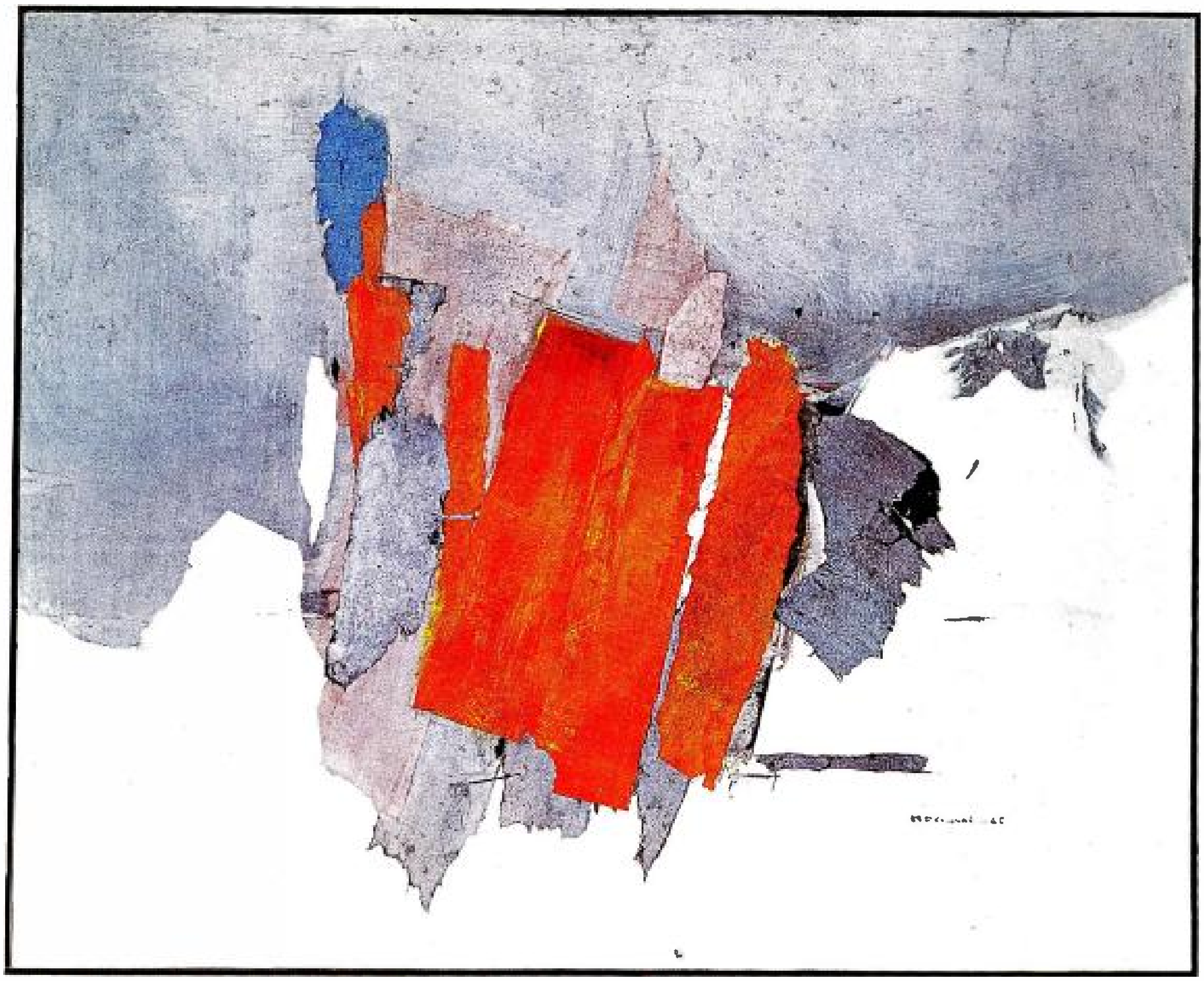
Scholars, social critics, business executives and independent producers comment on the history, commercial potential and social impact of TV, each touching a facet of the phenomena, but none grasping the future development beyond their special interests. Yet the vigorous and divergent views, from lively minds such as Mr. McLuhan, David Potter, Leonard Matthews, Thomas Moore, Paul Goodman, Harry Ashmore and John Silber, circumscribe the area of this ever-changing medium.

"Strategy in Advertising," by Leo Bogart. Harcourt, Brace & World Inc., New York. 336 pp. $5.95.

In this country, where production capacity exceeds consumer demand, advertising has become more than an economic force—it is an influence on our quality of life. Communications media that lend themselves to marketing purposes must be deployed with care if the advertiser is to obtain his objective. This book focuses on media strategy: how much to spend, where, in what kind of message units, with what frequency, directed at what targets.

Leo Bogart, director of the Bureau of Advertising, American Newspaper Publishers Association, has written an up-to-date introduction for students in the advertising field.

The art of buying time in the Pacific Northwest
is to look first at the King Stations



Maple Leafs in the Snow, collage, 1965. (Private Northwest collection) PAUL HORIUCHI, Seattle, Washington (1906-). Rome-New York Art Foundation, Rome, 1958, Ford Foundation Purchase Award, 1960. Carnegie Institute International Exhibition, 1961, 1964. Seattle World's Fair, 1962. Ryukikai, Tokyo, 1963. United States cultural exhibit, Berlin Festival, 1963.

THE KING STATIONS

Seattle/KING, AM, FM, TV
Portland/KGW, AM, TV
Spokane/KREM, AM, FM, TV

KING BROADCASTING COMPANY
Represented by Blair

MONDAY MEMO from DOROTHY E. DEMMY, Kenyon & Eckhardt, Chicago

Can the mass media keep up with their markets?

Are our markets, our viewers and our readers changing more rapidly than we admit? Can it be that we are behind our markets in sophistication of communication?

In the last several months, a few of my colleagues and I have been trying to solve the riddle of why advertising is not achieving the breakthroughs it should in this age of technological communications achievements. Gradually and painfully a very rough and shocking theory keeps suggesting itself.

It has to do with the fact that market segmentation—as it is at long last beginning to be defined—might as well be skipped. The truth may be that the new technologies will reveal markets with infinitely more variety and yet less segmentation than previously believed.

Telling-Selling Gap Narrows ▪ The theory involves the thought that there is an ever-narrowing gap between advertising and marketing. If true, this would reinforce the opinion that the "advertising-only" agency is doomed.

It would help explain the seeming lack of enthusiasm for the Brand Names Foundation's activities, because it suggests a growing lack of differentiation between private labels and national brands. It would suggest a reason for the growth of services versus products and of rentals versus purchases as well as an explanation of the lessening consumer differentiation between small versus large or young versus older advertisers.

It involves also the idea that there is less difference between editorial and advertising material than believed. In this concept the consumer who watches or reads for fun or information or intrigue or whatever does not change character when he or she watches or reads advertising for fun or information or whatever.

This means there is very little need for differentiation between corporate and product advertising. It also means there is possible substantiation for the view that advertising is a long-range investment rather than an operating expense.

No ETV Distinction ▪ It further means that there is a lessening difference between education and entertainment—and what a wrench that throws into the current concept of educational television for it also means very little difference between commercial and noncommercial TV.

Marshall McLuhan has said that when a man leaves school he stops paying to learn and starts learning for pay. How much more evident this will be in a few years when we have the home computer and great proportions of education from home and office television.

This theory explains without too much stretch of imagination that there is a lessening differentiation between print and broadcast media, between reading and watching and listening—even the reason for growth of telephone and mail shopping. It substantiates the acquisition of publishers by broadcasters and electronic manufacturers and the aping of television techniques by magazine editors. It has to do also with the probable defeat of national-versus-local rates in media.

Most importantly the theory means far less distinction between persons: less differences in ages, in actions and in attitudes between hours at home and hours at the office. We are finding ever less distinction between consumers in Russellville, Ind., and Sutton Place, Manhattan.

Homogenized Consumer ▪ It may even help explain the growing sameness of "his" and "hers"—a reason for long hair for men and Sassoon cuts for women, for mini-skirts and mini-pants, for acceptance of women as business decision-makers and approval of men as cooks and shoppers.

Although no one can say for sure it is extremely likely that the technological achievements in communications are homogenizing our tastes and desires. This rapid melting of functions and targets sets up a whole new world for the advertising Columbus to discover and conquer.

Contrary to first impressions it does not suggest that we go back to running one advertisement to appeal to everybody. Instead it dictates finer definitions and more elaborate and scientifically defined variations.

This theory demands that in order for an advertiser not to become one pulpy mass, one more faceless producer of one more dull easy-to-do-without piece of merchandise, there must be dozens of different product appeals and interpretations, all sales and profit-accountable.

It also demands the new technologies such as the computer and the various media as well as the research, auditing and graphic-arts developments on which we cannot afford to drag our feet. It requires—not suggests, but requires—that advertising accept the responsibility for leadership in total communications.

It requires belief in and dependence upon the new technologies for creativity as well as mere bookkeeping. And that means complete acceptance and fullest use of the computer.

Accountability, Individuality ▪ If advertising does not find ways to bank and use existing arts and information via computers we will cost ourselves right out of existence. We also will have to rebuild advertising's cost and rate structure and institute more accurate advertising accountability.

The new theory also requires merging the organization and functions of media. We must at long last realize that the enemies of the print media are not television and radio and the enemy of these is not direct mail. The enemy is nonadvertising.

If our media do not develop their own identities, expand their own unique usefulnesses and achieve more sophisticated proofs of performance, then advertisers may seek more productive methods of marketing.

Dorothy E. Demmy is vice president of Kenyon & Eckhardt, Chicago, and in April was elected "advertising woman of the year" by the Women's Advertising Club of Chicago. Mrs. Demmy's responsibilities include research and marketing as well as writing for both advertising and marketing campaigns. Mrs. Demmy has worked for Keeling & Co., Indianapolis, and Leo Burnett Co., Chicago, joining K&E in 1955. She earned her master's degree at Northwestern University.

HOW THE "BIG TUBE" IMPROVES

COLOR TV PICTURES

RCA TK-42

"BIG TUBE"

RCA TK-42 and TK-43 Color Cameras use a 4½-inch diameter pickup tube in the luminance channel—all other 4-tube color cameras use a 1¼-inch diameter tube—and, of course, some color cameras don't even have a luminance channel pickup tube.

NOTE: New Type 4536 tube gives longer life, eliminates burn-in problems. With new field-effect transistorized preamplifiers and other circuit improvements, it provides a dramatic reduction in noise level.

ACCURATE COLOR

In the RCA 4-tube camera, three special 1-inch vidicon tubes concentrate on color reproduction. These three tubes carry the chrominance (color) information, while the big 4½-inch image orthicon tube carries the luminance components of the picture. This lessens the possibility of registration errors spoiling the color picture, and leads to more accurate color reproduction.

HIGH-DEFINITION PICTURE

The big 4½-inch image orthicon makes the big difference. It's like using a larger negative in photography, to increase resolving power and produce a picture with more punch. The high-definition brightness information combined with the color information produces a sharp color picture.

SNAP AND SPARKLE

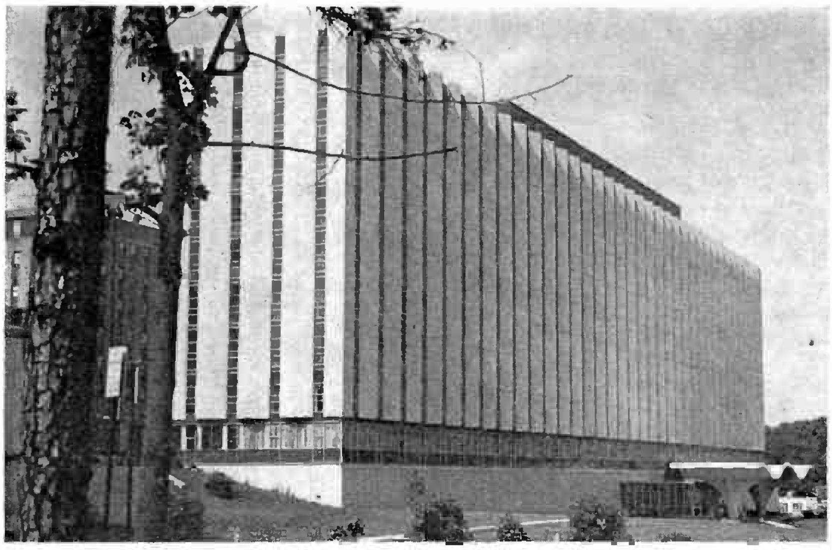
The big 4½-inch tube operates over a large contrast range, adding snap and sparkle to the color picture. The "knee" of the I.O. is inherently responsive to scene brightness changes, acting as an automatic control to limit the effects of extreme brightness, still permitting detail in highlight areas to be captured. It also makes possible color pictures in simulated night scenes and other low-key lighting.

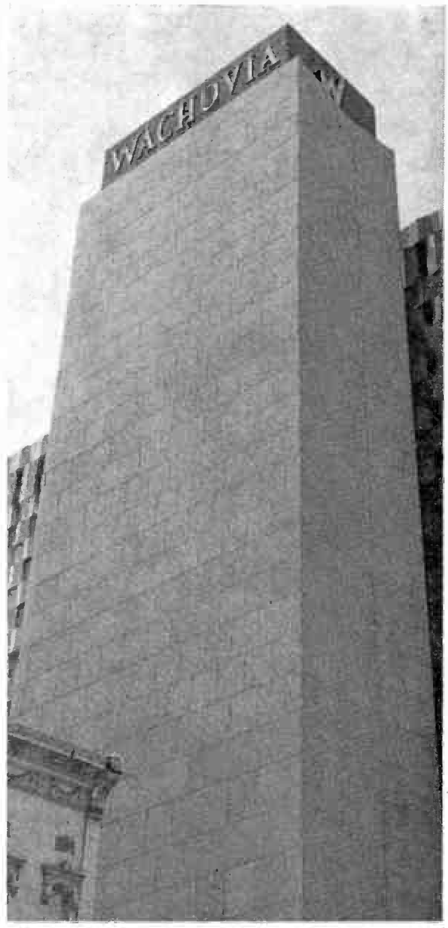
FAITHFUL REPRODUCTION

The "Big Tube" concept permits this camera to produce natural-looking color pictures that faithfully mirror the subjects and products being televised. In test after test the TK-42 has proved its ability to reproduce striking color pictures under all sorts of conditions. This means lifelike scenes on the screen and better product identification—the kind of pictures that please both advertisers and audience.

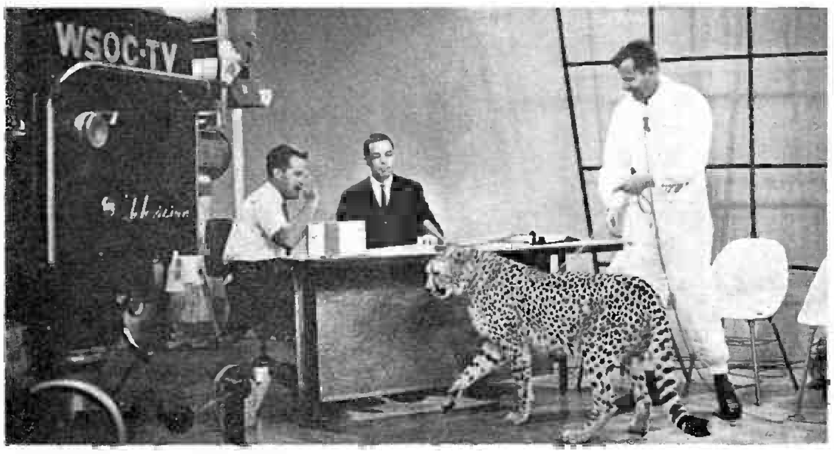
For more facts about TK-42, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.

FORM 3J5116





Charlotte's WSOC-TV



The action station in the action city!

Photographs of Charlotte and its activities give you only a partial picture of this city's importance as a market. The Queen City, as we are called, is the "capital" of the Piedmont Crescent, a great constellation of small and large cities. Sales Management ranks it the 15th largest urban region in the nation. Within a 75-mile radius of WSOC-TV's tower there are, in addition to Charlotte, 129 smaller cities. Three million people live within the persuasion of Charlotte's Channel 9. Let us persuade them for you.

NBC/ABC-Represented by H-R

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

Furniture stores get TV film commercials

CONCEPT OF NEW SERVICE PARALLELS PRINT MATTES

The newspaper matte services, which have kept local retailers pretty well locked into newspaper advertising because it has been easier that way, now have their competitive counterpart in television—a $50 do-it-yourself color film commercial kit for furniture stores.

In fact there now is a whole library of such kits, each making a different commercial of one minute or less. The emphasis is upon flexibility for local adaptation.

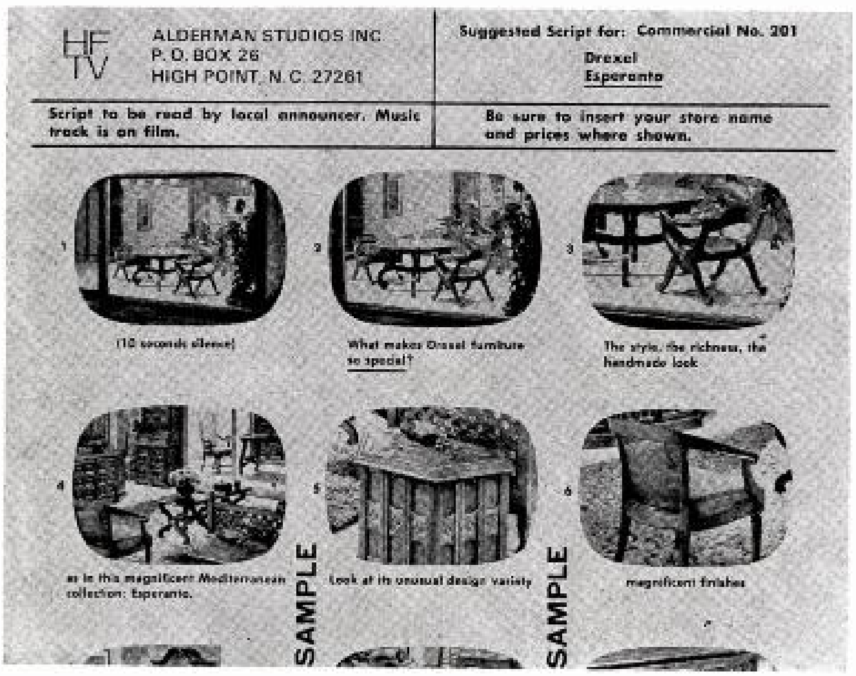
Prepared with the obvious blessing of the Television Bureau of Advertising, the color-commercial library is being produced by HF-TV Inc., a newly formed subsidiary of Alderman Studios Inc., High Point, N. C. HF-TV Inc.'s sales manager is Louis Sirota, formerly with TVB, who will have headquarters in New York.

Alderman was founded in 1898 and has been a major supplier of graphic and sales promotion materials to the home furnishings industry, including newspaper matte services. In recent years it has developed extensive color film and picture facilities.

The new color-TV commercial service was introduced to retailers in Chicago last week at the National Summer Furniture Show. The acceptance was immediate and "fantastic," according to Sydney A. Gayle Jr., Alderman president.

Macy's of New York led the parade of stores buying color commercial kits, each of which cost Alderman some $3,500 to produce even using existing film footage, it was explained. Among other stores signing up were Bewley's of Shreveport, La., the Carrico chain in Indianapolis, Homestead House in Denver and Furniture Land in Cleveland. Both Associated Merchandising Corp. and Federated Department Stores have circularized their members with details of the new color-TV spot service.

Each $50 commercial kit consists of duplicate (two reels) footage of 16mm color film of the particular subject plus a full color storyboard and a suggested script. With these elements an inexpensive local spot can be produced at the TV station on video tape or the film itself can be a spot with local live announcer and slide supers for store identification tags.



A sample of the service

NBC-TV chalks up best month in daytime sales

NBC-TV daytime programing sales reached a record high for a single month in May with new and renewal business climbing to a total of $32 million, it was announced last week.

John M. Otter, vice president, sales, for the network, pointed out that the previous record for one month in daytime sales was $19 million, set in May 1966. He said that during the record month $22.8 million was obtained from weekday renewals; $8.6 million from weekday new business and $600,000 in Saturday sales.

New and renewal orders placed in May, it was said, included Procter & Gamble (Grey Advertising and Compton Advertising); Colgate-Palmolive Co. (Ted Bates & Co.); Purex Corp. Ltd. (Edward H. Weiss & Co.); Glenbrook Laboratories Division of Sterling Drug (West, Weir & Bartel and Dancer-Fitzgerald-Sample); S. C. Johnson & Son (Needham, Harper & Steers).

Lipsey and Rosenberg split Omaha agency

Founders of Universal Advertising Agency, Omaha, James Lipsey and Millard Rosenberg, will form separate firms, J. Lipsey and Associates and Millard Rosenberg Advertising, effective July 1. Universal Advertising began in 1947.

Each of the two principals will retain approximately half of the billing. Included among the agency's 45 accounts are Omaha's largest department store, J. L. Brandeis and Sons, and the regional grocery chain, Hinky Dinky.

Messrs. Lipsey and Rosenberg said that they felt that their mutual interest, as well as those of their clients, would be best served by the formation of two agencies.

J. Lipsey and Associates will remain in the present Universal Advertising offices, 311 South 15th Street, Omaha, and Millard Rosenberg Advertising will open offices at 8401 West Dodge Road, that city.

There'll be a Bishop on Carson's show, too

Bishop Industries Inc., Union, N. J., will use a continuing campaign in *The Tonight Show* on NBC-TV, starting July 24 and ending Dec. 29, in a buy described last week as representing more than $500,000 in billings.

Morton Edell, president of Bishop Industries, said the major buy on NBC-TV was a "first step in the corporation's plans for national coverage" of its Hazel Bishop division's Fabulous Fakes nail extenders as well as expansion in exposure of its State Pharmacal division's Plus White toothpaste and RD men's hair-coloring products.

Spade & Archer Inc., New York, is the advertising agency handling the Bishop Industries' order.

even the STARS know what makes WCCO RADIO one o

* *ask them*

They can speak from personal experience. Each spent a full week on the WCCO Radio staff during the past year. Without exception, they were impressed by WCCO Radio's combination of unmatched power, popularity and professional excellence.

the great stations of the nation

52.5%

SOLID ACCEPTANCE

This same combination is at work week after week—creating a setting of outstanding acceptance for your sales story. And reinforcing WCCO Radio's 43-year record of undisputed audience leadership.

SHARE OF AUDIENCE

More Listeners Than All Other Minneapolis-St. Paul Stations... Combined!

WCCO RADIO

NORTHWEST'S ONLY 50,000-WATT 1A CLEAR CHANNEL STATION

MINNEAPOLIS • ST. PAUL

REPRESENTED BY CBS RADIO SPOT SALES

Source: Audience data based on Mediastat estimates, Oct.-Nov., 1966, 6:00 AM—Midnight, 7 days a week, subject to qualifications which WCCO Radio will supply on request.

Clutter also troubles Admiral

Siragusa charges that overabundance of commercials reduces TV to a 'wasteland' in letter to RCA's Sarnoff

Television commercial clutter bothers Admiral Corp. a lot more than the poor quality of some programs and the Chicago TV set maker will probably extend its "temporary" withdrawal from advertising in the medium until the industry does something about commercial frequency. Admiral acted alone and hasn't talked to other advertisers.

That's the nub of what's rubbing the wrong way on the competition-toughened skin of Ross D. Siragusa, Admiral board chairman, according to his public and private observations on the issue. Admiral's decision earlier this month to drop out of TV sponsorship stirred prompt protests throughout the industry (BROADCASTING, June 19, 12).

The Admiral move was disclosed by Mr. Siragusa at the company's sales meeting followed immediately by a similar one held by RCA. During the RCA meeting Robert W. Sarnoff, RCA president, was asked by appliance trade newsmen to comment on the Admiral action.

Quipping with the reporters, Mr. Sarnoff said he has known Mr. Siragusa many years, "but if you want a flip answer it's this, Mr. Siragusa's idea of a good color-TV program is one which he can get very cheap." At least that's how it was reported to the appliance trade and Mr. Sarnoff since has not denied making the remark.

Quick Reply ▪ So last week Mr. Siragusa wrote a "Dear Bob" letter to Mr. Sarnoff and said he thought the remark indeed was "extremely flippant and definitely unfounded." Mr. Siragusa was unhappy too that Mr. Sarnoff told reporters that Admiral "never has been a factor in television advertising."

"For the record," Mr. Siragusa wrote Mr. Sarnoff, "during the 12-month period April 1966 through March 1967, Admiral invested $3,871,300 in network television advertising—most of this on NBC. From $29,000 to $48,000 per minute for prime time was spent on such shows as *Dean Martin, Run For Your Life, I Spy, Laredo,* etc., which, I gather from your comments, you consider cheap."

Mr. Siragusa agreed this wasn't "a staggering amount." But he questioned "whether an outlay of almost $4 million is so insignificant that the networks do not consider it a factor."

Mr. Siragusa admitted Admiral is "disappointed in the quality of some, not all, shows. There are some excellent shows—the networks have some fine things to offer; the telecasts of the United Nations Arab-Israeli discussion were superb—but there are also programs that are mediocre and certainly there are some that are very poor."

"Wasteland" Recalled ▪ Mr. Siragusa wrote that he felt "the mediocre and the poor far outnumber the excellent and I am not alone in this criticism." For company in that view he recalled onetime FCC Chairman Newton Minow and the "vast wasteland" speech.

"My chief complaint, however," Mr. Siraggusa wrote to Mr. Sarnoff, "has to do with the overabundance of network commercials and local spots. As an example I watched the Johnny Carson show June 14 and during the hour and a half I counted 35 commercials, local spots or breaks of from 10- to 60-seconds duration. It may interest you to know that you are not alone. On ABC's *Joey Bishop Show* I counted 40 commercials during the same period of time."

Had each of these been separate, Mr. Siragusa figured, "it would have meant a break in continuity every three minutes."

Mr. Siragusa said in conclusion: "The present-day sophisticated audience will no longer buy the type of things they did when the industry was in its infancy, and I think the time has come for the networks and advertisers alike to recognize the self-evident truth and attempt to upgrade the over-all quality of television programing and reduce the the frequency of commercials."

Pacific's pilots to stop perspiring

Stan Freberg's controversial "sweaty palms" radio, TV and print campaign for Pacific Air Lines Inc. apparently is headed for the hangar with the announcement last week that the San Francisco-based advertiser has agreed

BAR network billing report for week ending June 18

BAR network TV dollar revenue estimates for week ended June 18, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended June 18	Cume June 1-18	Cume Jan. 1-June 18
Monday-Friday Sign on-10 a.m.	ABC-TV	—	—	—
	CBS-TV	$116.2	$263.1	$2,865.8
	NBC-TV	314.4	733.5	7,151.9
	Total	430.6	996.6	10,017.7
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,188.6	2,499.1	33,592.0
	CBS-TV	2,930.7	6,004.6	78,266.6
	NBC-TV	1,477.4	3,063.6	40,831.0
	Total	5,596.7	11,567.3	152,689.6
Saturday-Sunday Sign-on-6 p.m.	ABC-TV	590.9	1,708.0	20,359.7
	CBS-TV	420.0	1,410.8	21,584.7
	NBC-TV	428.2	1,585.2	11,854.6
	Total	1,439.1	4,704.0	53,799.0
Monday-Saturday 6-7:30 p.m.	ABC-TV	240.5	607.2	7,111.2
	CBS-TV	499.4	1,205.8	14,423.9
	NBC-TV	620.8	1,445.5	14,198.5
	Total	1,360.7	3,258.5	35,733.6

Day parts	Networks	Week ended June 18	Cume June 1-18	Cume Jan. 1-June 18
Sunday 6-7:30 p.m.	ABC-TV	$ 229.4	$ 343.4	$ 3,176.7
	CBS-TV	153.6	461.3	5,981.3
	NBC-TV	30.8	188.4	3,989.2
	Total	413.8	993.1	13,147.2
Monday-Sunday 7:30-11 p.m.	ABC-TV	3,662.1	8,453.2	122,286.4
	CBS-TV	4,861.9	11,366.9	139,017.0
	NBC-TV	4,261.7	9,917.3	138,867.1
	Total	12,785.7	29,737.4	400,170.5
Monday-Sunday 11 p.m.-signoff	ABC-TV	223.7	790.0	4,882.4
	CBS-TV	34.4	103.4	1,364.2
	NBC-TV	385.9	891.2	9,202.4
	Total	644.0	1,784.6	15,449.0
Network totals	ABC-TV	6,135.2	14,400.9	191,408.4
	CBS-TV	9,016.2	20,815.9	263,503.5
	NBC-TV	7,519.2	17,824.7	226,094.7
Grand totals all networks		$22,670.6	$53,041.5	$681,006.6

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 26, 1967, Vol. 72, No. 26

For ABC, ITT: 30 days to sweat

With three of seven members in bitter dissent, FCC approves biggest broadcast merger ever—but question now is whether Justice will appeal

The FCC's pro-merger majority held firm.

For ABC, the International Telephone & Telegraph Corp., the Department of Justice and the broadcasting industry, that was the big news out of Washington last week.

Six months plus one day after it had originally approved ITT's acquisition of ABC's 17 AM, FM and TV stations, the commission, on Thursday, voted its approval again of the biggest merger ever to come before it.

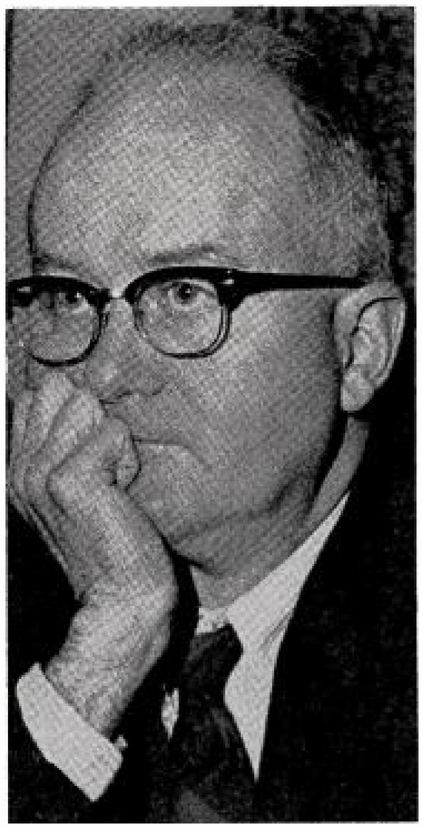
And by the same 4-to-3 lineup: Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth in the majority; Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson in the minority.

Commissioner Johnson, who after the initial decision in the case issued a blistering, 85-page dissent, topped that effort last week as the principal author of a blistering, 131-page joint dissent issued by the minority commissioners.

Necessary Finances ▪ The majority concluded that the merger would provide ABC—historically the weakest of the three networks—with the financial resources to compete effectively with CBS and NBC and to better serve the public interest in such areas as news, public affairs and cultural entertainment innovation. In sum, the majority said, the benefits will outweigh the detriments.

The minority, in reaching the opposite conclusion, said the majority opinion rests on only the "self-serving declarations" of the applicants. And they lashed the companies for allegedly lacking candor, as well as for exhibiting an "overbearing and presumptuous conduct toward the press, and a desire to distort and pervert the media in their reporting of these proceedings."

Thus, the reopening of the case at the Justice Department's request, which resulted in 13 davs of evidentiary hearings in April. additional written pleadings and two days of oral argument before the full commission, caused not one commissioner to change his mind.



Man with a problem is Donald F. Turner, antitrust chief of Justice Department. He forced reopening of ABC-ITT case, but last week got from FCC same decision it had made before. Question now is whether Justice will go to court.

But the merger, which would result in a $2.7-billion company—larger than the parent corporations of ABC's two network rivals—is not yet a sure thing.

Further delay could kill it. And delay is a possibility.

Court Threat ▪ Donald F. Turner, chief of the department's antitrust division, has indicated he may seek to block the merger in court, either through an antitrust suit or an appeal of the commission's decision. In either case the department would probably ask the courts to stay the effectiveness of the commission's order pending a resolution of its suit.

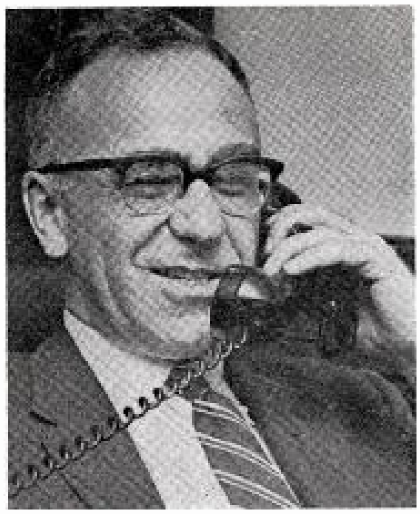
And there is believed to be a strong possibility that ITT would abandon the merger if a stay were granted. Harold S. Geneen, ITT chairman and president, is understood to be anxious for a resolution of the ABC matter, which has been pending before the commission since April 1966; ITT is said to have postponed action on other business ventures pending the outcome of the ABC case. And Mr. Geneen, following the Justice Department's petition in January asking the commission to reopen the case, was reportedly close to a decision to scrub the merger effort then.

The fate of the merger should be known within 30 days. The applicants have informed the commission they would wait that long before consummating the merger. They agreed to the delay after Justice two weeks ago asked the commission to delay the effectiveness of its order, if it approved the merger, to provide time for a decision on whether to appeal (BROADCASTING, June 19). A department spokesman said last week the question of an appeal was being studied.

ITT-ABC Optimistic ▪ But last week, Mr. Geneen and Leonard H. Goldenson, president of ABC, issued statements reflecting hope and optimism for the future. Mr. Geneen expressed "satisfaction" with the commission's decision and said the merger "will truly be in the public interest."

Mr. Goldenson, who was "gratified" by the commission's decision, said ABC would have the financial and technological resources to expand its facilities, "including full colorization," which are vitally needed to become truly competitive with the other two national networks."

He also listed plans to affiliate with



FCC Commissioner Lee Loevinger, most vocal advocate of the ABC-ITT merger, wrote the first draft of the majority opinion approving the transaction. Final draft also contained work of Chairman Rosel Hyde and key staffers.

"an additional number of UHF television stations in the near future," and more later, "and to look toward the acquisition of two UHF stations" to bring ABC up to the full complement of TV stations permitted by commission rules. ABC has five VHF's.

Development of UHF is one of the benefits that the applicants say will result from the merger. And the commission, in placing reliance on that representation in its decision, said it will require ITT to submit annual reports for the next three years on the nature and extent of its efforts to aid in the development of UHF.

Mr. Goldenson also said the merger would enable ABC to establish a network morning news program originating in Washington and to move forward with plans for fully competitive coverage of the primaries, the national conventions and the elections of 1968 and beyond.

Industry's Biggest ▪ Mr. Goldenson, in outlining ABC's plans, was talking as the future executive (he will remain as president of ABC and will serve on ITT's board) of a truly formidable corporation—a conglomerate company with worldwide holdings having combined assets of $2.7 billion.

ABC, with assets of only $320,315,-000, would thus be part of a corporation that is larger than RCA, parent of NBC, which has assets of $1.5 billion, and more than four times the size of CBS, which has assets of $598,-143,612. ABC is a minor conglomerate itself with interests in theaters and records as well as broadcasting.

Despite commission efforts to maintain tight security over its plans, word of what the decision would be leaked Wednesday. The commission took no vote of any kind until Thursday, but it was evident to the commissioners themselves what the vote would be following a meeting on the matter two weeks ago.

At that time two proposed orders were under consideration—one that would approve the merger, one that would deny it. The former was drafted by Commissioner Loevinger, the latter by Commissioner Johnson. Following that meeting, Chairman Hyde took responsibility for reworking Commissioner Loevinger's draft as the majority opinion; Commissioner Johnson rewrote his with the other two commissioners as their joint dissent.

Nod to Justice ▪ The majority opinion appeared more deferential to the Justice Department than was the opinion in which the commission originally approved the merger. On Dec. 21, the commission somewhat testily dismissed the department's arguments presented in a letter Dec. 20. Last week, the opinion acknowledged that the department's "extensive and thorough investigation . . . and the evidence that it adduced have been helpful. . . ."

The department, in its petition for reconsideration, argued that the commission had failed to consider the anti-competitive consequences of the merger, at least partly because it had not held a full evidentiary hearing. (A two-day oral hearing before the full commission was held in September.) The department said it had evidence the commission had not considered.

The majority said that, after reviewing Justice's case, it concluded that detriments revealed "simply are too speculative or slight to weigh heavily in the balance." The department had raised the possibility that, absent the merger, ITT would become a competitor of existing networks either as the operator of a fourth network or the developer of a nationwide network of CATV systems.

The majority also disagreed with the department's contention that the merger would stifle the development and application of technological development; the department said ITT, a communications equipment manufacturer, would not be likely to develop new techniques that could result in competition for ABC. The commission majority said the merger would provide ITT with an incentive to develop technology that will aid ABC.

And, on the benefit side, the majority said, was the financial help ITT could provide ABC. The majority noted that the commission has long sought to find ways to help ABC become more competitive with the other network and added: "We think it desirable to promote the best possible environment for ABC operation, both to serve the public interest and to compete with CBS and NBC."

FCC Commissioner Nicholas Johnson, was principal author of dissent. In it he revived criticism of majority that he issued after first decision last December. But this attack was jointly made by him, Kenneth Cox and Robert Bartley.

Opposing View ▪ The minority, however, disputed the majority on all these points. It agreed with Justice that the merger probably diverted ITT from entry into broadcasting or CATV operations.

And they saw ABC in far better financial conditions than did the majority. They charged that ABC had ballooned its cost estimates to impress the commission and grossly exaggerated its difficulties in borrowing. The minority also said that if a number of questions concerning ABC's needs were to be resolved in the company's favor, its cash shortages . . . "would be reduced by more than $40,000,000, even if ABC undertook its entire expansion program in the contemplated time."

But the minority reserved some of its strongest language for testimony of principals of the applicants which "has been so lacking in candor, so careless of the need to inform us in an honest and forthright way, that it is simply incredible that the majority can place such abiding faith in their every word." The Justice Department had raised the candor issue in its pleadings.

The minority singled out both Mr. Goldenson and Mr. Geneen. The statement said "probably the most serious example" was Mr. Goldenson's volunteered comment, in the September hearing, that a loan agreement with Metropolitan Life Insurance Company limited ABC's borrowing to 50% of its assets. The minority said the statement was incorrect, that Mr. Goldenson learned it was incorrect shortly after the hearing, but that he never notified the commission of the error.

The minority said that Mr. Geneen's "testimonial legerdemain was slightly more subtle but no less disingenuous." The statement said that Mr. Geneen had knowingly understated ITT's interest in acquiring CATV systems and broadcast stations. The minority also compared Mr. Geneen's statement in the September hearing that ITT permits its subsidiaries "substantial autonomy" with testimony as brought out in the April proceeding, that ITT "was one of the most tightly and centrally run conglomerate companies in the country."

The majority found nothing to be alarmed about on the candor issue. It agreed that "some errors have been made" in the testimony but said that "errors and inconsistencies of this nature are not unusual in cases of this magnitude and complexity. It would be quite unwarranted to draw inferences as to candor or character from such relatively minor aspects of the testimony and proceedings."

Stock prices for ABC and ITT

Last Thursday, two-and-a-half hours before the FCC announced its second, favorable decision in the ABC-ITT merger case (see page 29), ABC common closed at 92⅞, up 4¾, after hitting a high of 93¾ and a low of 90⅝ during the day. ITT on that same day closed at 95¾, down 1¾ having touched a high of 97½ and a low of 95⅝ during the day.

During the year, ABC stock has reached a high of 93½ and a low of 72¾; ITT during the same period hit a zenith of 98½ and a low of 81¾.

On Friday (June 23), the day after the FCC's announcement, ABC opened at 92, and ITT, at 97.

Both companies are listed on the New York Stock Exchange.

Two years ago, before the ABC-ITT merger talks were acknowledged, ABC stood at 54. On Dec. 1, 1965, when the merger plans were confirmed, ABC moved up eight points, to 62. When the merger plans were officially announced on Dec. 9, 1965, ABC reached 74. One year later, on Dec. 21, 1966, when the FCC first approved the combination, ABC's stock closed at 85.

As of Dec. 31, 1966, there were 4,707,270 shares of ABC common outstanding. In addition, ABC is holding 306,503 shares in reserve to meet options held by executive employes.

Under the terms of the merger agreement, ABC stockholders will receive for each common share they own, 0.5719 of a share of ITT common and 0.5719 of a share of new, ITT convertible preference stock.

News Integrity ▪ Another major question in the proceeding is whether the integrity of ABC News would be compromised as the result of a merger with a giant corporation drawing 60% of its earnings from holdings in foreign countries. During the hearing, this issue was highlighted by Justice when it subpoenaed as witnesses three reporters who had been covering the proceeding and who testified about alleged ITT efforts to influence their judgment.

The majority held that its conclusion in December, that ABC News' independence would be strengthened by the merger, was bolstered by the further hearing. "Despite the most wide-ranging inquiry and examination of this issue," the majority said, no evidence was offered "tending to show that ITT would . . . attempt to impose its position on ABC. . . ."

As for the three reporters, the majority held that only one, Eileen Shanahan, reporter for the *New York Times*, had been the object of an "improper" approach. The majority cited her testimony regarding Edward Gerrity Jr., ITT vice president for public relations. But in the case of two wire service reporters, the majority held that ITT and ABC public relations personnel "did no more than ask reporters covering the proceeding to be factually accurate."

Fifteen months ago Leonard H. Goldenson (l), ABC president, and Harold S. Geneen, ITT president, jovially greeted ABC-TV affiliates at reception in Chicago. In the same week the companies filed petition for FCC approval of their merger. Last week, with slim but final FCC approval in hand, they had reason to smile again—but only tentatively. Still a possibility is court action that could keep them apart even longer.

Shocking Insensitivity ▪ The minority had a sharply different view of these matters. They said the conduct of the public relations personnel "demonstrates an abrasive self-righteousness in dealing with the press, a shocking insensitivity to its independence and integrity." The minority also noted that ITT officials performed such acts at a time when they should have been on their "most exemplary behavior" because of news-integrity issue.

The "extraordinary spectacle" of such conduct, they added, helps lead to the conclusion that "there is a very significant danger that ITT's other interests will be allowed to intrude on the journalistic functioning of ABC and subvert the proper use of this electronic outlet. . . ."

The minority also said a company, like ITT, "whose daily activities require it to manipulate governments at the highest levels is likely to be left with little more respect for the role of a free and independent press in a democratic society than for the role of conscientious government officials fulfilling the broadcast public interest of their nation's citizenry." The minority said ITT's concern with political and economic developments in foreign countries as a result of its far-flung economic interests is "fully documented in the record."

Counterattack begins on fairness

Group of 59 stations petition FCC to hold rulemaking proceeding on legality and effects of fairness's application to cigarettes

Broadcasters' first formal reaction to the FCC's landmark decision to apply the fairness doctrine to cigarette advertising came last week. A Washington communications law firm, on behalf of 59 stations, urged the commission to make its ruling the subject of a rulemaking proceeding.

Smith, Pepper, Shack & L'Heureux said the application of the doctrine to the "totally new realm of commercial advertising" is so momentous—it could affect the future of broadcasting as a privately owned, commercially financed medium, the firm said—that the commission should not proceed until hearing the comments of all interested parties.

At the same time, the firm petitioned the commission to stay the effectiveness of the application of its new ruling until it acts on the rulemaking petition. "To require immediate compliance with the requirements of the commission's ruling would be to require the broadcast industry to risk loss of substantial amounts of advertising revenue before threshold questions of constitutionality and legality have been answered," the firm said.

Letter to WCBS ▪ The commision issued its ruling on a 7-to-0 vote in a letter June 2 to WCBS-TV New York (BROADCASTING, June 5). A New York attorney had complained to the commission that the station had refused to make time available for programing to counter the prosmoking messages of its cigarette commercials. And the commission held that, in view of the controversy surrounding smoking, stations carrying such commercials must provide time for the other side of the issue, at no cost if necessary.

The Smith, Pepper firm, said the letter "treats informally of a subject requiring closest scrutiny by all segments of the broadcasting industry"—which could be given in a rulemaking proceeding— "and bears constitutional and legal implications touching the very foundation of our theory of government."

The firm thus got to the commission ahead of CBS, which owns WCBS-TV, and the National Association of Broadcasters, both of which have said they would oppose the commission's ruling.

CBS was expected to ask the commission to take another look at the ruling in the light of a series of arguments which the network was preparing last week. NAB, whose strategy won't be definite until the meeting of its joint board in Williamsburg, Va., this week, is expected to file a petition for reconsideration that could be used as the basis for a court appeal.

Open Door ▪ The Smith, Pepper firm argued, as have many opponents of the ruling, that the commission provided grounds for wholesale demands for time for reply to advertising messages—regarding automobiles, by those concerned with highway safety; beer and wine, by those opposing liquor; coffee, by those who regard it as dangerous, and insect sprays and hundreds of other products, which are potentially dangerous.

Thus, the firm says: "The door which the commission has attempted to open without conducting public inquiries or providing even the slightest opportunity for broad examination and discussion could destroy the entire broadcasting medium as we know it."

A major contention in the petition for rulemaking is that the commission's action on cigarette advertising runs counter to the intent of Congress in approving the Cigarette Labeling and Advertising Act of 1965. That act requires health-hazard warnings on cigarette packs but specifies that no such statement shall be required in the advertising of cigarettes until at least July 1, 1969.

The firm noted that the reason Congress delayed imposing a requirement that advertising carry a warning was to permit the effectiveness of "less dramatic" remedies, including the cautionary statement on cigarette packs, to be evaluated. The commission's ruling, Smith, Pepper added, "effects a premature result which Congress expressly sought to avoid: threatened reduction or loss of advertising revenue to the broadcast industry."

FTC's Role ▪ The firm also said that by its ruling, the commission has

AHA anxious to supply antismoking spots

The American Heart Association, happy about the cooperation it's received from broadcasters in the past, is ready to supply stations with additional materials regarding the dangers of smoking.

That was the message that the FCC's ruling on the applicability of the fairness doctrine to cigarette advertising prompted Dr. Lewis E. January, president of the American Heart Association, to send FCC Chairman Rosel H. Hyde.

Dr. January noted that the AHA received "with great interest" news of the commission's June 2 ruling, which held that smoking is a controversial issue and that, therefore, stations carrying cigarette commercials must provide time for messages warning of the dangers of smoking.

The AHA, he said, "is very concerned about the effects of cigarette smoking on heart disease."

He said the AHA has materials available for broadcast that are designed to inform the public of the dangers involved in smoking.

And "in view of the oustanding continuing support given the heart program by the broadcasting industry," he added, "we believe we will receive excellent cooperation" in getting the AHA message across.

He said AHA has found the broadcast media to be "extremely progressive" in providing time for spot announcements, programs and news dealing with advances in the fight against heart disease.

usurped control of advertising which is properly the province of the Federal Trade Commission. And that agency, the firm added, has recognized that it is barred by the cigarette labeling act until July 1, 1969 from requiring an affirmative statement relating to smoking and health in cigarette advertising.

Smith, Pepper recalled that the commission had indicated a different attitude toward the question of cigarette advertising in comments it filed with the Senate when the labeling act was under consideration. The commission said then that "it seems clearly appropriate . . . that the matter of cigarette advertising be treated on an across-the-board basis, rather than in piecemeal fashion." The commission also said it wasn't in a position to make recommendations as to whether the proposed legislation should be enacted.

The effect of provisions of the cigarette labeling act on the commission's ruling is one matter on which the firm suggests that the commission could invite comment in the proposed rulemaking proceeding. So is the likely impact of the ruling on the future of broadcasting as a privately owned, commercially supported medium.

Other Issues ▪ Other suggested points and comments on them contained in the petition include:

The commission's authority to promulgate rules making the fairness doctrine applicable to cigarette advertising: The question is open and should be considered in the proposed rulemaking proceeding. But in any event, the ruling "is so far removed from any reasonable basis in the commission's present rules as, in fact, to require that rulemaking procedures be used."

The construction of cigarette advertising as a "controversial issue:" The commission's comprehensive editorializing report of 1949, which followed extensive hearings and which embodies the fairness doctrine, provides no basis for construing the fairness doctrine as applicable to broadcast advertising. Before the commission makes such an application it should make the same kind of exhaustive study that preceded adoption of the 1949 editorializing report.

The Fifth Amendment and other pertinent constitutional considerations raised by the ruling: Since the "gratuitous commission action" may result "in a significant loss of revenues for the entire broadcast industry," the ruling should be examined "under the light of the substantive safeguards of the Fifth Amendment's due process guarantees."

The need for further guidelines: The ruling is vague and indefinite and questions remain as to its applicability to newly developed cigarettes whose makers contend that harmful ingredients have been removed.

The broadcast companies represented in the petitions for rulemaking and for stay are the Rounsaville outlets (WLOU Louisville, Ky.; WFUN South Miami, Fla.; WCIN Cincinnati; WVOL Berry Hill, Tenn.; WYLD New Orleans; WDAE-AM-FM Tampa, Fla.); Wcov Inc. (WCOV-AM-TV Montgomery, Ala.); Delta Teleradio Corp. (KHMA Houma, La.); Norfolk Broadcasting Corp. (WABR Winter Park, Fla.; WNOR-AM-FM Norfolk, Va.); KCIL Inc. (KCIL-AM-FM Houma, and WLUX Baton Rouge, both Louisiana); Dixie Radio Inc. (WDLP-AM-FM Panama City, Fla.; WYNR Brunswick, Ga.); Cascade Broadcasting Co. (KIMA-AM-FM-TV Yakima and KEPR-AM-FM Pasco, both Washington; KLEW-TV Lewiston, Idaho); WLEX-TV Lexington, Ky.; Northern West Virginia Television Broadcasting Co. (WBOY-TV Clarksburg, W. Va.); Fortnightly Corp. (WBOY-TV Clarksburg, W. Va.); The Peach State Broadcasting Co. (WIBB Macon, Ga.); Altoona Trans-Audio Corp. (WRTA Altoona, Pa.); Schuylkill Trans-Audio Corp. (WMBT Shenandoah, Pa.); WKRZ Inc. WKRZ and WDJR-FM, both Oil City, Pennsylvania.); Roger Williams Broadcasting Co. (WXTR Pawtucket, R. I.); WOTR Corry, Pa.; WWOW Conneaut, Ohio; Petersburg Broadcasting Co. (WSSV-AM-FM Petersburg, Va.); Mel-Lin Inc. (WOBS Jacksonville, Fla.); WBEJ Inc. (WBEJ Elizabethton, Tenn.); Greene County Broadcasting Co. (WSMG Greenville, Tenn.); Puritan Broadcast Service Inc. (WLYN-AM-FM Lynn, Mass.); Tri-Cities Broadcasting Corp. (WNBP Newburyport, Mass.); Dunkirk-Fredonia Broadcasting Inc. (WBUZ Fredonia, N. Y.); KDOK Broadcasting Co. (KDOK-AM-FM Tyler, Tex.); WLLE Inc. (WLLE Raleigh, N. C.); Community Service Broadcasters Inc. (WMBM-AM-FM Miami Beach, Fla.); Everbach Broadcasting Co. (WOKB Winter Garden,, Fla.); L&P Broadcasting Corp. (WVON Cicero and WSDM-FM Chicago, both Illinois); Retherford Broadcasting Inc. (KBUZ-AM-FM Mesa, Ariz.); Wister Broadcasting Co. (WPEO Peoria, Ill.); Group "B" Broadcasting Inc. (WCUM-AM-FM Cumberland, Md., and WFLB Radio Inc. (WFLB Fayetteville, N. C.).

A face saving plea

The publicity accorded the fairness doctrine's application to cigarette advertising is generating promotional efforts by other so-called health groups. One, The National Committee to Save Face, says it has notified the networks that it wants equal time to that accorded razor-blade advertising. A spokesman for the group alleges shaving is "self-inflicted torture that can only lead to an unhealthy skin condition and dire psychological consequences." Pickets and protests may be the next step if equal time is not granted, he said, probably timed to the July 15 Frontier Day celebration of Avery, Tex., when beards are expected to be the adornment of the day.

Fairness dims TV's future

TVB's Cash tells stations equal-time rule concerns advertising of all products

The fairness doctrine applied to broadcast advertising, as in the FCC's ruling on cigarette commercials, might well lead to a situation in which an indeterminate amount of advertising could go down the drain.

This in effect was the bleak "implication" the Television Bureau of Advertising sees in the recent FCC ruling contained in a letter to WCBS-TV New York placing cigarette advertising under the fairness doctrine.

TVB President Norman E. Cash said in a letter to member stations last week: "The issue is far broader than one complaint against one station. It is broader than the issue of cigarette smoking. It concerns the freedom of advertising for all products in all media.

"While the FCC states its holding is limited to this product . . . cigarettes . . . there is no way in our opinion in which the current [FCC] members can govern the actions of the future FCC members."

In observing also that the FCC had extended the application of the fairness doctrine from editorial opinions of the broadcaster to opinions of advertisers who use radio and television, Mr. Cash said: "The idea that those who disagree with an advertiser's opinion should be provided free time in which to express their disagreement could not only change advertising but end it."

With the fairness doctrine thus extended, Mr. Cash said, "there is no reason for an advertiser to pay for his message"; the advertiser may well decide to "wait until his competitor has paid for an advertisement and then demand free time in which to answer with his opposing view."

All Have Competitors ▪ Mr. Cash said that every product has a competing product, citing the gas industry vs. the electric industry, and noting; "There is opposition to the concept of branded items by those in favor of generic categories, automobiles by those talking safety, opposition to advertising by those in favor of grading of products." With equal time the going rule in advertising, Mr. Cash observed, "only one product in a category would need to advertise. All others would be given free time in which to answer."

He also said that the issue at hand was not cigarettes because tobacco advertising, under its own code limitations, doesn't seek to increase the number of smokers but confines its efforts "to switch those who already smoke from one brand to another. Cigarette advertising [today] is brand advertising."

Mr. Cash reminded broadcasters that the FCC may have unknowingly established a priority for one public-service message over others, noting there are 200 different public-service groups seeking air time. The station licensee has had the responsibility of selecting and scheduling these messages, he said, but the FCC would now assign priority based on the number of cigarette commercials the station broadcasts rather than by judgment of the individual station's management as to the community's interests and needs.

The TVB letter pointed out that the bureau is not a lobbying instrument for the television industry—Mr. Cash declaring that the station licensee must make individual decisions in the areas of what advertising, public-service messages and public opinion it will carry. But, he said: "If an advertiser shifted his efforts to the print medium and a similar request to control the editorial license was made, freedom of the press-freedom of speech would be the infringement. We see no difference where it involves radio and television."

Agency appointments . . .

▪ American Savings and Loan Association, Detroit, has appointed Simons-Michelson Co., that city.

▪ McDonald's of Greater Cincinnati, restaurant chain, has appointed Ted Menderson Co., Cincinnati.

▪ Classic Products Ltd., West Palm Beach, Fla., has named J. M. Mathes Inc. for Classic Car Wax. Mathes's Miami office will service the account.

▪ Whitehall Laboratories, division of American Home Products Corp., New York, has appointed Warwick & Legler Inc., New York, for several new test products.

Network income rebounds after war

Network television revenues bounced back to near-normal when the Middle East war ended and regular-program pre-emptions for special coverage declined, according to estimates last week by Broadcast Advertisers Reports.

The report, released Thursday (June 22), placed three-network revenues at $22,670,600 for the week of June 11-18 (see page 40). This was a gain of $5,553,600 from the estimate for the preceding week, when the fighting was in progress and commercial pre-emptions were heaviest (BROADCASTING, June 19).

The $22,670,600 for the June 11-18 period came within $120,800 of the $22,791,400 estimated for the week before the war started, when—as in the June 11-18 week—the diplomatic situation was tense but there was no fighting and the pre-emptions were fewer.

BAR officials have pointed out that an unidentifiable portion of the weekly fluctuations in revenues is traceable to changes in rates charged for some programs. But the bulk of the big drop in the war week of June 5-11 is generally believed to stem from pre-emptions.

All three networks showed substantial gains in the BAR estimates for June 12-18. ABC-TV, down $2,212,700 in the week of June 5-11, gained $1,844,300 to a June 12-18 total of $6,135,200. CBS-TV, off $2,465,900 the week before, advanced $2,392,300 to a total of $9,016,200. NBC-TV, whose crisis-coverage losses had been spread over two weeks, amounting to just under $1 million in the June 5-11 period, recouped $1,317,000 to a June 12-18 total of $7,519,200.

UN Action ▪ Meanwhile the focus of coverage last week was again in New York, where the United Nations General Assembly convened to hear Soviet Premier Alexei Kosygin and other UN delegates.

Mr. Kosygin's speech as well as other important portions of the deliberations were carried live by both radio and TV networks. President Johnson's Monday-morning policy speech in Washington was also carried live.

Latest figures available Thursday (June 22) indicated that ABC had devoted 53 hours and 11 minutes to television coverage of the crisis since May 24. CBS-TV had carried 40 hours and 29 minutes and NBC-TV, 55 hours and 30 minutes. These were in addition to regularly scheduled news and public affairs programing.

Live coverage of the UN was also provided by United Press International's audio service to its more than 320 broadcast subscribers. Extensive on-the-spot coverage of the war had also been supplied by the UPI audio service while the fighting was in progress.

Michael Hayward, chief of UN television, said the organization's cameras had provided more than 94 hours of UN coverage since May 24. During the week, UN television began providing color pool coverage of the deliberations with a color camera leased from Reeves Sound Studios Division of Reeves Broadcasting. Color and black-and-white pool coverage was used by domestic networks and transmitted via satellite throughout the world on a continuous basis.

Business briefly . . .

Fisher Body Division, General Motors Corp., Detroit, through D. P. Brother & Co., that city, will sponsor highlights of its 37th annual Craftsman Guild Awards banquet (July 31) at which scholarship winners will be announced. The broadcast will be on CBS Radio at 9:05-9:15 p.m. EDT.

California Packing Corp., San Francisco, through McCann-Erickson, same city, has made its biggest network radio purchase with a July start on ABC, CBS and MBS. Slated to last for about six months, the campaign will focus on California Packing's Del Monte catsup. Some 15 spots per week each will be heard on ABC and CBS, primarily on network newscasts. Mutual will get a smaller schedule and there will be a supporting spot campaign in selected major markets.

J. P. Stevens & Co., New York, will promote its "Camelot color collection" of Stevetex texturized fabrics with broadcast advertising in the fall, including a TV special scheduled for showing in 11 major markets when the motion picture "Camelot" premieres in the cities. Agency is McCann-Erickson, New York.

Chevrolet division, General Motors Corp., through Campbell-Ewald Co., both Detroit, has renewed sponsorship of 12 weekend newscasts on CBS Radio. Renewal marks 14th straight year of Chevrolet sponsorship on CBS Radio.

American Motors Corp., Detroit, through Benton & Bowles, New York; **American Cyanamid Co., (Breck),** Wayne, N. J., through Young & Rubicam, New York; **Bristol Myers Co.,** New York, through Y&R; and **Colgate-Palmolive Co., (Fab),** through William Esty, both New York, sponsors on NBC Radio's *Monitor*. Both American Cyanamid, Bristol Myers and Colgate-Palmolive will also be in *Emphasis;* and Colgate and Bristol Myers, in addition, will advertise on *News on the Hour*.

in principle to merge with another regional organization, West Coast Airlines Inc. of Seattle. Last April, Pacific Air Lines hired Mr. Freberg, who heads Freberg Ltd., an advertising consultant firm in Hollywood, to dream up a campaign that would bring attention to the company, which was having financial difficulties.

Mr. Freberg, known for his satirical, outspoken approach, created a campaign pitched directly at people who are "scared witless" and have "sweaty palms" about flying. Among other unconventional ideas the copy line of the Freberg creation sugested that Pacific's pilots also are scared every time "that big plane lifts off that runway." The campaign infuriated the airline industry and advertising community. The San Francisco office of D'Arcy Advertising resigned the Pacific Air Lines account and a number of the advertiser's key executives also left. While it's estimated that Pacific's traffic increased during the little more than a month the unusual advertising was in effect, the airline still sustained losses during that period.

Under the terms of the merger proposal, Nick Bez Sr., president of West Coast Airlines, would become president of the new firm. Mr. Bez is on the record as being definitely opposed to the "sweaty palms" campaign.

MSI briefs agencies on product-flow data

A sampling of advertising agency opinion on the role of advertising and media, particularly television, in the flow of products into distribution was provided last week in New York at a day-long conference conducted by Media Survey Inc.

MSI provides product distribution data to media; its panels were designed primarily to stimulate discussion of how such data can best be used.

Clifford Botway, partner and vice president for media-broadcast, Jack Tinker & Partners, New York, said he believed the "demographic description of media delivery is on its way out," and that a "measurement of the ability to sell is on the way [in]." Within 10 years, he said, "we will be selecting media by their reach of individuals rather than by category."

Mr. Botway said: "As a media man, I don't really care how many of your customers watch *Batman*, or how many of the viewers of *Batman* are women 18-34, or how many of the readers of your newspaper reside in homes costing $20,000 and up and have family income of $9,000 or more. I really care about whether a one-page ad in your newspaper or three announcements at

WHAT'S KAISER'S DETROIT "U" UP TO THESE DAYS?

FROM A STANDING START, WKBD HAS BECOME A MAJOR DETROIT TV CHANNEL

WKBD-TV 2-Year Growth Chart (ARB Audience Report*—1965, 1966, 1967)

	MARCH, 1965 SHARE	MARCH, 1965 HOMES	MARCH, 1966 SHARE	MARCH, 1966 HOMES	MARCH, 1967 SHARE	MARCH, 1967 HOMES
Noon - 5 pm	1	4,200	2	9,000	5	18,800
5 - 7:30 pm	2	11,400	3	19,700	12	75,600
7:30 - 11 pm	2	18,400	3	23,300	5	38,800
9 am - Midnight	2	12,300	3	15,300	6	29,600

WHAT'S THE SECRET?

In a word—programming. WKBD-TV started with a limited sports schedule in 1965. Only 19% of Detroit's homes had UHF then. There is still plenty of good sports on Channel 50—NBA Pistons, NHL Red Wings, and college basketball, for example. But the station now offers much more—and to a much bigger market. Today 57% of the homes are able to see WKBD-TV. And what do they see? Favorites like Perry Mason, The Flintstones, McHale's Navy, and Detroit's number one TV personality, Lou Gordon. (Gordon now peaks at 60,000 homes on Sunday night, 10 P.M. to midnight.)

WHAT DOES NIELSEN SAY?

The figures are pretty impressive, too. Take the 5 to 7:30 pm weekday slot, for example. In the Feb-Mar 1965 NSI, WKBD-TV had a 2 share with 8,000 homes. In 1967, the share is up to 10—with 62,000 homes. Or the 7:30 to 11 pm period. In 1965, share was 3 with 17,000 homes. In the NSI Feb-Mar 1967 All Market Report Cycle the share was 4, with 36,000 homes.

WHAT'S HAPPENING THIS FALL?

Look for more big-time programs to go on WKBD-TV. We're adding I Love Lucy, Combat!, Hazel, and Alan Burke—plus hundreds of new movies, including the newest Walter Reade package. And by November, BCG estimates that 62% of the homes in the market will be able to receive WKBD-TV . . . and that's a whopping 986,500 homes!

MORE U.S. COVERAGE** THAN ANY INDEPENDENT SERVING DETROIT

WKBD-TV's coverage advantage over the other independent will be increased to 62% starting this fall, thanks to an increase in power to one million watts.

WKBD-TV is the *only* independent serving Detroit that telecasts from the Detroit antenna farm—the *only* independent that presents advertisers with no foreign clearance problem.

Detroit is watching WKBD grow!

EXCITING THINGS ARE HAPPENING AT KAISER

FM Stereo—Boston • San Francisco
AM—Cambridge
UHF-TV serving—Boston
Detroit • Los Angeles
Philadelphia • (and soon San Francisco)

WKBD TV ch 50

Detroit

Kaiser Broadcasting

Represented by BCG

*Data based on estimates provided by source indicated and subject to the qualifications of this service. Reports available on request.

**Based on data furnished by Gautney & Jones, Consulting Engineers, Washington, D.C.—available on request.

7 p.m. on the television station will sell more Alka-Seltzer tablets than the alternate of five announcements at 3 p.m. and/or two half-page ads in your competitor's newspaper."

Paul Roth, vice president and media director, Kenyon & Eckhardt, took note of station practices in the areas of continuity and cut-in costs. He spoke of a client that he said had established an eight- to 10-week schedule of commercials, when abruptly the station withdrew the spots, claiming they didn't meet code standards. Mr. Roth said the station refused a client rebuttal and acted in what he said was "an irresponsible fashion."

Mr. Roth said stations don't regard a test product using network cut-ins as a source of new business but "as a raid on the network" and consequently don't accommodate cut-ins with special rates. An exception, he said, has been on the West Coast.

Other panelists included Art Heller, vice president and media director of Ted Bates & Co.; Jules Fine, vice president and media director, Ogilvy & Mather; Dr. Van Appel, vice president and director of advertising research, Benton & Bowles; Russel Haley, vice president—research director, D'Arcy Advertising, and Joseph Eastlack, partner for market research, Jack Tinker & Partners.

TV takes bigger share of airlines advertising

Domestic airlines spent more than $27.1 million in TV advertising last year, an increase from the over $21.7 million placed in television in 1965. These figures are based on estimates issued last week in a report of Travel Research International, New York.

The report said the airlines last year spent 36% of their advertising budgets in newspapers vs. 41% in 1965; 35% vs. 28% in 1965 for television; 16% vs. 19% in radio, and 13% vs. 12% in magazines. Total ad spending by the domestic carriers in 1966 was estimated at more than $77.5 million, or nearly 14% more than in 1965.

TV's gains were also apparent in "combined" carrier (domestic and international airlines) expenditures. In 1966, newspaper expenditures of these airlines paralleled the domestic carrier spending 36% vs. 41% in 1965; TV's was 28% vs. 22%; magazines' approximately 21% in both years and radio about 15% in both years. Total advertising of the combination domestic and international carriers: over $104.2 million last year, of which TV garnered nearly $30 million.

The travel organization also said that four major domestic airlines—United, American, Trans World and Eastern—spent a total $45.2 million, with 42%, or nearly $18.6 million, going to TV in 1966. The four airlines accounted for 70% of total domestic-airline TV dollars. The international airlines last year spent 13% in radio and 8% in TV compared to 11% and 5% respectively in 1965. Total international airline spending in 1966 came to over $26.7 million.

NBC approaches sellout on AFL games

NBC-TV reported last week the sale of 74% of its 1967-68 American Football League schedule. It said that 13 advertisers have signed, and another soon will be announced, for the 33-game lineup.

NBC's per-minute rate is quoted at $27,000 for one commercial minute per game; $26,000 a minute for two minutes a game and $25,000 a minute for three minutes a game. Three advertisers are committed to two minutes or more a game: RCA (through J. Walter Thompson Co.), American Tobacco Co. (BBDO), and Chrysler Corp. (Young & Rubicam).

Last year, NBC reportedly sold time in the AFL games on the basis of $37,000 for a single minute in a package that came to 22 games, 11 fewer than this year, and $35,000 for a minute a week in the full lineup. At this time last year the network reported sales representing 60% of time available.

Other 1967-68 AFL sponsors, signed for a minute or less per game are: Stanley Tools (BBDO), Liggett & Myers and Phillips Petroleum (both JWT), Trans World Airlines (Foote, Cone & Belding), Shulton Inc. (Wesley Advertising), Polaroid (Doyle Dane Bernbach), Black & Decker Manufacturing (Van Sant, Dugdale & Co.), United Air Lines (Leo Burnett), Revlon (Leber Katz Paccione), and Sperry Rand (Y&R).

Merchandising is a cooperative effort

Honig-Cooper & Harrington, one of the leading agency users of broadcast media on the West Coast, thinks radio is getting a bum rap over its merchandising practices. Sherman Slade, executive vice president and general manager of the agency's Los Angeles office, indicated that the reluctance of some stations to commit to merchandising and promotion campaigns is understandable. The advertiser and agency should initiate merchandising programs, Mr. Slade told the Southern California Broadcasters Association at a luncheon meeting in Hollywood, then bring the radio station in as a partner. Merchandising on radio has to be a cooperative deal if it's to work effectively, he pointed out.

Mr. Slade stressed that Honig-Cooper & Harrington is a "strong supporter" of radio, thinks it's "the largest mass medium in the country." He said that over the last decade the agency has poured some $30 million into the purchase of radio time.

Jack Calnan, H-C&H's vice president and creative director in Los Angeles, discussed the specifics of several of the agency's radio campaigns. Included were tape presentations of commercials produced for Bell Brand Foods, Farmer's Insurance Group, Kal Kan Foods, DEP Corp. and Von's Grocery Co.

Bruns to handle all Hassenfeld accounts

Toy and game manufacturer Hassenfeld Brothers Inc., Pawtucket, R. I., said last week it would consolidate all of its advertising at Bruns Advertising, New York, effective next Jan. 1. An estimated $3 million to $4 million of Hassenfeld's spending is in TV.

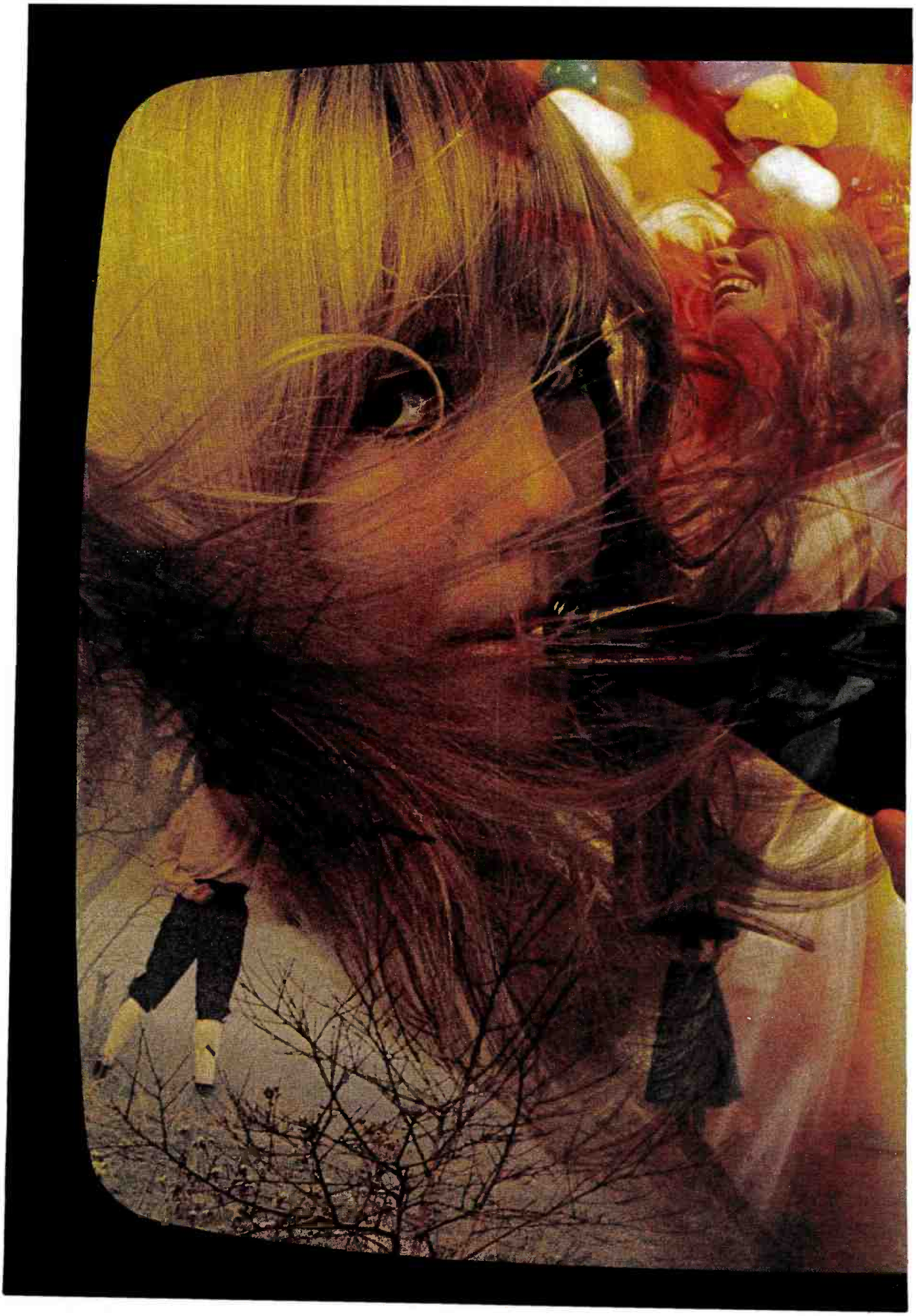
A big chunk of the billing—the G. I. Joe toy fighting man—is being returned to Bruns after having been moved to Fletcher Richards Co., New York, at the start of this year. The G. I. Joe account, which alone accounted for some $4.5 million last year and has increased this year, is about 90% in spot television. Bruns also picks up the Storykins miniature doll from Fletcher Richards to add to its other Hassenfeld accounts.

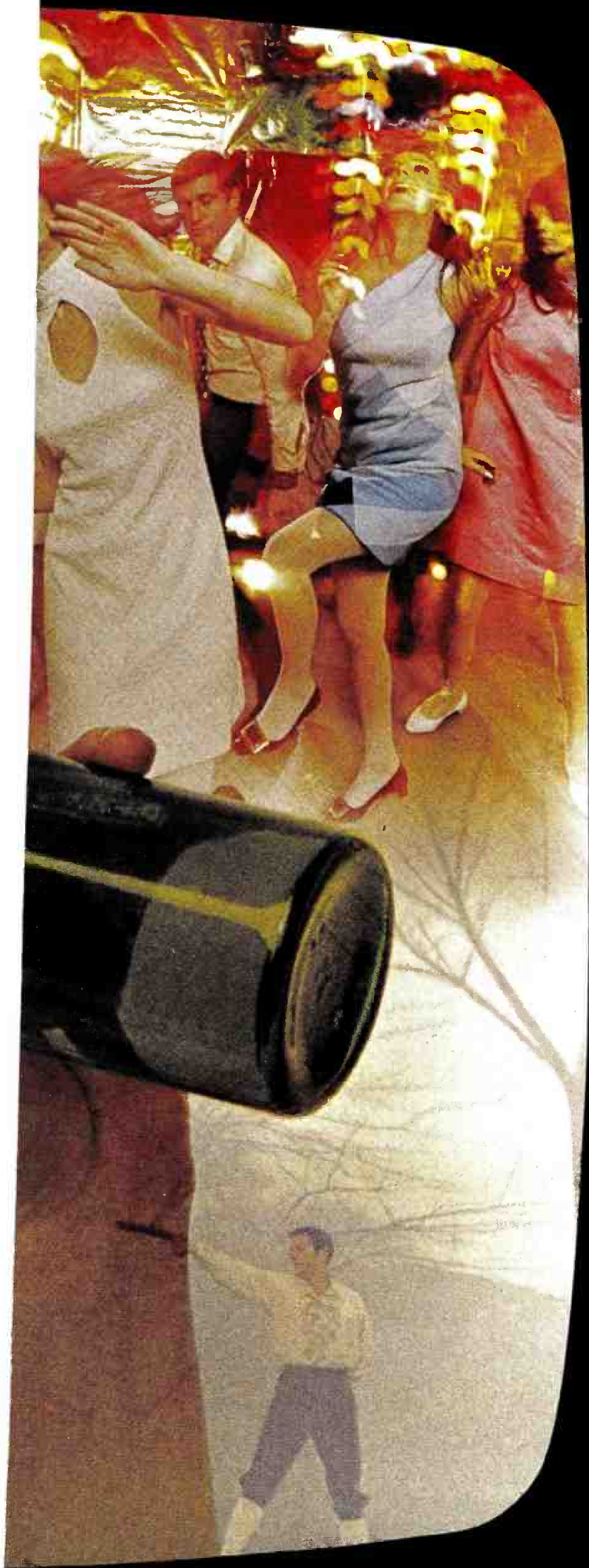
Supermarket products are heavy TV spenders

Manufacturers marketing a high proportion of their product through supermarkets plan to increase their TV advertising during the balance of the year, says a grocery trade publication.

According to a survey of the grocery manufacturing industry made by *Grocery Mfr.* magazine, 56% of the supermarket suppliers are increasing their advertising budgets this year, with by far the greatest proportion of the increases going into television. Increased spending in radio and newspapers was also reported but to a lesser degree than TV.

The survey noted that the names of the 10 companies at the top of the network-TV roster are, with but one exception, found in supermarkets throughout the country.





ON TAP AT THE NCTA CONVENTION

Official agenda for the 16th annual convention of the National Community Television Association at the Palmer House Chicago.

MONDAY, JUNE 26

Opening Session—9-9:30 a.m., Grand Ballroom, (Open to all registrants). **Official Welcome:** Robert Regan, chairman, NCTA convention committee; Richard J. Daley, Mayor of Chicago; John Gwin, president, Illinois/Indiana CATV Association.

General Session—9:30-11:30 a.m.; Grand Ballroom, Panel: **Communications Explosion.** *Moderator:* Frederick W. Ford, NCTA president. *Panelists:* James McCormack, Comsat chairman; James D. O'Connell, telecommunications advisor to the president; John R. Pierce, executive research director of Bell Laboratories; Allen E. Puckett, executive vice president, Hughes Aircraft Co.

Chairman's Annual Report—Alfred R. Stern, NCTA national chairman.

Luncheon—12:30 p.m., Grand Ballroom, (Open to all registrants)—*Presiding:* Benjamin J. Conroy Jr., NCTA immediate past chairman; *Speaker:* Honorable Torbert H. Macdonald, chairman, Subcommittee on Communications and Power, House Committee on Interstate and Foreign Commerce.

Management Sessions—2-3:15 p.m., Monroe Room, 6th floor. *Panel:* **Telephone Industry and PUC Relations.** *Introduction:* Albert J. Ricci, chairman, Utility Relations Committee; *Moderator:* Bruce E. Lovett, NCTA general counsel; *Panelists:* Morton L. Berfield, Cohen & Berfield; Thomas Shack, Smith, Pepper, Shack & L'Heureux; John D. Matthews, Dow, Lohnes & Albertson; John P Cole, Cole, Zylstra & Raywid; Walter Kaitz, Oakland, California.

Panel: FCC Regulations— 3:30-5 p.m., Monroe Room, 6th floor. *Introduction:* Sol Schildhause, chief, FCC Task Force; *Moderator:* Gary L. Christensen, NCTA assistant general counsel; *Panelists:* Jack Mayer, CATV Task Force; Harry Plotkin, Arent, Fox, Kintner, Plotkin & Kahn; Arthur Scheiner, Wilner, Scheiner & Greeley; Jay E. Ricks, Hogan & Hartson; Arthur Stambler, Washington

Technical Sessions—2-5:30 p.m., Adams Room, 6th floor (Open to all registrants). *Presiding:* Archer Taylor, Malarkey, Taylor & Associates, engineering management consultant, Washington. **Noise Figure —Its Meaning and Measurement**—2-2:30 p.m.; Carmine D'Elio, Vikoa Inc.; **Distortion in CATV Amplifiers**—2:30-3 p.m.; Ken Simons, Jerrold Electronics Corporation; **A Low Cost TDR**—3-3:30 p.m.; Robert H. Scherpenseel, Northwest Video, Kalispell, Montana; **The Spectrum Analyzer**—3:30-4 p m., Alan Ross, Nelson-Ross Electronics, Inc.; **Summation Sweeping CATV Systems**—4-4:30 p m.; I. Switzer, chief engineer, Maclean-Hunter Cable TV, Ltd., Toronto, Ont.; **System Design Based on Complete Equipment Evaluation**—4:30-5 p.m.; Jerry Laufer, V.P., Engineering Telecable, Inc.; **Development in CATV Amplifier Measurements**—5-5:30 p.m.; William Rheinfelder, director of engineering, Anaconda Astrodata.

Reception and Dinner—7 p.m., Grand Ballroom and Madison Room. Courtesy of Jerrold Corp.

TUESDAY, JUNE 27

Management Session—9 a.m.-noon, Grand Ballroom. **PR/Avertising Promotion Clinic.** Presiding: Jack R. Crosby, NCTA national vice chairman.

National Reports: National PR Program—Irving Kahn, chairman, NCTA PR committee; **National Cable TV Week**—Sanford Randolph, general chairman, Cable TV Week.

Promoting Your CATV System— *Moderator:* Selman Kremer, NCTA PR committee. **System Openings**—Dan Aaron, Investors Equity Corp. **Community Relations**—Dave Brody, Jerrold Corp. **Seasonal and Special Promotions**—Mrs. Sy Barash, Barash Advertising. **Programed Merchandise**— S. M. Freeman, Teleprompter Corp. **Direct Sales**—Eugene Geller, National Trans-Video; Glenn Scallorn, GenCoE; Tom Johnson, Daniels & Associates.

Technical Session—9 a.m.-12:30 p.m., Adams Room, 6th floor (Open to all registrants). *Presiding:* DeWolf Schatzel, A. Earl Cullum, Jr., consulting engineers, Dallas. **Short Haul Microwave**—9-9:30, Harold Osaki, Hughes Aircraft Co. **TV Signal Propagation**—9:30-10, Tom D. Smith, Scientific Atlanta Inc. **Space Diversity Reception**—10-10:30, Ken J.

Continues on page 52

CATV system originates programs. Otherwise the House bill in its original form established categories of copyright liability for CATV, ranging from complete exemption where the cable system provides its customers only with local TV programs, to full liability where the system brings in distant signals.

It was the origination clause that caused the dispute between the two House committees, with Mr. Staggers and some of his committee members claiming that this was regulation, not copyright, and belonged properly before the Commerce Committee, not the Judiciary Committee.

Deleted ▪ The solution was the deletion of the entire CATV section, with the promise that the Commerce Committee would consider again, as it did in the 89th Congress, a CATV regulatory bill, and the Judiciary Committee subsequently would pick up the copyright elements of CATV. Last year the Commerce Committee recommended a CATV bill formally authorizing the FCC to assume jurisdiction over cable systems, but the bill was never brought to a floor vote.

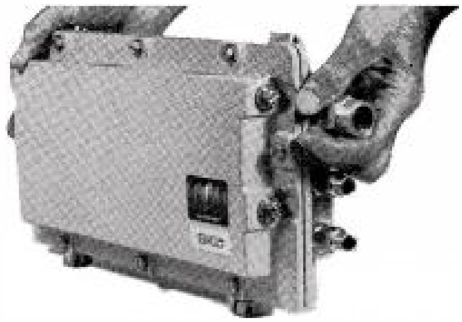
Although to many observers, the de-

FOR BETTER CABLE TV

SKL/7027K

TRUNK AMPLIFIER WITH AUTOMATIC LEVEL (ALC) AND SLOPE CONTROL (ASC)

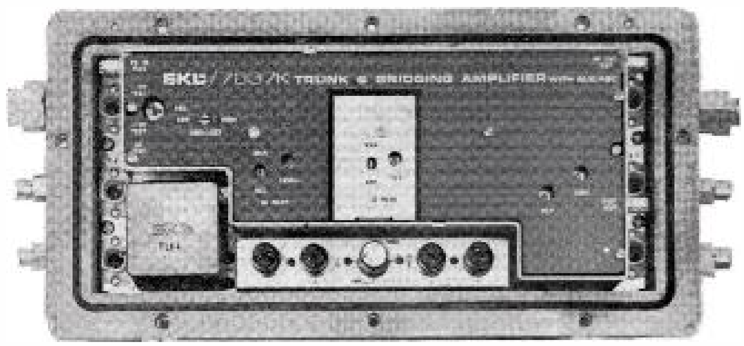
SKL/7027K ALC/ASC is Cable TV's first solid-state amplifier with TWO-PILOT LINEAR control for automatic level and slope control. One pilot at 205.25 MHz controls the flat gain, while the second pilot at 73.5 MHz, controls the slope. Over its operating range the SKL/7027K output level remains constant within ± 0.5 dB for a flat level variation of ± 4 dB and a slope variation of 3.5 dB.



SKL/7037K

TRUNK AMPLIFIER WITH ALC/ASC AND BRIDGING AMPLIFIER

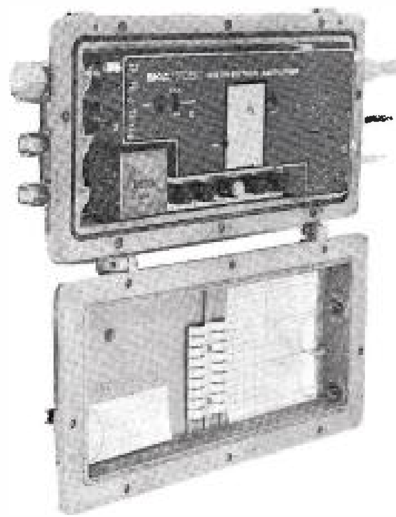
The trunk amplifier is similar to the SKL/7027K. The bridging amplifier taps a fraction of the trunk signal, with an insertion loss of 1 dB, max. Provides gain and variable pre-equalization for 1 to 4 distribution lines derived by a plug-in splitter.



SKL/7050K

DISTRIBUTION AMPLIFIER

The SKL/7050K Distribution Amplifier is ideally suited for distribution applications requiring medium gain and medium output levels. Comprises a trunk-quality amplifier directly connected to a plug-in splitter.



SKL/7070K

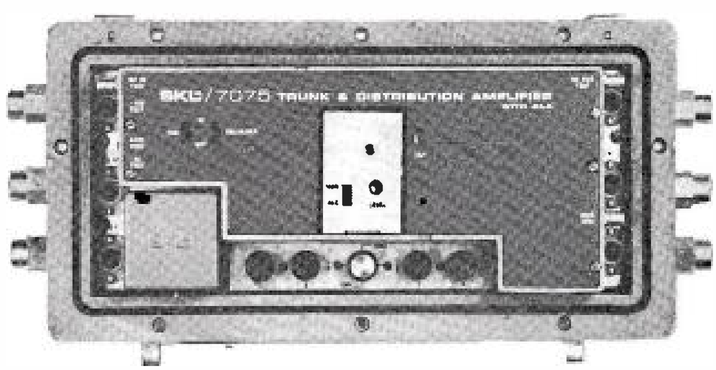
TRUNK/DISTRIBUTION AMPLIFIER

SKL/7075K

TRUNK/DISTRIBUTION AMPLIFIER WITH ALC

Whenever you need to split the output of a trunk amplifier, but don't require bridging amplifier levels, use the SKL/7070K. Through-loss to the trunk is 1 dB and the tap loss is 12 dB. 7070K accepts a plug-in splitter, fed from the tap.

The SKL/7075K is similar to the SKL/7070K with the addition of SKL's linear integrated-circuit ALC.



SKL

VISIT US AT THE NCTA SHOW—BOOTHS L14-L17, LOWER EXHIBIT HALL
SPENCER KENNEDY-LABORATORIES, INC. BOSTON, MASSACHUSETTS

ON TAP AT NCTA continued

Easton, Famous Players, Toronto. **CATV and the National Electrical Code and National Electrical Safety Code**—10:30-11, James Stilwell, TeleSystems Corp.; William Karnes, TeleSystems Corp. **The NCTA Standard on CATV Amplifier Distortion**—11-11:30, engineering subcommittee on NCTA standards committee: Archer S. Taylor, chairman; Jacob Shekel, Mike Rodriquez, Ken Simons, Heinz Blum, Earl Hickman. **Comparison of Demodulator-Modulator Versus Heterodyne Signal Processing for CATV Head Ends**—11:30-12, Gay Rogeness, dir. of engineering, Ameco.

Luncheon—12:30 p.m., Grand Ballroom (Open to all registrants). *Moderator:* Frederick W. Ford, NCTA president; *Speaker:* The Honorable Lee Loevinger, FCC. Presentation of annual NCTA public relations and advertising awards.

Management Session—2 p.m., Club floor, rooms 14, 17, 18. **PR/Advertising/Promotion Workshop**—roundtable discussions. *Publicity and Community Relations*—Lew Davenport, Cox Cablevision, Astoria, Ore.; Barry Crickmer, NCTA, director of information. *Cablecasting*—Sam S. Street, NCTA. *Print Advertising*—William L. Vogel, Cox Cablevision, Lewiston, Pa.; Charles Wigutow, Garden State TV Cable Corp *Radio/TV Advertising*—Mrs. Sy Barash, Barash Advertising. *Door-to-Door Selling*—Eugene Geller, Glenn Scallorn, Tom Johnson. *Direct Mail*—S. M. Freeman, Teleprompter Corp.

WEDNESDAY, JUNE 28

Management Sessions—8:30 a.m.-noon, Grand Ballroom (Open to all Registrants).
Panel: **Expanding Communication**—8:30-9:30 a.m. *Moderator:* Wally Brisco, NCTA. *Panelists:* Joseph C. Groth Jr., Hughes Aircraft; Warren A. Kraetzer, Philadelphia; J Leonard Reinsch, Cox Cablevision Corp.; H. Holt Riddleberger, National Association of Educational Broadcasters.
Panel: **CATV and the Financial Community**—9:30-10:30 a.m. *Moderator:* Harry Butcher, NCTA treasurer; *Panelists:* George Leibowitz, Leeder Consultants Inc.; Monroe Rifkin, Daniels & Associates; W. Randolph Tucker, United Cablevision.
Panel: **Copyright Law**—10-12. *Moderator:* Richard Moore, NCTA. *Panelists:* Robert Barnard, Cleary, Gottlieb, Steen & Hamilton; George D. Cary, Deputy Registrar of Copyrights; E. Stratford Smith, Smith, Pepper, Shack & L'Heureux; Thomas Wilson, Dow, Lohnes & Albertson.

Technical Session 1—9 a.m.-noon, Adams Room, 6th floor (Note: There will be parallel sessions Wednesday morning) (Open to all registrants) *Moderator:* Charles Clements, CATV consultant, Waterville, Washington.

MATV Techniques for CATV Operators (9-9:30) Fred Schulz, Blonder-Tongue; **Automatic Equalization As A Factor in System Level Control,** (9:30-10), Argyle W. Bridgett, Spencer-Kennedy Labs; **Expanded Band CATV Capabilities** (10-10:30), Dr. Leon Riebman, Walter Wydro, American Electronics Laboratories; **Temperature, Temperature Design, and Automatic Level Control for CATV** (10:30-11), James Palmer, C-COR Electronics; **Mid-Band Use in CATV Systems** (11-11:30 a.m.). Gay Kleycamp, Kaiser CATV; **PERT/CPM—Uses in CATV** (11:30 a.m.-noon). Donald Stewart, Superior Cable Corp.

Technical Session 2—9 a.m.-noon, Monroe Room, 6th floor. *Moderator:* John Penwell, Cablevision, Lafayette, Calif.

How to Evaluate Coaxial Cable for Maximum Utilization and Longevity (9-9:30) A. M. Kushner, Times Wire and Cable Co.; **Short Range Trends in Feeder Line Technology** (9:30-10), S. W. Pai, Craftsman Electronics Products; **Distortion, VSWR and Reverse Transmission in Transistor Amplifiers** (10-10:30), Brian L. Jones, senior engineer, Device Development Dept., Fairchild Research and Development Laboratory; **Underground Construction** (10:30-11:30), Mark Wolfe, Anaconda Astrodata; Ted Hughett, Alarm Corporation, Carmel, Calif.; Vern Coolidge, Superior Cable.

12:30 p.m., Grand Ballroom, **Luncheon** (Open to all registrants). *Presiding:* Alfred R. Stern, NCTA national chairman; *Speaker:* Frederick W. Ford, NCTA president. State and regional awards.

General Session—2 p.m., Adams Room, 6th floor (*NCTA members only*)

Annual Membership Meeting—*Presiding:* Alfred R. Stern, NCTA national chairman. Election of officers and directors and other business. *Ballot Tabulation:* Arthur Andersen & Company; *Parliamentarian:* Charles Clements.

Chairman's Reception—6:30 p.m., 6th floor. Honoring the new NCTA national chairman and his wife and President and Mrs. Frederick W. Ford.

Annual Banquet—7:30 p.m., Grand Ballroom, *Presidlng:* Albert J. Ricci. Presentation of Annual Larry Boggs Award, Benjamin J. Conroy, Jr. Presentation of Pioneer Awards, Stanley Searle, *TV Communications*, accompanied by Miss Oklahoma. Introduction of new chairman, new officers and notables.

9 p.m.—Grand Ballroom, Entertainment: Marguerite Piazza, Morey Amsterdam. *Music by:* Hal Krone.

THURSDAY, JUNE 29

Board of Directors meeting

letion of Section 111 of the House copyright bill was considered a body blow to CATV, since it provided for no exemptions, CATV spokesmen claimed victory of a sort. They noted that the withdrawal of the CATV provisions removed the origination stricture, which they bitterly opposed, and that they stood a better chance of being given sympathetic consideration in the Senate. There the matter now stands, with the CATV industry hoping to get a better break in the Senate version.

Telephone Ogre ▪ Following the copyright issue, the most dismaying prospect in the eyes of the cable industry is the increasing entry of telephone companies into CATV ownership and, through "lease-back" arrangements, the furnishing of lines and hardware to CATV franchise holders.

At the bottom of the CATV industry's fears is the belief that if phone companies are permitted to continue the furnishing of lease-back facilities, the days of CATV systems, using telephone poles to attach their cables and

lines, may be numbered. And it has been the ability of CATV promoters to use existing telephone and utility poles that has made CATV the attractive investment it has been.

But with the increasing offers of lease-back arrangements, more and more CATV operators are calling "foul"—that the phone companies refuse to discuss pole line rights at all.

Big, nationwide Bell is not engaged in ownership, but like the independent companies, Bell systems are eager to provide the wire facilities for CATV operations. Bell is estimated to have about 160 such contracts, General Telephone & Electronics about 15 and United Utilities about 30.

The independents, too, are devoting more and more attention to CATV ownership and operation. GT&E is now estimated to own 12 systems serving 10,000 customers; United Utilities, 17 systems serving 16,000 customers and with a projected 25 systems planned by the end of the year. Continental Telephone Corp., based in St. Louis, now owns seven systems, with four more in the construction stage. It also has an agreement to acquire an upstate New York telephone company, C&U Communications Inc., owner of six CATV systems in that region, serving 2,000 customers, as well as owner of one AM station and five FM's there.

Latest entry into CATV ownership is Transcontinental Telephone & Electronics Inc., Dallas, which has six systems in the Southwest. Transcontinental is being wooed via the merger route by both Continental and United Utilities.

So horrendous is this twin vista for CATV operators—increasing ownership of lines and hardware by telephone companies, as well as their advancing ownership of CATV systems—that the CATV industry last fall called on the FCC to bar CATV lease-back arrangements by telephone companies. The attack was two-pronged: that telephone companies should be permitted to offer CATV facilities only after they secure a certificate from the FCC, as required by Section 214 of the Communications Act; and that the Bell system's entry into this service is a violation of the 1956 consent order signed by AT&T with the Department of Justice.

At the nub of the CATV argument is the long-standing battle between CATV operators and telephone companies for pole line rights. CATV from its inception used telephone poles, and those of other utilities, to hang their cables. In the early days the fees were quite modest, $1 to $1.50 per month per pole. More recently, however, these charges have been boosted as telephone officials have become aware of the booming little business going on in their own backyards; the prices now are running at $3.50 to $4.50 per month per pole.

Also bitter gall for CATV'ers are some of the provisions in contracts that they are forced to sign for pole line rights; these include in many instances prohibitions on originations by CATV systems—one of the touchiest issues in the CATV field today.

All of this is being fought in the arena of FCC hearings. The first phase of these hearings, touching on the Section 214 issue, got underway last month and is still being argued.

Still a Villain ▪ Under the heading of FCC matters are a host of issues sure to be topics of conversation on and off the convention floor.

Among them is the status of the challenges to the FCC's authority over CATV. Most of the legal issue is concentrated in the Eighth Circuit Court of Appeals in St. Louis. Others, however, are pending before the District of Columbia appeals court. No decision is expected from the St. Louis court until possibly early next year; an earlier one may come from the D. C. circuit.

CATV advocates were given a measure of victory, however, in a decision out of the ninth circuit. There a federal appeals court told the FCC that it could not use a stop order against the expansion of three San Diego CATV's because the statutory provision on which the FCC relied can only be used against licensees (CATV's are not licensed by the commission). The court said that the proper procedure for the commission in CATV cases is the use of cease and desist orders. This means, however, that the FCC must first issue a show-cause order, and this usually ends up in a hearing.

So stung were commission lawyers by this ruling that they have asked the solicitor general of the United States to allow them to ask the U. S. Supreme Court to review. So far this request is under study at the Department of Justice.

Two recent FCC moves have given CATV operators additional anxieties. Last month, the commission suggested that the success of CATV has limited the public demand for translators. In order to bolster this form of unattended, off-air TV service, the FCC suggested that the present 1-w power limit be lifted to 10 w for translators west of the Mississippi River, and that TV station licensees be permitted to own VHF translators outside their own service areas as long as they are not located in the program area of another TV station.

This has enraged CATV operators; they refer to it as an attempt to "blanket" their communities with TV signals by broadcasters, although many translators are owned and operated by individuals and groups, and to drive them out of business. This last remark is induced by the technical fact that the more TV signals there are in a community, the more difficulties CATV systems have in keeping their signals from being dirtied by interference.

Another worrisome portent is the commission's inquiry into cross ownership.

This is being weighed very seriously by broadcasters who are engaged in CATV; at the present count more than a dozen major broadcast groups are in CATV. This has also given pause to the leaders of the CATV industry one of whose longfelt yearnings has been to see more and more TV owners in their business.

The FCC interest in cross-ownership, which at one time was considered by the commission but dropped, at this stage is only an inquiry. This has had a calming effect on CATV spokesmen.

Notwithstanding the host of troublesome problems facing the CATV industry, there's one controversy that brings a smile to cable operators' faces. This is the running battle of charges and rebuttals underway now for the last six weeks between CATV'ers and their principal adversary, the Association of Maximum Service Telecasters. An AMST delegation visited four FCC commissioners last May, principally to complain at what AMST felt was a softening of the commission's position on permitting CATV's to bring in distant signals. This meeting was not two weeks old, when numbers of CATV systems, all involved in various ways with the FCC on this very "waiver" problem, began protesting that the AMST visit bordered on "ex parte" representations. AMST has protested that not a word was spoken regarding any specific cases, but the battle still goes on. At week's end, the commission had not taken any formal action on the CATV'ers petitions.

CATV originators compete for 'Abel'

In CATV jargon it's "cablecasting," but to broadcasters and others watching the CATV scene, it's origination. Last year at the Miami convention, Frederick W. Ford, president of the National Community Television Association, electrified his constituents by calling for CATV originations. This year at the Chicago convention the association is awarding the first "Abel" award for outstanding cablecast tapes.

A number of program syndicators have already made sales to CATV systems over the last few months, but several distribution projects are building up to supply CATV systems with program material.

One of them, Cable Television Network (or Cable-Net to the trade) has $2.5 million riding on a scheme that its innovators believe is the proper answer to programing by CATV systems. Cable-Net claims to be already feeding a daily, two-hour, video-taped program to eight CATV systems and to have 100 signed to begin receiving this service by Nov. 1. Cable-Net's goal is 500 customers by Nov. 1, at which point it plans to go national, meaning that it is pointing to signing national advertisers for spot announcements in its programs.

The plan is the brainchild of Richard Lubic, until February national director of cable television for Time-Life Broadcasters Inc.

According to Mr. Lubic a CATV system signs a five-year contract with Cable-Net, agreeing to provide an unused channel for use from 4 to 6 p.m. each day. Cable-Net provides at no charge a video-tape recorder, and also mails each day a two-hour program on tape, consisting of a feature motion picture, short subjects, and other entertainment material. Each CATV pays according to the number of subscribers it has; the base rate is $125 per week for up to 10,000 customers. Cable-Net reserves five spots for itself in each two-hour program.

One successful selling scheme, says Mr. Lubic, is a variation of the old radio per-inquiry offer. One of the shorts, he said last week, might be of Petula Clark singing a popular hit. As this is shown, a subtitle is introduced suggesting that if the viewer wants this record or album, he send $4.95 to Cable-Net, which has made an arrangement with the record company to honor such orders. Cable-Net keeps a percentage of the $4.95.

Cable-Net is an offshoot of Video Communications Inc., Palm Springs, Calif. Video Communications owns and operates three CATV systems (Desert Hot Springs, Thousand Palms and Perris, all in California, serving about 6,000 subscribers), and is building three more (in Sunnymead, Palm Springs Oasis and Lancaster. It also holds franchises for about 20 other California communities, Mr. Lubic says.

On the horizon, according to Mr. Lubic, is a deal with a major Hollywood film producer, and a contract with a national advertiser.

Best in hardware set up for convention

NAME-IT-AND-WE-GOT-IT COULD BE THEME OF NCTA EXHIBITS

Manufacturers of CATV equipment will show their products in the exhibition halls of the Palmer House. Booths marked (U) will be in the Upper Exhibit Hall; those marked (L) will be in the Lower Exihibit Hall, and those marked (R) will be in the Red Lacquer Room.

ABERDEEN CO.

Booth 100-U

The Model S, 14-pounds, lashing wire machine ($160) will be introduced. Also on display will be lashing wire and Model A clamp for RG 59/U cable.

Personnel: George M. Acker and Inara Kalnis.

ADVANCE INDUSTRIES

Booth 71-U

Towers, aluminum head-end equipment, buildings, microwave passive reflectors, tower lights, CATV antenna booms and installation services will be shown.

Personnel: G. S. Chesen, L. J. Tokarczyk and P. J. O'Connor.

AMECO INC.

Booth 68-70, 72-74-U

The new solid-state Channeleer hetrodyne CATV headend equipment will be shown along with the new Pacesetter directional tap with plug-in circuitry and a new line of test equipment. Also on display will be the Courier closed-circuit equipment, master antenna TV equipment, Amecoax CATV cable, cross-mod analyzer and Pacesetter line amplifing equipment.

Personnel: Bruce Merrill, Sherrill D. Dunn, Arlo Woolery, Helmut Dieter, Ray Wood and sales staff.

AMERICAN ELECTRONIC LABORATORIES INC.

Booth 219-220-R

On display will be a complete line of Colorvue, solid-state modularized CATV equipment, consisting of six basic amplifiers, associated line splitters, AC power supply and aluminum cable connectors.

Personnel: P. Bartol, J. Belcher, J. Black, S. Edleman, F. Egenstaffer, I. Faye, C. Fowler, R. Frankel, D. Gardner, A. Katona, R. Markowitz, S. Merion, F. Pennypacker, R. Prince, L. Riebman and W. Wydro.

AMERICAN PAMCOR INC.

Booth 227-228-R

A complete line of solderless coaxial connectors will be shown.

Personnel: E. Seero, A. Johns, J. Bluerock, G. Richards and D. Sedberry.

AMPEX CORP.

Booth 20-21-L

Three videotape recorders will be shown: the VR-7500-C color unit at $4,495; the VR-7500 portable unit at $3,995, and the VR-7000 VTR at $3,450.

Personnel: Charles E. Pipher and Richard J. Reilly.

AMPHENOL CABLE DIV. AMPHENOL—BORG ELECTRONICS CORP.

Booth 84-U

A variety of cable will be on display.

Personnel: Charles Camillo, Jack Aylward, R. Arquilla, D. Jarosz and D. Rippberger.

ANACONDA ASTRODATA CO.

Booth 65-67, 75-77-U

On display will be extended dynamic range electronic amplifiers, Sealmetic coaxial cable and test equipment, signal level meter, directional taps and systems analyzer.

Personnel: George Berrell, Robert Brooks, Larry Dolan, Pete Doyle, Lee Felts, Stan Forrest, A. L. Ginty, Paul Kjos, Pete Lazanich, Lou Marvin, Charles Moody, Ed Regan, William Rhinefelder, Dean Roberts, Dennie Robinson, Dean Waters, Arie Zimmerman, John Albee, Richard Bender, Joe Couto, Joe Dalton, Hal Doig, Bud Haldeman, George Henkel, Norm Lorimer, H. A. Kelly, Ralph Monroe, William Morrison, Al Neroni, William Pitts, William Smith, Richard Tracht, Pieter VanSchaick, Robert Weir and Mark Wolf.

ASTEROID CORP.

Booth 196-R

The new 606-M Emerg-Alert, a solid-state unit that provides video and audio on any or all channels by either local or remote control ($4,995 for 12 channels), will be shown. Also on display will be the 4150 Voice-Alert ($995), the 4100-M solid-state RF modulator and the solid-state digital Weather Data 106 ($4,850).

Personnel: Richard Kennedy and Ernest Murillo.

AT&T

Booth 197-198-R

Display will be Bell System transmission facilities.

Personnel: Fred Ingold and Betty Brierton.

BENCO TELEVISION CORP.

Booth 28-29-U

The Benavac automatic, video and audio control unit, other headend equipment, a new transistorized M-9A drop-in trunk line and distribution amplifier, and a new line of CATV passive devices and tap-offs will be on display.

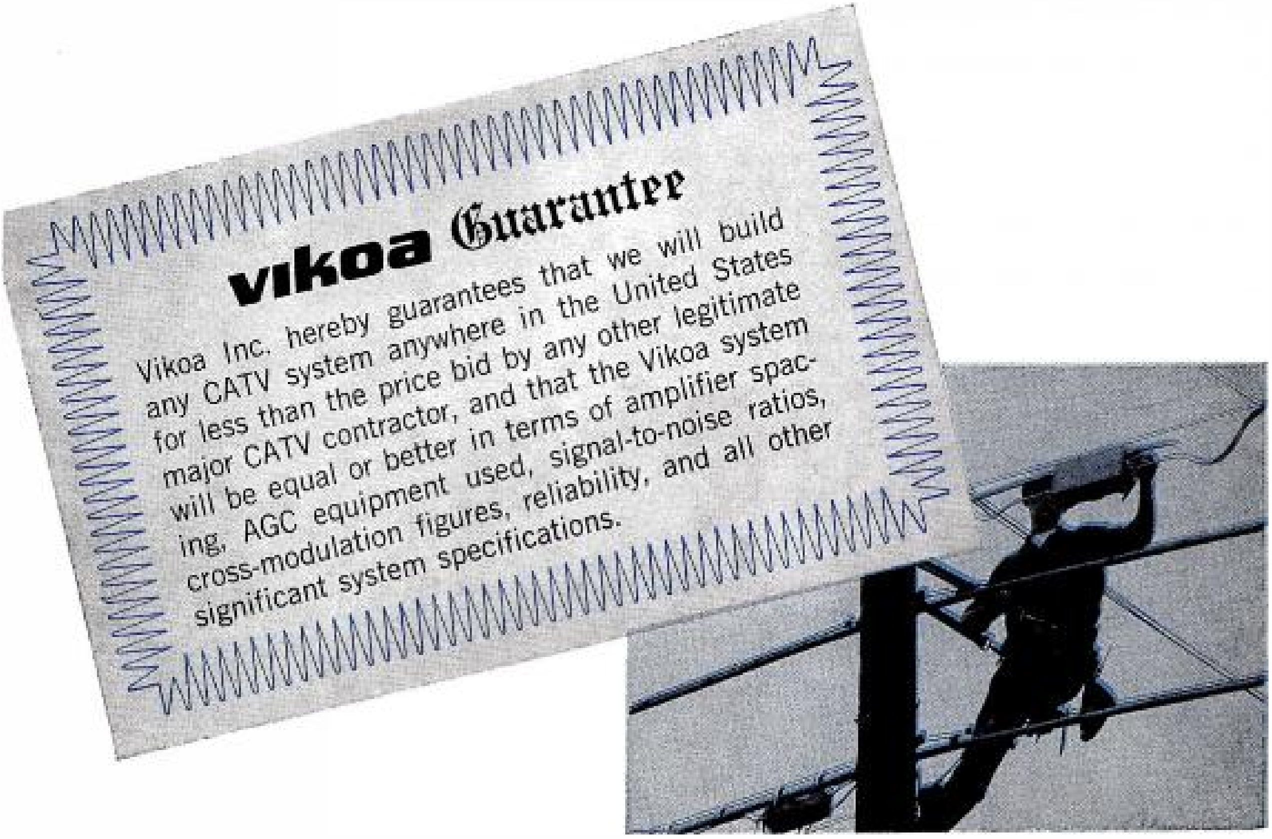
Personnel: C. J. Evans, Harry D. Gray, Maurice W. Townsend, Heinz Peters, John Cappon and Steve Hunter.

BLONDER-TONGUE LABS INC.

Booth 21-U

New gear on display will include a line of modular directional tapoffs with single and multiple outputs; a low cost, set match transformer Cablematch U/V 3413; the Homer HVB-3P subscriber

why pay extra for CATV turnkey construction?



Vikoa guarantees to build it better for less!

How can Vikoa afford to build your CATV system for less? Because we are the **only** company in the CATV industry that makes both cable and electronic equipment, plus CATV hardware. Since we make our own cable, we charge less than a company that buys cable from a manufacturer like us.

What's more, we not only build your system, but give you help in system management, promotion and maintenance.

The Vikoa CATV System Manager's Manual is the only one of its kind in the industry. Vikoa technical training, together with our maintenance manuals, Level Logs, and Technical Library, will simplify system maintenance. And Vikoa Ad-Publicity-Promotion campaigns are famous for attracting the most subscribers in the shortest possible time. All of these services are available **only** to Vikoa Turnkey customers.

DON'T SIGN A CATV TURNKEY CONTRACT UNTIL YOU GET THE VIKOA QUOTE.

We guarantee that we can save you Money!

vikoa | *THE HOUSE THAT SERVICE BUILT* • *(Formerly: Viking Industries, Inc.)*

400 Ninth Street, Hoboken, New Jersey 07030 | *N. Y.: (212) 943-5793 • N. J.: (201) 656-2020 • Wire WU: WUX-JHB, Hoboken, N. J.*

FCC ponders common carrier ownership of CATV's

The FCC, which generally has radio and television stations in mind when it talks of cross ownership of CATV systems, may start expressing an interest in CATV ownership by telephone companies and other common carriers.

Sol Schildhause, chief of the commission's CATV task force, raised this possibility in a speech two weeks ago before the Western Conference of Public Service Commissions, in Stateline, Nev.

The commission has held that the danger of abuse was not sufficiently great in cross ownership of broadcast stations and CATV systems to warrant prohibiting such ownership.

But Mr. Schildhause said that the cross ownership question is again "wide open" as a result of the commission's formal inquiry, begun in April, aimed at assembling new data on CATV ownership patterns. The inquiry will consider ownership, cross ownership, concentration of control, diversification of mass media and their relation to FCC policies and rules, and will, he said, provide a basis for determining whether new standards are needed to meet changing conditions in CATV.

He noted that in discussing cross ownership of CATV, "most of us . . . assume that we are talking only about radio and TV. . . . But in a general inquiry like ours, other cross ownership possibilities can't be overlooked.

"For example, there is a view that CATV participation of telephone companies and other common carriers is of serious concern. And I would guess that the contending interests will raise the issue."

The commission could, presumably, consider whether telephone company and other common-carrier ownership of CATV would be in the public interest—whether, for instance, one service might be operated to the disadvantage of the other or whether such ownership would have anticompetitive aspects.

Mr. Schildhause noted that the commission is currently holding a hearing on another aspect of the telephone companies' involvement in CATV—the legality of telephone company leasebacks, in which utilities build CATV plants and lease them to CATV operators.

The system has led CATV spokesmen to contend that the telephone companies, through their control over telephone poles on which CATV lines must be strung, are attempting to own the bulk of the CATV industry's plant.

On another point, Mr. Schildhause suggested that if the commission's backlog of CATV cases doesn't disappear fast, Connecticut's law concerning CATV franchises had better be amended. For if neither happens, the owners of many of the 80-odd CATV franchises in the state could lose those franchises.

He said that most of those holding CATV franchises in Connecticut have petitioned the commission for waiver of the rule requiring hearings on requests to import distant signals. But the backlog of petitions of that type "have reached such proportions that even if our commission is disposed to waive the rule for the Connecticut systems," he said, "we are not likely even to get around to them for a long time."

Mr. Schildhause noted that the Connecticut law providing for the revocation of franchises that are not exercised within two years, and added, "I don't know when our commission will reach the Connecticut proposals. . . . But if it becomes necessary to hold hearings on whether to permit the systems to go forward, the two-year grace period in the Connecticut statute might conceivably be too skimpy."

distribution amplifier; tilted stingers and the Model 4132 subchannel converter for the FSM-2 field strength meter.

Personnel: Isaac S. Blonder, Leon J. Knize, Fred J. Schulz, Les Farey and Wiley Steakley.

BURNUP & SIMS

Booth 24-L

On display will be information on turnkey systems, engineering through construction, complete mapping, pole clearances and makeready services.

Personnel: James H. Graham, Milton Lewis, Herman L. Lawrence and Burton A. Green.

CAL-TEL CONSTRUCTION CO.

Booth 217-R

A slide presentation and brochures highlighting services, including complete turnkey service, will be shown.

Personnel, Robert G. Owens, Ed. E. Cooper, Gerald F. Haisman, and J. D. Burge.

CAS MANUFACTURING CO.

Booth 98-99-U

The new all-transistorized CC-213 channel control headend system will be shown. The unit can handle up to 12 channels and has a base price of $695. Also on display will be the SDS-213 space diversity switch which couples two VHF antennas.

Personnel: John G. Campbell, Preston Spradlin, Herb Jackson, Bob Carter and Bennie Campbell.

CASCADE ELECTRONICS LTD.

Booth 101-U

Solid-state amplifiers including some with 20-channel capacity, and other equipment will be shown.

Personnel: Donn Nelson, R. P. Brown, R. Yearick, Phil Colone, M. Hamilton, J. Derocher, T. Akins, S. Richey and J. Westfield.

C-COR ELECTRONICS INC.

Booth 24-25-U

On display will be modular bridging amplifiers in cast aluminum housing, trunk amplifiers and Novacor all-band line extenders with solid-state circuit design.

Personnel: James R. Palmer, Robert K. Arbogast, George P. Dixon, John Hastings, Robert E. Tudek, Harold Gerstner and Everett Mundy.

COLLINS RADIO CO.

Booth 17-19-U

On display will be the MW-808D microwave radio relay system, which is solid state except for the transmitter klystron, and the MW-109E microwave relay 5 w IF heterodyne system.

Personnel: K. R. Fox, R. R. Maxwell, Don Mehl, Jim Walker, John Morrissey, R. G. Jones, John Beddall and Tom Hewlett.

CRAFTSMAN ELECTRONIC PRODUCTS INC.

Booth 91-93-U

A new concept in tapping the feeder line will be introduced.

Personnel: Daniel Mezzalingua, S. W. Pai, Matthew J. Lysek, Robert A. Munroe, Kenneth P. Siegel, John Jerose, Richard O. Spencer and Joseph Gibbs.

DANIELS & ASSOCIATES INC.

Booth 88-U

Information on the firm's services as negotiator, consultant, appraiser and broker will be available.

Personnel: Bill Daniels, Monroe Rifkin, Alan Harmon, Bill Ross, John

Saeman, Tom Johnson, Dick Zell, Jerry Buford and Joe Berry.

DYNAIR ELECTRONICS INC.

Booth 85-87-U

New precision solid-state modular head-end equipment, including an off-air receiver, hetrodyne channel converter and audio/video modulator will be shown. Also on display will be the Equa-Dyn video cable transmission equipment and a variety of head-end and local origination gear.

Personnel: E. G. Gramman, R. N. Vendeland, G. W. Bates, D. A. Keller, R. A. Jacobs, W. D. Killion, M. D. Bingham, W. P. Kruse and J. A. Hansen.

ENTRON INC.

Booth 78-83-U

A complete line of suitcase amplifier equipment will be introduced. It includes the R-6T repeater, the RB-1T repeater plus bridge, the B-3 bridge, the D-2 distribution, and the E-22 and E-6C extenders. Also being introduced will be the E-3C extender amplifier, the R[illegible]T-3100C power supply and MTU-8 multees for pedestal mounting. The P-1 solid-state preamp, the M-225 signal generator converter and G-1 pilot carrier generator series will also be featured.

Personnel: Ed Whitney, John G. Russell, Bill Relyea, Heinz Blum, Hugh Buchanan, Paul McInnish, Glenn Littlejohn, Ray LaRue, Bob Taylor, Don Wyckoff, Phil Franklin, Irv Kuzminsky, Ed Harmon, Richard Loftus and George Kanen.

ESS-TEE ELECTRONICS & CONSTRUCTION CO.

Booth 201-R

CATV construction information will be on display.

Personnel: Gene Swain.

FORT WORTH TOWER CO.

Booth 95-96-U

Information on CATV and microwave towers, passive reflectors, equipment buildings and parabolic antennas will be shown.

Personnel: T. W. Moore and John Mankin.

GILBERT ENGINEERING CO.

Booth 102-U

On display will be the Diamond G connector line and accessories.

Personnel: Ralph O'Brien and Paul Rhodes.

HEWLETT-PACKARD CO.

Booth 216-R

A cable testing TDR unit that can determine the distance to a fault in cables up to 4,000 feet long and the solid-state 191A television waveform oscilloscope/analyzer will be shown.

Personnel: Dick Cochran.

INTERNATIONAL TELEMETER CORP.

Booth 11-L

Three types of converters: a 12-channel model designed to eliminate co-channel feed; one allowing addition of up to 13 VHF channels at mid-VHF and super-VHF frequencies, and one capable of receiving up to 25 CATV channels, will be displayed.

Personnel: George Brownstein, Patrick Court, William Lasky, James Sullivan, Abraham Reiter and Richard Cardin.

ITT WIRE AND CABLE DIVISION

Booth 229-R

Aluminum sheathed coaxial cable and flexible coaxes will be shown.

Personnel: W. W. Weed.

JERROLD ELECTRONICS CORP.

Booth 35-57-U

A complete new line of head end and distribution equipment, including the solid-state Channel Commander II and Starline 20 distribution amplifier, will be shown.

Personnel: Robert H. Beisswenger, Paul A. Garrison, Lee R. Zemnick, Joel P. Smith, Selman M. Kremer, Jeremiah E. Hastings, Si Pomerantz, Art Hall, Ken Simons, Howard Lomax, Walter Mecleary, John Zawojski, Joseph Clifford, Joseph Conowall, Melvin Gray, Rudolph Cadori, James Shanley, Richard Goodner, Donald Imbody, Charles Leyrer, Anthony DeLoss, John Dieckman, John Chaney, Zea Grissinger, Robert Pesick, Ray Davis, Bill Robinson, Martin Moran, Robert Garner, Bill Burns, Ed Dart, Ray Pastie, Fred Stone, Carroll Wood, James Forgey, Leo Borin, Al Micheli, Richard Pew, S. A. Syversen, J. C. Sparkman, Robert Toner, Art May, Bill Grant, Chuck Anderson, Ed Love, Joe Loscalzo, Bob Santora, Frank Martin, Caywood Cooley, David Brody, Frank Cooper, Ed DeMarco, Vroman Riley, Walter Ullrich, Bob Gruno, Marvin Thall and Samuel Blakeman.

KAISER CATV CORP.

Booth 103-108-U

A new line of Phoenician series passive devices in cast aluminum housing will be introduced. Also on display will be auxiliary equipment to trunk-line amplifiers, line splitters, directional taps, remote power couplers, line extenders and a line of electronic distribution equipment.

Personnel: R. W. Behringer, Walter Baxter, Gay Kleykamp, George Berry, James Tagglia, John Bryant, Robert MacMillan, Don Gregory and Jean Welch.

LENKURT ELECTRIC CO.

Booth 9-10-L

On display will be the 76A for transmission needs of CATV and ETV studio-to-transmitter links and intercity TV relay, and the 75A solid-state long-haul broadband system.

Personnel: J. B. Naugle, Bill Green, J. Teslick, J. Coverick, B. Clampitt, K. Higgins, B. Volante, R. Scott, B. Bockhacker, L. E. Savage and L. Menta.

LINDSAY SPECIALTY PRODUCTS LTD.

Booth 218-R

On display will be antenna, electronics and special applied products for CATV.

Personnel: John E. Thomas and Len Heidebrecht.

MODERN TALKING PICTURE SERVICE INC.

Booth 18-L

A variety of free 16 mm films on travel, sports, documentaries, home-making, religious and public service subjects will be on display.

Personnel: Gene Dodge, Bill Gallagher, Dave Brown and Jim McPoland.

PACKARD-BELL ELECTRONICS CORP.

Booth 5-L

The exhibit will include the 920 camera, 9200 viewfinder camera, DX-920 camera and POS-1 program origination studio.

Personnel: Frank May and Bob Weir.

PHELPS DODGE COPPER PRODUCTS CORP.

Booth 90-U

Spirafil II cable and connectors will be displayed for the first time. Foam-flex coaxial cable and the Auto-Dryaire dehydrator will also be shown.

Personnel: Frederick W. DeTurk, John F. McGuire Jr., Edward M. Triggs, John J. Nevin, Richard J. Vullequez and S. L. Smith Jr.

PLASTOID CORP.

Booth 59-U

On display will be aluminum-sheathed cables (unjacketed, jacketed and jacketed with integrated messenger) and 590 drop cables (with and without messenger).

Personnel: Wilbur Grant, Dean Haggerty and Milton Weinschel.

PREFORMED LINE PRODUCTS CO.

Booth 215-R

On display will be Guy-Grip dead-end, false dead-end, splice, Telegrip, Teletap, dead-ends and guy guards. A new safety guy wire dispenser to retain coils of guy wire will also be shown.

Personnel: Max A. Kekson, William C. Hershey, Howard A. Utech and Robert D. Skilton.

PRUZAN CO.

Booth 60-U

Electronic components, coaxial cables, splicing materials, safety equipment and pole-line hardware will be shown.

Personnel: Jack Pruzan, Herb Pruzan, Lloyd Hannah and Jerry Vardeman.

RAYTHEON CO.

Booth 26-27-U

The KTR-3A long-haul, solid-state, hetrodyne microwave radio equipment for transmitting up to 1,800 FDM channels and the solid-state KTR-2A remodulating microwave radio for applications of up to 960 FDM channels will be shown.

Personnel: Hugh Bannon, Jack Banister, George A. Hinckley, P. R. Cass, R. F. Kanney, R. Keller, D. M. Hatfield, Don Smith, Leonard G. Walker and J. M. Cheval.

ROHN SYSTEMS INC.

Booth 22-23-U

The line of CATV-microwave towers, lights, reflectors and related accessories will be displayed.

Personnel: Dwight Rohn, Donald Rohn, R. A. Kleine, Grady Rooker, C. A. Wright, Al Repsumer, Gene Francis, Paul Bradley, William Hall, Mike Fleissner, James Duncan, Robert Kennedy, H. E. Blaksley, W. L. Lindsay and David S. Fehr.

SCIENTIFIC-ATLANTA INC.

Booth 94-U

VHF and UHF antennas and VHF preamplifiers featuring FET's for low cross-modulation will be shown.

Personnel: Tom D. Smith, J. B. Weston, A. B. Best and S. M. King.

Breakout for the 20-channel gear

The long-talked-about 20-channel CATV system is about to make its bow. This week at the convention of the National Community Television Association, three manufacturers are known to be showing 20-channel systems. They are Jerrold Corp., Philadelphia; Entron Inc., Silver Spring, Md. and Cascade Electronics, Port Moody, B. C.

Jerrold is conducting a live demonstration of its new Starline 20 line, using 20 television receivers. The Jerrold system is designed for either 12-channel or 20-channel use. The amplifiers, the heart of CATV distribution systems, are all solid state, modularized equipment, with what is called "speed latch" housing.

Where a system uses this equipment on a 20-channel basis, it's understood that a converter, with 20 positions, will have to be added to the customer's TV set. The TV set then will be set at a single channel, and the converter used to tune to any of the 20 channels.

Entron is displaying equipment capable of passing more than 200 mc, making it capable of 20 channels for CATV purposes. Entron's amplifier is also solid state, in a die cast housing.

Built for use with 12-channel systems, the expansion potential to 20 channels is built in, according to Entron sources.

Cascade plans to introduce its CETA-1/20 plug-in module offering flat response from 40 to 250 mc. This will provide 20 or more sound and picture channels, Cascade says, as the new module is plugged into existing amplifiers.

SHIBADEN CORP. OF AMERICA

Booth 3-L

On exhibit will be the studio line of closed-circuit TV equipment, including the SV-700U video-tape recorder and FP-108 viewfinder camera.

Personnel: A. Reinberg, A. Percival, Y. Tosaka and S. Keneco.

SONY CORP. OF AMERICA

Booth 12-L

Video-tape recorders, video monitors and receivers will be shown.

Personnel: Dale Matheny, John Nutting, Herbert Berlin and Lou Messeri.

SPENCER-KENNEDY LABORATORIES INC.

Booth 14-17-L

An expanded line of Colorburst 7000 equipment will be shown along with new systems layout techniques using automated equipment.

Personnel: George Green, John McCarthy, Jake Shekel, Bruce Frazier, Patricia Hendry, George H. Ray, Richard Schroeder, Richard X. Cullinane, Thomas Quinn, Charles Wright, Denis Sparks, William J. McGucklin, William Bryant, Mark Russell, Alexander Kovacs, Robert J. Barlow, Walter D. Cosseboom, Joe Harbuck, Paul Rosenthal, Argyle Bridgette, Lloyd Tate, Gary Langseth, William A. O'Neill, Don Lemire, Carl W. Friedholm, Thomas J. Lally and Scottie Morgan.

SUPERIOR CABLE CORP.

Booth 206-208-R

Alumagard aluminum-sheathed coax and Coppergard copper-shielded coax plus coaxial connectors, cable clamps and TV equipment housings for buried applications will be shown. The Comm/Scope division, a new unit offering full service in planning, engineering and construction of systems, will be introduced.

Personnel: J. L. Robb, J. H. Bowman, W. T. Smith, D. C. Stewart, W. L. Roberts, B. W. Hughes, Vern L. Coolidge, Don W. Hoffman, T. J. Lyons, R. E. Wohlberg, Homer P. Roelle Jr., C. E. Schnegelsberger, C. J. Johnson, Carroll Oxford and J. J. Wardell.

SYLVANIA ELECTRONIC PRODUCTS INC.

Booth 6-8-L

The SC-16A viewfinder camera at $1,850, will be introduced. Also on exhibit will be a Weathercaster featuring the SC-15A camera, a new three-bay studio console, a video-tape recorder and a film chain.

Personnel: M. Gross, H. Gillogly, F. Henry, R. Pilcher, R. Priske, J. Dhimos, A. Feigenson, E. P. Leonard III, R. Vilasuso and R. Robbins.

TAPE-ATHON CORP.

Booth 13-L

The Programer, a self-contained music center designed for CATV application, will be shown.

Personnel: George M. Anthony, David J. Anthony and J. J. Halvorson.

TELEMATION INC.

Booth 61-64-U

The new TMV-6000 Cablecaster video control center, synchronous switching system, will be on display. Also to be shown are: the Weather Channel 97 with seven time-and-weather instruments; the Weather Channel 75 with five instruments; the News Channel; the Chroma Channel, that permits color presentation of News Channel and Weather Channel; the Sav-A- Channel, and a nonduplication switcher.

Personnel: Lyle O. Keys, Robert C. Bacon, Ray M. Unrath, Kenneth D. Lawson and Benny Morinaga.

TELESIS CORP.

Booth 20-U

The solid-state Telemark I equipment line will be introduced. The line includes the 1619 automatic program switcher, amplifiers, passive devices, directional taps and other gear.

Personnel: Charles C. Bevis, Joseph Murphy, Albert Miegl, Harvey Kees, Ken Everett, W. McVay, S. Wilson, C. Weber, E. Walsh, T. Knievel and G. Hovland.

TELEVISION PRESENTATIONS INC.

Booth 22-23-L

A CATV programing device will be


VIEWERS IN
SUMMER
PROFILE
VIEWERS
IN PROFILE
nsi
Nielsen Station Index

shown.

Personnel: Edward Atwood, Ira G. DeLumen, Charles F. Dolan and William Troy.

THETA COMMUNICATIONS

Booth: Red Lacquer Room.

There will be a demonstration of an AM link system, an all-channel microwave system capable of taking up to 12 TV signals and entire FM band at one transmitter terminal and delivering in the same form to other terminals.

Personnel: T. H. Anderson, J. C. Groth Jr., H. T. Ozaki, B. L. Walsh, J. Powell, R. J. Harris, T. Ichinoukuchi, M. M. Mason and L. S. Stokes.

TIMES WIRE AND CABLE

Booth 32-34-U

A complete line of seamless aluminum tube sheath coaxial cable for trunk and feeder lines, broad line of house drop-cables and Timatch connectors for semi-flexible cable will be on exhibit.

Personnel: L. J. DeGeorge, R. W. Burton, A. M. Kushner, R. V. Schneider, W. L. McNair and M. D. Atchison.

TRANSITUBE INC.

Booth 199-R

The Com/ant 650 camera with adjustable lens extender and the Com/ant M800 monitor will be introduced.

Personnel: Jack Klein and Hal Rosenberg.

TRANS-LUX DISTRIBUTING CORP.

Booth 19-L

A stock ticker program service will be shown.

Personnel: Lyle Paris.

R. H. TYLER CO.

Booth 1-2-L

The Weather-Scan with six time-weather instruments and three message panels, the Weather-Scan II with up to six instruments, the Roto-Scan and Vu-Finder 2-13 will be on display.

Personnel: R. H. Tyler and Bill Tyler.

VIKOA (formerly Viking)

Booth 2-12-U

The new Weathercaster with seven instrument positions plus a six-position rotating sign holder and the Minicaster, an automatic vidcon camera unit with 16 positions for news, advertising and public-service messages, will be shown. Also on display will be improved Futura solid-state modular CATV amplifiers, new construction hardware, a nonduplicating switcher and new underground equipment.

Personnel: A. Baum, T. Baum, R. Baum, A. Lipp, G. Balsam, J. Hubbell, B. Ewing, J. Monte, C. Beyersdoerfer, B. Bodenstein, L. Cantor, B. Cowart, J. Hale, K. McMahon, J. Mattison, H. Rodgers, C. Auer, J. Coffey, J. Duncan, D. Edelman, M. Rodriguez, J. Gault, A. Patlove and M. Joyce.

Big issues confront NAB board

Among the major policies to be decided this week: how to fight the fairness doctrine, reforms in code to alter standards of TV commercial time, placement

The fairness doctrine, television-code amendments, community antenna television and elections will take the limelight this week as the National Association of Broadcasters board meets in Williamsburg, Va.

At the top of every board member's "concerned" list are the recent setbacks on the fairness doctrine: the FCC's June 2 ruling that cigarette advertising falls under the doctrine, and the June 13 U. S. appellate court decision that the doctrine is constitutional (BROADCASTING, June 5 et seq).

To date the NAB has given financial support only to Red Lion Broadcasting's appeal of the fairness doctrine and it has yet to take any action on the cigarette-fairness question. However, that is expected to be resolved in short order at the joint board meeting Tuesday (June 27) or Friday (June 30).

Douglas A. Anello, NAB general counsel, will brief the board on the situation and then ask for approval and funds to take the Red Lion case to the U.S. Supreme Court. NAB would enter the case as a friend of the court.

Mr. Anello is expected to offer several approaches on the cigarette issue, again requesting board approval for a court test if necessary.

Board members queried last week were outspoken in support of any court action to overturn both decisions. Said one: "It's time we found out just where we stand. I'd rather test the constitutionality of the fairness doctrine now than have it keep hanging around our necks."

TV Code Revision ▪ The Wednesday television session will find the TV board being asked to approve a major revision in the NAB's TV code. In essence the code board has recommended that non-program time in all periods be cut by 20 seconds per hour and that the time standards be set up on an interruption basis.

The code proposal, adopted unanimously by the TV code board last month (BROADCASTING, May 22), has not met with a great deal of favor from the American Association of Advertising Agencies or the Association of National Advertisers.

In its second 11th-hour appeal, the AAAA's broadcast policy committee on June 16 asked for a spot on the TV board agenda to hear views of a three-man subcommittee. A telegram from Richard A. R. Pinkham, Ted Bates & Co., chairman of 15-man committee, to NAB President Vincent Wasilewski was similar to the committee's move just before the code board meeting. The NAB Code Authority had solicited AAAA's views—along with other industry groups—on proposed changes and heard from the Pinkham committee only a few days before the meeting. At that time the committee made an ill-fated request for advance consultation with the code staff lest changes be made that could result in TV budgets switching to other media (BROADCASTING, May 15.) But NAB couldn't fit the meeting in and the AAAA again went silent until the June 16 Pinkham wire.

Last Monday (June 19), Mr. Wasilewski—politely, but firmly—wired Mr. Pinkham that the TV board was not the place for the AAAA to offer its comments. He suggested that "as soon as possible your committee submit its detailed views in writing to members

Vox pop doesn't pop off against commercials

If the television board of the National Association of Broadcasters wants to satisfy the majority of the TV-viewing public this week, it will pass the proposed amendments to the television code. (see page 64).

The amendments would set a limit on the amount of nonprogram time in an hour and the number of interruptions in a program.

Television's critics have maintained that the public doesn't want a lot of commercials cluttering up the programs, that two and three commercials in a break are too many. But when the question was put to the public, 63% didn't agree with the critics.

In its June 10 issue, *TV Guide* editorially asked its readers "which do you prefer—more program content or limited interruptions?" It requested comments be sent to Howard Bell, director of the NAB Code Authority.

The magazine mentioned two possibilities. One brought forth by the Association of National Advertisers called for 51 minutes of program time in a prime-time hour with nine minutes for all nonprogram material and no restrictions on how that time should be used. The code authority's plan calls for 10 nonprogram minutes in a prime-time hour and a limit on the number of interruptions.

Although *TV Guide* has a circulation of 11.5 million, the question of too much commercial time must not be preying on the minds of its readers. Through Thursday (June 22) only 220 had bothered to respond to the editorial.

Limited interruptions were favored by 139; more program content by 29; both limited interruptions and more program content by 22; keep TV as it is by one; do away with commercials entirely by three, and no recommendations—just comments —from 26.

of code review board for their immediate consideration. Consistent with precedent, NAB television board looks to code review board and code authority director for recommendations and proposals, and to distill and present all significant and substantive comments."

Another ANA Letter ▪ The ANA, which has been in favor of limiting nonprogram time in prime time to nine minutes per hour—with no restrictions on how that time should be used—wrote another letter last week to Howard Bell, code director, again calling the "application of one set of rigid and uniform standards to all varieties of program types . . . both inappropriate and unfeasible."

Although the code authority staff had met with ANA officials prior to the code board meeting, ANA President Peter Allport seemed to be trying with last week's letter to get the TV board to stall on taking action this week. "If you or your board members wish to discuss these suggestions further with ANA representatives," he wrote, "I hope you'll let me know."

Another item to come before the TV board will be the request of the Television Bureau of Advertising for $175,000 (at $35,000 a year for five years) to help finance a long-range TVB research project.

TVB, which is seeking to raise $750,000 over five years to pay for the project, pleaded its case for the seed money before the NAB research committee in New York last Thursday (June 22). The committee's recommendation, which will be reported to the joint board Friday by Donald McGannon, Westinghouse Broadcasting Co., research committee chairman, is not to give TVB a blank check.

The consensus of the committee is that TVB should be commended and encouraged to do research but that NAB should not commit itself for five years. One major reason is the NAB's own research commitments; another is that NAB is a "bi-media" organization, representing radio as well as TV.

However, the committee does not rule out any assistance from NAB. Specifically the committee would be willing to consult with TVB and consider helping on definite research projects, considering them on a case-by-case basis and taking into consideration such items as purpose and cost.

The TVB pitch was made by George Huntington, executive vice president and general manager of TVB; Eugene Katz, The Katz Agency, chairman of TVB's research committee; A. W. Dannenbaum Jr., Westinghouse Broadcasting, also on TVB's research committee, and Dr. Leon Arons, TVB vice president in charge of research.

Wider Support ▪ They reviewed the scope and aims of the project (BROADCASTING, May 22) and stressed that it affects all broadcasters and all areas of broadcasting, not just TVB members and hence ought to get a wider base of support.

Also to be taken before the joint board will be NAB's future position on CATV with the FCC and the Congress.

Among the decisions the board will have to make are those concerning copyright—should NAB seek to have CATV spelled out in the Senate copyright bill as being liable for copyright; cross-ownership—should broadcasters be allowed to own CATV's in their own markets, should telephone companies be allowed to own CATV's where the phone companies are common carriers.

Grover Cobb, KVGB Great Bend, Kan., radio board chairman, will be recommended by the selection committee as the new NAB joint board chairman to succeed John F. Dille Jr., Communicana Group of Indiana (CLOSED CIRCUIT, June 12). The committee had set a tentative meeting for last Friday (June 23) to consider other possible candidates, but the session was called off when the committee decided to recommend only one candidate.

The race for chairman and vice chairman of the television board still finds the incumbents, Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and John T. Murphy, Avco Broadcasting Corp., Cincinnati, respectively, unopposed.

Richard Dudley, WSAU Wausau, Wis., is unopposed for the radio board chairmanship. The only seat being contested is that of radio board vice chairman with two New Englanders—Donald Thurston, WMNB North Adams, Mass., and Daniel Kops, WAVZ New Haven Conn.—seeking the post.

Changing hands . . .

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

▪ WQXT and WWOS(FM) Palm Beach, Fla.: Sold by B. J. Harris, who has banking interests, sole owner of stations since 1963, to Norman Knight for $400,000. Mr. Knight is owner of Knight Quality Stations—WEIM Fitchburg, WSRS(FM) Worchester, WSAR Fall River, all Massachusetts; WHEB-AM-FM Portsmouth, WGIR-AM-FM Manchester, WTSL Hanover, WTSV-AM-FM Claremont, all New Hampshire; WXBR(FM) Cocoa Beach, Fla.; CATV in Virgin Islands. WQXT operates 500 w daytime and 250 w nighttime on 1340 kc; WWOS operates with 100 kw at 97.9 mc. Broker: LaRue Media Brokers Inc.

▪ KASK and KOYA(FM) Ontario, Calif.: Sold by WCBC-TV Inc. (R. H. Armstrong and associates) to Conrad G. Sprenger and Arthur A. Warren for $200,500. Mr. Sprenger is president and 52% stockholder of buying company Pacific Coast Broadcasting Corp. and chief engineer of KPOL-AM-FM Los Angeles. Mr Warren is vice president, secretary and 48% stockholder of Pacific Coast Broadcasting Corp. and is businessman. KASK is fulltimer on 1510 kc with 1 kw. KOYA(FM) operates on 93.5 mc with 1 kw.

▪ WSBR Boca Raton, Fla.: Sold by Boca Broadcasters Inc. (Dr. Fred S. Grunwald, president) to Burbach Radio Inc. for $105,000. Buyers are John L. Laubach, D. Larry Deitch and Robert H. Burstein. Mr. Laubach owns WESA Charleroi, Pa., and is attorney. Messrs. Deitch and Burstein are Pittsburgh businessmen. Burbach Radio recently purchased WWGO Erie, Pa., pending FCC approval. WSBR is fulltimer on 740 kc with 1 kw. Broker: Blackburn & Co.

▪ WBRW Brewster, N. Y.: Sold by Willi D. Schmidt and James A. Ogsbury to Morris Novik and associates for $85,000 plus assumption of obligations. Mr. Novik, broadcast pioneer who at one time was a principal owner of WOV New York, will be 40% owner of Brewster station and plans to program station heavily as community outlet for Putnam county. WBRW is daytimer on 1510 kc with 1kw.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 90).

▪ KNOP-AM-TV North Platte, Neb.: Sold by Fred E. Shrake and associates to Ferris E. Traylor and Richard F. Shively for $216,810. Messrs. Traylor and Shively are owners of Telesis Corp., multiple CATV owner. Mr. Shively also owns 18.8% of WLKY-TV Louisville, Ky. KNOP is on 1410 kc with 1 kw days and 500 w nights. KNOP-TV is on channel 2 with 56.9 kw visual and 11.2 kw aural operating from an antenna height of 630 feet above average terrain.

▪ KELR El Reno, Okla.: Sold by C P Corp. (Cliff Gardiner and Bill Marshall, co-managers) to Donald B. and Richard T. Crawford and Ruth Crawford Porter for $127,500 plus $10,000 for noncompetition agreement. Donald Crawford is president of Young Peoples' Church of the Air Inc.; Richard Crawford is vice president. Donald Crawford also owns WDCX Buffalo, N. Y. Ruth Crawford Porter, secretary-treasurer of Young Peoples', is executrix of estate of Percy B. Crawford and licensee of WMUZ Detroit, WYCA Hammond, Ind., and WDAC Lancaster, Pa. KELR is daytimer on 1460 kc with 500 w.

▪ WWDS Everett, Pa.: Sold by Dennis

A. and Willard D. Sleighter to Melvin C. Bakner, president of Radio Everett Inc. and associates for $125,000. Mr. Bakner is general manager of WWDS. WWDS is daytimer in 1050 kc with 250 w.

Community Television

▪ Edmonds, Wash.: Edmonds Cablevision sold to GT&E Communications Inc., a subsidiary of General Telephone & Electronics Corp. (multiple CATV owner). Price was undisclosed. Edmonds system distributes TV signals from nine TV stations in Pacific Northwest area, plus time-weather. Acquisition brings to 37 number of GT&E systems in eight states (Georgia, Illinois, Indiana, Michigan, Pennsylvania, Texas, Washington and Wisconsin).

▪ New Iberia, La.: New Iberia CATV Service, franchise holder, sold by Donald Bonin and group to Entron Inc., Silver Spring, Md. (CATV manufacturer and multiple CATV owner). Price was not made public. System, when completed, will have potential of 7,000 subscribers. Purchase gives Entron its seventh cable system; it also owns CATV in Houma, La.; Sharon, North Braddock and DuBois, all Pennsylvania, and Wilmington and Jacksonville, both North Carolina. Broker: Daniels & Associates.

Commonly owned AM-FM may divorce by 1970

A New York broadcaster last week attempted to answer a question that has been in broadcasters' minds ever since the FCC ordered commonly owned AM-FM operations in cities of 100,000 population or more to duplicate only 50% of their programing.

"By 1970 the FCC will be asking some of you . . . to consider relinquishing one of your fulltime facilities in markets where you currently operate AM and FM stations," Lynn Christian, manager of WPIX-FM told a Georgia Association of Broadcasters meeting Monday (June 19).

The picture is not completely black, according to Mr. Christian. Daytime AM's would not have to sell off their FM's as soon as the fulltime FM operators. And when the sell off does occur, the commission will "undoubtedly allow you to trade it for a similar facility in another market. Conceivably you could end up with 14 instead of seven markets to program and sell."

Ever since the commission adopted its nonduplication rule, broadcasters have wondered whether it would some day decide that separately programed stations in the same market would constitute a duopoly.

Admitting that the choice of 1970 was his own opinion, Mr. Christian said "it is backed by both private and public discussions . . . by several commission members."

He said it would be unlikely the FCC would promulgate a 100% program-separation rule. Some commission members, he added, feel that such a move followed a year later with a request to sell off "one or the other of these radio licenses . . . would be most embarrassing, to them as well as to you. . . ."

"Many of the FCC commissioners," he continued, "already are thinking out loud about this, and the first step to this end may be a rule requiring separate call letters" for commonly owned AM and FM operations.

FCC OK's California satellite station

Another link in a growing global communications satellite system was approved by the FCC last week.

A communications-satellite earth station, to provide service between the U. S. mainland, South America, Hawaii and other Pacific sites, was authorized for construction near Jamesburg in Monterey County, Calif. The station will provide multichannel telephone, telegraph, facsimile, high-speed data and black-and-white and color TV services.

Designed for operation with satellites at any altitude between 13,000 and 36,000 miles, in equatorial and stationary orbits, the station is intended initially for use with satellites of the Intelsat II (Lani Bird) and Intelsat III series. Completion date is scheduled for the fall of 1968 at an estimated cost of $6.5 million. It has a planned capacity of 1,200 voice channels to meet 1972 traffic demands.

The station will be jointly owned by Communications Satellite Corp., 50%; AT&T, 28%; ITT World Communications Inc., 7%; RCA Communications Inc., 10.5%, and Western Union International Inc., 4%.

The commission also granted applications to transfer ownership interests for earth stations at Andover, Me.; Brewster Flat, Wash., and Paumalu, Hawaii. Formerly wholly owned by Comsat, the ownership of the stations was divided among six firms, with Comsat obtaining 50% of each of the three stations, AT&T 28.5% of Andover and Brewster, and Hawaiian Telephone Co. 30% of the Paumalu station. ITT, RCA and WU shared in smaller percentages of ownership.

A turnaround on UHF outlook

Harcourt, Brace & World returns 5 UHF CP's citing high cash risk

A major publisher that had committed itself to acquisition of a full portfolio of UHF stations had a complete change of heart last week.

In a letter to FCC Secretary Ben F. Waple, William Jovanovich, Harcourt, Brace & World president, requested that the company's construction permits for five UHF stations and one pending application to be withdrawn. Predictions of a dim future for commercially operated UHF's were the prime motive for the request, he said.

HB&W has CP's for stations in Denver (ch. 20); Portland, Ore. (ch. 24); Phoenix (ch. 15), and Rochester, N. Y. (ch. 61), under its own name. The company also has a CP for Augusta, Ga. (ch. 54), under the name of Harbinger Broadcasting Co., a joint venture of HB&W and Home State Farm Publications Inc. Harbinger has an additional application pending for Salt Lake City (ch. 14). Pending before the FCC is an application for transfer of control of the Denver CP from the company to Harbon Broadcasting Co., a limited partnership of HB&W and the *Denver Post.* This application will be revised to become sole assignment of permit to the *Denver Post.*

After a detailed economic, engineering and financial study was conducted, Mr. Jovanovich said his company concluded that new UHF's are not the "appropriate mode for our entry" into broadcasting. This decision, he said, "was not lightly reached; it is in fact a disappointment to us that we must make it."

UHF's Future ▪ Mr. Jovanovich noted HB&W was not optimistic about the prospects for development of UHF's in the VHF markets where it had applied. "The possible impact upon UHF development of satellite communications, the emergence of proposals for a new noncommercial network and the demise of the recent attempt to launch a fourth commercial network were not encouraging omens for the future of commercially operated UHF," he said. "We believe that given the peculiar dominance of networks over programing in present-day television, we would find it difficult financially to support the costly effort of preparing original programing."

He went on to say: "We know that there is a need for new programing, but we are convinced that the financial drain of establishing new UHF stations would limit our investments in programing." He cited that it is in the nature of entrepreneurial risk to invest today on the assumption of tomorrow's profits. But he concluded: "UHF is for us, we now conclude, too big a cash risk given our other investment programs."

WGBS Miami switches to ABC radio

The affiliation of WGBS Miami with ABC Radio was announced last week by Earl Mullin, vice president and director of station relations, ABC Radio, and Bernard E. Neary, vice president and general manager of WGBS. The new ABC affiliation of the station, which has had an affiliation agreement with MBS, is effective on July 1. WGBS, operates with 50 kw fulltime on 710 kc. MBS expects to announce a new affiliation "in that area shortly." At the contract signing are (l-r) Spencer Danes, WGBS program manager; Mr. Mullin; Thomas O'Brien, vice president, ABC Radio News, and Mr. Neary.

Florida station hit with $10,000 fine

The rise or fall of an employer rests with those persons he selects to act for him—that message came through loud and clear last week as the FCC imposed its maximum $10,000 forfeiture for the second time in its history.

Eastern Broadcasting Corp., former licensee of WALT Tampa, Fla., received the commission tab for an allegedly rigged "Christmas Daddy" contest conducted over the station during the 1965 holiday season. The commission found that Richard Oppenheimer, station manager, had issued instructions before final drawing for the contest winner that a "Leroy Fisher" would receive the top $500 prize. No such person had entered the contest, the commission said, and the prize was never awarded.

"The evidence is overwhelming," the FCC asserted, "that the outcome of the contest was prearranged with intent to deceive the listening public, and that Oppenheimer, as manager of the station, was actively involved in the fraud." (The FCC also noted that it had no evidence that Mr. Oppenheimer benefitted personally from the failure to award a prize.) Eastern president Roger Neuhoff told the commission he was aware of the contest, but did not learn until "long afterward that it might involve fraudulent conduct."

Early Warnings ▪ The commission cited other alleged improprieties in the conduct of the station manager. An earlier "Pepsi Comes Calling" contest aired over the station in 1965, the commission said, appeared to have been a lottery and to have been fraudulently conducted by Mr. Oppenheimer. (The statute of limitations has run out on the contest.) Prior to the contests the commission said its staff investigation revealed that the manager had submitted false program logs and false information with the station's application for license renewal. At that time Eastern was notified of his conduct, the commission said.

When the FCC issued Eastern its notice of apparent liability in January, the corporation claimed in several counts that: none of its other officers or owners was implicated in the alleged wrongdoing; it had maintained "close and personal supervision" of WALT; the alleged activity of the station manager "was impossible to detect in advance and most difficult to prevent"; the visitation of the fine was based primarily on Mr. Oppenheimer's submission of the license renewal application and the Pepsi contest, and the forfeiture should be reduced to $1,000 consistent with other similar levies for similar offenses.

But on all fronts the commission stuck to its guns last week.

Standard Policy ▪ The FCC reaffirmed its long-standing policy on employer responsibility: "The fact that Oppenheimer was not an officer or director of the licensee corporation is irrelevant. The corporation's knowledge of an act need not be acquired solely through supervisory executive personnel; the corporation may be bound by the acts of subordinate employes. It has been held in numerous cases that even violation of the corporation's instructions by its employes does not shield the corporation from criminal responsibility for actions which its agents have taken for it."

Claims of close, personal supervision over WALT by Eastern were brought into question by the commission. Having been warned that its manager was "so dishonest and irresponsible" as a result of staff investigation, Eastern failed to take adequate steps to prevent further misconduct, and in fact chose to retain him in a position of responsibility, the commission said. This factor, the FCC indicated, weighed heavily in the forfeiture decision; the issue of the alleged rigging of the Pepsi contest did not, it said.

Imposition of a lesser fine was not called for, the FCC said, because prearranging or predetermining the outcome of a supposedly bona fide contest is a serious offense. Other contest riggings where the commission has imposed a $1,000 fine, the FCC maintained, were distinct from the present case because often there are no failures to pay the promised prizes, only attempts to "even up" the contest odds. "Though we do not condone [such] actions," the commission said, "we [do] recognize degrees of culpability."

The corporation was ordered to pay the $10,000 fine in 30 days.

Six long years

FCC Hearing Examiner Thomas H. Donahue has questions about the efficiency of the commission's procedural machinery. In granting for the third time a six-year-old, noncompetitive application for an AM station in Mishawaka, Ind., which had been opposed by several nearby South Bend and Elkhart stations, and underwent three hearings and kept engineers, lawyers, FCC staff and himself busily employed, he noted: "[I find] it a little disconcerting to reflect that there are mama elephants tramping all over India and Africa that have had as many as three baby elephants since this application was filed."

ABC promises new kind of TV

Tom Moore, TV network president, cites company's success when it departs from conventional programing

ABC-TV is convinced that the winds of change have shifted the nation's viewing habits and the way to meet the new trends is to stock up on the something that's special. This was made pointedly clear as station owners, managers and promotion managers of the network's affiliates met with the ABC-TV executive team in Los Angeles last week (June 18-20).

The objective of the three-day meeting was not altogether the routine one of selling the new season. It was more to herald the coming of a new kind of television, a television that's a kaleidoscope of happenings and events, with the emphasis on reality. It was also a demonstration of the network's belief that the restless viewer has lost patience with the conventionalism of weekly series and is ready to reward efforts to be different.

The chief spokesman for this selective approach, the raiment for what's apparently to be a brave, contemporary image for ABC-TV, was Thomas W. Moore, network president. He laid it on the line right from the start. "We have succeeded best when we depart from the conventional," he told ABC's primary affiliates at their annual meeting. Borrowing from the lyrics of a hit Broadway song, Mr. Moore called on station owners and managers "to dream the impossible dream" and "to try the impossible try."

Bearing down still harder on the concept of a network television season devoted to change instead of sameness, Mr. Moore said: "Only programs that compliment the viewers' more selective taste can hold his interest." He pointed out that ABC-TV's schedule for the coming season already addresses itself to this demand. "Acting on the belief that specials will be the nature of future programing, we have committed ourselves to selecting an exciting range of shows that far exceeds any previous attempt by our network," he said.

The Pressure System ▪ He called for the television industry to come up with new and vital "programing which leads," while conceding that "every commercial pressure in the business is against trying something new."

In the same address, Mr. Moore came out once again strongly in opposition to clutter. Television must "keep the public airways as clean and clear of clutter as possible," he stressed and then illustrated how ABC is dealing with the problem. According to Mr. Moore the network has started to eliminate most commercial billboards, has dropped its color logo, limited its own promotions and is taking the initiative with agencies, unions and series producers in reducing the length of screen credits.

Earlier, in speaking to the network's promotion managers, Mr. Moore pursued the same theme of selective television tailored to the demands of discriminating viewers. "The habit of families spending whole evenings before a television set is dead," the network executive flatly stated. He explained that viewing has evolved into more sophisticated taste patterns and cited ABC's telecast of *Bridge on the River Kwai* last fall as an example of how people are attracted to programs that are out of the ordinary (the telecast achieved the biggest viewing audience in history).

Mr. Moore's banner was kept unfurled by two other featured speakers at the meetings, James Duffy, ABC vice president in charge of TV network sales, and Leonard Goldberg, vice president in charge of TV network programing. Mr. Duffy emphasized the need for effective counter-programing and the importance of scheduling the right program in its most effective time period. These are the elements that will determine the fate of the network's new schedule, he said, indicating that ABC seems to have this formula for success well in hand.

New Backing ▪ To counterpoint his statement, Mr. Duffy revealed that Bristol-Myers Co. and Ford Motor Co. (two key ABC sponsors last season) are again committed to major advertising investments with the network, and that Colgate-Palmolive Co. and Metropolitan Life Insurance Co., not before involved with the network in a major way, also have been signed.

Mr. Goldberg outlined what he called ABC's "very special season." In the programing executive's plans is an all-out attempt to provide a showcase for "today's vibrant young performers." He said ABC will telecast the first Monterey International Pop Festival, three episodes in the network's *The Undersea World of Jacques-Yves Cousteau* series of specials and two motion pictures with an especial appeal for children, MGM's "Lili" and David L. Wolpers "Untamed World." The movies, just purchased, will be shown on the network's *Off To See the Wizard* series.

Mr. Goldberg gave the network's recent commitment to late-night programing a general vote of confidence. He said that ABC is staying with Joey Bishop's 90-minute show "for the long haul" and expressed confidence of continued audience growth for it. Mr. Goldberg pointed out that despite competing with the established Johnny Carson program on NBC, Mr. Bishop is off to a better start than the most celebrated last-night host, Jack Paar, experienced. "And I think we have every reason to hope that in the long run his growth will parallel Paar's" Mr. Goldberg said.

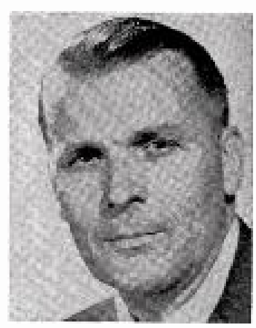
Picking up the cudgels on his own behalf, Mr. Bishop promised that he's not going to wait for things to happen any more, he's gong to make them happen. He asked that if the nine-week-old show be criticized, other late-night


Mr. Arledge


Mr. Boorom


Mr. Moore


Mr. Goldberg


Mr. Lower

shows at similar time of development be used as a criterion. On this basis, he feels sure, his show would rate high.

News Competition ▪ Elmer Lower, ABC News president, assured the affiliates that the network is going to be "fully competitive" all the way from primaries to election day with CBS and NBC in next year's convention-election coverage. He predicted that ABC's 1968 effort in the political arena "will top by far" 1964's performance.

Warren Boorom, vice president in charge of daytime sales, offered the cheering news that the first 39 weeks of last season broke all records for minutes sold, percentage of sales and total revenue. "Our revenue is up 16% over the similar period last year," Mr. Boorom reported, "with our sellout position hitting 93%." He also indicated that business in the third quarter this year will exceed 1966's results.

Roone Arledge, vice president and executive producer of ABC sports, disclosed logistics for coverage of the 1966 Olympic Games from Mexico City and Grenoble, France. He said plans call for 70 hours of coverage, with 44 hours of that total devoted to the summer games in Mexico. Most of the major sports events in the summer games will be carried live as will the opening and closing ceremonies. ABC will use 40 color cameras of its own and have the use of more than twice that number from other sources. The coverage from Mexico will be "the most extensive single color undertaking in the history of broadcasting," according to Mr. Arledge.

In the closing session of the meeting, the ABC affiliates advisory board unanimously passed a resolution in full support of Mr. Moore's "singular efforts" for reducing the amount of clutter on the airways. The board also appointed a committee to work on the problems of clutter hand in hand with the network.

It was estimated that a total of some 250 station personnel attended the three-day convention. The affiliates were welcomed by John O. Gilbert, vice president for affiliate relations.

Clipp evaluates causes of dwindling manpower

About 25% of broadcasting's current work force will have left the business by Jan. 1, 1968, according to Roger W. Clipp, vice president, Triangle Stations.

In an address June 17 at a Triangle management conference in Sarasota, Fla., Mr. Clipp singled out employment as the biggest problem faced by the industry today. It is one that deserves an "honest self-evaluation" on the part of industry executives, he said. The drain of "good" executives to other professions he blamed equally on a lack of communications and a lack of definition of responsibilities. He asked: "When you give a man an area of responsibility, do you give him the authority to carry out this responsibility?"

Quoting from a Harvard University study, Mr. Clipp placed station managers into these groupings: one who dictates, one who abdicates and one who delegates. The third type, he indicated, is the one who properly performs for his station.

Mr. Clipp suggested one possible solution might come about from what he described as "imagineering sessions" of executives and their staffs. Such meetings, he said, could apply creative thinking to business problems and also afford individual staff members an opportunity to fully express themselves on an equal basis.

He urged that management ask, not only of its prospective and current employes, but of itself, 10 basic questions whose answers, he said, should all be negative: "Am I inflexible? Defensive? Disorganized? Complacent? A buck-passer? Do I lack understanding of people? Team spirit? Emotional control? Daring? Creativity?"

Reagan's ETV stand spurs counter-action

Backers of a bill to create an educational television commission in California marshalled forces last week in the wake of Governor Ronald Reagan's announced opposition to it. They planned to schedule legislative hearings in hopes of thwarting steps the governor seems to be taking to resist any control of ETV by state government.

Governor Reagan told a California Broadcasters Association meeting earlier in the month that the educational television advisory committee, set up by the administration of former Governor Edmund G. Brown, had "grandiose" ideas with which he disagreed (BROADCASTING, June 19). Reportedly California's chief executive intends to veto funds for the ETV committee and replace some of its key personnel. Governor Reagan is on the record as being "totally opposed to putting the state into the control and dissemination of information directly to the public." According to one report, he fears that state involvement in television broadcasting "might turn into a huge government propaganda machine paid for by the taxpayers" and in competition with private TV networks.

FC&B invades CATV field

Agency becomes partner for Colorado franchise; more action anticipated

Foote, Cone & Belding, a publicly held advertising agency listed on the New York Stock Exchange, last week announced plans to enter the CATV field in partnership with a group of local businessmen applying for a franchise for Colorado Springs.

Louis E. Scott, FC&B senior vice president in Los Angeles, who will direct the CATV operation, said the firm had been watching the CATV field for several years and "intensively studying it for the last year."

He said more than 24 operating, building or potential community antenna TV markets had been surveyed, and that early action was anticipated on a number of them.

FC&B has domestic billings "in excess of $200 million, with approximately 57% in TV, 6% in radio," according to a New York spokesman for the agency.

No Advertising ▪ "As a matter of policy," Mr. Scott said, "we will not carry advertising on any of our CATV systems."

The joint company, Rocky Mountain Cablevision Inc., is one of three applicants for the Colorado Springs franchise. The others are Colorado Cablevision Inc., (a four-way joint venture of KKTV(TV) Colorado Springs, Time-Life Broadcasters Inc., Westland Theaters Inc. and Televents Inc.), Vumore Inc. (owned by RKO General) and Telerama Inc. (principally owned by Scripps-Howard Broadcasting Co.). Time-Life, Televents, Vumore and Telerama are multiple CATV owners. Exactly what proportion of ownership is held by FC&B could not be ascertained last week, but it was understood that it is substantial.

Last fall, the Colorado Springs city council set Dec. 1, 1966 as the deadline for CATV applications. All of the applicants filed by the deadline. Last week the council passed on first reading a general CATV ordinance; the second and final reading is scheduled to be conducted tomorrow (June 27). Action on the CATV franchise by the council is anticipated by late summer or early fall. Colorado Springs has a population of 82,000 in 27,000 households.

Garrison to seek equal time

New Orleans DA claims NBC-TV special had aim of destroying his case on JFK 'conspiracy'

What could turn out to be one of the stickiest issues in contemporary broadcast journalism was prompted last week by *The J. F. K. Conspiracy: The Case of Jim Garrison*, an NBC News television special examining the investigation of New Orleans District Attorney Jim Garrison into the assassination of President Kennedy.

Late Thursday (June 22) a spokesman for Mr. Garrison told BROADCASTING that the district attorney would ask the network for equal time—a full hour—to reply to the program under the FCC's fairness doctrine.

Mr. Garrison, who contends that the Kennedy assassination was the result of a conspiracy based in New Orleans, has claimed that the news special on Monday (June 19) attempted to destroy his case.

Mr. Garrison, in a six-page letter to FCC Chairman Rosel H. Hyde, accused NBC of attempting to sabotage one aspect of his case—that involving the charge that New Orleans businessman Clay Shaw participated in the conspiracy.

Mr. Garrison said the network's actions in preparing for the program were "so aggressive" in attacking the case against Mr. Shaw—who has not yet gone to trial—"as to have gone far beyond the pretense of merely gathering and disseminating news.

"To the contrary," he continued, "the news function of this agency has been used as a guise and a cover for conduct plainly intended to affect the course and outcome of the trial. The actions of this network have been so predictably injurious to the cause of the prosecution as to leave no alternative to the conclusion that the sabotage and destruction of the case . . . has been the calculated objective of the agents and employes of this network."

Late Request ▪ Mr. Garrison wrote his letter in an attempt to block broadcast of the program—he said the airwaves should not be used to accomplish "such mean ends." But the letter, dated June 16, was not received at the commission until June 20, the day after the program was aired. The commission, in turn, on Wednesday (June 21) referred the letter to the network for its comments. By Thursday NBC still had not received the letter.

On Thursday, June 15, NBC announced that it would broadcast the news special on June 19 and base it on information and film it had been gathering for some time on the district attorney's investigation.

The hour special contained filmed interviews with a number of witnesses whose testimony is apparently crucial to Mr. Garrison's case. On the program, interviewees alleged that the district attorney had offered concessions in return for testimony favorable to Mr. Garrison's case. Among the remarks concluding the program, NBC reporter Frank McGee said: "Now, we cannot say that the murder of John F. Kennedy did not happen the way Jim Garrison says it did. We cannot say that he does not have the evidence to prove it. We can say this: The case he has built . . . is based on testimony that did not pass a lie detector test that Garrison ordered, and Garrison knew it. . . . The result of this four months investigation [Garrison's] has been to damage reputations, to spread fear and suspicion, and worst of all, to exploit the nation's sorrows and doubts about President Kennedy's death."

Following the program, Mr. Garrison issued another blast: "The frantic nature of this effort to detail the prosecution's case simply confirms the fact that my office has uncovered the true facts about Dallas and that there are men in Washington who know it."

He also charged that NBC's chief investigative reporter on the case, Walter Sheridan, had suggested to "an important eyewitness," Perry Russo, that NBC would pay his expenses if he wanted to move to California before the trial. He also said Mr. Sheridan promised Mr. Russo NBC's protection if Louisiana sought to extradite him from California.

NBC Response ▪ In response to the district attorney's post-program statement, William R. McAndrew, president of NBC News, said Mr. Sheridan had not been authorized to make the offers attributed to him. "It had never been suggested," he said.

He added that NBC was not injecting itself into the case. "We are doing a definitive reporting job."

In another post-program development, a witness in Mr. Garrison's investigation said that NBC newsmen had attempted to pressure him into cooperating with the network. The witness also said Richard Townley, an investigative reporter for WDSU-TV, the NBC affiliate in New Orleans, had threatened to wreck his reputation unless he cooperated.

Mr. Townley said no threats were used by either him or other NBC newsmen. NBC spokesmen also denied that Mr. Townley or any other NBC newsman has made threats or promises to any witnesses.

On Wednesday, Judge Edward Haggerty in Louisiana issued a set of guidelines that forbade those connected with the case of Clay Shaw to make any statements either for or against the case. Judge Haggerty said that the "conduct of some persons has been deplorable and contemptuous of the court's orders. Persons including lawyers have acted at their peril." Attorneys close to the case did not comment on the judge's statements and Judge Haggerty could not be reached for further comment.

In the meantime, NBC prepared a letter to Mr. Garrison offering, in the network's words, "to discuss the possibility of air time."

After Mr. Garrison received NBC's offer to discuss airtime, and a transcript of the program, it was learned that he has decided to seek redress under the fairness doctrine.

As of late Thursday evening, NBC had neither received a request from Mr. Garrison for air time, nor had it yet received an FCC letter asking for comments on Mr. Garrison's complaint.

Although NBC, so far, had offered only to discuss the possibility of air

Cardinals on Canary Bird

ABC-owned WBKB-TV Chicago is buying an hour of time on the Canary Bird communications satellite June 29 for live coverage of the Vatican ceremonies investing 27 new cardinals of the Roman Catholic Church. Among them are Archbishop John Patrick Cody of Chicago. An address by Pope Paul VI also will be aired live.

WBKB-TV has arranged for WFIL-TV Philadelphia to share the satellite special and late last week was negotiating with other stations to participate. Each station is sending its own people to Rome to provide individual audio narration. The video feed is being handled by Italy's government-owned RAI-TV.

State to investigate fraud charges after TV show

Official investigations of voting irregularities had proved unproductive, but rumors of fraud throughout Lackawanna county, Pa., election districts persisted. After a May primary, management at WDAU-TV Scranton-Wilkes-Barre, Pa., saw an opportunity to exploit television's potential for sharp focus on closeups.

Rather than try hit-or-miss panoramic coverage, Tom Powell, WDAU-TV news director, brought his investigation to bear on only one voting district. The in-depth approach was to photograph all 250 signatures on the voter check list and investigate each one for legitimacy.

A program aired June 13, entitled *Anatomy of a Fraud*, gave the results. Among other things, the station reported that many of those recorded as having voted had been, in fact, many miles away from the district on voting day. A woman gave WDAU-TV her affidavit that she had been in Florida on voting day, and still was. Also, she said, members of her family whose signatures appeared on the voting register were in Knoxville, Tenn., then. She said the signatures were forged.

The station showed the signature of a woman whose name appeared as deceased on an earlier church death register. The address given was found to be an unoccupied house. Other addresses were nonexistent, some from homes that had been razed several years previously to make room for a highway project. The station estimated that as many as half the recorded votes were tainted with the possibility of fraud.

Before final editing, Mr. Powell took his evidence to the state attorney general and filmed his response.

The state official promised an immediate and "sweeping probe" and suggested that the whole vote might be voided if WDAU-TV's evidence was substantiated.

time with Mr. Garrison, earlier in the week Mr. McAndrew said he expected Mr. Garrison to ask for time and that the network was "prepared for it."

Mr. Garrison, in his letter to Chairman Hyde, made a number of specific charges, including one that, during the preparation of the news special, NBC publicized nationally a "demonstrably false and altered tape purporting to portray a bribe" that the prosecution offered one of its witnesses.

He said it wasn't known whether the "fraudulent alteration of the tape" was done by NBC personnel but added that his office has learned that "at an early stage" a copy of the tape was in the hands of Mr. Sheridan, "who has been particularly active in recent years in adventures involving the use of tapes and bugging equipment." Mr. Sheridan is a former Justice Department investigator.

WDSU-TV Involved ▪ Mr. Garrison also complained about the activities of WDSU-TV, which helped in the investigative phase of the case. He said "at least one member" of the station's staff harassed potential prosecution witnesses and that the station presented "biased" news accounts and editorials "plainly intended to discredit the prosecution . . ."

He also attempted to tie the station to the alleged dispersal of funds to attorneys and others "participating in the effort to damage the state's case." He said it wasn't the station itself that was dispersing the funds but, rather, "an attorney closely connected with the station who has previously been known to disperse funds in the New Orleans area in behalf of the Central Intelligence Agency."

This appears to tie in with Mr. Garrison's previous allegations that the CIA is engaged in an effort to block inquiry into the alleged "conspiracy" to murder President Kennedy.

A. Louis Read, president of WDSU-TV, said the only statement in Mr. Garrison's letter regarding the station that was true was the assertion that it had aided NBC in its investigation of the district attorney's "tactics."

Mr. Read was able to comment on Sunday (June 18), two days before the commission received the letter, because the contents had been reported in the local press.

He added that the letter to the commission was another example of the kind of "tactics and methods" that Mr. Garrison has used in his assassination probe and about which the station has expressed concern in its editorials.

Writers become employes in California decision

Are freelance television writers independent contractors or employes as a matter of law? Five years ago the California Unemployment Insurance Appeals Board ruled that freelance writers employed by Lassie Television Inc. and Filmaster in 1959, 1960 and 1961 were independent contractors, not employes for whom contributions were required to be made under the California Employment Code. The Writers Guild of America, West has been fighting that decision ever since. Last week in Los Angeles Superior Court, the guild apparently won its long fight.

Judge Alfred Gitelson, in an 81-page opinion, held that the Lassie writers were entitled, as a matter of law, to be regarded as employes, not as independent contractors. He pointed out that the employers had the right to control and direct the services to be performed by the television writers and in practice exercised that right. He also said that to hold otherwise "would be destructive of collective bargaining and contrary to the express public policy" of California.

Radio series sales . . .

Doctor's House Call (Signal Productions): KSO Des Moines; KIJV Huron, S. D.: WBRC Birmingham, Ala.; KOIN Portland and KUMA Pendleton, both Oregon.

Point of Law (Signal Productions): KFPW Fort Smith and KBHS Hot Springs, both Arkansas; WFTL Fort Lauderdale, Fla.; KANS Salina, Kan., and KTUC Tucson, Ariz.

Strangest of All (Radiozark Enterprises Inc.): KRSL Russell, Kan.; WHAI Greenfield, Mass., and WNBT Wellsboro, Pa.

Flying Saucers . . . Serious Business (Radiozark Enterprises Inc.): KSXX Salt Lake City; WHUC Hudson and WIGS Gouverneur, both New York; WLEC Sandusky, Ohio; WFLA Tampa, Fla.; WDUZ Hutchinson, Minn.; KGFW Kearney, Neb.; WFMC Goldsboro, N.C.; WFOB Fostoria, Ore., and KBMF-FM Spearman, Tex.

All Time Heavyweight Championship Tournament (Woroner Productions Inc.): WGY Schenectady, N.Y.; WRNL Richmond, Va.; WSTV Steubenville, Ohio; WIND Chicago; KDEN Denver; KFJB Marshalltown, Iowa; KPAY Chico, Calif., and KCBK Des Moines, Iowa.

Newsmen against pool for Vietnam coverage

MILITARY RESTRICTIONS CITED AT RTNDA REGIONAL MEET

Network newsmen have rejected suggestions made recently that pool arrangements would provide more radio and television coverage of the war in Vietnam.

Opposition to the suggestions, which were made by an Air Force information officer, was voiced during a New York meeting June 17 of the eastern regional conference of the Radio-Television News Directors Association. Recommendations that broadcasters pool their resources in Southeast Asia was made during a panel discussion by Lieutenant Colonel John Whiteside, information director, aeronautical system division, Air Force Systems Command, Wright-Patterson Air Force Base, Ohio. He also called for more comprehensive coverage of the war and said television films are often 24 hours old by the time they reach the U. S.

Jack Fern, U. S. field producer for NBC's *Huntley-Brinkley Report*, told the panel that poor communications and restrictions placed on newsmen by the military were the real causes of incomplete war coverage. Ed Hardy, news director, WABC New York, said coverage would be facilitated if military communications were made available to broadcast newsmen, and John Flynn, a CBS News reporter, said logistics and equipment problems pose the most seroius obstacle to better war coverage. All three newsmen have been in Vietnam in recent months.

Court Pool Suggested ▪ Suggestions by Richard M. Schmidt Jr., general counsel of the U. S. Information Agency in Washington, that pool coverage could ease the resistance against broadcast coverage of courtroom proceedings in the U. S. met with favorable response. Such pool arrangements, Mr. Schmidt said, might help improve the image of broadcast journalists among judges who in the past have imposed strict limitations on courtroom coverage because of "unruly newsmen and cameramen."

Declaring that broadcasters have lost ground in efforts to open courtroom doors, Mr. Schmidt said news directors should work on the local level with legal associations and the courts. To try to handle the problem at the national level, he said, is wrong.

The meeting was held at the Associated Press building. AP was host to the broadcast newsmen.

Roy Steinfort, Associated Press general executive (l), talks with RTNDA President Bruce Dennis of WGN Chicago at RTNDA's eastern regional conference.

UCC petition draws some Hill support

That recent United Church of Christ petition to deny a license to any station engaging in discriminatory employment practices has engendered some favorable congressional reaction.

Five lawmakers—two representatives and three senators—lent their support to the measure in letters written to the FCC. They were Senators Daniel K. Inouye (D-Hawaii), Howard W. Cannon (D-Nev.) and William Proxmire (D-Wis.), and Representatives Hastings Keith (R-Mass.) and Richard L. Ottinger (D-N.Y.).

Senator Inouye said of the petition: "I do not believe that it is too much to ask [license] applicants . . . in view of the massive civil rights legislation which has been adopted in recent years." He noted that broadcasters wield great influence on public opinion, standards and tastes, and for that reason, "we must not allow them to discriminate."

Senator Cannon said he supported the petition and asked that his comments be made part of the official FCC record. Senator Proxmire termed the petition both worthwhile and necessary.

In his letter to the FCC, Representative Keith said; "I believe that it is entirely reasonable to ask license applicants, who are seeking the grant of a rich and profitable privilege, to promise to adhere to the same just and nondiscriminatory employment standards that are practiced by the government and required of government contractors. The practices of the entertainment industry set an example for listeners and viewers; it is only fair to require that the industry's employment practices set the best possible example."

Representative Ottinger, who is a member of the House Communications and Power Subcommittee and who recently coauthored the Dingell-Ottinger-Moss bill imposing tight federal controls on television networking, also gave his support to the UCC petition. "I see no reason why radio and television stations should not be held," he said, "to the same standard of conduct required of other employers. In view of the unique position they occupy in our society, I feel it is vital" that the stations be required to grant equal employment opportunities.

Levy opens radio-TV audio news service

The formation of Radio News International as an audio news service for TV and radio stations is being announced today (June 26) by Jay Levy, RNI president. Service to stations is scheduled to begin July 10.

RNI plans to present four daily transmissions via telephone of news actualities to stations throughout the U. S. and Canada and to provide actualities of bulletin news immediately, according to Mr. Levy. He said RNI will draw upon the news-gathering resources of Radio Pulsebeat News, also owned and operated by Mr. Levy, which now supplies tapes and records of news events by shipment, and Metromedia Radio News, a division of Metromedia Inc.

The Associated Press broadcast wire will carry descriptions of all upcoming RNI transmissions as they are made available, Mr. Levy reported, to assist AP member stations that plan to subscribe to RNI. He noted that subscribers may call for individual feeds at their convenience by telephoning specific locations throughout the U. S. and Canada.

Though no mention was made in the announcement of the extent, if any, of the financial interest of Metromedia and the AP in RNI, a Metromedia spokesman acknowledged that his organization had a "financial stake" in the new voiced service. An official of AP said it had no financial interest in RNI, but added that in addition to providing billboards each day, AP field representatives would perform "missionary work" on behalf of the service for AP clients desiring it. He said they would not be actively engaged in selling it.

Radio News International headquarters is at 340 East 34th Street, New York 10016. Telephone number is (212) 686-6850.

United Press International currently has a daily, voiced service transmitted to more than 320 stations by leased lines.

More than a year ago it began to service clients of Radio Press International (RPI), when that organization ceased operations.

Cayton expands heavy slate of boxing shows

Producer William Cayton, who estimates he has more than $1 million invested in film footage of boxing bouts dating back to 1890, is increasing his activities in the area of specials in 1967 and 1968. He plans to produce three 90-minute specials, titled *The Heavyweight Championship*, and three one-hour programs, centering around former pugilists Mickey Walker and Sugar Ray Robinson and a newcomer, Buster Mathis, over the next 18 months.

Mr. Cayton

Mr. Cayton, who also heads his own advertising agency, Cayton Inc., New York, began his TV production-distribution chores as a hobby almost 20 years ago, acquiring film footage of well-known bouts. The hobby resulted in *Knockout*, 360 five-minute programs that have been sold in the U.S. and 88 markets abroad, and in the *Greatest Fights of the Century* series, which was carried on NBC-TV 1949-55.

Mr. Cayton has supplemented his footage with new production and over the past nine years has had exclusive agreements for filming all the world heavyweight championship bouts, initially for theater release and subsequently for TV use. He reports he has the film rights to more than 3,000 bouts.

His new fight productions, he said, are in various phases of development, with filming already begun on *The Mickey Walker Story*. The three *Championship* specials are in the editing stages. He hopes for network exposure of these programs by obtaining advertisers to sponsor them.

Mr. Cayton operates three separate corporations for his boxing films. They are called Greatest Fights of the Century Inc., Turn of the Century Fights Inc. and The Big Fights Inc.

News library to Columbia

A library, consisting of 10,000 volumes on journalism and related subjects and a large reference file of clippings and selected television and radio tapes, will be established at Columbia University Graduate School of Journalism in New York.

The library will be named for Arthur Hays Sulzberger, board chairman of *The New York Times* and its former publisher, and will occupy half of the second floor of the School of Journalism. The library will be established at a cost of approximately $100,000, and $50,000 toward this sum already has been contributed by members of Mr. Sulzberger's family, it was stated. The library is expected to be ready early next year.

GAB balks at cost of ASCAP music

The Georgia Association of Broadcasters last week said it didn't like the new rates hammered out by the All-Industry Radio Station Music licensing Committee and the American Society of Composers, Authors and Publishers. The three-year battle ended in April when the two groups agreed to a 2% fee based on "net receipts from sponsors after deduction" (BROADCASTING, April 3 et seq.).

Led by Ed Mullinax, WLAG La Grange, who maintained that ASCAP fees are disproportionate to the amount of music played—particularly by country music stations—the GAB unanimously adopted a resolution calling for ASCAP fees of 0.5% of gross income derived from net sales.

The GAB's recommended fee would be less all income from sports, political advertising and news, less 15% for sales expenses, less all station promotion advertising or any exchange promotional advertising medium and less all announcer and news expenses.

The resolution was turned over to a legislative committee to study the feasibility of filing such a brief in the U. S. Southern District Court of New York.

It's understood that any of the Georgia broadcasters who were represented by the all-industry committee could not be a party to a court filing since the committee agreed to the earlier terms. Any stations that were not represented by the committee are free to go to court and ask for lower rates. However, Judge Sylvester Ryan has already signed the order saying the commitee-ASCAP rates are reasonable.

The deadline for signing under the 2% agreement is July 12 and the Georgia broadcasters were asked to delay signing the new contracts until the legislative committee makes its report.

Prior to the business meeting at which the resolution was passed, Jim Collins, representative of ASCAP, said a "majority of stations" nationally have already signed the all-industry committee-ASCAP contract.

Song 'leerics' draw ire of Texas station

P. Bert Haney Jr., president and general manager of KNEL Brady, Tex., has enlisted himself and a good chunk of his town in the battle (it's not a war, yet) against the broadcast of records bearing "dirty" lyrics.

Brady is a community of less than 6,000 but it contributed 2,725 signatures to a petition expressing opposition to the playing of records of music filled with innuendo, double meaning "or outright tunes of immorality."

Mr. Haney, who circulated the petition, sent it to the FCC with a note saying it would be helpful if the commission released a statement expressing disapproval of the kind lyrics Brady residents abhor.

He followed up his petition with a telephone call two weeks ago to Commissioner Robert T. Bartley, a fellow Texan, whom he has met on several occasions. Commissioner Bartley brought the matter up at a commission meeting, and it was referred to the staff.

However, it is unlikely that the commission will act on the request. Officials noted that lyrics are rarely obscene, in terms of the statute barring obscenity. The commission, they say, can only rely on the licensees' good judgment as to whether records are objectionable.

Another Texas broadcaster, Gordon McLendon, of the McLendon stations, doesn't like "dirty lyrics," either. And he has publicized his intention to bar the playing of records with offensive lyrics.

A number of stations have publicly expressed support for his position, and a half-dozen Texas stations, including KNEL, are each reported to have banned the playing of a number of songs.

Convention site bids tie up Republicans

The Republican National Convention site-selection committee, forced to choose between two attractive candidates, has found itself doing as deadlocked conventions often do. Unable to decide between Chicago and Miami Beach, the site committee has gone to a second ballot.

In an announcement made in Chicago, and to that city's reported disappointment, Republican National Chairman Ray C. Bliss said the committee wants to restudy the Miami Beach proposal and get some verbal promises put down in writing before finally choosing the scene for next summer's presidential nomination. It is believed that the Democrats will hold their convention in the same city as the Republicans so that news coverage facilities need not be dismantled and moved to another location between conventions.

Reliability and capacity of air-conditioning equipment will be a major factor in the decision, Mr. Bliss said. Color television coverage with high-intensity lighting requirements are said to cause an added load on air-cooling machinery, it was noted. Room and facilities for news operations are another factor. Unofficially ("We don't give any city the edge," Mr. Bliss observed), Miami Beach was seen in the lead on air conditioning but trailing on the question of news facilities. He indicated that another visit to Miami Beach might be necessary before the committee could make a final decision.

TV series sales . . .

Abbott and Costello (RKO Pictures): WGN-TV Chicago.

Of Lands and Seas (Olas Corp.): WTVW(TV) Evansville, Ind., and WFTV (TV) Orlando, Fla.

King Family Holiday Specials (North American Television): WGN-TV Chicago; KMOX-TV St. Louis; WNAC-TV Boston; KOTV(TV) Tulsa, Okla.; KHOU-TV Houston; KREM-TV Spokane, Wash.; WANE-TV Fort Wayne, Ind.; WWL-TV New Orleans; WXYZ-TV Detroit; WKBW-TV Buffalo, N. Y., and WBAL-TV Baltimore.

Films of the 50's and 60's—Volume 12 (Seven Arts TV): WFIE-TV Evansville and WNDU-TV South Bend, both Indiana; WLEX-TV Lexington, Ky.; WEEK-TV Peoria, Ill.; WNEM-TV Bay City-Saginaw-Flint, Mich.; WAST(TV) Albany, N. Y.; WTAE-TV Pittsburgh; KTUL-TV Tulsa, Okla.; WTIC-TV Hartford, Conn.; KSL-TV Salt Lake City; KPIX(TV) San Francisco; KDTV(TV) Dallas; WCIX-TV Miami; KZAZ(TV) Nogales, Ariz., and KPHO-TV Phoenix.

The Professionals (Seven Arts TV): WNEM-TV Flint - Saginaw - Bay City, Mich.; WJBF(TV) Augusta, Ga.; WEEK-TV Peoria, Ill.; WLEX-TV Lexington, Ky.; WHIO-TV Dayton, Ohio; WCOV-TV Montgomery, Ala.; WANE-TV Fort Wayne, Ind.; WIBW-TV Topeka, Kan.; KNTV(TV) San Jose, Calif.; WNYS-TV Syracuse and WAST(TV) Albany, both New York; WZZM-TV Grand Rapids, Mich.; KOCO-TV Oklahoma City; KTUL-TV Tulsa, Okla.; WTVW(TV) Evansville, Ind.; WREX-TV Rockford, Ill.; KATC(TV) Lafayette, La.; KOAT-TV Albuquerque, N. M., and KORK-TV Las Vegas.

Love That Bob (MCA): KPLR-TV St. Louis and KTSM-TV El Paso.

Wanderlust (Teledynamics): KTVU-TV Oakland-San Francisco, and WSIU-TV Carbondale, Ill.

True Adventure (Teledynamics): WROC-TV Rochester, N. Y.; WSIU-TV Carbondale, Ill.; WLCY-TV Largo-Tampa, Fla., and KNTV(TV) San Jose, Calif.

Wonderful World of Women (Teledynamics): WTTV(TV) Bloomington-Indianapolis, Ind.

American West (Teledynamics): KRON-TV *San Francisco.*

Truth or Consequences (Wolper TV): WJW-TV Cleveland; WCIX-TV South Miami; WTTV(TV) Bloomington-Indianapolis, Ind.; WJRT-TV Flint, Mich.; KOVR(TV) Stockton-Sacramento, Calif.; WPRO-TV Providence, R. I.; WSFA-TV Montgomery, Ala.; WAST(TV) Albany, N. Y.; KUTV(TV) Salt Lake City; WLOS-TV Asheville, N. C.-Greenville-Spartanburg, S. C., and WOC-TV Davenport, Iowa.

Schwimmer plans series

Walter Schwimmer Inc., Chicago television program packaging division of Cox Broadcasting Corp, announced last week that it ha signed Jack Chertok Television Inc., Hollywood, to produce a pilot program for a new half-hour TV series to star Ernest Borgnine. Series title is *Billy and the Kid* and would also feature 12-year old Frankie Michaels who has been appearing in the Broadway production of "Mame." Mr. Borgnine was recently in *McHale's Navy.* William Morris Agency is to be exclusive sales agency for the proposed series.

Top lottery winner can be aired: NAB

Is a station that broadcasts the winner of a state-sponsored lottery putting its license on the line? Not if it's just the first-place winner, thinks Douglas Anello, general counsel of the National Association of Broadcasters.

Broadcasters in the Northeast have expressed some confusion over lottery laws ever since New Hampshire created a legalized state lottery. Now that New York has followed suit, the licensees are between the legal state lottery and the federal law forbidding lottery information broadcasts (BROADCASTING, June 19).

Although the FCC's policy is clear, he says, in that no license renewal will go to a station that follows a policy of broadcasting lottery information, there is some latitude in broadcasting news covering lottery winners.

"The law," Mr. Anello feels, "is not designed to suppress information of news value to the public which is only incidentally connected with a lottery. Thus a news broadcast of the first winner and how much he won would, in my opinion, have a news value in its own right and such a broadcast would not violate federal law. . . . However, I would not go so far as to advise that news broadcasts concerning second, third or fourth winners fall in a similar category."

Program notes . . .

Exodus ▪ *Bring Forth My People,* a one-hour color special retracing the route of Moses as he led his people from Egypt to Palestine, has been acquired for syndication by 20th Century Fox Television Inc., New York. Special was filmed on location in the Middle East, produced by Dick Girvin, and directed by Charles Sharp.

New TV film house ▪ Harry Rasky Productions Inc., New York, has been formed to produce motion pictures for theaters, television and industry. Address of the new firm, which will specialize in drama and documentaries, is 101 West 57th Street, Suite 408 (Phone: CI 6-1500).

Change of address ▪ RKO Pictures Co. reports that its unit on the West Coast, RKO-Jomar, is now at 3183 Dona Maria Drive, Studio City, Calif. 91604. Telephone number is (213) 656-5644.

Snyder's Shtick ▪ Bob Strock of Marketing/70 Inc., Marina del Rey, Calif., has announced that *Stan Shtick, Superstar* will be released soon. The new six-minute TV cartoon series under production at Ken Snyder Enterprises, features an active, slow-witted super-sports hero at Howsbye U., his mythical alma mater. KSE plans 78 full-color, animated episodes.

TV to movies ▪ Bob Banner Associates, known for such television successes as *Candid Camera* and *The Dinah Shore Show,* is branching out into feature film production with movies for the new theatrical films division of CBS. The deal, which reportedly will have Bob Banner as executive producer or producer of each film, could cover as many as 10 future movie productions.

'Batfink' ready ▪ Hal Seeger Productions Inc., New York, has completed production of 100 *Batfink* cartoons, being syndicated through Screen Gems. Seeger has now begun production on two other cartoon series, *Wilbur the Wanted,* and a mystery strip, *Mr. E.*

NASA film release ▪ The National Aeronautics and Space Administration (NASA) has available a 30-minute-color film, *The Legacy of Gemini,* featuring space photography never previously seen on television. The film may be obtained from: Television and Radio Production, NASA Headquarters, Code FAV, Washington 20546.

INTERNATIONAL

Conflict splits world telecast

Communist-bloc countries drop out of 'Our World' because of Mideast crisis

It might have been more accurately titled *Our Capitalist World.* but the five-continent *Our World* telecast scheduled for Sunday (June 25) was to go ahead practically as planned, only without the participation of the five original Communist-bloc partners and with the added participation of Denmark.

The trouble started Monday (June 19) with a meeting in Prague of representatives of the Soviet Union, Czechoslovakia, Poland, Hungary and East Germany, and their telephoned request for a postponement of the show, "in view of the world situation."

After their request was denied by Aubrey Singer of the BBC, originator and head of the project, Mr. Singer received a wire from Deputy Chairman Ivanov of the Soviet Radio and Television Committee announcing Soviet withdrawal.

Mr. Ivanov said that "following Israel's aggression, which was the result of a plot of certain imperialist forces, primarily the USA, against the Arab peoples, the international situation has become seriously exacerbated.

"The radio and television organizations of USA, England and the Federal Republic of Germany . . . are engaged in a slanderous campaign against the Arab countries and the peaceful policy of . . . socialist states. The worldwide television transmission has thus lost its original humanitarian idea."

Similar Communications ▪ Mr. Singer said last week his office received "an almost identical note" from the East German representative, and that Czechoslovakia, Hungary and Poland began dismantling their equipment the same day.

Robert Squier, executive producer of National Educational Television's participation, which includes control of the link between Europe and the U. S., Canada, Mexico, Japan and Australia, said withdrawal by the Communist countries would not seriously disrupt the project. "The whole Intervision [Eastern European] segment was basically an extension on the end of the worldwide system, with the seam at Vladivostock," he explained.

In a statement last week, John White, NET president, "regretted the withdrawal of Soviet television and its eastern European colleagues . . ." but stated: "*Our World* remains an important and unique television venture to which 14 countries will contribute program elements which will be seen in more than 30 countries."

Denmark was the latest country to announce participation last week. NET stepped in after U. S. commercial networks withdrew from the *Our World* show during the planning stages, criticizing it as "a mere technical exercise."

The total cost of the project is estimated at $5 million, which will be reapportioned among the participating countries to absorb the costs which would have been borne by the Communist countries. NET initially was to pay approximately $200,000 as its share.

International film sales . . .

Jack and the Beanstalk (NBC Enterprises): NHK, Japan; NTS, Holland; ZDF, Germany; BBC, England; Channel 3, Guatemala; Channel 2, Mexico City; Telesistema, Mexico, and Channel 11, Argentina.

That War in Korea, The Twisted Cross and *The Jazz Age* (NBC Enterprises): Yugoslavia.

I Spy (NBC Enterprises): Oy Mainos Television, Finland, and Trinidad and Tobago, the Caribbean.

Project 20 and *End of the Trail* (NBC Enterprises): Oy Mainos Television, Finland.

The Invaders, The Fugitive, nine specials in "The Saga of Western Man," *Ben Casey, One Step Beyond, Branded* and *Discovery,* part of a package of 600 hours programing (ABC Films): Establissement International Du Film (Egyptian television) in Egypt.

The Invaders (ABC Films): Radio Eireann, Ireland; Oymainos TV Rek-

Denmark approves the voice of frozen Thule

After a brief pause for official operating authority, KFMT is now back on the air. Not that the FCC would mind, however, for KFMT operates out of Thule, Greenland, a Danish territory 600 miles north of the Arctic Circle.

This northernmost FM station was founded in 1962 by a group of employes of the RCA Service Co., a contractor for the Thule Air Base, who patched the facility together with salvaged parts. A recent pause for official broadcast sanction from the Danish government allowed technicians to rewire the 10 watter for stereo. With subsequent approval and station improvements KFMT now beams its stereo broadcasts to more than 2,000 men on duty at the air base and a radar installation on the Ballistic Missile Early Warning System tract.

The station is manned by a club of 28 disk jockeys who operate it during their off hours and who pay a dollar a week for the privilege of being on the air.

lam AB, Finland; Radiotelevisora Interamerican, Colombia.

The Fugitive (ABC Films): Belgische Radio Nen Televisie, Belgium; TIE Ltd., Aden, and Uganda Television, Uganda.

26 Strongmen of the World (American International TV): Pacific Telecasters, Australia.

My Favorite Martian (Fremantle International): Granada, TWW, Tyne & Tees, Ulster and Border, all England; and Telefis Eireann, Dublin.

Homicide (Fremantle International): Granada TV, England.

Knock Out (Fremantle International): TWW, Anglia and Scottish, all England.

Silents Please (Fremantle International): Television Espanola, Spain.

The Price of a Record (Fremantle International): Zweites Deutsches Fernsehen, West Germany, and Nederlandse Pelevisie Spichting, Holland.

Animal Farm (Fremantle International): Danmarks Radio, Denmark.

The Amazing Dolphin of Oponini (Fremantle International): Sveriges Radio Televisionen, Stockholm.

Nina & Frederik (Fremantle International): Schweizerische Radio Und Fernsehgesellschaft, Zurich, Switzerland.

The History of the American Negro (Fremantle International): Tyne & Tees, England.

The Beachcomber (Fremantle International): Grampian TV, Scotland.

Halas & Batchelor (Fremantle International): BBC, England.

The Southern 500 (Fremantle International): ATV, England.

Melotoons (Fremantle International): Tyne & Tees, England.

Dylan Thomas Special (Fremantle International): Telefis Eireann, Dublin.

It takes more than a gavel to keep order in a Latin-American meeting, so a bell is used. Arch Madsen, (second from right), president of the Bonneville International Stations, Salt Lake City, presents a call-to-order bell to Joao Calmon (second from left), chairman of the Association of Brazilian Radio and Television and director of Diarios Associadios, largest communications firm in Brazil. Others are: Renato Tavares (left) executive director of ABRT, and Jose de Almeida Castro (right) ABRT first secretary. The presentation came during the recent meeting of the Inter-American Association of Broadcasters in Buenos Aires. Mr. Madsen had been to ABRT's October 1966 meeting in Rio when a borrowed bell was shattered and at that time he promised the Brazilian broadcasters a new bell.

IAAB picks Evans for two-year presidency

Herbert Evans, consultant to Nationwide Communications, Columbus, Ohio, has been elected president of the Inter-American Association of Broadcasters. Mr. Evans, who has been the National Association of Broadcasters' delegate to IAAB for nine years, is the first American president in the organization's 20-year history.

Mr. Evans

His term will run until the next general meeting in Lima, Peru, in 1969. He has just concluded a two-year term as vice president.

At the IAAB's recent meeting in Buenos Aires, the delegates were told that one of their long-standing battles had been won. While they were in session, the Argentine government signed the papers that will return 36 radio stations to private ownership. The stations had been taken over by the government during the Peron regime.

The IAAB was also told the Argentine government was going to free some 100 radio and television frequencies for private use. The frequencies have never been allocated.

In another victory for private broadcasting, the IAAB learned that the Uruguay government had stopped short of allowing government educational stations to sell advertising in competition with private stations. The president of the Uruguyan council of ministers withdrew such authority, which had not yet gone into effect.

The IAAB's next meeting is scheduled for March 1968 in Quito, Ecuador.

Pirates move offices to avoid British law

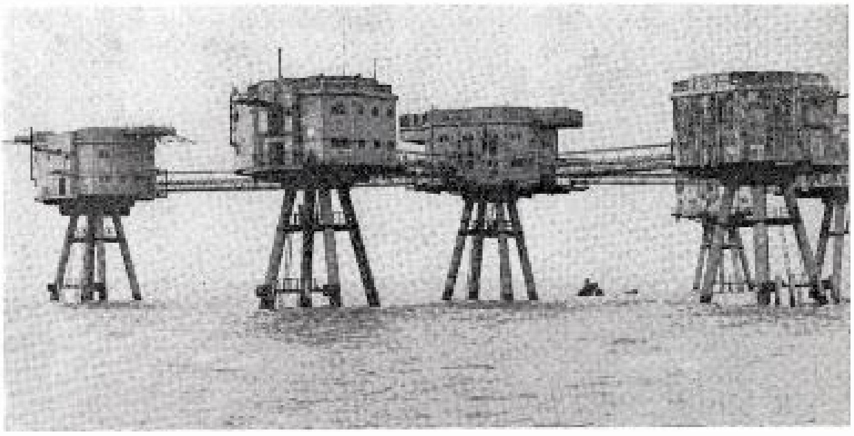
Several of Britain's radio pirates are confident they will be able to survive the government's anti-pirate measure once it becomes law. Confidence derives principally from those pirates who are getting their supplies and equipment from Holland. Under an anti-pirate law, supplies and equipment from British-based firms could be legally banned.

Radio London, in fact, is in the process of setting up its own supply office in Holland. Radio 227, which already has a Dutch-language transmitter in action, Radio 355 and Radio Caroline South have begun using Amsterdam as their administrative and advertising center. All four operate from extraterritorial waters outside the Thames estuary.

So far, advertising prospects in Holland have not proved too rewarding for the British pirates, mainly because of powerful competition from Holland's own highly successful pirate, Radio Veronica. To enlarge its potential, Radio Caroline has been making exploratory contacts in France, and is trying to build up advertising revenue in Canada, through Masirah Associates of Toronto. Masirah is also scouring the Madison Avenue market on Caroline's behalf. On the other hand, Radio London is said to be going almost exclusively for U.S. advertising.

Reports in London suggest that the destiny of Radio London and Radios 227 and 355 may be decided eventually elsewhere than in London or Amsterdam. Up till now, backers of pirate radio enterprises have kept in the background, but one of them, Tom Danaher, a wealthy Volkswagen dealer from Wichita Falls, Tex., has now revealed that he has a stake in the Bahamas trust which controls Radio London, and in London's Carstead Advertising, which runs Radios 227 and 355. Mr. Danaher said he thought operations would continue despite the government's action.

Meanwhile, Radio Andorra is planning English-language broadcasts from the Pyrenees, and Radio 390, last of the pirates on the Thames war-time forts, is searching for a land base in France or Spain.



Radio 390 (two installations on left) and Radio City (two on right) are two of the British pirate radio outlets located 12 miles out of the Thames estuary. The structures formerly were gun emplacements used during World War II. Sales representative for Radio 390 (good music format) and Radio City (mostly rock'n roll) is Pan American Broadcasting Co., New York.

Israel victory goes worldwide

Broadcast installations in 13 countries have bought the June 11 *Face The Nation* program on CBS-TV in which General Moshe Dayan, defense minister of Israel, described his nation's military defeat of Egypt, Jordan and Syria. Ralph M. Baruch, vice president international sales, CBS Films, said last week the program was purchased in England, The Netherlands, Argentina, Australia, Switzerland, West Germany, Singapore, the Philippines, Denmark, France, Japan, New Zealand and Peru. The program, which was produced in color in Tel Aviv, featured CBS News correspondents Charles Collingwood and David Culhane and Sydney Gruson of the *New York Times* as the questioners.

Abroad in brief . . .

Rep ▪ CJRN Niagara Falls, CKTB St. Catharines and CHYR Leamington, all Ontario, have appointed Canadian Standard Broadcast Sales, New York, as U. S. representative.

New bottler to NC&K ▪ Continental Beverages Canada Ltd., Montreal, has named Norman, Craig & Kummel (Canada) Ltd. to handle advertising. The company plans to increase its current $225,000 budget. Account includes: Nesbitt's California Orange, Snow White Cream Soda, Frostie Root Beer, and Vernor's Ginger Ale and John Collins.

Radio sales in Canada ▪ Mark Century Corp., New York, reports sales of its "Radio a la Carte" program service package in Canada to CJRN Niagara Falls, CKOC Hamilton, CKFH Toronto, CFCO Chatham, CHYM Kitchener, CFOR Orillia and CKPT Peterborough, all Ontario.

Y & R, fiesta-style ▪ After an absence of four years, Young & Rubicam, New York, has re-opened an office in Mexico City. It is headed by Vice President Clark B. Warren, and its accounts include the Mexican branches of 3M Co., Time-Life International, Union Carbide and Remington Shaver International.

Earth station ▪ The Indonesian government and International Telephone & Telegraph Corp. have signed a contract calling for a satellite communications earth station to be built in Indonesia, the country's first. The station will be near Djakarta, providing via satellite

TV in addition to high-grade voice, data and telex services. It will be installed, operated and maintained by an ITT subsidiary in cooperation with the government.

Standard Radio Up ▪ Standard Radio Ltd. has reported record profits of $1,482,692 for the year ending March 31, up 16% from the $1,269,367 of the previous year. Per share earnings rose from $1.17 to $1.36. Standard Radio Ltd. owns CFRB and CKFM(FM), both Toronto, and CJAD and CJFM(FM), both Montreal.

Ripolin appoints ▪ BBDO, Paris has been named agency for Ripolin, a leading manufacturer of paints and varnishes in France.

New studios ▪ More than 1,200 invited guests this week are participating in activities marking the official opening of CKTR Three Rivers, Quebec's modern studios on the 12th floor of the Place Royale building.

New rep ▪ CFCN Calgary, Alberta, has appointed Canadian Standard Broadcast Sales, New York, as U.S. representative.

FINANCIAL REPORTS

Sigma III may become Filmways subsidiary

Filmways Inc., which started out modestly 15 years ago as a producer of commercials, last week continued its steady, comprehensive diversification within the entertainment field. The independent production company revealed that it will acquire, subject to execution of agreements and receipt of a favorable tax ruling, the common stock of Sigma III, a motion picture distributor. Filmways, listed on the American Stock Exchange, plans to exchange 85,880 shares of its stock for all the Sigma shares outstanding and also will give up additional shares of its stock, up to a maximum of 12,268, based on potential television income from the feature film distributor's current library.

That library includes such motion pictures as "Dear John," "My Sister, My Love," and "An Evening with the Royal Ballet." Sigma III has long-term U. S. and Canadian distribution rights to these products. It also is involved with the coproduction and world-wide release of a new movie, "Ski on the Wild Side."

Indications are that Leonard S. Gruenberg, president of the distribution company, will join Filmways as chairman of the board. Martin Ransohoff, current chairman of Filmways, is expected to become president and chief executive officer, while Lee Moselle, now president, will move up to vice chairman of the board and also become chairman of the executive committee. If the deal goes through as planned, Mr. Gruenberg also will continue as president of Sigma III, which will operate as a wholly owned subsidiary of Filmways.

Besides producing television series and commercials and feature-length motion pictures, Filmways also has its own TV distribution operation and recently acquired Acme Film and Videotape Laboratories Inc. (BROADCASTING, Jan. 23). The production house will have four prime-time film series on the air during the 1967-68 network TV season. In addition, Filmways coproduces two daytime programs.

$690,000 deficit is UN bankruptcy filing

United Network Co. and United Network Inc., owner and operator of the ill-fated fourth network, filed a petition last Thursday (June 22) in the U. S. District Court for the Southern District of New York for an arrangement under Chapter 11 of the Bankruptcy Act.

The petition lists liabilities of $1,822,486 and assets of $1,132,410. Among the top creditors shown were Chase Manhattan Bank, $571,782; D. H. Overmyer Network and Productions, $112,500, and Texas Bank and Trust Co., $100,000. Also listed was a debt of $25,700 to Bill Dana, star of the nightly two-hour *The Las Vegas Show*, the network's sole offering.

Assets listed included more than $216,000 in cash receivables; $38,250 in checks on hand; $20,059 cash in bank and $27,555 in prepaid insurance.

A filing under Chapter 11 permits a company to continue business while a settlement is arranged.

United Network ceased on-air operations May 31 after 31 days because of a financial squeeze (BROADCASTING, June 5, et seq).

CBS at odds with Warner over 'Lady'

Pretrial examination is in progress on a suit filed by CBS in New York state supreme court against Warner Brothers for an accounting and for a ruling on what constitutes the "distributors gross" under terms of their contract with respect to the "My Fair Lady" feature film.

According to the CBS complaint, Warner has made "material errors" in calculating gross income derived from the film, principally by deducting overseas tax items that CBS claims are "not properly deductible." Both CBS and Warner stressed that no improprieties are alleged and that the parties are on friendly terms.

Under the contract, CBS is entitled to collect half of the Warner Brothers' rentals above $20 million. CBS reportedly has collected more than $17 million to date.

Columbia's earnings best since 1955

Consolidated earnings of Columbia Pictures Corp. for the nine month period ended April 1, 1967 were "the best such period since 1955," it was reported last week by A. Schneider, president. He said earnings for the third fiscal quarter represented "a record period."

For 40 weeks ended April 1, 1967 and 39 weeks ended March 26, 1966:

	1967	1966
Income per share	$1.58	$0.27
Net income	3,305,000	675,000
Income before taxes	5,505,000	2,272,000

Cox collects new subsidiary

Cox Broadcasting Corp., Atlanta, group broadcaster and CATV system operator, through its United Technical Publications Inc., publishing subsidiary, last week acquired 80% interest in National Auto Research Co., Gainesville, Ga.

NAR publishes a weekly "black book," which lists current prices of used cars and light trucks, as well as a monthly used-car depreciation guide for fleet owners and leasing companies. The amount of the transaction was said to involve less than $1 million.

Trans-Lux offers stock

Trans-Lux Corp. announced last week that its stockholders have approved a proposal to increase the number of Trans-Lux shares from one million to two million shares of common and 500,000 shares of preferred stock.

Subsequent to the stockholders meeting on Wednesday (June 21), the board of directors authorized an underwritten public offering of $10 million of convertible subordinated debentures, price and terms to be set, and designated Bear, Stearns & Co., New York, as managing underwriter. Richard Brandt, president, said it was contemplated that a registration statement covering the proposed debentures and the shares of common stock to be reserved for conversion thereof would be filed shortly with the Securities and Exchange Commission.

Financial notes . . .

▪ The annual stockholders meeting of Desilu Productions Inc. will be held at the Desilu-Gower studio in Hollywood July 17, at which time a vote will be taken on the Gulf & Western Industries Inc. proposal to acquire the production company. The move is expected to be approved with little opposition. Gulf & Western is the Houston-based company which last October acquired Paramount Pictures Corp. It has agreed to acquire Desilu for about $16.6 million in Gulf & Western stock. After the expected acquisition, Desilu will operate as a subsidiary G&W.

▪ Republic Corp., Beverly Hills-based parent company of Consolidated Film Industries, is acquiring Continental Graphics Inc., a group of three Los Angeles firms with yearly sales of about $10 million in microfilm and graphic services. Republic has annual sales of about $60 million in electronics, plastics and home products, as well as in film processing.

▪ For the fiscal year ended March 31, Visual Electronics Corp., New York, showed net sales of $16,172,106 as compared with $6,880,398 in the same 1966 period. The company, which sells broadcast equipment, and designs and produces some cameras, video-tape recorders, television camera tubes and audio and video switching equipment, had a net income of $932,238 as compared with $445,810 in the preceding 12 months, with earnings per share averaging 56 cents in 1966 and $1 for 1967. Common shares outstanding for the fiscal year were 929,000 against 776,000 in 1966.

▪ Warner Brothers Pictures Inc. has declared a dividend of 12½ cents per share on the company's common stock. It will be payable July 17 to stockholders of record on June 16.

▪ International Telephone & Telegraph Corp., New York, has declared a quarterly dividend of 37½ cents a share on outstanding common stock, payable July 15 to stockholders of record at close of business June 23. Dividend is equivalent to an annual rate of $1.50 per share. ITT directors also declared a dividend of 75 cents a share for the period from April 16 to July 15, upon outstanding shares of cumulative convertible preferable stock payable on July 15.

▪ Columbia Pictures Corp., New York, reports that its special meeting of holders of common stock will be held on July 13, instead of July 27, as originally scheduled. Stockholders will be asked to approve an increase in authorized common shares from three million shares of $5 par value to 10 million shares of $2.50 par value, and a two for one split of the common stock to be distributed to holders of record at the close of business July 13.

▪ Industrial Electronic Hardware Corp., New York, has reported net sales of $10,451,914 for the year ended March 31—up 4% over the comparable period in 1966 ($10,087,245). IEH attributed the gain to increased demand for its sockets, amplifiers and connectors used in the TV and computer industries. The company's net income after taxes rose to $412,897, equal to 50 cents a share on 824,094 shares outstanding. This compared to last year's net loss of $410,939, equal to a loss of 50 cents a share on the same number of common shares.

▪ Assets and business of Ultronic Systems Corp., Pennsauken, N. J., have been acquired by Sylvania Electric Products Inc., New York, in stock transaction. Sylvania is a subsidiary of General Telephone & Electronics Corp., New York. Ultronic develops, manufactures, leases and services electronic quotations systems for the securities and commodities markets.

Class C FM plan shelved

FCC accepts validity of negative comments on proposed 50-kw minimum

Stiff industry opposition prompted the FCC last week to back down on its proposed increase in minimum-power requirements for class C FM stations. The commission said all the comments and data submitted to it indicated the rule should not be adopted "at this time."

The proposed rule would have required all existing stations in that category to boost their power output to 50 kw within five years and all new such FM's to comply with the 50-kw standard. Current class C FM's are required to operate with at least 25 kw.

The FCC said it had proposed the rule in 1966 because of an apparent inefficient use of channels capable of wide-area coverage. Specific commission concern was with those applicants for minimum class C assignments to small communities who proposed to provide service to large rural areas removed from population centers. Short-spaced FM's as well as class A and B stations were not to be affected by the change.

Little Support ▪ But the proposed rule generated less than an enthusiastic reaction from more than 40 petitioners, especially those operating existing class C FM's. Among those filing were individual stations, regional associations, engineers and the National Association of Broadcasters.

A few supporters of the rule said it would achieve commission objectives. But with little unanimity they urged the rule should also require these stations to have a minimum antenna height of about 500 feet above average terrain.

Most opposition to the rule came from existing class C FM operators in smaller communities. Their arguments emphasized they could not afford the high cost of compliance, estimated to be from $10,000 to $30,000.

The change, they said, would not result in any material benefit to the public or to the stations due to the small increase in coverage and additional available revenue that would be obtained. They also maintained that it would be unfair to apply the new power requirement to existing stations, especially in the smaller and marginal markets.

In fact, the new rule would jeopardize existence of some stations and probably would discourage further FM service, they argued. The NAB, through a sample survey, demonstrated that 78% of class C FM's currently operate with less than 50 kw, and that to comply these stations would need a new transmitter, antenna, or complete new equipment.

(FCC Commissioner Kenneth A. Cox had warned in an address at the National Association of Broadcasters convention in April that broadcast opposition to the proposed rule, specifically NAB's protests, could result in a new and tougher FCC order. "If there is too much opposition," he said, perhaps the commission should order a reduction in FM power and revise the FM allocations table to allow for more stations. Commissioner Cox was absent during the commission's vote on the rule.)

Offsetting Factors ▪ In laying the proposal to rest the commission said: "The record shows that [it] may be sufficiently burdensome and expensive as to endanger the existence of many stations, especially those in the smaller and marginal markets."

The FCC also found that the increased costs "may discourage prospective applicants in some communities from entering the FM broadcast field." Noting that the rule would apparently undermine its planned objectives, the commission said it would treat on a case-by-case basis those requested assignments requiring the use of greater facilities than the minimum presently provided for in the rules.

Technical topics . . .

Video-tape family ▪ A new family of video tapes, designed specifically for all helical scan recorders, is being produced by Memorex Corp., Santa Clara, Calif. The Memorex 79 series of video tapes features a new binder formula said to provide extra durability, fewer dropouts and longer still-frame life.

A bender ▪ A "rigid-and-flexible" printed circuit, containing rigid laminate on which components can be mounted and combining a flexible circuit, has been announced by Rogers Corp., Rogers, Conn. The new circuit is part of the Mektron system and designated as a Mektron "hybrid" by the company.

Sony spreads its miniature line

New products include 7-inch color-TV set and video-tape camera and recorder set

Sony Corp., Tokyo, which describes itself "as a company that has grown big by thinking small," last week set out to prove it by introducing new miniature and portable home entertainment products.

The glamour item among them was a seven-inch screen "Micro" color chromatron TV set. Sony said it will initially be sold in the U. S. next spring at a suggested price of $300 to $400.

If Sony's marketing plans for the chromatron are carried out, it will mark the first commercial entry of the wire grid color system in this country. The chromatron TV tube is said by some experts to be superior in brightness to the shadow mask (tiny perforated holes) color system now used by U. S. TV manufacturers.

Sony also displayed:

▪ A one-inch screen prototype TV set, engineered with about 90% integrated circuits, retailing at "maybe $200" when, and if, marketing plans are disclosed.

▪ A portable video-tape recorder and camera set capable of 20 minutes of recording in black and white, which will be marketed in the U. S. this fall at a price of $1,250.

▪ A unit, first introduced last December, that is a pocket-size radio containing integrated circuits. This radio, weighing approximately 6 ounces, is at present being sold only in Japan in limited quantities. Its cost is estimated at about $30. No U. S. marketing plans were announced.

Akio Morita, Sony's executive vice president and co-founder, demonstrated these units last week at a news conference in New York. He said the seven-inch chromatron TV set and portable video-tape unit and camera will be sold in the U. S. through Sony's subsidiary, Sony Corp. of America, New York. The new products will also be shown this week in New York as part of Sony's exhibit at the Electronic Industries Association's consumer products show.

Micro color ▪ Sony's new seven-inch

chromatron TV set, a solid-state 18-pound unit, will become the company's first portable color TV receiver and one of the smallest sizes in the U. S., according to Sony.

The chromatron tube differs from the shadow-mask color tube in its application of a paralled wire grid system, serving to bend electron beams toward their correct phosphor color. The RCA-developed shadow-mask uses three electron guns (for red, green and blue phosphors), and as a mask blocks off and admits only those electrons meant for proper color phosphor dots.

The chromatron system was developed over 10 years ago as a Lawrence chromatron color TV tube, and eventually sold to Paramount Pictures Corp., which now holds the patent rights. Sony said it will pay royalties to Paramount once the sets are marketed in the U. S. Sony had announced its intention to sell a chromatron set in this country last year (BROADCASTING, April 18, 1966).

Mr. Morita said the one-inch TV set as an "innovation" in the consumer field. Although still in an early prototype stage, he said the unit with its one-inch picture tube and monolithic integrated circuits will serve as "an illustration of what future television receivers will contain." The miniature model weighs about two pounds. It has a built-in rechargeable nickel cadmium battery, and receives both VHF and UHF channels. Mr. Morita compared it to the pocket transistor radios in use today.

VTR training aid ▪ In an elaborate display employing five Sony nine-inch TV sets hooked up in parallel sequence to a Sony CV-2000 tape recorder, the new portable video-tape recorder and camera were tested at the news conference. As Mr. Morita talked, his voice and image were recorded for 20 minutes—the VTR's limit—and then replayed on the display devices for the audience. Mr. Morita also showed a prepared tape of his golf stroke taken by the VTR unit and camera.

Together, the camera and VTR recorder weight about 12 pounds, or six pounds each. The VTR uses a half-inch tape operating at 7½ ips. A thin cable connects the recorder to the camera, and both, powered on the recorder's battery, are carried on shoulder straps. The camera itself has a built-in electronic view finder and a new miniature one-inch TV picture tube to allow for zooming and focusing. A microphone is attached on top of the camera. Underneath is a contron trigger in the handle. Total cost of the unit, including a battery charger, will be $1,250.

Sony's shoulder-type, battery powered transistor video-tape recorder and camera set is displayed above.

What's in those land-mobile services?

A few years ago broadcasters were aware that there were other users of the radio spectrum, but they knew them only as the queen of the campus knows there are other coeds attending the same school. Today broadcasters are very much aware of their spectrum cohabitants, particularly those in the land-mobile services that run the gamut from sirening police squad cars to the homecoming businessman who wants to let his wife know he's stuck in unmoving traffic on Main Street.

There are three principal groups in the land-mobile services: public safety, covering police, fire, ambulances, local government, etc.; industrial, covering business, manufacturing, petroleum, motion pictures and the like; and land transportation, covering railroads, trucking, taxicabs, busses, garages. Also intermingled in this service are the citizens-band users, many business people.

These workhorse systems have three segments of the spectrum for their use: 25-50 mc, just below TV's channel 2 (54-60 mc); 150-162 mc, which lies between channels 6 (82-88 mc) and 7 (174-180 mc), and in which is also the entire FM band (88-108 mc); 450-470 mc, lying just below channel 14 (470-476 mc).

As of the end of April, according to the FCC, there were 245,000 licenses for base systems in the land mobile service. The number of mobile units is unknown, but easily could be 10 for many of the systems.

The citizens-band service numbers 800,000 licensees in the 27 mc band, and from 5,000 to 10,000 in the 450 mc band.

New color-film process claims clearer prints

A technique for solving some of the optical-effects problems of color-film processing reportedly has been developed jointly by Howard A. Anderson Co. and Consolidated Film Industries in Hollywood. According to claims made by the two processing organizations, the new technique produces original-like quality in the printing of dupe negatives of film involving fades, lap dissolves and other optical effects. In addition, the technique supposedly allows for faster delivery of prints to customers.

Under development for the last six months, the printing technique, which uses a single-strip process instead of the "A" and "B" print method that had been standard procedure in 16 mm color production, already is being employed "with extraordinary success" on several television series including *I Spy* and *The FBI*. It was conceived by Darrell Anderson, vice president of the Anderson Optical and Photographics Special Effects Co., and developed jointly with Roger Richardson, chief of color quality at Consolidated Film Industries.

World Trade Center passes another barrier

The New York City board of estimate Thursday (June 22) voted to close several streets in lower Manhattan, opening the way for construction of a 110-story World Trade Center and relocating the transmission site of eight TV stations.

Still to be obtained is approval of the FCC, which is scheduled to hold a hearing next month on the proposed transmission-site move in 1971 from atop the 102-story Empire State Building to the new WTC.

The board of estimate held a public hearing June 16 (BROADCASTING, June 19) at which opposition was expressed that apparently contributed to an agreement last week by the Port of New York Authority, WTC's builder, to make additional payments in lieu of taxes to the city, using broadcaster rental fees.

Broadcasters, however, would not begin paying for the WTC space until their leases with the Empire State Building expire on April 30, 1984. Stations now pay a reported $80,000 a year for mast space plus additional rentals for other space at the Empire State. Renewal options to 1999, now in effect with the Empire State, would also be in effect at the WTC.

H-B's Xerox system

Construction of a device designed to facilitate and make the animation process more economical was started last week at the Hollywood studios of Hanna-Barbera Productions. It involves a technique of using light energy to fuse Xerox images from artists' drawings onto the acetate surface of cels. It would supplement, if not supplant a Xerox system for reproducing drawing on cels used by H-B for the last two years. The production company, plans to have the new process in operation by August.

FANFARE

75 Ohio State Awards given

ABC-TV, NBC-TV each get three, while CBS-TV gets two

Ohio State awards for educational public service broadcasting were presented to 51 television and 24 radio programs last Friday (June 23). For network TV programs, the Institute for Education by Radio-Television recognized NBC and ABC with three awards each and CBS with two. The institute, a part of Ohio State University, made its 31st annual awards at a luncheon in Columbus, Ohio.

In the public-affairs category, NBC-TV's *Thailand: The New Frontier*, produced by newsman Ted Yates, was selected because "the producer-narrator literally crammed a great deal of information into the program and into the audience." Mr. Yates was killed on June 6 while covering the Middle East war (BROADCASTING, June 12).

In addition to the Thailand special, NBC-TV was recognized for *Tippicanoe 'n Lyndon, Too* in the social-sciences section, and "The Cleveland Orchestra: One Man's Triumph" on the *Telephone Hour* for adult fine arts and humanities.

For children and youth, ABC-TV took two awards: *Discovery Visits Hong Kong* and *Christ is Born*. In the adult section, ABC-TV's mental retardation study, *The Long Childhood of Timmy*, captured the award for the handling of personal problems.

CBS-TV won an adult award for its *Sixteen in Webster Groves* and *Webster Groves Revisited* as an important contribution to TV documentaries. CBS Television Stations Division's program on the dangers of young marriage, *Feedback—Marriage: A Game for Kids?*, was cited in the children-and-youth category.

Following is a complete list of the 75 awards:

Television

(Local formal instruction)

Category II—Natural and physical sciences (for children and youth): KNME-TV Albuquerque, N. M., *Science Fare*.

Category III—Social sciences (for children and youth): Canadian Broadcasting Co., *The Legend of the Indian*.

Category IV—Public affairs and community problems (for children and youth): WNYE-TV Board of Education, New York, *Places in the News*.

Category V—Personal problems (for adults): KFME Fargo, N. D., *Children of the Dark*; (for children and youth): WNED-TV Buffalo, N. Y., *Mr. Whatnot*.

Category I—Fine arts and humanities (for children and youth): Canadian Broadcasting Co., *Adventures in Art—Mobiles*; WNED-TV Buffalo, N. Y., *Focus on Art*; (Special award) to WITF-TV Hershey, Pa., *The Pied Piper of Hamelin*.

Category I—Fine arts and humanities (for adults): WBKB-TV Chicago, *The Opera Makers*; (for children and youth): WCAU-TV Philadelphia, *Mime Theater* (Pretendo Series).

Category II—Natural and physical sciences (for children and youth): WHDH-TV Boston, *The Flight of Birds*.

Category III—Social sciences (for adults): WCBS-TV New York, *Fifty Years After*.

Category IV—Public affairs and community problems (for adults) (joint award): WCAU-TV Philadelphia, *Design for Danger*; WBBM-TV Chicago, *I See Chicago: The Illinois Voter's Test*.

Category V—Personal problems (for adults): WCBS-TV New York, *Greetings*; (for children and youth): WMAL-TV Washington, *Claire and Co Co*.

Category II—Natural and physical sciences (for children and youth): British Columbia Department of Education and Canadian Broadcasting Corp., *Detection — Stimulus-Response*.

Category I—Fine arts and humanities (for adults): NBC, *The Cleveland Orchestra: One Man's Triumph*; (for children and youth): ABC, *Christ is Born*.

Category II—Natural and physical sciences (for adults): Wolper Productions, Los Angeles, *The Hidden World*.

Category II—Natural and physical sciences (for children and youth): California Academy of Sciences and Science Films Inc., *The Scientist*.

Category III—Social sciences (for adults): CBS, *Sixteen in Webster Groves* and *Webster Groves Revisited*; (for children and youth): NBC, *Tippicanoe 'n Lyndon, Too*.

Category IV—Public affairs and community problems (for adults): NBC, *Thailand: The New Front*; (for children and youth): ABC, *Discovery Visits Hong Kong*.

Category V—Personal problems (for adults): ABC, *The Long Childhood of Timmy*.

Category V—Personal problems (for children and youth): CBS owned stations, *Feedback—Marriage: A Game for Kids?*

Category I—Fine arts and humanities (for children and youth) (two awards of equal merit): WNYE-FM, Board of Education, New York, *Music is the Magic Key*; CBK Saskatchewan, Can., *The Scarlet Pimpernel*.

Category III—Social sciences (for children and youth): WNYE-FM Board of Education, New York, *People and Places: Brazil*.

Category V—Personal problems (for adults): WFIL-FM Philadelphia, *Educasting System*; (for children and youth): Minnesota School of the Air, *Silly Miss Tootwhistle Learns about Easter*.

Category I—Fine arts and humanities (for adults): WQXR New York, *Salute to Woody Guthrie*; (for children and youth): CBL Toronto, Can., *Huckleberry Finn*.

Category II—Natural and physical sciences (for adults): WIP Philadelphia, *World in Perspective*.

Category III—Social sciences (for adults): WFBM Indianapolis, *Behind Prison Walls*; (for children and youth): WTVN Columbus, Ohio, *The Road To Pearl Harbor*.

Category IV—Public affairs and community problems (for adults): WNEW New York, *Invisible People*.

Category IV—Public affairs and community problems (for children and youth): CKEY Toronto, Can., *The Smoking of Mari-*

Two weeks to get in its two bits

When the Fetzer television stations in Nebraska (KOLN-TV Lincoln and KGIN-TV Grand Island) decided to run an ad in the *Lincoln Sunday Journal and Star* telling how well television news fared in the latest Elmo Roper poll, the stations were told that the ad would have to wait at least two weeks.

On June 4, when the ad appeared on page 7, James Ebel, vice president and general manager of the stations, was able to figure out—without a lot of help—just why it took so long to get his copy in.

The *Journal and Star* took over page 9 with its own ad thumping its own drum. It went so far as to lead off the house ad with comments from NBC's David Brinkley and CBS's Walter Cronkite, which did not praise newspapers, but mentioned TV shortcomings.

Said Mr. Ebel: "They told us it would take two weeks to get space. Evidently they needed two weeks to prepare a 'rebuttal' for the same issue."

juana; (special) (three awards of equal merit): Riverside Radio, WRVR(FM) New York, *International Radio Month;* Union of American Hebrew Congregations, New York, *Adventures in Judaism* series.
Category IV—Public affairs and community problems (special award): KSTP Minneapolis, *The Road From Sugar Hills.*
Category V—Personal problems (for adults): KLZ Denver. *Road to Nowhere;* (for children and youth): WABC New York. *The Addict.*
Category I—Fine arts and humanities (for adults) (two awards of equal merit): Voice of America, *The Legend of Le Manh;* BBC, *Three Sisters.*
Category II—Natural and physical sciences (for adults): National Aeronautics and Space Administration, *NASA Special Reports* and *The Space Story.*
Category III—Social sciences (for adults): CBS News, *A Deadly Mistake.*
Category IV—Public affairs and community problems (for adults): Voice of America, *Man in the Sea.*
Category V—Personal problems (for adults): BBC, *Amor Dei;* NBC News, *April: The Suicide Month.*

CBS-owned TV's to meet in New York

The CBS Television Stations Division will hold its 10th annual meeting of the promotion, information services and research directors of its five outlets in New York this Wednesday through Friday (June 28-30).

Luncheon speakers will be Merle S. Jones, president, CBS Television Stations Division, on Wednesday; Thomas H. Dawson, president of CBS-TV, on Thursday, and Michel Burke, chairman and president, New York Yankees Inc., a CBS subsidiary, on Friday.

The first two days of the meeting will focus on all phases of advertising, promotion, community services and publicity and will be coordinated by Thomas Means and Leonard Chaimowitz, respectively director, advertising and promotion, and director, information services, CBS Television Stations. The third day will be devoted to a research and sales-presentation seminar to be conducted by Robert F. Davis, director of research.

Composer walkout sparks Emmy reforms

The musician members of the National Academy of Television Arts and Sciences apparently have composed a successful protest movement. Last week the board of governors of the Hollywood chapter of NATAS unanimously passed a resolution calling for a revision of the judging procedures of the annual Emmy awards "which unfavorably and unfairly reflected upon the achievements" of musicians.

Ever since the last Emmy presentations, June 4, musicians-composers have been singing out for a change in the judging rules. A crescendo of protest was reached when more than two dozen musician members of the academy resigned earlier this month (BROADCASTING, June 19).

The Hollywood chapter's resolution asked that awards be made every year in every major area of television achievement, most particularly for musicians-composers. This year no Emmy was awarded a composer or musician, although several had received nominations. The Hollywood chapter's action was taken at a board of governors meeting held on June 15 and announced several days later.

Drumbeats . . .

Happy anniversary ▪ The rule of the market is usually every station for itself and, above all, don't promote the opposition. But on May 27-28, KTTV(TV) Los Angeles, ran a saturation schedule of 10- and 20-second spots with slides saluting across-the-street rival KTLA(TV). The occasion: KTLA's 20th anniversary.

Cougars ▪ Pete Gabriel of WFEC Harrisburg, Pa. has won a 1967 Mercury Cougar as the "liveliest live personality" in Macleans disc jockey contest. The competition for the toothpaste firm, announced by Kenyon and Eckhardt, New York, was judged on imaginative execution of the 30-second ad lib segment of a 60-second radio spot. Both second place winners

Israel rally ▪ KLAC and sister station KMET(FM), both Los Angeles, became heavily involved with the "Rally for Israel's Survival," a star-studded affair held at the Hollywood Bowl June 11. The Metromedia radio stations promoted the event heavily on the air, carried an exclusive live broadcast of it and set up a special telephone number so that its listeners could pledge contributions. The stations received more than 1,500 calls, pledging more than $50,000. Taped highlights of the KLAC-KMET broadcast later were aired over Radio Tel Aviv.

"Help O'Copters" ▪ KNX Los Angeles, in cooperation with Gulf Oil, plans to come up with the newest gimmick in airborne traffic safety service. The CBS-owned radio station is arranging for jet-powered helicopters, called "KNX Help O'copters," to provide traffic alerts and to act as spotters for cars in trouble. The station and Gulf Oil stations will distribute huge signs with the word "HELP" lettered on them, which drivers may attach to the roof of cars in need of assistance. Alerted by the helicopters, service trucks will be dispatched to the location and help the troubled driver free of charge.

Snow sale ▪ As winner of the contest sponsored by CKXL Alberta, Sask., to select "North America's greatest salesperson," Mary McIntyre of Calgary oil co., Alberta, was given the opportunity to authenticate her title. Recently, she was flown to Inuvik, Canada's Arctic, and, after only four attempts, managed to sell a $367.67 General Electric refrigerator to an Eskimo.

WRC series spotlights federal opportunities

A five-part public service series, *Here's Your Opportunity* will be presented over WRC Washington in cooperation with the U.S. Department of Commerce June 26-June 30 The 25-minute programs will stress employment opportunities in the federal government.

Topics will include employment opportunities for youth, the handicapped, and college graduates; on-the-job training; careers in science and technology, and the technical assistance program. Guests will include Alexander B. Trowbridge, secretary of commerce; Edward F. Rose, director of programs for employment of the handicapped, U.S. Civil Service Commission, and Dr. A. Ross Eckler, director, Bureau of the Census.

David Von Sothen, WRC, will be producer-reporter of the series. Donald E Bishop, assistant to special assistant to the secretary of commerce, coordinated the series for the Department of Commerce.

BROADCAST ADVERTISING

William H. Long Jr., chairman of Doremus & Co., New York, becomes chairman of finance committee. Mr. Long will continue as agency's chief executive officer. **George A. Erickson**, vice chairman, named chairman and chief administrative officer. **Franklin E. Schaffer**, executive VP, becomes president, succeeding **Louis W. Munro**, who will be consultant to agency. **G. Barry McMennamin**, senior VP, named executive VP of Doremus & Co., New York. **James H. Obrig**, with Young & Rubicam, New York, joins Doremus there as advertising account executive.

William Weston, executive VP of Ridgway Advertising Agency, St. Louis, rejoins Gardner Advertising there as senior writer. **Earl Lindenberg**, with Gardner, St. Louis, named manager, systems and data processing.

Glen Jocelyn, manager of Los Angeles office of Erwin Wasey Inc., joins Recht & Co., Beverley Hills, Calif., as senior VP.

George Abraham and **David Close**, account supervisors, Doyle Dane Bernbach, New York, elected VP's.


Mr. Ensign

Powell H. Ensign, VP of Paul H. Raymer Co., radio representative firm for past five years, named executive VP. He replaces **Robert M. Richmond**, who has retired, but will continue as consultant to Raymer.

Bruce H. Porter named VP and account supervisor at Post-Keyes-Gardner, Chicago.

Edward M. Sterling, manager of Hollywood office of North Advertising, named VP.

Harold C. Sundberg, national sales manager of KMBC-TV Kansas City, Mo., named VP-national sales.

Janet Marie Carlson, VP and creative copy supervisor at Eisaman, Johns & Laws Inc., Los Angeles, named VP and member of special creative unit at Erwn Wasey Inc., Los Angeles.

R. M. Budd, VP-advertising, and **Henry M. Stevens**, director-marketing services, for Campbell Soup Co., Camden, N. J., retire effective June 30. **William P. MacFarland** appointed director-advertising and **John R. Morris** appointed to newly created post of director-marketing development for Campbell Soup. **Donald E. Goerke**, product marketing manager-Franco-American, succeeds Mr. McFarland and becomes marketing manager-soups. **Robert L. Kress** becomes marketing manager-Franco-American. **John Carbonell** named marketing manager-special products.


Mr Cunningham

Don R. Cunningham, VP of Foote, Cone & Belding and chairman of plans board in Los Angeles, named general manager of that office. He succeeds Louis E. Scott, who moves up to senior executive in charge of agency's Los Angeles and Houston offices and chairman of Los Angeles plans board. Mr. Cunningham joined FC&B Chicago in 1956 and later opened agency's first European office in Germany.

Louis J. Hummel, Peters, Griffin, Woodward, Chicago, elected president of Chicago chapter of Station Representatives Association. Also elected, and for 1967-68 term with Mr. Hummel, are **Joseph Hogan**, The Katz Agency, VP; **John Buzby**, Robert E. Eastman Co., treasurer, and **Forrest Blair**, Edward Petry & Co., program chairman.

Lydia Reeve, director of media for Foote, Cone & Belding Inc., Los Angeles, elected president of Los Angeles Advertising Women.

Jack Gowdy, assistant media director, Needham, Harper & Steers, New York, named associate media director.

C. M. (Jack) Kroeck appointed farm director of Christenson, Barclay and Shaw Advertising Inc., Kansas City, Mo.

Pat Ritchie, account executive with KOLO-TV Reno, named general sales manager of KOLO.

Sy Yanoff, sales manager, KYW Philadelphia, named sales manager, WINS New York.

Roland (Ron) King, manager of The Katz Agency, Minneapolis, appointed national sales manager of KMSP-TV Minneapolis-St. Paul.

Rex L. Preis, commercial manager and general manager, WOAI San Antonio, Tex., has joined KITE there, as national sales manager.

Browning Holcombe, account executive at WKBS-TV Burlington, N. J.-Philadelphia, named local sales manager.

Peter M. Hudson, with WBZ Boston, named to newly created post of manager, research and development.

Ted Conway, assistant sales manager of KCBS San Francisco, appointed manager, sales, western office, NBC Radio, Burbank, Calif. **John C. Giebel**, manager, sales planning and development for NBC Radio, New York, appointed account executive for NBC Radio network sales.

David E. Murphy, with WCBS New York, appointed assistant sales promotion manager.

Ralph Widman, manager of southwest office of Paul H. Raymer Co., Dallas, named general manager of Caldwell-Van Riper Inc., that city.

Curt Hanson, account executive for KCBQ San Diego, joins Silvergate Productions, that city, as general sales manager.


Mr. Lindeman

Neil C. Lindeman account group supervisor, Sudler & Hennessey Inc., New York, elected senior VP for new business planning. Also named were **Dick Jones**, VP and co-chairman, creative board, to creative director-design, and **Stan Lefkowitz** to manager, market research.

Jack Arbib, executive VP for ABC Films Inc., New York, appointed account executive for CBS-TV network sales department, that city.

Richard F. Appleton, national TV sales manager for RKO General Broadcasting, San Francisco, joins Blair Television, Los Angeles, as account executive.

Richard J. Barra, senior art director of Herbert S. Benjamin Associates, Baton Rouge, named assistant VP and manager of agency's Lafayette, La., branch. **J. Aubrey Shamburger**, art director for Benjamin, Baton Rouge, named senior art director. **Meip Muther**, assistant art director, named art director.

Warren R. Smith, with Campbell-Ewald Co., Detroit, and **Thomas W. Downer Jr.**, with C-E, Los Angeles, each named broadcast supervisor-media.


Mr. Rizor

L. E. (Red) Rizor, with Metro Radio Sales, Chicago, named VP and manager of firm's new Atlanta office at 1365 Peachtree Street N. E.; (404) 875-9332.

Richard E. Masilotti, manager of sales planning and development at NBC-TV, Chicago, joins Foote, Cone & Belding there as manager of network relations.

Edward F. Cauley, product group advertising manager of Lederle Labs division of American Cyanamid Co., Pearl River, N. Y., joins MacManus, John & Adams, New York, as account executive. **Jane Stuart,** copy group head for Norman, Craig & Kummel, New York, joins MJ&A there as copy writer.

Dick Waller, sales manager of KDKA-TV Pittsburgh, joins Metro TV Sales, Chicago, as account executive.


Mr. Schaller

Robert G. Schaller, assistant advertising manager of Avis Rent A Car System Inc., Garden City, N. Y., appointed advertising manager.

Frank E. Brosseau, sales manager of Hooker Chemical Co., Cleveland, joins WSIX-TV Nashville, as account executive.

Tom Batista, account executive at KOGO-TV San Diego, joins KNXT(TV) Los Angeles, in same capacity.

Terry Soter, with Bank of America, San Francisco, joins WLS Chicago, as account executive.

Jim Myers, with WTVO(TV) Rockford, Ill., joins KYA San Francisco, as account executive.

Donald R. Ansel. product manager for pet foods, named product manager for fresh and frozen sea foods for Van Camp Sea Food division of Ralston Purina Co., Port of Long Beach, Calif. **Dr. John T. Sime,** fresh and frozen sea foods product manager, appointed manager, new products. **Richard C. Atchison,** assistant product manager, named product manager for tuna. **Robert Preston,** product manager for tuna at Van Camp Sea Food division, Port of Long Beach, Calif., resigns to join Dancer-Fitzgerald-Sample, Los Angeles, as account supervisor for Van Camp advertising.

Eugene Hartson, account executive for KFRE-TV Fresno, Calif., joins KDEO El Cajon, Calif., as local account executive.

Robert L. Eames, account executive-director at KIVA(TV) Yuma, Ariz., resigns to become general manager of Brawley (Calif.) Chamber of Commerce.

Stephen Verona, art director/producer for Ogilvy & Mather, New York, joins Filmex Inc., that city, as television commercial producer.

Bob Godfrey, head of his own production company in London, returns to Savage-Friedman Inc., New York, on special assignment.

Dorothy Callenda, with Firestone & Associates Inc., New York, appointed senior media buyer.

Jim Adams, group copy supervisor, appointed copy chief, Street & Finney, New York.

John E. Franks, account executive with Television Advertising Representatives, New York, appointed sales manager of KDKA-TV Pittsburgh.

Nina Solanka named head media buyer at Lilienfeld & Co., Chicago.

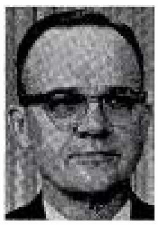
Zachary H. Jaquett, PR and advertising manager of Ellicott Machine Corp., Baltimore, joins O. S. Tyson and Co., New York, as account executive.

Iris Rosenzweig, previously assistant to research director at WPIX(TV) New York, and researcher for Metromedia Inc., New York, appointed research analyst in sales development office of Kaiser Broadcasting Corp., that city.

Judy Anderson, Coleen Hegvik and **Darryl Hensley** join sales department of WPBC-AM-FM Richfield, Minn.

MEDIA

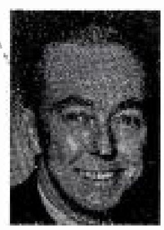
Walter M. Windsor, executive VP of Grayson Enterprises Inc., (KLBK-AM-FM-TV Lubbock, KWAB[TV] Big Spring, KTXS[TV] Sweetwater-Abilene, and West Texas TV Network, all Texas), named executive VP of Bluegrass Broadcast Group, Lexington, Ky. Bluegrass properties include WINN Louisville and WVLK-AM-FM Lexington, both Kentucky; WHOO-AM-FM Orlando and WFFG Marathon, both Florida; and WKYT-TV Lexington, Ky.


Mr. Thompson

C. Robert Thompson, general manager of WBEN-AM-FM-TV Buffalo, N. Y., resigns due to ill health. Mr. Thompson will remain officer and consultant to station. **Leslie G. Arries,** president of WBC Productions Inc. and WBC Program Sales Inc., New York, succeeds Mr. Thompson (BROADCASTING, June 19).

Stan Weisberger, general sales manager with KOLO-TV Reno, named VP, general manager at KOLO.

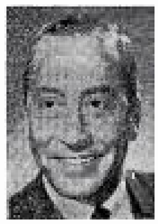
E. Pack Philips, operations manager for KRON-TV San Francisco, named station manager.


Mr. Crane

James J. (Steve) Crane, VP, general manager of Avco Broadcasting Corp.'s WLWT(TV) Cincinnati, resigns in order to go into business for himself. He joined Avco Broadcasting (then Crosley) in January 1952.

Robert Ehrnman, assistant business manager of WDAF Kansas City, Mo., appointed business manager.

Jim Murphy, WBMK West Point, named president of Georgia Association of Broadcasters. Other new officers: **Virgil Wolff,** WAII-TV Atlanta, VP-TV; **Don Ferguson,** WSOK Savannah, VP-radio; and **Ester Pruett,** WTOC Savannah, treasurer.


Mr. Battisti

Paul Battisti, station manager of KLYD-TV Bakersfield, Calif., named VP and general manager of KLYD-AM-TV.

Frank McCormack, WHWB Rutland, elected president of Vermont Broadcasters Association. Other officers elected: **Robert Kimel,** WWSR St. Albans and WSNO Barre, VP; **Alan Noyes** of WSNO, treasurer; and **David Parnigoni,** WKVT Brattleboro, secretary.

William R. Preston, WRVA-AM-FM-TV Richmond, named president of Virginia Association of Broadcasters. Other new officers: **Frank Soden,** WRNL Richmond, VP, and **Philip Whitney,** WINC Winchester, secretary-treasurer.

Paul Snyder, Coshocton, Ohio, elected president of Ohio Cable TV Association. Other officers: **Oscar Baker,** Piqua, VP; **J. T. Hoey,** Chillicothe, secretary treasurer.

Peter Lucchin, Pleasantville, N. J., elected president of New Jersey CATV Association. Other officers: **George Sisko,** Washington, VP; **Robert McGinty,** Atlantic City, secretary-treasurer.

Richard K. Burch, monitoring supervisor in Washington office of National Association of Broadcasters television code, named assistant to **Jerome Lansner,** manager of Washington office.

Tom Parrington, WKY-TV Oklahoma City, elected president of Oklahoma Telecasters Association. Other officers elected: **George Stevens,** KOTV(TV) Tulsa, VP, and **John Devine,** KVOO-TV Tulsa, secretary-treasurer.

Frank J. Shakespeare Jr., executive VP of CBS Television Stations Division, New York, named to executive committee of National Catholic Office for Radio and Television, that city.

Clayton H. Brace, VP, Time-Life Broadcast Inc. and general manager of KOGO-AM-FM-TV San Diego, appointed to National Advisory Committee on Mexican-American Education.

Robert P. Irving, with WGN Continental Broadcasting Co., Chicago (group owner), appointed director of personnel and industrial relations.

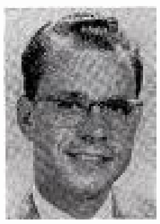

Mr. Read

Leslie Read, manager of Elmira Video, Teleprompter Corp.'s cable system in Elmira, N. Y., named director of operations for Teleprompter CATV division in New York. **Richard J. Sabino,** general manager of three upstate New York CATV systems, joins Teleprompter as administrator of Teleprompter's Manhattan CATV system. **Donald Schilling,** manager of Farmington Community TV, Teleprompter's cable system in Farmington, N. M., appointed manager of Elmira Video.

John Tatta named director of marketing and **Jon Norbert** named sales manager of Manhattan Cable Television Inc., division of Sterling Information Services Ltd., New York.

PROGRAMING

Serge Krizman, art director for ABC, elected president of Hollywood chapter of National Academy of Television Arts and Sciences. He succeeds producer **George R. Giroux.**


Mr. Carr

Gene A. Carr, movie producer at Calvin Productions Inc., Kansas City, Mo., named VP in charge of production at firm's Calvin-DeFrenes Corp. subsidiary in Philadelphia.

Dave Williams, VP and general manager, Hugh Heller Corp., Los Angeles, joins Garson-Hassilev Productions, same city, in same positions.

George Wyatt, with WYDE Birmingham, Ala., joins WQXL Columbia, S. C., as program director and assistant to general manager.

Mark Ahmann, general manager of WVIC-AM-FM East Lansing, Mich., resigns to join Medallion Broadcasters Inc., which has CP for KMEG(TV) Sioux City, Iowa, as program and public affairs director.

Walter B. Davis, with KELP-TV El Paso, appointed program manager.

Don French, program director for KNEW Oakland, Calif., joins Ted Randal Enterprises, Hollywood, as associate in radio program consulting firm.

Daniel K. Griffin, executive producer at WBZ Boston, appointed assistant program director of WEEI, that city.

James A. Thomson Jr., southern syndicated sales manager, MGM-TV's Atlanta office, appointed southern division sales manager, Seven Arts Television, that city.

Calvin A. Bollwinkel, director of TV projects for KYW-TV Philadelphia, named executive producer for KPIX(TV) San Francisco.

Larry Long, producer-director for noncommercial WMVS(TV) Milwaukee, named producer-director for noncommercial WTTW(TV) Chicago. **William Perrin,** instructional television coordinator for WMVS and noncommercial WMVT(TV) Milwaukee, becomes Midwest representative for National Center for School and College Television, Bloomington, Ind. **John Beyer,** producer-director with WMVS, joins WKYC-TV Cleveland, as producer.

Bert Kleinman, producer for Radio New York Worldwide (international station WNYW and WRFM[FM] New York), named to newly created post of English language program coordinator for WNYW.

Thomas N. Greer, producer-director for University of Tennessee, Knoxville, joins Clemson University, Clemson, S. C., as educational television producer-director.

Steven Bach, assistant to department head, cinema department, University of Southern California, named production aide and assistant to president, KKOG(TV) Ventura, Calif.

NEWS

Jack Reynolds, executive producer of WNBC-TV New York, named to newly created post of manager of news operations for NBC News in Far East, with responsibility for production of satellite news broadcasts from Tokyo and other parts of Far East.

Fred Griffith, with WEWS(TV) Cleveland, appointed news manager.

Emerson Stone, CBS News associate producer, *CBS Morning News with Joseph Benti* (CBS-TV), named director, CBS Radio news. He fills post vacated by **Joseph T. Dembo,** now VP and general manager of WCBS New York (BROADCASTING, June 19).

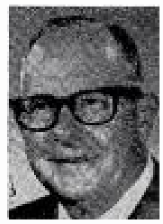
Burton Benjamin, CBS News executive producer of *The 21st Century* on CBS-TV, named to new post of senior executive producer, CBS News, New York. He will continue with *21st Century* but now will have creative supervision of all CBS News documentaries, cultural broadcasts and special programs not in hard news area. **Frank Manitzas,** formerly with AP in Texas, New York City and Latin America, and **William W. Headline,** with Information Concepts Inc., New York, join special events unit of CBS News, New York, in expansion of that unit in preparation for coverage of 1968 Democratic and Republican national conventions.


Mr. Hunter

Gene Hunter, with news staff of WTVD(TV) Durham, N. C., joins WITN-TV Washington, N. C., as news director.

Don MacKinnon, formerly with WCAR and WJBK, both Detroit, appointed special projects director for news at WOOD-AM-FM-TV Grand Rapids, Mich.

George Tubb, with WRUF and noncommercial WUFT(TV) Gainesville, Fla., and **Ernest Mastroianni,** news editor and sports director at WFTV(TV) Orlando, Fla., appointed news editors at WJXT(TV) Jacksonville, Fla.


Mr. Johnson


Mr. Bartelme

Rollie Johnson, director of news, sports and public affairs for WCCO-TV Minneapolis-St. Paul, named director of special projects. **Joe Bartelme,** associate director for news, succeeds Mr. Johnson as director of news. **Hal Scott,** sportscaster for WCCO-TV, named director of sports.

Wes Adams, formerly with WINK-TV Fort Myers, Fla., and noncommercial WAER(FM) Syracuse, N. Y., joins WCKT-(TV) Miami, as documentary writer-producer.

FANFARE

Andre Mostert, announcer-producer for Radio New York Worldwide (international station WNYW and WRFM[FM] New York), appointed promotion director, succeeding **E. Markham Bench,** recalled to Salt Lake City by RNYW's parent corporation, Bonneville International.

Bill Wood Jr., chief of radio-TV department for Arnold Carr Public Relations, Hollywood, named to newly created post of director of advertising and promotion for KRLA Pasadena, Calif.

Richard R. Huckfeldt, with advertising staff of *Idaho State Journal*, appointed assistant promotion and publicity director, KGW-TV Portland, Ore.

Marvin Frank, PR counselor and theatrical press agent, appointed senior account executive and director of creative programing at Michael F. Goldstein Inc., New York.

EQUIPMENT & ENGINEERING

Paul R. Abbey, VP-general manager of American Concertone, Culver City, Calif., named national sales manager, professional audio products, Ampex Corp., Redwood City, Calif.

James Noble, chief engineer for electronics at Altec Lansing Corp., Anaheim, Calif., named director of engineering. **Eric Mitchell,** chief engineer of telephone products for Altec Lansing, Anaheim, Calif., appointed director of telecommunications.

Don Cheney, West Coast regional director of National Association of Broadcast Employes & Technicians, resigns to return to engineer staff of NBC, Burbank, Calif.

David Bain, general manager of Muzak's product division in New York for last eight years, leaves to join **Joel H. Joseph** of Ben Joseph Associates, Great Neck, N. Y., in formation of new manufacturers rep firm, Joseph and Bain, specializing in sales to radio and television stations in metropolitan New York and mid-Atlantic areas. Firm will have its offices at 6 Grace Avenue, Great Neck, N. Y.

H. L. Mohel, with Aerovox Corp., New Bedford, Mass., appointed manager of manufacturing and industrial relations.

Mr. Crist

Duane W. Crist, formerly executive VP and general manager of Kaiser-Cox Corp., and VP and marketing director of Ameco Inc., both Phoenix, appointed to newly created position of sales manager, CATV products, for Anaconda Astrodata Co., Anaheim, Calif.

Fred Goll, transmitter supervisor for noncommercial WMVS(TV) and WMVT (TV) Milwaukee, retires in order to travel in U.S. and abroad.

Vincent T. Frungillo, with electronic tube division of Sylvania Electric Products Inc., Seneca Falls, N. Y., named operations controller.

Walter B. Hauer, project engineer with General Telephone & Electronics Laboratories, Bayside, N. Y., appointed project engineer for microwave and solid state components at Merrimac Research and Development Inc., West Caldwell, N. J.

D. (Mike) Ganley named sales representative for northeastern region of Times Wire & Cable, Wallingford, Conn. **M. (Don) Atchison** named Midwest sales representative at Kansas City, Mo., and **W. (Bill) McNair** named sales representative for southwestern region of Times Wire & Cable in Atlanta.

Mr. Ramsey

Arden L. Ramsey named chief engineer of WTWO(TV) Terre Haute, Ind., succeeding **Nile Hunt,** who joins professional products division of RCA, Camden, N. J.

Wayne McMullen, assistant chief engineer of KYA and KOIT(FM) San Francisco, appointed chief engineer.

David A. Dever, sales engineer for Kliegl Bros., Long Island City, N. Y., appointed technical sales representative for ColorTran Industries Inc. in Alexandria, Va.

ALLIED FIELDS

Gilbert A. Ralston, motion picture and network television director and producer, named chairman of communicative arts department of Tahoe Paradise College, Tahoe Paradise, Calif.

INTERNATIONAL

Paul Fox, head of current affairs, British Broadcasting Corp., London, named controller BBC-TV's first service succeeding **Michael Peacock,** who resigned (BROADCASTING, May 22).

Frank Muir, assistant head of light entertainment, BBC-TV, London, joins London Television Consortium, same city, as head of entertainment. Other appointments: **Doreen Stephens,** head of BBC-TV family programs, who becomes head of children's educational and religious unit, LTC; **Humphrey Burton,** head of BBC-TV music department, head of drama and arts unit, LTC; **Cyril Bennett,** head of programs, Rediffusion, London, director of programs, LTC; and **Guy Paine,** controller of advertising, Rediffusion, sales director, LTC. Appointments follow allocation of new contracts for Britain's commercial TV areas (BROADCASTING, June 19).

James D. Stoner, international coordinator for LPE-Robert Otto Inc., New York, named general manager of LPE-Otto-Novas-Criswell (Puerto Rico) Inc., San Juan, P.R.

DEATHS

Robert R. Norwich, VP and treasurer of WHBF-AM-FM-TV Rock Island, Ill., died June 22. He had been with WHBF stations since 1947 and was elected VP and member of board in January 1966. Mr. Norwich is survived by his wife and two daughters.

Rt. Hon. Lord Normanbrook, 65, chairman, British Broadcasting Corp. since 1964, died June 15 at his home in London. He was previously secretary to British cabinet between 1947-62. Surviving is his wife, Ida.

Lorne N. Balsley, 64, engineer at NBC Chicago since 1943, died June 12 at hospital in Aurora, Ill., following stroke. He was former president of local 41 of National Association of Broadcast Engineers and Technicians in Chicago.

Mr. Landis

H. DeWitt Landis, 62, president of Hamilton-Landis & Assoc. Inc. and with firm's Dallas office, died June 22 at Medical Arts hospital in Dallas. He started in radio as sports announcer at KGNC Amarillo, Tex. in 1935 and later managed KFYO Lubbock, Tex., for 15 years. At his death, he was part owner of KENN Farmington, N.M. His previous broadcast interests included KQUE (now KQEO) Albuquerque, KRSN Los Alamos, and KICA Clovis, all New Mexico. He became partner in Hamilton-Landis brokerage firm in 1958. Mr. Landis is survived by his wife, Gladys, and two sons.

Mr. Moore

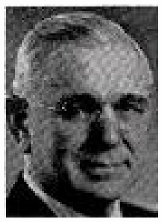
F. Sibley Moore, 48, VP, administration, of WJR-AM-FM Detroit, died June 15 after suffering heart attack. At his death Mr. Moore was member of board of directors of parent Capital Cities Broadcasting Corp. He joined WJR in 1951 as sales account executive and assistant treasurer. He was made VP of WJR in 1952. Surviving are his wife, Rozene, and son.

George L. Debeer, 59, president and principal owner of WCLR Crystal Lake, Ill., died June 19 enroute to hospital for heart surgery. Two months ago he underwent major stomach operation. Mr. Debeer had been VP of Foote, Cone & Belding, Chicago, before founding WCLR in 1965.

Charles W. Burton, 73, retired radio station manager and newsman, died June 11 in Sharon, Mass. Mr. Burton opened and was first manager of WEEI Boston prior to its acquisition by CBS in 1936. From 1941 to 1943 he was manager of WMUR (now WGIR) Manchester, N. H. He is survived by his wife, Emily, daughter and son.

Paul Beck, 61, chief engineer of KYA San Francisco, died of apparent heart attack June 10 while vacationing in Reno. He had been with KYA for 23 years. He is survived by his wife, Penelope.

Richard D. Kilbride, 48, children's TV personality at WBZ-TV Boston, died June 20 at Mount Auburn hospital in Cambridge, Mass. Mr. Kilbride was president of Boston Screen Actors Guild and member of national board of directors of American Federation of Television and Radio Artists. He is survived by his wife, Pauline.



Rep. Younger

J. Arthur Younger, 74, Republican who has represented California's 11th district since 1953, died of leukemia June 20 at Walter Reed Army hospital in Washington. Representative Younger was second ranking Republican on House Interstate and Foreign Commerce Committee. He is survived by his wife, Norma.

Adolph Ascher, secretary-treasurer of Emil Ascher Inc., New York, distributor of background and mood music, died June 18.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 15 through June 21, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *educational.

New TV stations

APPLICATION

West Palm Beach, Fla.—Transamerica TV Inc. Seeks UHF ch. 25 (536-542 mc); ERP 799 kw vis., 160 kw aur. Ant. height above average terrain 166.2 ft.; ant. height above ground 193.5 ft. P. O. address: Suite 1145, Omaha National Bank building, Omaha 68102. Estimated construction cost $467,500; first-year operating cost $250,000; revenue $250,000. Geographic coordinates 26° 42′ 44″ north lat.; 80° 03′ 12″ west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer Kear & Kennedy, both Washington. Principals: Leo A. Daly, president, and Francis P. Matthews, vice president and treasurer (each 45%), and W. W. Keenan, secretary (10%). Mr. Daly is president, treasurer and 54½% owner of architecture, engineering and planning company and is president, secretary-treasurer and 100% owner of real estate and consultant services. Mr. Matthews is attorney, director of insurance group, and director and has interest in baking concern. Mr. Keenan is special representative for contracting firm. Transamerica TV is 100% owner of KNIO-TV Omaha. Ann. June 16.

OTHER ACTIONS

■ By order; Commissioner Wadsworth not participating, FCC denied appeal filed by Jason L. Shrinsky from adverse ruling of hearing examiner and his request for other relief in Homewood and Birmingham, Ala., television proceeding in Docs. 15461, 16760, 16761 and 16758. Action June 21.

■ By memorandum opinion and order; Commissioner Lee dissenting; Commissioner Cox concurring in part and dissenting in part and issuing statement; Commissioner Johnson not participating, FCC denied petition by Fidelity Television Inc. for special relief with respect to its application for review. Fidelity had requested commission to re-examine its order of Dec. 29, 1966, denying its application for review of review board's memorandum opinion and order of Oct. 31, 1966. The review board had denied Fidelity's petition to enlarge issues in consolidated hearing on Fidelity's application for new TV to operate on ch. 9 in Norwalk, Calif., and that of RKO General Inc. for renewal of its license for KHJ-TV, ch. 9, Los Angeles. (Docs. 16679-80, BRCT-58, BPCT-3655). Action June 14.

■ Review board in Orlando, Fla., television broadcast proceeding, Docs. 11081 et al, denied petition to delete financial issue April 27 by TV 9 Inc. Board member Pincock absent. Action June 19.

■ Review board in Macon, Ga., television broadcast proceeding, Docs. 17316-7, denied appeal of Romac Macon Corp. to hearing examiner's ruling, or, in alternative motion to enlarge issues. Board member Pincock absent. Action June 19.

■ Review board in Savannah, Ga., television broadcast proceeding, granted petition filed June 16 by WSGA Television Inc., and extended to June 30 time within which to file reply to brief in support of exceptions and statement filed by Lewis Broadcasting Corp., to initial decision. Action June 20.

■ Review board in Baton Rouge television broadcast proceeding, Docs. 17005-6, granted joint request for approval of agreement, filed April 21 by Capitol Television Broadcasting Corp. and Romac Baton Rouge Corp.; approved agreement; dismissed with prejudice application of Capitol Television Broadcasting Corp.; and retained in hearing status application of Romac Baton Rouge Corp. Board member Pincock absent. Action June 19.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on June 19: in proceeding in matter of TV applications of Sarasota-Bradenton, Florida Television Inc. and Tamiami T.V. Inc., both Sarasota, Fla., rescheduled hearing from July 10 to Aug. 7. (Docs. 17424-24).

■ Hearing Examiner H. Gifford Irion on June 15: in proceeding on TV application of Tri-City Broadcasting Inc., Vineland, N. J., granted petition to amend and supplements thereto of Tri-City Broadcasting Inc.; record reopened to receive tendered amendment and forthwith closed (Doc. 16703).

■ Hearing Examiner Herbert Sharfman on June 14: in proceeding on TV applications of Orange Nine Inc., Orlando, Fla., et al., dismissed with prejudice application of Florida 9 Broadcasting Co. (Docs. 11081, 11083, 17339, 17341-44).

RULEMAKING ACTION

■ By memorandum opinion and order,

FCC denied petition by Armstrong Utilities Inc. requesting commission to institute rulemaking to assign lowest possible UHF TV channel to New Castle, Pa. There is no channel available that will go into New Castle without making other changes in table of assignments. Petitioner also failed to indicate which channel it requests for New Castle and made no showing of impact an assignment there would have on other assignments in table. Action June 21.

CALL LETTER ACTIONS

■ *Bay Area Educational TV Association, San Francisco. Granted KQEC(TV).

■ *Connecticut Educational TV Corp., Bridgeport, Conn. Granted WEDW(TV).

■ Gold Coast TV Corp., Miami. Granted WGCT(TV).

Existing TV stations

FINAL ACTIONS

WDIO-TV Duluth, Minn.—Broadcast Bureau granted license covering new commercial TV station. Action June 14.

KGVO-TV Missoula, Mont. — Broadcast Bureau granted CP to change type trans. (vis. and aur.) ant. height 2,000 ft. ERP 229 kw vis., 23.4 kw aur., change type ant. and ant. structure condition. Action June 13.

WRIK-TV, Ponce, P. R.—Broadcast Bureau granted CP to change ERP to 138 kw vis., 27.5 kw aur., trans. location to Cerro Maravilla, 5.0 miles southeast of Jayuya, change type trans., type ant., ant. structure and increase ant. height to 2,720 ft. Action June 14.

WMTU-TV Memphis—Broadcast Bureau granted mod. of CP to change ERP to 661 kw vis., 66.1 kw aur., trans. location to 1.7 miles south of intersection of Rt. 64 and Berry Hill Road, east of Memphis. Studio location to 1447 Union Avenue, change type trans., type ant., ant. structure and increase ant. height to 1,190 ft.: condition. Action June 14.

KVET-TV Austin, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 229 kw vis., 0.417 kw aur., trans. location to Trail of the Madrones Road, near Austin, studio location to 113 West 8th St., Austin, change type trans., type ant., ant. structure and increase ant. height to 1,150 ft. Action June 13.

WTMJ-TV Milwaukee—Broadcast Bureau granted CP to change type ant., ant. structure and increase ant. height to 1,000 ft. Action June 14.

OTHER ACTIONS

■ By order, FCC denied application by Midwest Television Inc. (KFMB-TV), for review of review board's memorandum opinion and order released June 5, concerning admissibility of an exhibit, "Survey of Cable Television Effect in Northern San Diego, California," offered by Southwestern Cable Company in the San Diego, California, CATV proceeding in Docs. 16786 and 17008. Action June 21.

■ FCC waived in part operator license requirements of Sec. 74.665 of rules and granted applications of WHDH Inc., Boston, for CP and license for new television pickup station to be installed in a helicopter and to be used in conjunction with its WHDH-TV Boston. Action June 14.

■ By order, Commissioner Loevinger not participating, FCC granted motion for separate argument filed by Greater Boston Television Corp. and WHDH Inc., only to extent that each applicant is granted ten additional minutes for presentation of oral argument in Boston, ch. 5 television proceeding in Docs. 8739 et al. additional time allowed is to be devoted exclusively to matters at issue in Docs. 8739 and 11070. Motion. filed May 9, was denied in all other respects. Action June 21.

■ By memorandum opinion and order: Commissioners Loevinger and Wadsworth not participating; Commissioner Johnson concurring, FCC made channel 9, Syracuse Inc., party in proceeding for limited purpose of participating in hearing with respect to corporate waste issues added by review board's memorandum opinion and order released Oct. 19, 1966; granted petitions for leave to file comments. filed by Syracuse Television Inc., and Six Nations Television Corp., and accepted their comments concerning certification to commission in Syracuse, N. Y., ch. 9 television proceeding in Docs. 14368 et al. Action June 21.

New AM stations

APPLICATION

Windsor, Colo.—Harry P. Brewer. Seeks 1170 kc. 1 kw-D. P. O. address: 2208-11th Avenue. Greeley, Colo. 80631. Estimated construction cost $9.300; first-year operating cost $18,200; revenue $36,000. Principal: Mr. Brewer has no other present business interests indicated. He will be owner, manager and chief engineer of applicant facilities. Ann. June 21.

FINAL ACTIONS

Columbia, La.—Caldwell Broadcasting Inc. FCC granted 1540 kc. 1 kw—D. P. O. address Box 312 Winnsboro, La. Estimated construction cost $34,004; first-year operating cost $36,000; revenue $50,000. Principals: Si J. Willing, Albert Greenwald, Leo L. Lowentritt, James D. Mays, A. C. Liles Sr. (each 1%), Kenneth R. Harris, H. Ted Woods, Quenten McLehore (each 16%) and KMAR Broadcasting Corp. (47%), owned by Si J. Willing (20%), Albert Greenwald (20%), James D. Mays (20%), Leo L. Lowentritt (20%) and A. C. Liles Sr. (20%). KMAR Broadcasting is licensee of KMAR Winnsboro. Mr. Woods owns Progress Printing Co., newspaper publisher. Action June 21.

Hondo, Tex.—Medina Broadcasting Co. Broadcast Bureau granted 1460 kc, 500 w—D. P. O. address Box 271, Uvalde, Tex. Estimated construction cost $30,000; first-year operating cost $24,000; revenue $36,000. Principal: B. J. Conroy Jr. Mr. Conroy has 51% interest in Uvalde Television Cable Corp., owns Uvalde Wired Music Co., and has 22.5% interest in Effingham TV Cable Co., Effingham, Ill. Action June 15.

INITIAL DECISION

■ Hearing Examiner Thomas H. Donahue has issued second supplemental initial decision proposing grant of CP to Northern Indiana Broadcasters Inc., for new AMs at Mishawaka, Ind. (Doc. 14855; BP-14771). Station is to operate on 910 kc, 1 kw, DA-2, U. Examiner issued initial decision proposing grant on Dec. 2, 1963. Proceeding was remanded to examiner by review board for further hearing on "separate community" and "10% rule" issues on Aug. 10, 1964. Examiner Donahue issued supplemental initial decision proposing grant of application on Oct. 25, 1965. On March 10, 1966, proceeding was remanded to examiner by review board for further hearing to include Sec. 307(b) considerations consistent with commission's policy statement for broadcast facilities involving suburban communities, and for preparation of supplemental initial decision. Action June 20.

■ Commission gives notice that April 27 initial decision which looked toward granting application of James L. Hutchens for CP for new class IV standard broadcast station to operate on 1400 kc. 250 w. unlimited time, at Central Point, Ore.. (condition) (Doc. 16525), became effective June 16 pursuant to Sec. 1.276 of rules. Action June 21.

OTHER ACTIONS

■ Review board in Lebanon, Pa.. standard broadcast proceeding, Docs. 15835 et al, granted joint petition for approval of agreement and other relief filed April 24 by Lebanon Valley Radio and Cedar Broadcasters to extent that provisions of Sec. 1.525 of commission's rules are waived to accept late filed agreement and in all other respects held in abeyance for 30 days from release of board document to allow petitioners to file cited documents. Granted motion for acceptance of late filing of pleading filed June 2 by joint petitioners. Board Member Nelson not participating. Action June 20.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17178-80, granted petition to accept late filed pleading, filed May 2 by Broadcast Bureau, and granted in part petition to enlarge issues filed March 9, by Lawrence County Broadcasting Corp. and Brownsville Radio Inc., and enlarged issues to determine whether application of Shawnee Broadcasting Co. is in contravention of Sec. 73.37 of rules, and to determine whether the proposed staff of Shawnee Broadcasting Co., is adequate to effectuate its program proposal. Denied appeal from hearing examiner's adverse ruling filed April 7 by Lawrence County Broadcasting Corp. Action June 20.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on June 16 continued hearing from July 5 to Oct. 31 in proceeding on AM applications of Michael S. Rice, First Capitol Radio Inc. and Cecil W. Roberts, St. Charles, Mo. (Docs. 17420-2).

■ Hearing Examiner Millard F. French on June 19 in proceeding on AM applicants of Lorain Community Broadcasting Co., Allied Broadcasting Inc. and Midwest Broadcasting Co.. all Lorain, Ohio, granted motion of applicant Allied Broadcasting Inc., and extended time for filing reply findings from June 19 to July 6. (Docs. 16876-78).

■ Hearing Examiner Isadore A. Honig on June 15 in proceeding on AM applications of East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc., both East St. Louis, Ill., granted petition of East St. Louis Broadcasting Inc., and extended date for exchange of exhibits from June 22 to June 27. (Docs. 17256-57).

■ Hearing Examiner H. Gifford Irion on June 14 in proceeding on AM applications of Mt. Carmel Broadcasting Co. and K H Radio Co., both Mt. Carmel, Pa., rescheduled hearing from July 11 to August 1. (Docs. 17411-12).

CALL LETTER APPLICATION

■ West Central Ohio Broadcasters, Xenia, Ohio. Requests WELX.

CALL LETTER ACTION

■ Rowland Broadcasting Co., Macon, Ga. Granted WDEN.

Existing AM stations

APPLICATIONS

KUNF La Canada, Calif.—Seeks CP to change ant.-trans. location to Lanterman Auditorium, 1100 Foothill Boulevard, Los Angeles; install new ant. (Marti Electronics. V type, 2 sections); and change frequency from 88.9 mcs, ch. #205 to 88.3 mcs, ch. #202. Ann. June 20.

WRIP Rossville, Ga.—Seeks CP to change station location from Rossville, Ga. to Chattanooga; change frequency from 980 kc to 1190 kc; increase power from 500 w (DA-D) to 50 kw (DA-D); change ant.-trans. and studio location to Adams Road, 0.5 mile south of Hixson Pike, near Hixson, Tenn.; and install new trans. (RCA BTA-50F). Petition for waiver of secs. 1.569 and 73.188(b)(2) of rules filed. Ann. June 15.

WNPS New Orleans—Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. (Collins 20V-3); change ant.-trans. location to Civil Defense Emergency Operation center, West End Boulevard and Mouton Street, New Orleans. Ann. June 19.

WYRN Louisburg, N. C.—Seeks CP to change frequency from 1480 kc to 1060 kc and make changes in ant. system (increase height). Ann. June 15.

KMER Kemmerer, Wyo.—Seeks CP to increase power from 1 kw to 5 kw and install new trans. (Gates BC-5P-2S). Ann. June 20.

FINAL ACTIONS

WINT Winter Haven, Fla.—Broadcast Bu-

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 22

ON AIR

	Lic.	CP's	CP's
Commercial AM	4,112[1]	21	82
Commercial FM	1,613	29	279
Commercial TV-VHF	483[2]	15	21
Commercial TV-UHF	96[2]	25	131
Educational FM	303	5	36
Educational TV-VHF	60	7	9
Educational TV-UHF	42	8	53

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 22

	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

[1] In addition, two AM's operate with Special Temporary Authorization.
[2] In 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.

reau granted CP to change from DA-D to nondirectional, change studio location to 352 Avenue D, N. W., Winter Haven, condition. Action June 13.

■ FCC granted Charles and Lessie B. Smithgall, d/b as North Atlanta Broadcasting Co. (WRNG), North Atlanta, Ga., mod. of CP to delete DA operation and change ant., trans. and studio locations; remote control permitted; conditions include divestment by Smithgall of all interest in WGGA Gainesville. WRNG operates on 680 kc with 5 kw—D. Action June 21.

WWNH Rochester, N. H.—Broadcast Bureau granted license covering change in hours of operation, change in ground system and installation of DA-N. Action June 15.

■ Broadcast Bureau by letters of June 15 notified following AM's of apparent liability in amounts indicated for late filing of their renewal applications: WBSG Blackshear, Ga. —$200; WAVC Warner Robbins, Ga.—$100; WFMI Montgomery, Ala.—$100; WWCC Bremen, Ga.—$100; WBIA Augusta, Ga.—$25; WHOD Jackson, Ala.—$25; WROS Scottsboro, Ala.—$25, and WMCW Harvard, Ill.—$25. Licensees have 30 days to pay or contest forfeitures. Action June 15.

■ Broadcast bureau granted renewal of licenses for following stations and copending auxiliaries: KCCB Corning; KXJK Forrest City; KNEA Jonesboro, KVMA Magnolia and KPCA Marked Tree, all Arkansas; WPRV Wauchula, Fla.; WGIG Brunswick, Ga.; KDBS Alexandria and KNIR New Iberia, both Louisiana; WBLE Batesville, WCLD Cleveland, WVOM Iuka, WRBC and WWUN both Jackson, WLAU Laurel and WSUH Oxford, all Mississippi; WISP Kinston and WKIX Raleigh, both North Carolina, and WKFE Yauco, Puerto Rico.

OTHER ACTIONS

■ By memorandum opinion and order; Commissioner Cox dissenting, FCC granted application by Tennessee Valley Broadcasting Inc. for review of review board's memorandum opinion and order and reversed review board's order insofar as it had added issue to proceeding covering an ex parte complaint of administrative delay. Tennessee Valley, Huntsville, Ala., is in consolidated hearing with applications of Fine Music Inc. (WFMI), Montgomery, Ala., and Rocket City Broadcasting Inc., Huntsville (Docs. 17058-60). Action June 14.

■ By memorandum opinion and order, FCC denied request by David A. Rawley Jr., for waiver of Sec. 73.37 of rules (separation of broadcast facilities), and returned his application to increase power of WVGT Mount Dora, Fla. Rawley had requested increase in power on 1580 kc—D, from 1 kw to 10 kw. Action June 21.

■ FCC denied application by Radio Station WTIF Inc. (WTIF), Tifton, Ga. for waiver of Sec. 73.35 of rules and transfer of control of station WTIF from C. N. Todd to B. F. J. Timm. Commission found that grant would violate Sec. 73.35 governing ownership overlap inasmuch as the 1 mv/m contour of WTIF overlaps the 1 mv/m contour of WDMG Douglas, Ga., wholly owned by B. F. J. Timm. Action June 21.

■ Commission on June 14 granted motion by KFNF Broadcasting Corp. (KFNF), Shenandoah, Iowa, for extension of time to June 16 to file a reply to broadcast bureau's opposition to petitioner's application for review (Doc. 14651). Action June 16.

■ FCC by memorandum opinion and order denied petition for reconsideration by WMSJ Inc., Sylva, N. C., directed against commission's action of March 22 returning its application as unacceptable for filing. WMSJ Inc., licensee of WMSJ Sylva, had requested CP to change facilities to 680 kc, 250 w-N, 1 kw-LS, DA-N. Return of application had rendered moot joint petition for approval of drop-out agreement between WMSJ Inc. and licensee of WRNG (then WATY), North Atlanta, Ga. Action June 14.

■ Review board in Mt. Carmel, Pa. standard broadcast proceeding, Docs. 17411-2, granted petition filed June 14 by Broadcast Bureau and extended to June 23 time to file responses to petition to enlarge issues filed May 31 by K H Radio Co. Board Member Pincock absent. Action June 10.

■ Office of opinions and review on June 19 granted motion of Bellevue Broadcasters (KFKF), Bellevue, Wash., for additional time to June 20 for filing reply to Broadcast Bureau's opposition to joint request for approval of settlement agreement in proceeding on KFKF application for CP and Northwest Broadcasters Inc. application for renewal of license, and transfer of control of KBVU Bellevue, Wash. (Docs. 16609, 16610).

■ By memorandum opinion and order, FCC denied petition by WCHS-AM-TV Corp., licensee of WCHS Charleston, W. Va., for reconsideration of the Sept. 7, 1966 action which renewed license of WCHS for one-year period expiring Oct. 1. Commission on July 13, 1966 had addressed letter to WCHS censuring and admonishing station for false and misleading advertising in promoting a "Lucky Bucks" contest. In its action of June 20, commission states that it finds nothing in licensee's arguments which now persuades it that the licensee should not have been aware at time of broadcast that advertising copy was false, misleading or deceptive. Action June 21.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on June 20 in proceeding on AM renewal application of Allen C. Bigham, Jr., Salinas, Calif., granted petition of broadcast bureau and extended time for filing proposed findings from June 30 to July 28, and replies from July 21 to September 1. (Doc. 16769).

■ Hearing Examiner Thomas H. Donahue on June 19 in proceeding in matter of revocation of licenses of Asheboro Broadcasting Co. for WGWR-AM-FM Asheboro, N. C., scheduled hearing for July 25. (Doc. 16789).

■ By Hearing Examiner Chester F. Naumowicz, Jr., on June 20 in proceeding on AM renewal application of Western North Carolina Broadcasters, Inc., Canton, N. C., rescheduled hearing from June 22 to July 11. (Doc. 17050).

FINES

■ Broadcast Bureau by letter of June 19, notified Stephens Industries Inc., WPRT Prestonsburg, Ky., that they have incurred apparent forfeiture liability of $200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture. Action June 19.

■ FCC by memorandum, opinion and order directed Central Broadcasting Co., licensee of KDAK Carrington, N. D., to pay forfeiture of $500 for violation of Sec. 73.93(b) of rules by failing to have a properly licensed operator on duty. Action June 14.

■ By notice of apparent liability, FCC notified John George Long tr/as Bay City Broadcasting Co., licensee of KIOX Bay City, Tex., of apparent liability for forfeiture in amount of $1,000 for failing to observe terms of the station license by operating nondirectionally after sunset and for violations of Secs. 73.47 (equipment performance measurements) and 73.111, 73.112, 73.113 and 73.114 of rules concerning general requirements for logging entries and by failing to make proper entries in program, operating and maintenance logs. Action June 14.

RULEMAKING PETITIONS

WAML Laurel, Miss.—Requests amendment of rules so as to assign ch. 272-A to Laurel, Miss. Ann. June 16

RULEMAKING ACTIONS

KHER Santa Maria, Calif.—Requests issuance of an order of proposed rulemaking looking toward allocation of ch. 251 to Santa Maria, Calif. Denied June 7, Ann. June 15.

CALL LETTER APPLICATION

■ KYED, Des Moines City Broadcasting Co., Burlington, Iowa. Requests KYND.

CALL LETTER ACTIONS

■ KYND, Buck Owens Broadcasting Inc. Tempe, Ariz. Granted KTUF.

■ KBLA, George E. Cameron Jr. Communications, Burbank, Calif. Granted KBBQ.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, FCC designated for hearing application by Georgia Radio Inc. to change facilities of WPLK Rockmart, Ga. WPLK requests change from 1220 kc, 500 w—D to 1060 kc, 5 kw—DA—D. Action June 21.

New FM stations

APPLICATIONS

Chico, Calif.—J. Ned Richardson. Seeks 95.1 mc, ch. 236, 50 kw. Ant. height above average terrain 18 ft. P. O. address Box 369, Chico 95926. Estimated construction cost $61,245; first-year operating cost $18,000; revenue $24,000. Principals: Mr. Richardson is licensee, owner and general manager of KPAY Chico; 100% owner, president and general manager of investment corporation; one-third owner and general manager of resort hotel; one-half owner with wife in land-owning operation, and president of travel agency. Ann. June 19.

Canton, Ill.—Fulton County Broadcasting Co. Seeks 98.3 mc, ch. 252. 3 kw. Ant. height above average terrain 263 ft. P. O. address

PROFESSIONAL CARDS

JANSKY & BAILEY
Consulting Engineers
1812 K St., N.W.
Wash., D. C. 20006 296-6400
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
CONSULTING ENGINEERS
Box 798, Upper Montclair, N.J.07043
Phone: (201) 746-3000
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
STerling 3-0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
DI 7-1319
WASHINGTON, D. C. 20005
Member AFCCE

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N.W. 298-6850
WASHINGTON 6, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
Munsey Building District 7-8215
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
MElrose 1-8360
Member AFCCE

GUY C. HUTCHESON
817 CRestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

SILLIMAN, MOFFET & KOWALSKI
711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member AFCCE

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCCE

KEAN, SKLOM & STEPHENS
CONSULTING RADIO ENGINEERS
19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco, California 94128
342-5208
Member AFCCE

JOHN B. HEFFELFINGER
9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY 14, MISSOURI

JULES COHEN & ASSOCIATES
9th Floor, Securities Bldg.
729 15th St., N.W., 393-4616
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Cleveland 41, Ohio
Phone: 216-526-4386
Member AFCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
DENVER, COLORADO
Member AFCCE

A. E. Towne Assocs., Inc.
TELEVISION and RADIO ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
Phone 592-1394 Res. 593-6706

PETE JOHNSON & Associates
CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-925-6281
Charleston, West Virginia

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hoskins Street
Lufkin, Texas
634-9558 632-2821

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCCE

RAYMOND E. ROHRER
Consulting Radio Engineers
317 Wyatt Bldg.
Washington 5, D. C.
Phone: 347-9061
Member AFCCE

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517—278-6733

JOHN H. MULLANEY and ASSOCIATES
Suite 71,
1150 Connecticut Ave., N.W.
Washington, D. C. 20036
Phone 202-223-1180
Member AFCCE

ROSNER TELEVISION SYSTEMS
ENGINEERS
120 E. 56 St.
New York
N. Y. 10022
CONTRACTORS
230 Newtown Rd.
Plainview
N. Y. 11803

Serving The SOUTHEAST
FREDERICK A. SMITH, P.E.
Consulting Engineer
5 Exchange St.
Charleston, S. C. 29401
A/C 803 723-4775

Service Directory

COMMERCIAL RADIO MONITORING CO.
PRECISION FREQUENCY MEASUREMENTS
AM-FM-TV
103 S. Market St.,
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS
PRECISION FREQUENCY MEASURING SERVICE
SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge 38, Mass.
Phone TRowbridge 6-2810

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
(812) 533-1661

1000 East Linn Street, Canton 61520. Estimated construction cost $19,713.75; first-year operating cost $20,000; revenue $24,000. Principals: Estate of Harriet B. Winsor, deceased, with will annexed, John B. Winsor administrator (31.9%), John Barrons Winsor (19.1%) and Charles E. Wright. Applicant is licensee of WBYS Canton. Mr. John Barrons Winsor is publisher, director of department store and bank. Mr. Wright is president of appliance company. Ann. June 16.

*Moorhead, Minn.—Concordia College Corp. Seeks 88.9 mc, ch. 205, 100 kw. Ant. height above average terrain 301 ft. P. O. address 820 South Seventh Street, Moorhead 56560. Estimated construction cost $56,350; first-year operating cost $36,284; revenue none. Principals: Dr. Carl L. Bailey, dean of college, A. I. Johnson, regent and chairman of board et al. Mr. Johnson is attorney. Ann. June 19.

*New Wilmington, Pa.—Westminster College. Seeks 88.9 mc, ch. 205, 75 w. Ant. height above average terrain minus 24.5 ft. P. O. address c/o Richard V. Stevens II, New Wilmington 16142. Estimated construction cost $15,698; first-year operating cost $2,074; revenue none. Principals: Mr. Stevens is director of broadcasting. To be administered by board of trustees. Ann. June 20.

FINAL ACTIONS

Georgetown, Del. — Scott Broadcasting Corp. FCC granted 93.5 mc, ch. 288, 2.1 kw. Ant. height above average terrain 350 ft. P. O. address: c/o Herbert Scott, 247 High St., Pottstown, Pa. 19464. Estimated construction cost $20,378; first-year operating cost $10,000; revenue $10,000. Principals: Herbert Scott (75%) and others. Scott Broadcasting is licensee of WPAZ Pottstown and WKST New Castle, both Pennsylvania; WJWL Georgetown and WTTM-AM-FM Trenton, both New Jersey. Action June 7.

Waterville, Me.—Kennebec Broadcasting Co. Broadcast Bureau granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 125 ft. P. O. address: 36 Silver Street, Waterville 04901. Estimated construction cost $3,750,000; first-year operating cost $500; revenue $1,000. Principals; Applicants owns WTVL Waterville. Carlton D. Brown, president. Action June 14.

Sandusky, Mich.—Sanilac Broadcasting Co. Broadcast Bureau granted 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 140 ft. P. O. address: 89 North Howard Avenue, Crosswell, Mich. Estimated construction cost $11,285; first-year operating cost $6,000 over and above AM costs; revenue $8,000 over and above AM costs. Principals: George E. and Robert P. Benko and Robert Cudney. Sanilac is licensee of WMIC Sandusky, Mich. Action June 14.

Alexandria, Minn. — Central Minnesota Television Co. FCC granted 100.7 mc, ch. 264, 47 kw. Ant. height above average terrain 960 ft. P. O. address: 720 Hawthorne Street, Alexandria. Estimated construction cost $42,563; first-year operating cost $15,000; revenue $15,000. Principals: Glenn Flint, Joseph O. Perino and others. Action June 21.

Hudson, N. Y. — Colgreene Broadcasting Co. Inc. FCC granted 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain minus 15 ft. P. O. address: c/o Albert Heit, 400 Madison Ave., New York 10017. Estimated construction cost $17,340; first-year operating cost $10,000; revenue $12,000. Principals: Orin Lehman (70%) and others. Colgreene Broadcasting has interest in KPOI-AM-FM Honolulu, KMEN San Bernardino and KMAK Fresno, both California. Action June 7.

Weatherford, Okla. — Turner-Whitehill Broadcasting Co. Broadcast Bureau granted 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 87 ft. P.O. address: Box 889, Elk City, Okla. 73644. Estimated construction cost $25,000; first-year operating cost $36,000; revenue $48,000. Principals: James A. Turner (51%) and Robert D. Whitehill (49%). Mr. Turner is farmer and 75% owner of KBEK Elk City, Okla. Mr. Whitehill is managing partner of Turner-Whitehill Broadcasting Co. licensee of KBEK. Action June 15.

*Northfield, Vt. — Norwich University. Broadcast Bureau granted 89.1 mc, ch. 206, 10 w. Ant. height above ground 72 ft. P. O. address: Northfield 05663. Estimated construction cost $9,170.75; first-year operating cost $5,000; revenue none. Principals: To be administered by board of trustees. Action June 14.

INITIAL DECISION

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision which granted "Petition for Leave to Amend and Remove from Hearing Status" filed by applicant Cornbelt Broadcasting Corp., Lincoln, Neb.; accepted amendment tendered therewith; removed Cornbelt application, as amended, from hearing docket and returned it to the processing line; and looked toward a grant of application of Shurtleff-Schorr Broadcasting Corp., for CP for new FM in Lincoln, Neb. With Cornbelt application removed from hearing status designed issues are rendered moot, and there remained no barrier to grant of Shurtleff-Schorr application (Docs. 17409-10). Action June 21.

OTHER ACTIONS

■ Review board in Boulder, Colo. FM broadcast proceeding, denied petition for reconsideration filed May 8 by International Development Corp. Board Member Pincock absent. Action June 16.

■ Review board in Moline, Ill. FM broadcast proceeding, Docs. 17345-6, granted petition to enlarge issues filed May 3 by Mid America Broadcasting Inc., and enlarge issues to determine on comparative basis significant differences between applicants with respect to their proposed programing, and to determine on comparative basis significant differences between applicants to ascertain needs and interest of community and area each proposes to serve. Action June 20.

■ Review board in St. Charles, Mo. standard broadcast proceeding, Docs. 17420-2, granted petition filed June 14 by Broadcast Bureau and extended to June 23 time to file responses to motion to enlarge issues filed May 31 by Cecil W. Roberts. Board Member Pincock absent. Action June 16.

■ Review board in Martin, Tenn. FM broadcast proceeding, granted petition filed June 13 by Jones T. Sudbury and extended to June 29 time for filing petition specified by commission in its memorandum opinion and order FCC 67-614, released May 31. Action June 15.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 31: designated Hearing Examiner Isadore A. Honig to serve as presiding officer in proceeding on FM applications of Peter Ryan and Milton Viken d/b as Radio Stations KNND and KRKT and Albany Radio Corp., both Albany, Ore.; scheduled prehearing conference for June 26, and hearing for July 25 (Docs. 17472-73). On June 17 designated Examiner Elizabeth C. Smith to serve as presiding officer in proceeding on FM applications of Eastern Broadcasting Corp., Hopewell and WIKI Radio Inc., Chester, Va. (Docs. 17493-4). Scheduled prehearing conference for July 12 and hearing for Sept. 12.

■ Hearing Examiner David I. Kraushaar on June 15 in proceeding on FM applications of Miami Broadcasting Corp., Miami et al., rescheduled hearing to Sept. 22, and other procedural dates (Docs. 17401, 17403-04).

■ Hearing Examiner Chester F. Naumowicz Jr., on June 19 in proceeding on FM applications of Shurtleff-Schorr Broadcasting Corp. and Cornbelt Broadcasting Corp., both Lincoln, Neb., continued without date all procedural dates heretofore established including hearing for June 28, pending further order (Docs. 17409-10).

RULEMAKING PETITIONS

WCIL Carbondale, Ill.—Requests amendment of FM table of assignments be deleting ch. 269-A from Carbondale, Ill., and adding, in its place, class B ch. 268. Ann. June 16.

WKLZ Kalamazoo, Mich.—Requests amendment of table of FM assignments so that FM ch. 237A be added to Kalamazoo, Mich., as follows: Kalamazoo, Mich., existing *271, 293, proposed 237A, *271, 293 and Niles, Mich., existing 237A, proposed 221A. Ann. June 16.

RULEMAKING ACTIONS

■ Commission has amended its table of assignment for FM's (Sec. 73.202 of the rules) as follows: Added ch. 244A, 296A, 239, 276A, 265A, 228A and 252A as first assignments at DeWitt, Ark., Rockmart, Ga., Jeffersonville Ind., Dover-Foxcroft, Me., Horseheads, N. Y., Lenoir City, Tenn. and Stephenville, Tex., respectively; and substituted ch. 251 for 225 at Redding, Calif., ch. 239 for 238 at Denver, ch. 288A for 280A at Mt. Sterling, Ky., ch. 288A for 265A at Endicott, N. Y. and ch. 244A for 252A at Eastland, Tex. Action by commission en banc, by Commissioners Hyde (Chairman), Bartley, Lee, Cox, Loevinger and Johnson, by report and order in Doc. 17282. Action June 15.

CALL LETTER APPLICATIONS

■ Camden Radio Inc., Camden, Ark. Requests KWEH(FM).

■ North Central Iowa Broadcasting Co., Mason City, Iowa. Requests KLSS(FM).

■ Shepard of the Hills Broadcasting Co., Bolivar, Mo. Requests KLTB(FM).

CALL LETTER ACTIONS

■ Thunderbird Broadcasting Co., Bakersfield, Calif. Granted KUZZ-FM.

■ FM Enterprises Inc., Clearwater, Fla. Granted WQXM(FM).

Existing FM stations

APPLICATIONS

KMYO-FM Canton, N. Y.—Seeks CP to change ant.-trans. location to Shinall Mountain, near Little Rock, Ark.; install new trans. (Gates FM-20G); install dual polarized ant. (Gates FMA-14B/300G-14, 14 hor. and 14 ver. sections); increase TPO to 18.70 kw; increase hor. ERP to 93.2 kw and operate with ver. ERP of 100 kw; and increase HAAT to 1,601 ft. Request waiver of Sec. 73.208(b) of rules. Ann. June 20.

FINAL ACTIONS

KFAV(FM) Fayetteville, Ark.—Broadcast Bureau granted CP to install dual polarized ant., ERP 800 w. Action June 19.

KPER-FM Gilroy, Calif.—Broadcast Bureau granted mod. of CP to change type trans., type dual polarized ant., decrease ERP to 2.85 kw, ant. height minus 275 ft. Action June 19.

*KVCR(FM) San Bernardino, Calif. — Broadcast Bureau granted CP to install new type ant., ERP 4.9 kw, ant. height minus 320 ft. Action June 14.

WGNU-FM Granite City, Ill.—Broadcast Bureau granted CP to install new type trans., increase ERP to 50 kw, ant. height 165 ft. Action June 15.

WAKE-FM Valparaiso, Ind.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 1.7 miles south on Sager Road, Valparaiso, change type trans., type ant., decrease ERP to 2.70 kw, ant. height 235 ft.; condition. Action June 14.

KEEL-FM Shreveport, La.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 100 kw. Action June 19.

WHFS(FM) Bethesda, Md.—Broadcast Bureau granted CP to change ant.-trans. and studio location to Triangle Towers, 4800 Cordell Avenue, Bethesda, install new type trans., polarized ant., decrease ERP to 2.3 kw, increase ant. height to 340 ft. Action June 15.

WBCN(FM) Boston — Broadcast Bureau granted mod. of CP to install new type trans., vertically polarized ant., increase ERP to 50 kw, change type trans., type dual polarized ant. Action June 19.

Aurora, Neb. Capitol Broadcasting Inc.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to South edge of the city, Aurora, ant. height 270 ft. Action June 13.

WGR-FM Buffalo, N. Y.—Broadcast Bureau granted CP to move trans. location to Lot #53 Warner Hill Road, Wale, install new dual polarized ant., ERP 12.5 kw, ant. height 390 ft. Action June 15.

WCPA-FM Clearfield, Pa.—Broadcast Bureau granted mod. of CP to change type trans. install dual polarized ant., ERP 3 kw, ant. height minus 245 ft., condition. Action June 15.

■ Broadcast Bureau by letters of June 15 notified following FM's of apparent liability in amounts indicated for late filing of their renewal applications: WFMI-FM Montgomery, Ala.—$100 and WMOD-FM Jackson, Ala.—$25. Action June 15.

■ Broadcast Bureau granted renewal of licenses for following station and copending auxiliary: KXJK-FM Forrest City, Ark.

OTHER ACTIONS

■ FCC by order denied request by WHCN Inc. (WHCN[FM]) Hartford, Conn., for waiver of Sec. 73.213(a) of rules (stations at spacings below minimum separations) and returned WHCN application for CP to increase ERP to 17.8 kw and ant. height to 756 ft. Action June 14.

■ FCC waived Sec. 1.534(B) of rules and granted application by James C. Vernon (former permittee of WYGO-FM), Corbin, Ky., for CP to replace expired permit. Sec. 1.534(b) of rules provides that applications to replace expired permits be filed within 30 days of expiration date authorization sought to be replaced. Action June 21.

■ FCC granted request by HGR Broadcasting Co. (WFTC-FM), Kinston, N. C., for waiver of Sec. 73.213(f)(1) of rules and accepted its application for mod. of CP. Sec. 73.213(f)(1) prohibits acceptance of applications which create short spacings to existing stations and assignments and waiver was necessary for acceptance of application to change WFTC-FM transmitter site to same as that of its AM station, with increase in ant. height to 286 ft. Action June 14.

RULEMAKING PETITION

Fulton, Ky. Jones T. Sudbury—Requests initiation of rulemaking proceeding to amend table of assignments for FM broadcast stations as follows: Fulton, Ky., present

285A, proposed 257A and McKenzie, Tenn., present 295, proposed 285A, 295. Denied June 7, Ann. June 15. Also requests issuance of an order directing Ken-Tenn Broadcasting Corp. to show cause why license of WFUL-FM Fulton, Ky., should not be modified to specify operation on ch. 257A.

RULEMAKING ACTION

■ By notice of proposed rulemaking, FCC invited comments on proposal to substitute ch. 269A for 232A at Fort Morgan, Colo. Morgan County Broadcasting Co. (KFTM-FM), Fort Morgan, which requested amendment of table of assignments for FM stations also proposed that ch. 232A be assigned to Springfield, Colo. Commission found that there has been no showing of need for this assignment and ch. 232A may be needed in some community closer to Denver in future. Action June 21.

CALL LETTER APPLICATION

■ KPNW(FM) Lane Community College, Eugene, Ore. Requests KLCC(FM).

CALL LETTER ACTIONS

■ WTNT-FM, Tallahassee Appliance Corp., Tallahassee, Fla. Granted WOMA(FM).

■ WAEF-FM, North Cincinnati Broadcasting Co., Cincinnati. Granted WAEF(FM).

■ KATI-FM, Casper Family Radio Inc., Casper, Wyo. Granted KAWY(FM).

Translators

ACTIONS

K82AU Bijou, Calif.—Broadcast Bureau granted mod. of license for UHF TV translator covering change in primary TV station from KTVU, ch. 2, Oakland, to KVIE, ch. 6, Sacramento. Action June 14.

Rio Dell, Calif. California-Oregon Radio Co.—Broadcast Bureau granted CP for a new VHF-TV translator to serve Rio Dell, operating on ch. 8, by rebroadcasting programs of KIEM-TV, ch. 3, Eureka. Action June 15.

Yosemite National Park, Calif. Yosemite Park and Curry Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Yosemite National Park, operating on ch. 6, by rebroadcasting programs of KTVU (TV), ch. 2, Oakland. Action June 13.

Butte Falls, Ore. Southern Oregon Broadcasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Butte Falls, operating on ch. 4, by rebroadcasting programs of KTVM(TV), ch. 5, Medford. Action June 13.

K12CS Coulee City, Wash.—Broadcast Bureau granted license to operate VHF TV translator at Coulee City. Action June 13.

K10DF, K08CU Coulee City, Wash.—Broadcast Bureau granted licenses to operate VHF TV translators at Coulee City, Wash. Action June 14.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translators: K74AV and K70BJ El Paso Natural Gas Co., Navajo Compressor Station, Ariz. Action June 13.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translators: K06EL, Swan Hill TV Club Inc., rural area of Swan River and Swan Lake, Mont.; W06AD, Skyway Broadcasting Co., Spruce Pine, N. C., and following UHF TV translators: K80AX, Blacktail T.V. Association, Big Fork and vicinity, Mont., and K74AB, Jefferson County Television Inc., Madras and Culver, Ore. Action June 13.

■ Broadcast Bureau granted licenses covering following UHF TV translators: K72BW, Jefferson County Television Inc., Madras & Culver, Ore.; K79BJ, Stradley-Gage Ranch, Stradley-Gage Ranch, Tex., and licenses covering following VHF TV translators: K08FO, Sacramento Valley Television Inc., Oroville, Calif.; K09HW, Canyon TV Association, Little Salmon River (Pinehurst Area), Idaho; W13AS, U.P. T-V Systems Inc., Marquette, Mich.; K09HV, Scripps-Howard Broadcasting Co., Caruthersville, Mo.; K06EA, KMSO-TV Inc., Butte, Mont.; K11HT, Anaconda T.V. Club, Anaconda, Mont.; K08FP, Anaconda T.V. Club, Warm Springs, Mont.; W08AX, Spartan Radiocasting Co., Marshall, N. C.; K10FP, Boise Valley Broadcasters Inc., Brownlee Power Plant, Idaho and Halfway, Ore. and K08AA, Wyodak TV Association, Wyodak, Wyo. Action June 13.

■ Broadcast Bureau granted licenses covering following new VHF TV translators: W02AN, Forsyth Township TV Co-Op, Gwinn, Mich.; W04AN, Forsyth Township TV Co-Op, Gwinn, Mich. and W02AC, Claremont Television Inc., Claremont, N. H. Action June 14.

CATV

APPLICATIONS

Carbon Cable Television Inc.—Requests distant signals from WPHL-TV Philadelphia, and WNEW-TV New York to Washington township and Slatington borough, Pa. (Wilkes-Barre-Scranton, Pa.-ARB 69). Ann. June 16.

See-More TV Corp.—Requests distant signals from WTTV(TV), WFBM-TV, WISH-TV and WLWI(TV), all Indianapolis; WGN-TV Chicago and WILL-TV Urbana, both Illinois, MPATI Educational TV (KS2XGD and KS2XGA) Montpelier, Ind. to Catlin, Ill. (Champaign - Decatur - Springfield-Danville, Ill.-ARB 75). Ann. June 16.

ETV fund grant

■ Following grant for educational television has been announced by Department of Health, Education and Welfare:

Staunton, Va.—Ch. 51. $277,751 to Shenandoah Valley Educational Television Corp. of Harrisonburg, Va. to operate station. Installation will transmit signal throughout Shenandoah Valley. Total project cost $829,800.

OTHER ACTIONS

■ By order; Commissioner Cox concurring and issuing statement; Commissioner Johnson abstaining from voting, FCC denied application by Midwest Television Inc. requesting review of review board's order refusing to enlarge issues in proceeding on Video Service Co., Atlanta, application for CP in Lafayette and Waynetown, Ind. (Danville, Ill., CATV) (Doc. 16865). Action June 14.

■ By commission en banc, Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger and Johnson, June 14. By memorandum opinion and order, Commissioners Bartley and Loevinger concurring in part and dissenting in part and issuing statements; Commissioner Cox concurring and issuing statement: Commissioner Johnson not participating: FCC denied following petitions for reconsideration of commission's memorandum opinion and order, released Feb. 17 in Grand Rapids-Kalamazoo and Lansing, all Michigan, CATV proceeding: Allegan Tele-Ception Inc., Jackson TV Cable Co., Gross Telecasting Inc. and WJRT Inc. Commission granted petition for reconsideration filed by Booth American Co. to extent of waiving the provision of Sec. 74.1107 of rules to permit Booth American's carriage of educational WMVS-TV (ch. 10), Milwaukee and of WWTV (ch. 9), Cadillac, over its CATV system in Muskegon Heights, Muskegon township, Norton township and Roosevelt Park. Booth American petition was denied in all other respects.

■ FCC granted petition for reconsideration filed by Coldwater Cablevision Inc., and waived provisions of Sec. 74.1107 of rules to permit carriage by Coldwater of chs. 15 and 33, both Fort Wayne, and ch. 28, South Bend, all Indiana. Commission granted petition for reconsideration filed by Calhoun Telephone Cable Television Co. and waived provisions of Sec. 74.1107 of rules to permit carriage by Calhoun of ch. 9, Windsor, Ontario, and ch. 13, Toledo, Ohio. Petition for reconsideration filed by Triad Cablevision Inc., was granted, and commission waived provisions of Sec. 74.1107 of rules to permit carriage by Triad of MPATI (KS2XGD and KS2XGA) Lafayette, Ind., when available, and of educational chs. *11 (WTTW(TV) Chicago) and *56 (WTVS[TV] Detroit), with carriage of latter two stations limited to hours when educational ch. *10, Onondaga, is not operational.

■ Commission granted petition for reconsideration, rehearing and clarification filed by BCU-TV to extent that commission's earlier order herein is modified to indicate that Triad Cablevision Inc., Wolverine Cable Vision Inc. and Fetzer Cable Vision will be permitted to carry signals of WZZM-TV Grand Rapids, on interim basis, with such authority to be terminated upon BCU-TV's activation of ch. 41, Battle Creek, as an ABC outlet.

■ FCC dismissed as moot petitions for stay filed by WJRT Inc., and for accelerated action filed by Booth American Co.

■ Commission en banc, by Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger and Johnson, took following action on June 14: granted waiver of hearing provisions of Sec. 74.1107 of the rules to permit operation with condition by Trans-Video Corp. at Porterville, Calif. of CATV system in Fresno television market (ARB 88). System was authorized to import distant signals of five Los Angeles independent television stations. By memorandum opinion and order; Commissioner Bartley concurring and issuing statement; Commissioner Cox dissenting.

■ Review board in Van Buren, N. Y. CATV proceeding, Docs. 17131 et al., denied motion to enlarge issues filed April 13 by Channel 9 Syracuse Inc. Board Member Pincock absent. Action June 19.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on June 19: in proceeding in re cease and desist order to be directed against Rancho Bernardo Antenna System (CATV), San Diego, terminated hearing phase of proceeding and certified the record to commission (Doc. 17443).

■ Hearing Examiner Charles J. Frederick on June 15 in proceeding in matter of California Water and Telephone Co.; Associated Bell Systems Co.; General Telephone System, and United Utilities Inc., Companies applicability of Sec. 214 of Communications Act with regard to Tariffs for Channel Service for CATV Systems, granted motion to correct transcript of volume 2 (pages 9 through 26) of National Community Television Association Inc. (Doc. 17333).

■ Hearing Examiner David I. Kraushaar on June 20 in proceeding in re cease and desist order to be directed against the following CATV operators: Television Cable, Carbondale, Pa., and Waymart Cable TV, Waymart, Pa., granted joint motion of Taft Broadcasting Co., WBRE-TV Inc. and Scranton Broadcasters, Inc., to extent that hearing is postponed until July 7, in order to enable petitioning parties to submit to commission by June 23, joint petition for reconsideration and joint motion for stay of hearing, and is denied in all other respects; also granted petitions or motions by joint movants to intervene (Docs. 17381-82). In proceeding on TV applications of Syracuse Television Inc., Syracuse, N. Y., scheduled further hearing conference for June 29 (Docs. 14368-72, 14444-46).

■ Hearing Examiner Herbert Sharfman on June 15 in proceeding on CATV petitions of General Electric Cablevision Corp., Peoria, Peoria Heights and Bartonville, all Illinois, scheduled procedural dates including hearing for Oct. 9 (Docs. 17144, 17155).

Ownership changes

APPLICATIONS

KCAB-AM-FM Dardanelle, Ark. — Seeks transfer of control from **William G. Blackwell** to **Parker Parker**. Messrs. Blackwell and Parker are president and secretary-treasurer, respectively, of **Central Arkansas Broadcasting Co.**, licensee of **KCAB AM-FM**. Consideration $960. Ann. June 21.

WSCM Panama City Beach, Fla.—Seeks assignment of license from **Fargay Broadcasting Inc.** to **Theodore M. Nelson** for lease payments of $770 per month. Mr. Nelson owns 100% and is president of motel concern; 100% owner of motel leasing company; 100% owner and president of resort operation, and on director's staff of NASA Goddard Space Flight Center. Ann. June 21.

WDEN Macon, Ga.—Seeks assignment of CP from **Rowland Broadcasting Inc.** to **Radio Macon Inc.** Application is to assign station to separate corporation whose stock is owned in equal parts by **Marshall W.** and **Carol C. Rowland**, who own Rowland Broadcasting, licensee of **WQIK-AM-FM Jacksonville, Fla.** Ownership of Radio Macon will remain the same as Rowland. Ann. June 20.

WJMR-TV New Orleans—Seeks assignment of CP from **Supreme Broadcasting Inc.** to **Summit Broadcasting Inc.** Principals: George A. Mayoral, president (84.2%), Richard L. Voelker Jr., secretary-treasurer (15.3%) and Mrs. Yvonne V. Mayoral, vice president (0.5%). Mr. Mayoral is 80% owner of electronics firm. Mr. Voelker is attorney, treasurer and director of savings association and director of bank. Mrs. Mayoral is housewife. Same corporate setup is applying for transfer of control of WNNR-AM-FM New Orleans. Ann. June 20.

WEBB Baltimore—Seeks assignment of license from **1360 Broadcasting Inc.** to **WEBB Inc.** for $525,000 plus assumption of liabilities. Principals: Robert C. Doyle, vice president-secretary (30%); Norman Fischer, president-treasurer, Jay Lewis Rubin and Michael R. Riordan (each 20%), Robert Y. Wheeler (10%). Mr. Doyle is chief of television division of National Geographic Society, Washington and 100% owner of Delmarva Broadcasting Corp., licensee of WICO Salisbury, Md. Mr. Fisher has no present business interests indicated. Mr. Rubin is in private investments. Mr. Riordan is chairman of board of financial holding company. Mr. Wheeler is attorney and owner of ranch. Ann. June 21.

WJOR South Haven, Mich.—Seeks assign-

(Continued on page 101)

CLASSIFIED ADVERTISING

DEADLINE: Monday Preceding Publication Date

- SITUATIONS WANTED 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. Applicants: If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.
- DISPLAY ads $25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO—Help Wanted

Management

General Manager—AM in Top 15 market. Thorough working knowledge of local sales plus professional skill in administration and programing. Outstanding staff requires drive and maturity of a competent leader. Will consider applicants from medium markets. Salary and profit sharing plan. Outstanding opportunity. Box F-237, BROADCASTING.

Great opportunity, executive job available for ambitious, intelligent man with sales and sales promotional background in radio or television production. Top sales job with fast-growing New York package firm. Salary plus commission. Excellent income potential. Write Box F-301, 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, 517-482-9695.

Sales

Solid sales position offering guarantee up to $160.00 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. KVBR, Brainerd, Minnesota.

Chicago suburban. Permanent. Top earnings. Opening for experienced man plus trainee. Stable profitable operation, same management ownership, 21 years. Complete details. WEAW, Evanston, Illinois.

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.

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.

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, and resume with first reply immediately to Box F-82, 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 newsman 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.

Announcers—(cont'd)

1st phone announcer for Top 40, 5,000w station in major Carolina market. Good pay scale, short air shift. No maintenance. Major market Top 40 DJ needed. Box F-236, BROADCASTING.

Top 40 MOR swinger. Needs first phone announcer afternoon shift. Better deal if you can sell. City of 300,000. Send tape and complete resume to Box F-238, BROADCASTING. Solid future for a solid citizen.

Talk show personality. Courageous but courteous. Major market group operation offers stability and above average salary. Resume, photo and tape to Box F-243, BROADCASTING.

Illinois power house has immediate opening for experienced, talented afternoon performer. Commercial voice necessary. Send air check, resume and salary requirements. Box F-252, BROADCASTING.

Two top forty jocks, one for six to midnight with first phone, one mid-day. Top 100 market. Send tape and resume to Box F-253, BROADCASTING.

Immediate opening for first phone ann. with 5000 w daytimer C&W station in Georgia. Send complete data. Box F-265, BROADCASTING.

Announcer with third needed immediately in Negro-programmed Georgia station for R&B announcer. Send complete data. Box F-266. BROADCASTING.

Experienced R&B personality with both white and Negro appeal needed to work in large Southern market. No R&B competition at night. Reply Box F-267, BROADCASTING.

New York metropolitan area growing station has morning slot open; seeks experienced staff announcer with solid command of broadcasting's basics. Must have pleasant air voice, polished news and commercial delivery, also able to assume creative and responsible duties in program department which produces extensive public affairs and special events programing. We're musically middle of the road. Send complete resume and audition tape to Box F-269, BROADCASTING.

Arkansas AM-FM needs experienced announcer for August First vacancy. Experience, salary, marital status first letter. Tapes returned. Reply Box F-276, BROADCASTING.

Mature announcer, must be able to give better than average commercials, news and DJ performance on easy listen top 40 FM station. Better than average wage scale, excellent fringe benefits . . . Michigan area. Send complete resume and tape. Write Box F-281, BROADCASTING.

Solid sounding contemporary music station is looking for a DJ who is on the way up. This is the stepping stone opportunity to the Top 25 markets. (But we sound better than some). Impressive list of alumni upon request. Midwest metro market. Excellent facilities. Send tape and resume to Box F-285, BROADCASTING.

Montana network station needs first phone announcer who wants to develop his ability and income potential by joining a solid broadcast organization. Send resume including photo and references to Box F-286, BROADCASTING.

Jocks/newsmen! Mid-America station group growing. We want mature management—oriented men. Send tape, bio today to Box F-290. BROADCASTING.

Experienced announcer for responsible aggressive station in Texas growth area. Excellent pay, recreation opportunities, wonderful climate, chance for rapid advancement. Full details in confidence in first letter. Box F-295, BROADCASTING.

Announcers—(cont'd)

Soul sound, R&B specialist wanted!! By top East Coast major market Negro—oriented station. Dynamic air personality with up-tight production, good commercial man! Send tape, resume and picture. Box F-311, BROADCASTING.

Eastern Major market top 10 needs non-screaming DJ personality-production man. Station is largest in state and No. 1 for nine years. Excellent opportunity. Rush picture tape, resume Box F-312, BROADCASTING.

Wanted: Not dead but very alive jock for major metro market. Send air check, resume and photo to C. N. Brown, Program Director, KDWB, St. Paul, Minnesota.

Announcer . . . First class . . . Sales! Experience? . . . Salary? KHIL, Willcox, Ariz.

Radio announcer technician. Immediate opening at station KOH, Reno, Nev.

Wanted top MOR man with sales ability. Guaranteed top salary and 15% commission. Immediate opening. KVBR Radio. Brainerd, Minnesota. Send resume, tape, and photo.

Middle of road format station needs announcer. Would like sales experience but not absolutely necessary. Congenial working conditions on 5000 watts fulltime. Send tape to KWEW Box 777, Hobbs, New Mexico.

KWTX Radio has an immediate opening for morning announcer. Need mature stable individual who is strong on production. Some TV work also available. Prefer man with Southwest background. Interested in coming with good stable organization and likes adult-oriented radio. Contact Frank Fallon, P. O. Box 7128, Waco, Texas.

Good jock needed immediately. Excellent opportunity with station. Must have first phone. Rush tape and resume to: Jack Gale, WAYS, Charlotte, North Carolina.

Immediate opening for announcer salesman. Excellent opportunity for right man. Good salary plus commission, many fringe benefits. Send tape photo and resume to Jay Hanshaw, WAYZ, Waynesboro, Pa., 717-762-3138.

Immediate opening . . . Good music operation . . . Top 50 market Northeastern Ohio looking for a talented mature morning personality . . . must be experienced . . . salary open . . . send tape and resume to WCUE, Akron, 44313.

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 Gennaro, 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. 609/348-4646.

Worth checking - announcer, third, needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit, WHMI, Howell, Michigan.

Experienced announcer salesman, WHRT, Hartselle, Alabama. 773-2558.

Announcers—(cont'd)

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.

Experienced fulltime announcer needed immediately. Pay commensurate with ability. Radio Station WKSC, Kershaw, S. C. 475-8585.

"Top 40" announcer. One of Wisconsin's largest markets. Numbers on our side. Send tape and resume to PD. WRIG FM/AM, Wausau, Wisconsin.

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, Ass't 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.

Tired of going to all the trouble and expense of cutting and mailing a tape to a station, then hearing nothing from them? Send that tape and $6.25 to Professional Critique. 59 Finney Blvd., Malone, New York 12953. We'll point out your weak and strong points. We don't promise miracles, but you might just get that next job. Your tape and our critique returned. 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.

Chief engineer, West Coast bay area, AM-FM station. Must have thorough knowledge of automation stereo, directional antennas. Excellent salary with top company. Provide complete background resume with recent photo to Box F-125, BROADCASTING.

Young? Not too much experience? Doesn't matter if you're interested, learn fast and have potential. East-central. Box F-145, BROADCASTING.

Tired of arguing with unsympathetic management about technical needs? Come to work for a well-run east-coast "radio man's radio station" where the boss is an engineer himself and understands. Box F-149, BROADCASTING.

Need Chief Engineer for 50,000 watts of standard broadcasting transmitter in Florida. Applicants must have high power experience. Box F-180, BROADCASTING.

Engineer announcer $700.00 per month to qualified man. Maintenance plus some announcing. Full time AM with CP for FM. Excellent equipment. Michigan lower peninsula. Resume and tape. Box F-293, BROADCASTING.

Chief engineer for 5,000 watt daytimer with fulltime facility in New York state. Must have first class license, must report August 7. Starting salary $150-160 a week. 3 weeks vacation, hospital plan benefits, plus life insurance coverage. Box F-308, BROADCASTING.

Technical—(Cont'd)

First phone operator, energetic man who would like to be chief. Exp. not as important as desire to learn. Some announcing ability helpful. Start $125 per week for 48 hours. Box F-310, BROADCASTING.

First phone engineer needed. 1 kw directional. Experience not necessary, but must be able to learn duties with minimum of training. Contact Chief Engineer, KMNS Radio, 921 Pierce Street, Sioux City, Iowa, or phone 258-0628.

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.

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.

Engineer first class license with emphasis on tight control board operation. NO announcing. References will be checked. Don't telephone, send resume, to WIBX, Chief Engineer, P. O. Box 950, Utica, New York, 13503.

First phone engineer to work under chief. 1 kw AM directional daytime. Excellent working conditions, fringe benefits. Permanent or for summer. Willing to train sincere beginner. Contact manager, WOKW, Brockton, Mass.

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.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start $125 or better. Box D-81, 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.

#1 station, major SW market, has immediate opening for top newsman 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.

Experienced radio newsman wanted by group owner. Must be strong on air and writing ability. Send tape and resume immediately to Bob Larkin. News Director, WAMS, 414 Franch St., Wilmington, Delaware.

World wide audio news service has immediate openings for top notch news editors to edit tape, get beepers, have technical ability. work hard . . . Voice quality nonessential. Good pay-good future. New York City area residents considered first. For personal interviews, call 212-686-6850.

Production—Programing, Others

Man with program and sales experience for small market. Must have car. State salary. Box F-242, BROADCASTING.

Wanted: Experienced young woman for continuity writing. Advertising copy. Willing to train recent graduate, major English or journalism. Small market. good living, old established station. Give full particulars in letter. Box F-280, BROADCASTING.

Girl Friday, single, for Central Florida small market. Need someone who knows full operation of small station, including typing, billing, payroll copy, air work, PD. Medium pay but lots of experience and wonderful living. Resume with photo, Write Box F-303, BROADCASTING.

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.

Production—Programing, Others continued

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.

Experienced copywriter, male or female, WLDS, AM & FM, Jacksonville, Illinois.

RADIO

Situations Wanted—Management

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.

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.

Manager first phone. Eighteen years experience radio. Desire first managerial position. Prefer Western states. Box F-198, BROADCASTING.

Need a tough manager? Small to medium market. Fulltimer. Texas, Oklahoma, Colorado, Kansas, Missouri. No dogs, but can help troubled station. Family man degree, 31, 13 yrs. experience. Top sales, low expenses. $250/wk plus car, override and moving. Must have full responsibility. Box F-250, BROADCASTING.

General manager with solid broadcast and agency background available for Northeastern operation. Sales and administration. 10,000 plus incentives gets a hardworking family man. Box F-260, BROADCASTING.

General Manager seeking reliable lifelong management position in small market. 15 years experience in station management, strong on sales, production, announcing. play by play sports. Not afraid to work—Love every bit of it. Box F-278, BROADCASTING.

Guarantee to put your station in black within three months.—no gimmicks—just hard work and know how — on a proven results basis. Now manager, middle market. Box F-283, BROADCASTING.

Radio management. Strong on creative sales. Excellent record. Currently sales manager. Box F-291, BROADCASTING.

Small market manager desiring to move family to nice small town. Former owner operator 12 years Knows what Ownership wants and needs. I'll give your station hard work, diplomacy, integrity, stability, sobriety for salary fair to both of us. Good knowledge all phases including sales, first phone. Box F-304, BROADCASTING.

Sales

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.

Young, ambitious, creative salesman. Presently with 50,000 watt major metro station, seeks new opportunity with major market station willing to let an aggressive salesman make the big dollar. Box F-271, BROADCASTING.

Experienced salesman—would like to announce and sell, 3rd ticket, military completed, news, sports. Box F-313, BROADCASTING.

Manager—one of best personal salesman in industry-has had wrangling with owners, up to here. Make me a solid permanent, unusual deal as a salesman and I'll sell, sell, sell for you. Prefer New England, will listen to others. Box F-314, BROADCASTING.

Radio professional . . . Need placement now. Sales, announcing, play by play football . . . copy writer . . . run board and xmtr . . . No drink, no floater. draft exempt, 1701 Orange Ave., Roanoke, Va. Phone DI 3-6239.

Announcers

Sportscaster. Experienced. All sports. College, family. **First phone.** Box E-353, BROADCASTING.

Situations Wanted—Announcers

continued

Third phone DJ, tight board, solid news commercials. Box F-168, BROADCASTING.

"Let's Talk" Have profitable idea for talk show. Need station with eye for talent, ideas, profit to air show. Prefer east of Rockies, consider all offers. Have talent, know how, ambition, ideas to put show over for a mutual profit. 1-302-475-4825 or Box F-234, BROADCASTING.

Top 40 1st phone, PD, MD, and C.E. Tired traveler wants a home near large market. Good money, good conditions and I'll stay. Contract required. Box F-235, BROADCASTING.

1st phone with FM experience seeking AM experience in metropolitan NY southern tier NY. Box F-239, BROADCASTING.

DJ Sales first phone. Prefer personality radio. Contemporary or country. Five years experience. Age 39. State salary and commission. Box F-241, BROADCASTING.

Pro announcer . . . conversational style . . . mature . . . family . . . "mild winters" . . . $150.00 . . . Box F-244, BROADCASTING. (212-F17-3994).

Authoritative newscaster, announcer DJ, sportscaster, experienced, dependable, third phone, will relocate. Box F-245, BROADCASTING.

Veteran sportscaster. Would like to relocate. Reporting and play-by-play. Some TV. Box F-249, BROADCASTING.

Announcer newsman position wanted in medium market. Aggressive young broadcaster wants MOR or Top 40 operation. Now have major news shift in Top 10 market. Strong background. College education. Box F-256, BROADCASTING.

Production-minded. Talented Top 40 or middle of the road man, 25 years old veteran, holding a first phone license who knows radio including maintenance and repair; married, looking for a good paying job with a future. Northeast preferred, but will relocate if the price is right. Box F-257, BROADCASTING.

Top 10 contemporary personality with "schticks" looking for opportunity and bread. Excellent numbers. Let's talk. Box F-259, BROADCASTING.

Experienced hard rock jock-Nut—Medium market—Young sound for young audience. Box F-270, BROADCASTING.

It's superjock! PD, first phone, top references major market experience. Box F-272, BROADCASTING.

First phone one year experience, rock or MOR, married mature, West Coast oriented. Move anywhere. Box F-274, BROADCASTING.

Bright personality. DJ announcer, authoritative newscaster, non-floater, professional attitude, Box F-277, BROADCASTING.

Creative mind, good voice, talent coupled with BA, first phone, 4F, experience as announcer, program director, chief engineer, wants position that has some travel opportunities. Box F-294, BROADCASTING.

One year experience, some college, third, good voice. Box F-298, BROADCASTING.

Mature announcer sixteen years radio wishes to associate with radio and/or television facility using moderate music and general format. Several voices and dialects with commercial potential. Preference Midwest but could locate elsewhere. Box F-299, BROADCASTING.

First phone—Sober family man. Solid with community. Top audience and response. Program—music director, remotes, forum, metro or rural. Contemporary C&W preferred. Currently earning $750 monthly in small market. Solid professional operation only. Box F-302, BROADCASTING.

Dependable pro, trained DJ. Tight board. Third endorsed. Combo. Florida area preferred. Box F-306, BROADCASTING.

Negro DJ, rock or Gospel, One year experience. Box F-307, BROADCASTING.

Beautiful music specialist! First phone. Cluster formats, etc. Non-personality. Nights preferred. Extensive background. No maintenance. Interview 201-227-1103.

Announcers—(cont'd)

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.

Broadcast graduate, third endorsed, veteran. Enthusiastic, willing to work, want to learn. Curtis Barton, 305 Wabash, Wichita, Kans. 67214.

Personality personified—the James Bond of the Top 40 Deejays.—College graduate with credentials.—The Starr of the era—The greatest—The confidence of ability is ability —Jeff Starr, 116 West Avenue, Seekonk, Mass., (617) 336-9247 02771.

1st phone announcer with one year of experience. Like to locate in Southwest, but will consider other. Confined to wheelchair, but completely independent. Terry Smith, 206-871-0353.

DJ, age 20, 3rd class, undraftable, dependable, 2 yrs., exper. voice reading, diction, production, good. Top 40 or good music. Want to work learn, business, will relocate anywhere for good opportunity. Need a job badly, please call, John Long, Route #4, Roxboro, North Carolina, phone 599-5090.

West. Air copy. Box 19, Carthage, Mo. 64836.

Lively DJ—Two years experience, first phone family man looking for stable opening. Ron Rich, 196-31 53 Ave., Flushing 65, N. Y.

Want a real smile on the dial? Then call 216-746-6427 for fast service. Will start anywhere necessary. 3½ months exp.

Technical

Self-study got first phone. Combo experience. Active ham, 23, draft exempt. Box F-181, BROADCASTING.

AM-FM engineer Technical director seeks advancement. Strong on AM-FM maint. light on announcing. Experience includes installation from the ground up both high power AM and FM Stereo. Request Southeast. Box F-282, BROADCASTING.

Broadcast engineer with control room, Special events, remotes and motion picture projection, recording, total of 20 years experience. What have you got to offer me? Pat M. Genduso, 154 Seventh Ave., New York 11, N. Y.

NEWS

News Director material, Can build department from bottom. $11,000 min. Box F-50, BROADCASTING.

News director. Eighteen years experience. All phases of radio, first phone. Prefer Western states, Alaska, overseas. Box F-197, BROADCASTING.

Three awards in past three years. So what else is new? Challenge me. Decade experience. News-oriented major market stations only. Box F-273, BROADCASTING.

Production—Programing, Others

Knowledgeable, well-seasoned top 40 pd-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.

For Sale: 17 years experience, including management, sports, sales. Prefer sports. Reliable, dedicated, minimum $200. Box F-279, BROADCASTING.

Professional . . . 15 years experience in all phases of radio except engineering . . . Family man . . . seeks paying permanent position. . . . Interested in all offers including the Caribbean. . . . Presently employed. Box F-289, BROADCASTING.

Creative mind, good voice, talent coupled with BA, first phone, 4-F, experience as announcer, program director, chief engineer wants position that has travel opportunities. Box F-309, BROADCASTING.

Writer, producer, director, in Peabody winning documentary series available immediately due to cutback. Experienced cameraman, creative editor. James Culp, 246 Manor Drive, Mill Valley, California 94941.

TELEVISION—Help Wanted

Announcers

Sports director for Midwest television station, a fulltime position for an experienced personality. Air video tapes, SOF and resume to Box F-218, BROADCASTING.

Technical

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 engineer for operations. With or without experience. Permanent position. Send complete resume to Box F-223, BROADCASTING.

Full power VHF station located in Rocky Mountains has immediate permanent position open for first class engineer. Experience helpful but not necessary. Desire to learn and advance essential. Excellent working conditions and benefits. Box F-251, BROADCASTING.

Full color television station in Arizona is now accepting applications from first class licensed engineers. Previous switching and transmitter experience preferred, but not necessary. If you have "Had it" with cold winters, it's time to consider a permanent move. Resume and picture in first letter to Box F-287, 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.

Wanted experienced first ticket to assume assistant chief's position. Excellent opportunity for advancement. Excellent compensation, fringe benefits and working conditions. New equipment includes color film chain, VTR's, and special effects switcher. Apply to R. Vincent, Manager, KCND-TV, Box 191, Pembina, North Dakota, 701-825-6292. A McLendon Station.

Two television technicians experienced in studio operations. Knowledge of VTR and color desirable. Credit allowed for prior TV experience towards salary. Apply: Glenn Lahman, Chief Engineer, WBZ-TV, 1170 Soldiers Field Road, Boston, Mass. 02134.

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.

TV technicians for permanent position. Experienced in video tape, film and live color, and/or transmitter. Will pay right man $190.00 per week to start. Excellent fringe benefits and retirement. Three weeks vacation after one year. Send resume to: Chief Engineer, WKRC, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Major midwest color equipped, 2 station ETV operation needs studio transmitter and maintenance engineers. Excellent salary and fringe benefits. Contact Chief Engineer WMVS/WMVT, 1015 N. 6th St., Milwaukee, Wisconsin 53203, 414-271-4341.

Studio engineer with first phone permanent position. Contact Ray Krueger, Chief Engineer, WQAD-TV, 3003 Park 16th St. Moline, Illinois 61265.

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.

TV transmitter engineer. Immediate opening with pioneer, all color station for quality minded man experienced in operation, maintenance and test of G. E. and RCA, VHF transmitters. Call or write R. L. Renaud, Chief Engineer. WWJ-TV. Detroit 48231. Telephone 222-2182.

TV engineer with first class license interested in gaining knowledge through experience with latest high band color video tape equipment and plumbicon color cameras. Equipment on hand and installation to commence within a few weeks. Get in on the beginning. Call the Chief Engineer collect, 313-239-6611.

NEWS

Anchor man for top-rated Northeast VHF. Authoritative air personality. Solid news background, writing ability, creativeness. Guaranteed top wage for right man. Box F-284, BROADCASTING.

Thinking, experienced news reporter, writer and air man for radio-TV five day week needed before August. Tape and resume to Doug Sherwin, KGLO-TV, Mason City, Iowa.

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.

Top television station in first 10 markets seeking qualified on-air meteorologist weatherman. Salary open, if interested, send photo and resume. All replies confidential. An equal opportunity employer. Box F-254, BROADCASTING.

TV Art Director. Immediate opening for creative experienced all round man to take over art department. Top independent UHF in major east coast market. Send resume and salary requirement to Box F-263, BROADCASTING. An equal opportunity employer.

Need August 15: (1) Studio Supervisor, (2) Producer-Director for expanding ETV, VHF all-new color facility. Position (1) requires experience in lighting, staging. Color experience preferred. Position (2) requires directing experience, minimum BA degree. Excellent climate, state benefits, working conditions. Faculty status. Reply with resume references. Box F-288, BROADCASTING.

Milwaukee ETV stations, WMVS/WMVT, 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

Sales

Best results with ideas! Creative sales management. Contact me now! Box F-150, BROADCASTING.

Outstanding record creative sales and sales management. Excellent relationship current employer but earnings limited. Box F-292, BROADCASTING.

Technical

College graduate this June, married, 30, experienced as chief of small B&W, TV, FM and high powered AM, desires position of technical responsibility. Energetic, capable of both leading and following. Resume and letters of recommendation available. Box F-262, BROADCASTING.

NEWS

Bulletin . . . Young on-air television newsman with medium TV station desires bigger market! Two years experience plus Master's degree in TV & Radio. Box F-297, BROADCASTING.

Hard worker, ready, willing, able for television production and interviews and gathering and writing news. 614 N. Main Street, Clyde, Ohio.

Production—Programing, Others

Producer director with five years experience in commercial television desires position in ETV. Box F-240, BROADCASTING.

Film Director . . . Experienced in all phases of film production and editing, single, will go anywhere. Box F-296, BROADCASTING.

Production—Programing, Others

Continued

17 years with same AM-TV chain has given me experience in broadcast accounting, traffic sales, service, administration, and 11 years of CATV. Currently manager of personnel and administration in charge of all training procedures and systems. Supervised every phase of accounting: budget preparation and control. income and expense projections, for; financial institutions and stockholders such as proform as source and application of funds, etc. Experience with EDP and computers. Written operating and training manuals for every job classification. New challenge and location more important than money or fancy fringe benefits. I still take shorthand and would consider secretarial position for busy executive who needs someone who can save him time help him organize work, draft letters, etc. Write Box F-268, 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.

Wanted: Older FM transmitter. 3 kw up. Any condition for cash or part cash and new professional Magnecord 1028 two track stereo record two and four stereo play. 600 ohm input-output. Rack mounting adapter. New in factory sealed cartons. Box F-255, BROADCASTING.

Wanted to buy: Used UHF Channel 21 antenna. Also For Sale: UHF RCA Channel 62 antenna. Contact WANC-TV. 75 Scenic Highway, Asheville, N.C.

Need 2 Lapp base antenna insulators #5537. Contact Pat Uliano, WICC. Bridgeport, Conn.

Wanted used freq. & mod. monitor for FM station. Prefer HP335B will consider others. Beverly Kruger, Rt. 1, Box 337-6, Kenosha, Wis.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Tower lighting kits. Hughey & Phillips No. 2C1-2A. Complete with 300mm Beacon flashers, spare bulbs, etc. New-Unused. $350.00 set. S. W. Electric—Box 4668, Oakland, Calif. 94623.

6 Bay RCA turnstile on channel 9. 6 bay RCA turnstile on channel 4. 1600 feet of 3⅛ coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

Two, three year old TK-60's mint condition. Complete except pedestal. Very reasonable. Call 319-324-1661 or write Dave Hauser, WOC Broadcast Center, 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.

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 check for $375 takes Johnny Knorr, WKBI, St. Mary's, Pa. 15857.

KRS tape cartridge system complete with Model SB-6R1 6 Stact 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.

Continued

66 albums of original 78 standards and priceless recordings. Good condition. For collectors or excellent for special Radio station use. Further information write: KLBS Radio, P.O. Box 672, Los Banos, California. Collectors invited to inquire.

Two-way remote system. Base station carunit, antenna, copper cable. Frequency 170.15. . . . Good for summer months and traffic, special reports. . . . In business, for only $500.00 cash. Will be sold within two weeks. Write: KLBS Radio, Los Banos, California 209-826-4996.

Gates yard console $800. Altec Lansing 230-B console $400. Gates Sta-level $175. Gates SA-38, SA-39 limiters. RCA 66-A modulation monitor. Collins M-20 mike. Two Gates 16 inch turntables with arms—new 1954. KOZE, Lewiston, Idaho.

1 RCA BF A-4B FM antenna tuned to 99.3 MHz. Deicers, mounting hardware, heater harness etc. In use two years. Crated, best offer. Chief Engineer, WLPO-FM, LaSalle, Illinois.

Mosely studio transmitter Link model PCL-2B with crystals for 946 megacycles. Complete unit less antennas in A-1 operating condition. Write Irv Laing, WQTE Radio, P.O. Box 306, Monroe, Michigan 48161.

Two Sarkes-Tarzian solid-state microwave transmitters and receivers. Model TMT-1000 (10 watts at 2GHZ) Contact Arden Ramsey, 812-232-9504 — WTWO-TV, Terre Haute, Indiana.

Transistorized fully, R20861A northern electric TV sync generator, perfect. Cost new $3,600 in 1961. As new, sacrifice for fraction of cost. Ted Dames Co., 308 Hickory St., Arlington, N.J. 07032, (201) 998-4246.

For Sale: Hammerlund SP 600 solid state converter, 15 RO teletype machine, beam antenna, plus crystals for receiving AP and UPI Spanish language newscasts. Excellent condition. $1,000 complete. The Dispatch, Box H, Douglas, Arizona 85607 or phone 602-364-3424.

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 strpis, 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.

Over 100 radio stations in 50 states are using and reordering our program log forms. Designed for easy log analysis. Inexpensive. Imprinted with your call and address. As low as $8.00 per thousand. Write for samples, prices. Fast, complete union printing for the broadcast trade. Biggs-Johnston-Withrow. Box 1309, Beckley, West Virginia 25801—affiliated with WJLS, WBKW, WKNA.

"365 days of laughs" . . . a daily radio gag service. Prepared by deejays for deejays. $5. per month. $50. per year. Box 3736 Merchandise Mart Stn. Chicago. Illinois. 60654.

Editorials custom-written for your local market. Five per week, highest professional quality, reasonably priced. Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B. 1505 N. Western Ave., Hollywood. Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS—(Cont'd)

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, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for July 12, October 4. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no subsitute, REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition $295. Rooms and apartments $10-$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin July 31—Sept. 5—Oct. 9. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition $295. Job placement. Housing available for $10-$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

We train broadcasters . . . The Don Martin School (America's foremost School of Broadcasting, Established in 1937) offers Training in FCC 1st. Class License preparation. Radio & TV announcing covering news, sports, Commercials, Narrative & Descriptive reading and Languages. Radio Production utilizing RCA, Gates & Collins Consoles with Production problems for all types of DJ formats. script & commercial writing and producing, Sales & Station Management, television production including camera operation floor management, production & tech. Directing 16MM Filming, Video Taping, Audio, Lighting, and Makeup. All Courses are approved for Veteran Training. For further information call or write Don Martin School of Radio & TV. 1653 No. Cherokee. Hollywood. Calif. Hollywood 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Minneapolis, Hollywood, Memphis, or Seattle. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan, Manhatten Beach, Calif. 90266.

INSTRUCTIONS—(Cont'd)

Professional Training in announcing and station management. Immediate enrollment. Bank financing. Job guaranteed. Tennessee Institute of Broadcasting, 1811 Division, Nashville. Tennessee 256-7622.

RADIO

Help Wanted—Announcers

WANTED!

Top sounding D.J. for one of the Nation's leading stations. Must be quick witted, strong in the production room, promotion minded and willing to work hard for a five-figure salary. Promotion-writing ability helpful. Air mail a short resume and brief audition tape to:

Box F-247, Broadcasting.

MAJOR SUBURBAN

AM-FM has a few choice weekend hours for ethnic or specialty packagers. Produce show, service accounts, generous talent arrangement. Already successful German, Italian, Polish. Must handle complete package. How about Irish, Spanish, Negro? Covers the Bronx, Jersey, Nassau, Westchester. Write:

Box F-305, Broadcasting.

PRODUCTION DIRECTOR

and NEWS ANNOUNCER. Two men needed by major market 24 hour adult radio station. Good pay, insurance, fringe benefits, security in wonderful Miami with young company that needs ambitious career radio men. Send tape and resume to Ed Winton, WOCN, Miami, Florida.

Help Wanted—Technical

CUSTOMER SERVICE SPECIALIST

Opportunities for challenging technical work with a leading broadcast manufacturer. Customer Service Specialist handles technical problems for customers through field trips or telephone and written communication.

Must have at least one year resident technical school training plus First Class Radiotelephone license and two to five years broadcast station experience. Excellent salary and complete fringe benefits. Please send resume to:

Box F-275, Broadcasting.

Technical—(cont'd)

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

Production—Programing, Others

Program Directorship AVAILABLE

. . . in one of America's most enchanting cities. Applicants must be aggressive, creative, promotion-minded, aware of fads and able to assume an important DJ show. Top production ability is a necessity. Must be presently operating a Contemporary station in a top 100 market. The best man will get a great job with a great station. Handsome salary. Send a brief resume and short audition tape to

Box F-248, Broadcasting.

PROGRAM DIRECTOR

$15,000 to $18,000 for P.D. Must currently be in top 25 market. Modern M.O.R. format. Must know Programing-Promotion and do afternoon air shift. This man must have ability to handle people. Send complete resume-photo-air check to:

Jerry Jackson
Nationwide Broadcast
Personnel Consultants
645 North Michigan Avenue
Chicago, Ill.

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

TELEVISION—Help Wanted

NEWS

Production—Programing, Others

TELEVISION

Situations Wanted—News

FOR SALE

Stations

(Continued from page 95)

ment of license from WJOR Radio to Van Buren County Broadcasting Inc. for $135,000. Principals: Dee O. Coe, president, J. M. Coe, vice president and Jeane F. Coe (each 30%) and Victor H. Voss, secretary-treasurer (10%). Mr. Dee O. Coe is president and 42.35% owner-director of Lake Broadcasting Inc., licensee of WWCA Gary, Ind. Mr. J. M. Coe is vice president of Best Foods Division of Corn Products Co. (food processors) New York. Jeane F. Coe is housewife. Mr. Voss is director and secretary-treasurer of Lake Broadcasting Inc., director and secretary-treasurer of La Porte County Broadcasting Inc., licensee of WLOI-AM-FM La Porte, Ind. and is technical director of WWCA and WLOI. Ann. June 16.

KFAL Fulton, Mo.—Seeks involuntary assignment of license from Robert W. Nickles, deceased, to Orpha G. Nickles and Dave L. Cornfeld, coexecutors. Ann. June 21.

KXEN Festus-St. Louis, Mo.—Seeks transfer of control from Ralph Bitzer (5% before, none after) to Harold S. Schwartz (50% before, 55% after, plus note letter of transmittal regarding 45% held by Cora Lee Garrett). Ann. June 20.

KUDI Great Falls, Mont.—Seeks transfer of control from Frontier Broadcasting Inc. to Frontier Broadcasting Inc. Principals to whom stock will be issued: Sherlee T. Graybill, secretary-treasurer, Gayle C. Kirby, president, J. H. Freeson and Louis W. Flaherty, vice president. There has never been stock issued by Frontier, therefore proposed transfer is by initial issuance of stock in corporation. Ann. June 21.

KHBV(TV) Henderson, Nev.—Seeks assignment of CP from Charles Vanda to Nevada Communications Inc. Mr. Vanda (president and director of Nevada Communications) has proposed to give to Mr. Guggenheim (vice president and director of Nevada Communications) 1½% interest in the corporation. In return for stock to be issued to Mr. Vanda, he is turning over to the corporation all assets and the corporation is assuming all liabilities. Ann. June 16.

KONE Reno—Seeks assignment of license from Radio KONE Inc. to Lotus Radio Corp. for $135,000. Principals: Howard A. Kalmenson, president. Lotus Theatres operates KWKW Pasadena, Calif. and owns all stock of Lotus Broadcasting Corp., licensee of KENO Las Vegas, and is applicant for new TV (ch. 13) in Las Vegas. Lotus is parent corporation of Lotus Radio Corp. Ann. June 20.

WMOA-AM-FM Marietta, Ohio—Seeks assignment of license and CP from William G. Wells and R. Sanford Guyer d/b as Marietta Broadcasting Co. to Major-minor Corp. for $150,000 with provision for adjustment. Principal: W. Ernst Minor, president and treasurer (100%). Mr. Minor has no other present business interests indicated. Ann. June 21.

WHJB and WOKU-FM Greensburg, Pa.—Seeks inadvertent transfer of control form Robert H. Burstein, Melvin A. Goldberg and Leonard E. Laufe c/o WHJB Inc. to Melvin A. Goldberg, Leonard E. Laufe and Sidney Stark Jr., voting trustees, c/o WHJB Inc. Ann. June 15.

KONO and KITY(FM) San Antonio, Tex.—Seeks assignment of license from Mission Broadcasting Co. to Mission Central Co., newly formed, wholly owned subsidiary of Mission Broadcasting, which is also parent corporation of Mission Telecasting Corp., licensee of KONO-TV San Antonio. Another subsidiary is Mission East Co., permittee of WRIZ Coral Gables, Fla. Jack Roth is president of Mission Broadcasting and Mission Central. Ann. June 21.

KXIX-TV Victoria, Tex.—Seeks transfer of control from Dwight W. Strahan, president, Guadalupe Valley Broadcasting Co. (50% before, 40% after) to South Texas Telecasting Co. (none before, 60% after). Principals: Mr. Michael D. McKinnon, executive vice president and Dwight W. Strahan, executive and chief engineer. South Texas Telecasting is licensee of KIII-TV Corpus Christi, Tex. Michael D. and Clinton Dan McKinnon together own all outstanding stock of licensee of KSON and KSEA San Diego. Clinton D. McKinnon (father of Michael D. and Clinton Dan) is director of KSON and KSEA. Consideration $60,000. Ann. June 16.

WRVC(FM) Norfolk, Va.—Seeks transfer of control from Harrison W. Moore Jr., Charles G. Messie Jr., Forrest P. Clay Jr. and Mason C. Andrews to Virginia Good Music Corp. Principals: Leroy T. Canoles Jr., M. Lee Payne and William C. Worthington. Messrs. Worthington and Canoles are attorneys. Mr. Payne is executive vice president of bank. Voting trust, no consideration. Ann. June 20.

WKNA(FM) Charleston, W. Va.—Seeks assignment of license from Joe L. Smith Jr. Inc. to Perfection Music Inc. License corporation desires to dispose of WKNA and to consolidate its WULS and WBKW(FM) Beckley, W. Va. into new corporation. Principals: Ray C. Tincher, president (100%). Mr. Tincher is president of dental manufacturing concern. Incorporation. Ann. June 2.

WMON Montgomery, W. Va.—Seeks assignment of license from Fayette Associates Inc. to Greater Montgomery Broadcasters Inc. for $70,000. Principals: Robert B. Harvit, president (49%) and Edward L. Shuey (50%). Mr. Harvit owns WBTH Williamson, W. Va. Mr. Shuey is district manager of Gates Radio Co., Quincy, Ill. (Washington office). Ann. June 21.

ACTIONS

KERN-AM-FM Bakersfield, Calif.—Broadcast Bureau granted transfer of control from Urner Broadcasting Co. to Edward E. Urner 80% before, 76% after) and Ernest R. Winn (20% before, 19% after), and James L. Norman (none before, 5% after) d/b as Urner Broadcasting Co. No monetary consideration. Action June 13.

WFLM Fort Lauderdale, Fla.—Broadcast Bureau granted assignment of license from The Findlay Publishing Co. to Broward County Broadcasting Inc. for $90,000 cash, $10,000 deposit in escrow. Principal: Albert S. Tedesco, president (100%). Mr. Tedesco owns 75% of KDUZ Hutchinson and 85% of KTCR Minneapolis, both Minnesota, 100% of WIXX Oakland Park, Fla. and 100% of WWCM Brazil, Ind. Action June 16.

WRYT Boston—Broadcast Bureau granted transfer of control from Ralph C. Guild to Atlantic States Industries Inc. Principals: Transferee is 100% stockholder of Portland Broadcasting Corp., licensee of WLOB-AM-FM Portland, Me., Brattleboro Broadcasting Corp., licensee of WTSA Brattleboro, Vt., and Pensacola Broadcasting Corp., licensee of WNVY Pensacola, Fla. No consideration involved. Action June 15.

KDLM Detroit Lakes, Minn.—FCC granted transfer of control from Kendall Light to Alver Leighton. Permittee is Detroit Lakes Broadcasting Corp. Principals: Herbert Gross Jr. (40%) and Alver Leighton (60%). Consideration $107,000. Action June 21.

KNOP-AM-TV North Platte, Neb.—Broadcast Bureau granted transfer of control from Fred E. Shrake, agent for North Platte Television Inc. to Fer-Rich Broadcasting Inc. Principals: Frrris E. Traylor, chairman of board and treasurer. Richard F. Shively, president, et al. Mr. Traylor and Mr. Shively own 100% of stock of Telesis Corp. and are officers and directors. Telesis is holding corporation which owns 80% or more of stock of various corporations which operate CATV systems. Mr. Traylor is majority stockholder in Property Developers Inc. and Two Rivers Inc. and director of bank. Mr. Shively owns 18.8% stock of Kentuckiana Television Inc., licensee of UHF station WLKY-TV Louisville, Ky. Consideration $216,810. Action June 16.

WOHP Bellefontaine and WERT-AM-FM Van Wert, both Ohio; KTUC and KFMM (FM) Tucson, Ariz.; WKLC-AM-FM St. Albans, W. Va., and KYVA Gallup, N. M.—Broadcast Bureau granted transfer of control from Cote Inc. to 2588 Newport Corp. In each case, licensee corporation remains intact, but 2588 Newport Corp., newly organized corporation, 50% owned by Cote Inc. and remaining 50% owned by Raymond I. Kandel, will become sole stockholder of each of five licensees involved. Cote now owns 100% of WOHP, KTUC, KFMM(FM), WKLC-AM-FM and 50% of WERT-AM-FM. Mr. Kandel now owns other 50% of WERT-AM-FM and 100% of KYVA. Consequently Cote is proposing to relinquish positive control of WOHP, WKLC-AM-FM, KTUC and KFMM(FM) for negative control (50%) position and Mr. Kandel is doing same with respect to KYVA. Relationship (50%-50%) with WERT-AM-FM remains unchanged except that such interests will be held through 2588 Newport Corp. Mr. Kandel will also retain 33⅓% ownership in WMON Montgomery, W. Va. Consideration: Cote will contribute $76,855.74 to capital of KTUC by cancellation of station's indebtedness to Cote. 2855 Newport Corp., Cote Inc. and Mr. Kandel have each subscribed for five shares of common stock of Newport at $100 per share. Action June 13.

WBNO-AM-FM Bryan, Ohio—Broadcast Bureau granted transfer of control from George E. Oleson (100%) to Forrestral Village Inc. (50%) and J. William II and Isabelle P. Middendorf (50%). Principals: Carl Shipley. Mr. Shipley is 100% owner of Forrestral, attorney, president of National Realty Trust, vice president of Blue Jay Oil Co., vice president of Patuxent Farms Inc., director of Horse Cave Manufacturing Co. and vice president and secretary of Williams County Broadcasting System Inc. Mr. Middendorf is partner in Middendorf, Colgate & Co., president and director of Mid-Gate Corp. and president and director of management corporation. Mrs. Middendorf is housewife. Consideration from Oleson to Forrestral $25,000; from Oleson to Middendorfs $26,000. Action June 16.

WLMJ Jackson, Ohio—Broadcast Bureau granted transfer of control from Dean C. Stuhmueller a/k/a Dean Miller to Modern Broadcasting Inc. Principals: Harry Lloyd White, president and Evan Edward Davis, secretary and treasurer (each 50%). Mr. White is commercial sales manager and announcer of WLMJ. Mr. Davis is vice president of silica company and has interest in land and mineral partnership. Consideration $65,000 subject to adjustments. Action June 20.

KELR El Reno, Okla.—Broadcast Bureau granted assignment of license from C P Corp. to Young Peoples' Church of the Air Inc. for $127,500 plus $10,000 for five year noncompete agreement for which they will be paid $10,000 monthly over period of 102½ months. Principals: Donald B., president and Richard T. Crawford, vice president and Ruth Crawford Porter, secretary-treasurer. Applicant is nonprofit membership corporation organized for religious purposes. Mr. Donald Crawford owns WDCX Buffalo, N. Y. Ruth Crawford, executrix of estate of Percy B. Crawford is licensee of WMUZ Detroit, WYCA Hammond, Ind. and WDAC Lancaster, Pa. Action June 16.

KPAM and KPFM(FM) Portland, Ore.—Broadcast Bureau granted transfer of control from Marvin R. Tonkin and Samuel L. Miller to Walter P. Rossman. Principal: Mr. Rossman is president, director and 33⅓% stockholder of Romito Corp., licensee of KPAM and KPFM. Consideration $20,000 plus assumption of liabilities. Action June 20.

WWDS Everett, Pa.—Broadcast Bureau granted assignment of license from Dennis A. and Willard D. Sleighter to Radio Everett Inc. for $125,000. Principals: Melvin C. Bakner, president (70%), Sandra McNair Bakner, secretary-treasurer (5%) and Clark Vernon Bakner, vice president (10%) and Andrew W. Conner (15%). Mr. Melvin Bakner is general manager of WWDS. Sandra Bakner is office manager of WWDS. Mr. Clark Bakner is retired. Mr. Conner is mortician. Action June 16.

WPRO-TV Providence, R. I.—FCC granted assignment of license from Capital Cities Broadcasting Corp. to Providence Television Inc. for $16.5 million. Principals: Poole Broadcasting Co. (100%). John B. Poole, president, Albert J. Gillen, executive vice president et al. Poole is licensee of WJRT-TV Flint, Mich. Mr. Poole is attorney. Mr. Gillen has no other business interests indicated. Action June 16.

WYNG Warwick-East Greenwich, R. I.—Broadcast Bureau granted assignment of license from Attleboro Radio Association Inc. to Cranston-Warwick Radio Inc. for $87,500 including $15,000 agreement not to compete. Principals: James G. Smith, president, Carl Hultine, treasurer, John W. Whitby, secretary, et al. Mr. Smith is vice president, director and stockholder of Kent & Sussex Motor Co. and Kent County Motor Co.; president, a director and stockholder of Marva Acceptance Corp., Warrington Furniture Co., J. G. Smith Autos Inc.; director of Realin Corp.; president, director and 100% stockholder of Radio Newark Inc., licensee of WNRK Newark, Del.; director of Wilson Enterprises; president, director and stockholder of J. G. Smith Farms Inc., Auto Specialty Shop Inc., J. G. Smith & Co., Pinetree Corp. Inc., Birchside Centers Inc., and Prices Corner Liquors Inc. Mr. Hultine owns insurance agency. Mr. Whitby has no other business interests indicated. Action June 16.

KBRZ Freeport, Tex.—Broadcast Bureau granted transfer of control from James A. Hairgrove (deceased) to Sue B. Hairgrove, executrix of estate. Principals. Sue B. Hairgrove, is 66% owner of KBRZ Freeport, Tex. Stanley McKenzie (17%) owns 17% of KBRZ Freeport and 4½% of KWED Sequin, both Texas. Garfield Kiel (17%) also owns 17% of KBRZ and 51% of KWED. No consideration. Action June 13.

KTRK-TV Houston—FCC granted assignment of license from Houston Consolidated Television Co. to Capital Cities Broadcasting Corp. for $21.3 million. Principals: Capital Cities is group broadcaster. Thomas S. Murphy is chairman, president and chief executive officer. Action June 16.

KEND Cheyenne, Wyo.—Broadcast Bureau granted transfer of control from Richard N. Jacobson, deceased, to Harry M. Jacobson and Jerome S. Boros, executors and trustees. Principals: Mr. Jacobson is partner in Adler, Coleman Co., New York stock exchange specialists. Mr. Boros is attorney and has informal option on file to acquire all stock of WSFR Sanford, Fla., owned by his mother, Margaret Boros, who has been officer and director of that station. Action June 16.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through June 21. 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.

Brighton, Colo.—Time-Life Broadcast Inc. (multiple CATV owner) has applied for a franchise.

Ottumwa, Iowa—International Telemeter Corp. (multiple CATV owner), West Los Angeles, Calif. has applied for a franchise.

▪ Pass Christian, Miss.—Cable Video Inc. has been granted a franchise. The city will receive 2½% of the annual gross revenue.

▪ Independence, Mo.—Independence CATV Corp. has been granted a franchise.

▪ Jefferson County, Colo.—Mountain States Video Inc. has been granted a 15-year franchise.

Jefferson City, Mo.—Vumore Co. Oklahoma City, (multiple CATV owner); GT&E Communications, New York (multiple CATV owner), Mid-America Television Co., Kansas City and Jefferson City TV Cable Co. have each applied for a franchise. Vumore Co. has guaranteed the city 5% of gross revenue or $7,000 and Mid-America, 5% also.

Moberly, Mo.—Total Television of Moberly, Missouri Inc. has applied for a franchise. Monthly rates would be between $5.25 and $6.50 per month.

▪ Newton, N. J.—Total Cable TV Inc., Phillipsburg, has been granted a 15-year, nonexclusive franchise. The town is guaranteed 5½% of annual gross revenues.

Cornwall, N. Y.—Hometown TV Inc., Newburgh, has applied for a franchise.

Little Falls, N. Y.—Valley Cable Vision, Canajoharie, has applied for a franchise.

▪ Seneca Falls, N. Y.—RMC Cable Inc. has been granted a franchise.

Asheville, N. C. — Thoms Broadcasting Inc. (WISE-TV) has applied for a 35-year franchise. Installation would run from $10 to $15 depending on the number of subscribers. Monthly service charge would be $4.50. City would receive 6% of the gross monthly service charges. The franchise must be approved by voters in a referendum. Asheville Cablevision Corp. had previously applied for a franchise which was defeated in a referendum last March by 9,244 to 1,377. The city would have received 16% of the gross monthly service charges.

▪ Crestline, Ohio—Continental Cablevision of Ohio Inc. has been granted a franchise. Installation and monthly service charges will run $10 and $4.85 respectively. Continental recently received franchises to operate in Galion, and also have franchises in Tiffin, Fostoria and Findlay, all Ohio. Another applicant was Direct Channels, Akron.

Lima, Ohio—International Telemeter. West Los Angeles, Calif., (multiple CATV owner), has applied for a franchise. Lima Cable Vision Co. has a franchise for the city.

Salamanca, Ohio—American CATV Inc., Ashtabula, will purchase the Salamanca Television Cable Corp. June 30. Price was not disclosed. A 10-year franchise was granted to the Salamanca firm Aug. 13, 1964.

▪ Trafford Borough, Pa.—Western Penn Cablevision Inc. has been granted a franchise. Rates include a $10 installation fee and monthly charge of $4.75 per month. The borough is guaranteed 5% of annual gross income.

▪ Tullahoma, Tenn. — Middle Tennessee CATV has been granted a franchise. City will receive 2 to 5½% of the annual gross revenue, depending on the number of subscribers. Installation fee and monthly service charge will be $20 and $5 respectively.

▪ Charleston, W. Va.—C&S TV Inc. has been granted a franchise.

A big man with interests in CATV's future

BOB BEISSWENGER is the kind of guy you'd like to have alongside when you walk through one of today's big-city slums. He's tall (6 feet, 3 inches), walks with the springy, ball-of-the-foot pace of an athlete, which he was, and his bearing is military, accentuated by a Prussian-type haircut, a nod to his German forebears. In short, he looks as if he can take care of himself, And every indication is that he can.

He also looks like the model corporate executive. And he is. In five years, he has turned Jerrold Corp. around from a loss of nearly $3 million to a record $50 million in sales, with pretax earnings of $8 million, and after-tax profit of $4.3 million.

Mr. Beisswenger joined the Philadelphia CATV firm in 1961 as general manager of its electronics subsidiary. For the next thre years, this division was the only subsidiary turning a profit. He was rewarded for this record in 1964, when he was named vice president of the parent company. A year later he was elected executive vice president and a member of the board. In January 1966, he was chosen president, and a year ago next month, he was named chief executive officer.

This progress is not only a tribute to Mr. Beisswenger's abilities as manager and executive, but also to his unquestioned talent for mastering a delicate situation. He joined Jerrold just after Milton J. Shapp, Jerrold's founder, had relinquished the reins to Sidney Harman. Mr. Shapp resumed the presidency in 1963 after what businessmen term "policy differences." In 1966, Mr. Shapp sold his interests to a group of Philadelphia financiers and others; this was after Mr. Shapp had won the Democratic nomination for governor of Pennsylvania from the state organization in a knockdown, dragout fight. Mr. Shapp lost to his Republican opponent in the fall election of that year.

Playing Fields ▪ From his sports background (he was a two-letter man at Temple University—baseball and soccer—as well as on the football and basketball squads) Mr. Beisswenger draws the analogy for his approach to corporate management: "In sports, one day you're a hero, the next day you're a bum. You learn to like being a hero, and that's a great goal on or off the playing field."

As a modern corporation executive, Mr. Beisswenger is a realist. He acknowledges that CATV today is in a period of adjustment. But he firmly believes in the future of CATV. "The citizens," he observes, "are entitled to maximum communications facilities. CATV can and does provide this opportunity." He's critical of the FCC's regulation of CATV, too. "The FCC's posture seems to be oriented to economically protecting existing systems; it should be directed toward protecting the public's right to maximum exposure to mass communications."

He's also a pragmatist on copyright payments. "There's no question that we're going to have to pay royalties," he said recently, "it's just a question of how much and to whom."

Mr. Beisswenger's early life was the usual middle-class one for those who grew to manhood during the Depression. Work was part of this milieu, and young Bob was no exception. In Olney, a Philadelphia suburb where he was raised, he cut grass in the summers and shoveled snow in the winters.

Even while attending Temple University he worked parttime during the school year and fulltime during the summer vacation for the Philadelphia Electric Co., and joined the utility firm after graduation. He was a clerk in the purchasing department, he read meters, he delivered bills. He even rode the "tap wagon"—the crew that cut off connections when customers were too far in arrears.

He was drafted into the Army before Pearl Harbor, and soon entered Officer Candidate School. Active service overseas saw him as executive officer of a Signal Corps construction battalion building pole lines in North Africa and Italy, and, after V-E Day, as assistant to the chief signal officer in the Army of Occupation in Germany. He returned to civilian life, and the electric company, with a major's oak leaves on his shoulders.

Pay Check Error ▪ One day, about a year after he had returned from the wars, a secretary mistakenly handed young Bob his supervisor's pay check. Thinking it was his own, he opened it. "When I saw how little more he earned than I did," he recalls, "I quit."

For the next dozen years, he was a salesman, and a pretty successful one at that. After five years as a manufacturer's representative in Philadelphia, he joined Indiana Steel & Wire as general sales manager, then Whitney Blake Co., New Haven, Conn., as sales vice president.

As he recalls today, he almost turned down the offer from Mr. Shapp in 1961. The salary was virtually the same that he was making in New Haven. Also he had just bought a new home there and he and his family were scheduled to move into it within the week. But the Jerrold offer included stock options, and that settled it for him. "This was my opportunity to gain a little equity for myself," he says.

When time permits, Mr. Beisswenger can be found sports fishing for marlin and tuna off the coast of New Jersey. Last year he won the New Jersey marlin tournament with a catch of a 65-pound white spearfish. Only last month, he acquired a 43-foot Pacemaker fishing boat, powered with twin 440 HP Holman and Moody engines. Pigeon racing, stirred in his youth by his grandfather, is still a hobby, but he doesn't have as much time for it as he did some years ago.

Although all who know him speak of his dynamic personality and his executive ability ("He's a hell of an organizer"), they also find in him that characteristic of a good leader: not to take himself too seriously. This crops up when he's asked to explain his success.

"I like to think," he responds with an engaging grin, "that I have a very expensive wife and daughter. I want to see if I can make more than they can spend. So far I'm a little behind, but I'm gaining."

WEEK'S PROFILE

Robert Harry Beisswenger—pres., Jerrold Corp., Philadelphia; b. Philadelphia, April 30, 1917; B.S., Temple University, 1939. Major, U.S. Army Signal Corps (North Africa, Italy, Germany), 1941-46. Philadelphia Electric Co., 1946-48; manufacturers representative, Philadelphia, 1948-53; gen sls mgr, Indiana Steel & Wire Co., Muncie, Ind., 1953-58; VP sales, Whitney Blake Co., New Haven, Conn., 1958-61; gen mgr, VP, executive VP, pres. and chief executive officer, Jerrold Corp., 1961 to present; m. Margaretta Calvert, Philadelphia, 1942; children—Loreen, 19; member—Philadelphia Chamber of Commerce, Ocean City (N. J.) Yacht Club, Shriners Lulu Temple, Philadelphia; director, National Community Television Association; hobbies—fishing, pigeon racing.

Still at it

THE wholesale shuffling of contracts for commercial television service in Great Britain, which brought cries from anguished contractors there, must have produced a collective gasp among broadcasters in this country. Never has the economic structure of a commercial TV system been so severely wrenched in the name of program improvement.

One contractor was disenfranchised completely (except for a chance to acquire 40% nonvoting interest in its successor); a newspaper chain was cut from 55% to 25% ownership in another contractor and the winner of yet another franchise was required to offer stock to three newspapers associated with losing applicants; some mergers were required and, in all, three new contractors were brought in.

The Independent Television Authority, which ordained the changes, said they were made in the interests of "better quality programing." Since some critics of U. S. television have cited the upheaval with what seems a trace of envy, perhaps a review of the system itself would not be wasteful. British commercial programing is provided, of course, by contractors chosen by the ITA. The ITA is appointed by the government. The contracts are assigned on a monopoly basis, with no two contractors serving the same area at the same time. In the current reshuffle, which is effective for six years starting in July 1968, the ITA interviewed the applicants privately but held no hearings, and its decisions are not appealable.

For any who might advocate this sort of system for the U. S., the best answer was suggested by the disenfranchised British contractor, prejudiced though he may be. ITA's action, he said, amounts to "expropriation without compensation." All that needs to be added is that Americans once fought a war over an issue that sounded very similar.

Main event

BOTH risks and opportunities will be presented to broadcasters in the hearings that begin before the Senate Communications Subcommittee on July 18. The hearings will range over the spectrum of political broadcasting, from the airing of candidates' oratory to the news coverage of election returns. Underlying all considerations will be the personal interests of legislators who must face future elections, who understand the importance of broadcast exposure and who are profoundly aware of campaign costs.

The coverage of election returns is an issue of its own and probably will be treated at the outset of the hearings. The thrust of that part of the inquiry will be directed toward the accuracy of projections of the ultimate vote, before the vote is entirely counted, and the effects that early projections may exert on the voting at polls that are still open when the projections are broadcast.

Broadcasters are already prepared with good answers to questions about vote projections. Both ABC and CBS commissioned surveys that disclosed no connection between the broadcast of early returns or projections and the behavior of voters who cast their ballots afterward. There is no evidence that restrictive legislation is necessary, and a good deal of evidence that it might be unconstitutional. The most progressive step the Congress could take in the matter of election conduct would be to decree a common 24-hour voting day in national elections.

A simultaneous opening and closing of the polls across the nation, with a 24-hour span between, would not only eliminate whatever possibility now exists that early returns can influence late ones, but it would also add to the convenience of voting and hence would encourage larger turnouts at the polls. A higher incidence of participation by the electorate is much to be desired.

On the other matters that the subcommittee will take up the broadcasters may find the going stickier. There is sure to be a push for legislation requiring radio and television to donate time for political campaigning. This will be tied to proposals that purport to liberalize Section 315, the law requiring broadcasters to provide equal opportunities for rival candidates.

The idea that broadcasting ought to be "taxed" for its use of the air by specified donations of free time to politicians is by no means new, but it has been gaining support during recent Senate hearings into the President's plan for federal subsidies to political campaigners. Some influential newspapers, the *New York Times* and *Wall Street Journal*, to name two, have embraced the notion, though none of them has volunteered to carry free political advertising as a condition to the second-class-mail subsidy they all enjoy.

At these hearings, the broadcasting witnesses must be prepared not merely to resist new federal restrictions but to argue forcibly for removal of the restraints that are already on the books. The total repeal of Section 315 remains the only valid answer to political broadcasting. And it is pertinent now to point out that Section 315 contains the fairness doctrine which the FCC has just extended to cover cigarette advertising.

Reaffirmed

THE FCC, despite inordinate pressures, is still running its own shop—but by the narrow margin of one vote.

Four of the seven members stuck to their guns in reaffirming the ITT-ABC merger after a six-month delay.

It took fortitude for the majority to hold fast. Its opinion was temperate, lucid and in our judgment unassailable insofar as the criteria customarily applied to station transfers—whatever their dimensions—are involved. It is not for the FCC to decide whether there are antitrust dangers or infractions. That responsibility, by law, reposes in other arms of government.

Now that the FCC has acted, after full hearing. we hope this will end the costly foot-dragging, permitting ABC to move ahead full-tilt with its new partners to provide full-schedule, three-network competition.

Drawn for BROADCASTING by Sid Hix
"That's one thing we don't have to worry about . . . the disadvantages of smoking 100-millimeter cigarettes!"

Today's achievements in electronic communications are but a prelude to the opportunities of tomorrow.

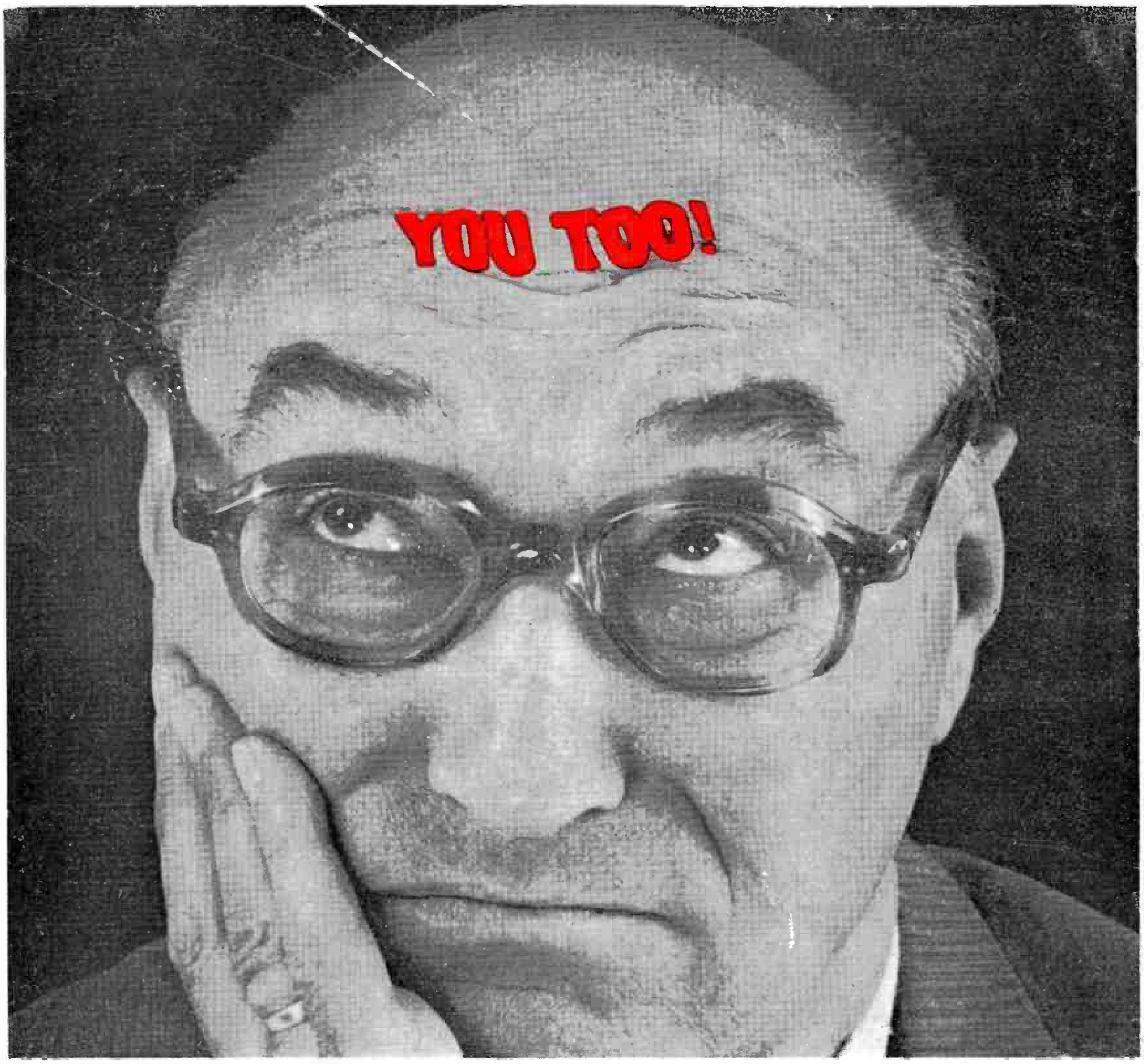
Now the company that produced Surveyor, the lunar soft-landing spacecraft, the Syncom and Early Bird communications satellites and many other significant "firsts" joins with a renowned leader in closed-circuit and community antenna television for an exciting venture in modern electronic communications.

TelePrompTer Corporation and Hughes Aircraft Company have created THETA-COM to search out, develop and determine commercial applications for new products and systems in specialized areas of electronic communications.

THETA-COM

THETA COMMUNICATIONS CORPORATION
50 West 44th St., New York, N. Y./212 JU 2-3800

RESEARCH, TESTING
DEVELOPMENT
and DISTRIBUTION of
electronic transmission systems,
equipment and techniques.



It's easy but it's not us. Life would be so sweet if only we'd rubber-stamp our customers. Instead of varying our approach to CATV problems, we'd have pat solutions. Instead of basing our recommendations on thorough research of local characteristics, we'd have one big blanket formula for building, operating, and engineering a system. If you're thinking CATV, you'll find rubber stamps everywhere. But if you want originators and innovators, come to TeleSystems. The idea people.

Serving CATV Systems in Engineering, Construction, Equipment, Promotion & Management

KNOW-HOW . . . THAT'S TELESYSTEMS!

TeleSystems Corporation

113 SOUTH EASTON ROAD, GLENSIDE, PENNSYLVANIA · 215 TU 4-6635