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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

President persuades Lee to accept third FCC term. p31
FCC committee endorses pay TV as supplement to free TV. p32
Inside look at how NBC-TV deals with its affiliates. p36
Copyright meeting draws broadcasters and CATV together. p40

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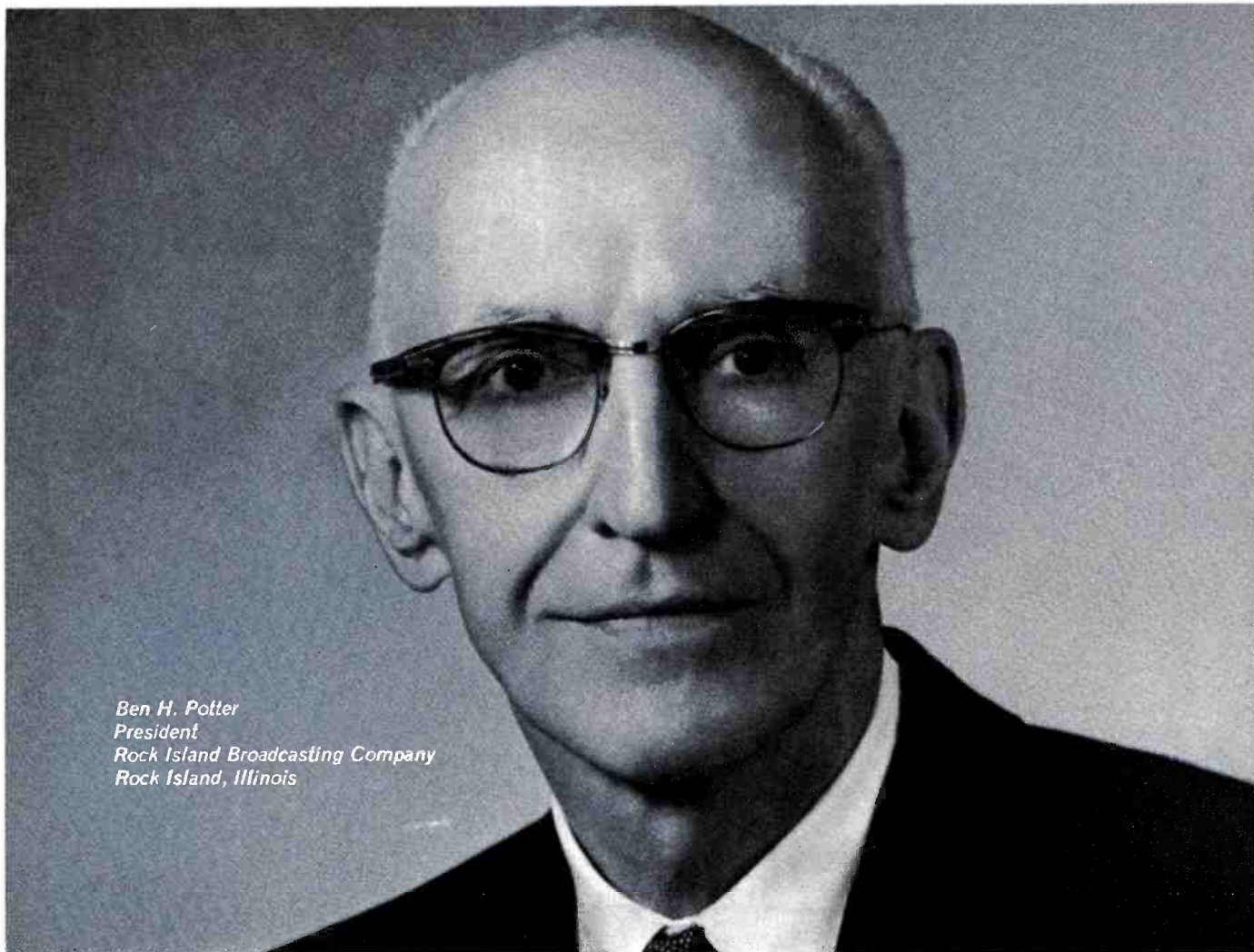
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*Ben H. Potter
President
Rock Island Broadcasting Company
Rock Island, Illinois*

"CATV broadens broadcasting by eliminating 'fringe areas'"

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Ben H. Potter

This statement courtesy of Rock Island Broadcasting Company

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The Dallas Times Herald Station

CLYDE W. REMBERT, President

Cliff hanger

Decision on whether Justice Department will take FCC to court in ABC-International Telephone & Telegraph Corp. case is now up to Attorney General Ramsey Clark. It's understood that antitrust chief, Donald F. Turner, has recommended that department appeal commission's decision, on 4-3 vote, to approve ABC-ITT merger. However, counsel for ABC and ITT met with Messrs. Turner and Clark Friday in effort to persuade them of correctness of commission's order. Lionel Kestenbaum, chief department attorney in hearing commission held on case, was also present. He made presentation that led to Mr. Turner's decision to recommend appeal.

Meeting Friday was second one applicants' counsel had at Justice Department last week. Counsel, at their request, had met with Mr. Turner on Tuesday, after he received staff's presentation. Counsel representing applicants were Herbert Bergson, of Washington; Everett H. Erlick, vice president and general counsel, ABC; and Raymond L. Brittenham, senior vice president, general counsel and director of ITT.

Agencies and codes

Time-standards subcommittee of American Association of Advertising Agencies' Broadcast Policy Committee has swung over to belief that TV clutter cannot be reduced without clustering, but will seek to put lid on it by recommending limit of 120 seconds of consecutive commercial material. It'll also "reluctantly" suggest number of consecutive appeals be extended to four in prime time and five in nonprime, but hopes this won't lead to further escalation later. Subcommittee, headed by Gene Accas of Leo Burnett Co., was drafting new approach late last week for submission to special National Association of Broadcasters code committee.

New proposals elaborate on as well as depart in some instances from positions taken earlier by same subcommittee (BROADCASTING, July 3). They also add recommendation that station breaks be standardized at 62 seconds throughout broadcast day, and, where former proposal asked that effectiveness of pending code changes be delayed till September 1968, now suggest that this be made outside date with changes in meantime being put into effect as they become feasible.

CLOSED CIRCUIT[®]

Working on new proposals, in addition to Mr. Accas, were William H. Hylan of J. Walter Thompson Co. and John Kucera of Ted Bates & Co., who was sitting in for Richard A. R. Pinkham of Bates, currently in Africa.

Futures

FCC staff is under instruction to give priority to broad-band spectrum study, authorized July 7 with prospect that complete study plan will be ready for consideration after Labor Day. Motorman on far-reaching task, peering years ahead into spectrum usage and technological advances, is Max Paglin, executive director. Participating in preparation are Broadcast and Common Carrier Bureaus, general counsel and chief engineer and CATV task force.

Looking toward development of communications centers in homes and offices, including not only television and radio but also facsimile newspapers and other multiple communications activities, FCC envisages whole new regulatory concept, separating broadcast services from those falling in common-carrier category. Also involved is how spectrum space that may be released because of broad-band wire service can best be utilized in public interest.

First aid

With new copyright legislation unlikely at current session of Congress, CATV forces are now pressing for interim action giving cable operators one-year moratorium on infringement suits. Since existing law expires in 1967, Congress must enact bill extending present copyright law.

National Community Television Association's staffers and members are making congressional rounds because of critical situation in light of recent appellate court's decision in United Artists-Fortnightly (W. Va.) case establishing CATV liability.

Army out

Mutual is completing deal for broadcast this fall of "Pick of Dixie" series of 15 football games played on Friday or Saturday evenings. It'll draw from top college teams in South and Southwest. Along with new series, Mutual will drop Army schedule that

it has carried Saturday afternoons for past couple of football seasons. MBS spokesman says night football is preferred as providing sports action at times non-competitive with other football on both TV and radio. Status of annual Army-Navy game, long featured on Mutual, is still undecided.

Regional revolt

FCC may have to defend its new presunrise rules in U.S. Court of Appeals. Spokesman for Association on Broadcasting Standards Inc. says that organization is contemplating appeal of new rules which permit virtually all daytimers to broadcast presunrise (BROADCASTING, July 3). ABS board will meet within two weeks to reach final decision on appeal. ABS is composed of some 75 licensees who contend that new rules will result in serious interference to their stations; they feel commission disregarded engineering considerations in adopting rules. Most ABS stations are fulltimers on regional channels.

Long form

It's acknowledged at ABC News that if its *Africa* four-hour documentary in prime time on Sept. 10 "makes it" in terms of audience and impact there'll be more of same, though not necessarily in four-hour form. ABC expects its news department will look to Latin America for second in-depth study, with about two hours of prime time devoted to treatment of that continent.

Liquidation

Latest sale by Bruce Merrill of five CATV systems in California and Arizona, totaling 10,000 subscribers (see page 52) brings that CATV pioneer's cable holdings down to 25 systems serving about 30,000 customers. And he may sell off more. At one time Mr. Merrill owned 37 systems serving total of 50,000 customers.

Mr. Merrill, who is principal stockholder and president of Ameco Inc., Phoenix CATV equipment manufacturer, said last week that he is thinking of putting that company into CATV system ownership. For first nine months of fiscal year, ended March 31, Ameco showed loss of over \$1 million and its net sales dipped from almost \$9 million to \$4.8 million.



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WEEK IN BRIEF

Behind closed doors at White House LBJ persuades Robert E. Lee to accept third-term appointment to FCC. Nomination will be sent to Senate this week. Action will leave FCC with moderate time. See . . .

LEE SURRENDERS . . . 31

FCC committee finally endorses nationwide pay-TV system as supplement to free television. Commission orders oral hearing on subject in early fall to give all sides another crack at subject. See . . .

PAY-TV NOD . . . 32

NBC-TV had 'very ambitious goals' when it started work last winter on new affiliates' contract. How goals were modified is spelled out in documents NBC had sent to its TV affiliates. See . . .

LONG ROUND TRIP . . . 36

What could be start of new dialogue between broadcasters and CATV operators may emanate from meeting in Washington this week. Principal item under discussion will be copyright issue. See . . .

BROADCASTERS, CATV TO MEET . . . 40

Cross-ownership of broadcast and newspaper properties threatens to become renewed topic of interest in Congress as Senate subcommittee begins its study of why newspapers are failing. See . . .

TIE-IN AGAIN RAISED . . . 42

Starting corporation doesn't seem to bother House members as much as amount of money necessary to keep it operating. Question raised at opening of Commerce Committee hearings on CPB bill. See . . .

CPB SNAGS ON SUBSIDY . . . 44

Broadcasters start to line up against FCC proposal to revise CATV rules to allow carriage of all stations if one is required to be picked up. CATV proponents call plan 'realistic.' See . . .

ANTAGONISTS CLASH . . . 49

HEW's Gardner's request to Congress for stronger warnings on packages and in advertising on cigarette smoking dangers triggers hot week. HEW report bears strong similarity to earlier FTC filing. See . . .

HEW BACKS FTC . . . 53

Spot TV spending of \$295.8 million in first quarter is increase from last year, but only 1.2%, according to TVB figures. Procter & Gamble, as usual, leads list with outlay of \$18.3 million. See . . .

SPOT TV AHEAD . . . 58

Political spending in 1966 off-year elections was \$32 million, \$12 million above '62 elections and only \$2.6 million under 1964 presidential year. FCC figures show 60% of money went to spot. See . . .

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Broadcasting

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WTIX New Orleans
(Eastman)

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

FTC eying ratings use by broadcasters

Federal Trade Commission has begun long-threatened probe into hypoing and improper use of ratings by broadcasters.

First group of inquiries has been received by six to 12 broadcasters, principally TV, it became known Friday (July 14). More of these "orders," as FTC calls them, are expected to be mailed in coming weeks.

Authority to take action was given almost month ago by trade commissioners to agency's Bureau of Deceptive Practices. First letters went out July 11 and bear signature of William Dorn, attorney in that office.

Letters order broadcasters to answer questions on pain of court action. This procedure has been used by agency in industry-wide investigations, but, it's understood, this is not now planned in ratings study.

Questions principally inquire into station's rating service, when ratings are conducted, whether station conducts contests, when, and how.

Stations interrogated were chosen through agency's own monitoring of trade ads and because they were subject of complaints by competing broadcasters.

Agency source acknowledged that FTC receives "dozens of complaints monthly" from broadcasters against fellow broadcasters challenging rating promotions or charging hypoing.

Because agency is using procedure commonly utilized in industry-wide probes, observers anticipate widening of investigation. When this may occur is speculative now, although one knowledgeable source predicted present investigation is primarily for collection of information.

Broadcasters have been cautioned twice in last several years by both FCC and FTC on requirement that promotion on ratings must be completely above suspicion.

Autofun campaign

American Machine & Foundry Co. (special products division), New York, through Anderson, Morgan, De Santis & Ball Inc., Hollywood, is preparing saturation schedule of more than 2,600 TV spots to pre-sell its Autofun game to juvenile viewers across nation.

Campaign gets underway in September and continues through holiday season. It's aimed at delivering some 46 million homes in top-50 rated TV markets.

Crisis preemptions cost TV networks \$10 million

Network television revenue losses from commercial preemptions for coverage of Middle East crisis in recent weeks totaled about \$10 million, Television Bureau of Advertising estimated Friday (July 14).

Spot TV revenues for period will also be "adversely affected" although figures are not yet available to indicate extent, according to TVB President Norman E. Cash.

Estimate of \$10 million loss for networks, which didn't include out-of-pocket costs of crisis coverage, was based on 155 hours devoted—mostly without sponsorship—to crisis and to Russian Premier Kosygin's visit to U.S.

TVB said preliminary figures from Leading National Advertisers covering first six months of 1967 indicate net-

work revenues rose 8.7% over same period year ago, reaching \$721,132,900, despite 2.6% decline to \$90,462,800 in June, when most of preemptions occurred (see page 61).

Wadsworth lists his doubts about pay TV

FCC Commissioner James J. Wadsworth on Friday (July 14) ticked off seven reasons he has for reserving judgment on report of committee of commissioners, which he headed, recommending establishment of nationwide pay-television service (see page 32).

Commissioner said main reason he noted in report that he does not necessarily support it is that he is not satisfied there is sufficient evidence of public demand for pay television. Only FCC-authorized test of pay television, in Hartford, Conn., doesn't indicate "overwhelming" demand for that service, he said.

Other reasons:

- He is concerned over pay televi-

P&G tops half-year network TV billings

CIGARETTE ADVERTISERS ALSO INCREASE OUTLAYS

Procter & Gamble, TV's biggest user, increased its network television spending by almost \$10 million to total of \$55,157,700 in first half of 1967, according to estimates released Friday (July 14) by Broadcast Advertisers Reports.

Cigarettes, whose advertising is under attack on several fronts, dominated top end of BAR's network brand-spending list, with seven brands in top 10 and 14 in top 50. Those 14 accounted for estimated \$57,470,200 in this year's first half network TV revenues, up from \$45,994,600 in first half of 1966.

This year's top 50 network brands included three new cigarettes: Benson & Hedges 100's, which placed fourth with estimated \$5.9 million spent on networks in first half; True Menthols, 29th with \$2.7 million, and Chesterfield Menthol Filters, 41st with \$2.1 million.

Top corporate spenders included five newcomers: Union Carbide, 32nd with

\$4.3 million; RCA, Standard Brands and Charles Pfizer & Co., 38th through 40th with about \$3.7 million each, and Anderson Clayton Co., 46th with \$3.4 million.

BAR's top 10 corporate and brand spenders in network TV for first six months were as follows:

Top 10 Companies		First Half 1967
1. Procter & Gamble		\$55,157,700
2. Bristol-Myers		29,518,800
3. General Foods		26,612,100
4. American Home Products		22,689,000
5. Reynolds Tobacco		19,973,200
6. Sterling Drug		16,374,000
7. General Motors		15,561,100
8. Lever Brothers		15,044,800
9. Colgate-Palmolive		14,979,900
10. Gillette		14,214,900
Top 10 Brands		First Half 1967
1. Anacin Tablets		\$7,108,600
2. Alka Seltzer		6,088,300
3. Salem Menthol Filters		5,967,800
4. Benson & Hedges 100's		5,905,800
5. Pall Mall Gold Filters		5,942,500
6. Winston Filters		5,433,700
7. Bayer Regular Aspirin		5,213,900
8. Kent Filters		4,848,300
9. KOOL Menthol Filters		4,439,000
10. Marlboro Filters		4,298,300

WEEK'S HEADLINERS



Mr. Weitman

will succeed Mike Frankovich, who resigns to go into independent film production. At MGM, Mr. Weitman will

Robert M. Weitman, Metro-Goldwyn-Mayer VP and head of West Coast studio and movie and TV production, resigns to become VP in charge of production for Columbia Pictures, effective January 1968. He

be succeeded by **Clark Ramsay**, with title of VP in charge of studio. Mr. Ramsay is executive assistant to MGM President Robert H. O'Brien. Mr. Weitman, once VP of program development for CBS-TV New York, has been with MGM since 1959.

David C. Stewart, chairman of executive committee of Kenyon & Eckhardt, New York, has resigned to become special assistant to Assistant Secretary of Defense (Manpower), effective July 24. He joined K&E in 1946 and was agency's president and chief executive officer in 1960 and 1961.

For other personnel changes of the week see FATES & FORTUNES

sion "siphoning off" programs and talent from free television, despite safeguards committee says its proposed rules would provide. Strong pay-television system "might outbid free television for talent and programming not now on free television."

- There is lack of evidence that kinds of material pay television might provide—experimental programming, for instance—couldn't be provided by free television. He cited ABC's *Stage 67* as example.

- Pay-TV backers had said they would provide minority audiences with specialized programming, but proposed rules would permit them to "concentrate on mass-appeal programming."

- Besides, Corporation for Public Broadcasting could provide minority-audience programming; educational stations are doing so now.

- If subscription television is to be established, it might be wiser to limit it to cable rather than to permit it to occupy badly needed spectrum space as off-air system.

- TV station—VHF or UHF—that has pay television authorization would have advantages over competing stations in market; there appears to be inequity in this.

Dal-Worth delayed

FCC will not authorize microwave use by CATV systems proposing to originate programming until basic policy decisions have been reached.

Commission made this clear in letter last week to Dal-Worth Microwave Inc., which has applied for microwave facilities to feed three channels of non-broadcast programming to five common carriers in Texas for relay to CATV systems. Programming would originate in Dallas area.

Support growing for direct funds for ETV

First outside witness to support McCarthy bill giving ETV stations no-strings money under proposed public-broadcasting legislation was heard Friday (July 14) by House Commerce Committee members. Sponsor, Richard D. McCarthy (D-N.Y.), appeared earlier in week (see page 44).

Nonstop hearing session also featured commercial and educational network heads. Statement by Dr. Frank Stanton, president of CBS Inc., singled out McCarthy bill by number (H.R. 10290) as receiving CBS's full support.

J. Michael Collins, general manager of noncommercial WNED-TV Buffalo, N.Y., however, gave explicit support to McCarthy measure. Bill contains hint of National Association of Broadcasters' approach to ETV-strengthening proposal—to provide money locally to be used as stations see fit. NAB plan, which fell on deaf ears in Senate, is expected to be aired in House hearing this week. McCarthy measure is only bill before House with section ordering automatic funding for all ETV stations, although money would still flow through subsidized broadcasting corporation.

Dr. Stanton reaffirmed CBS's support for Corp. for Public Broadcasting and joined with other network presidents in denying that CPB posed any threat to commercial operations.

Julian Goodman, president of NBC, agreed that CPB should have authority to contract directly with common carriers for interconnection.

Leonard H. Goldenson, president of ABC, focused on ABC's domestic-satellite plan and urged congressional action or pressure to hasten decision so tests

can begin.

Everett N. Case, board chairman of National Educational Television, supported legislation but objected to Senate provision allowing CPB to engage in interconnection operations.

Doing okay

Spokesman for American Newspaper Guild (AFL-CIO) cited figures to rebut claims newspapers were losing ground to radio-TV. In testimony before Senate panel on "failing newspaper bill" (see page 42), William J. Farson, guild executive vice president, said newspaper business was healthier than ever and that guild opposed legislation.

Mr. Farson cited *Printers' Ink* figures showing newspapers captured 29.5% of advertising business last year and TV was second with 16.7%.

He said guild can see bill being used to force combination space sales, and, where newspaper controls radio or TV stations, forced purchase of broadcast time might also be involved.

Acquisition approved

Stockholders of Seven Arts Productions Ltd. and Warner Brothers Pictures Inc. approved at special meetings in Toronto and Wilmington, Del., respectively last Friday (July 14) sale of all assets of WB to Seven Arts Associated Corp., subsidiary of parent company.

Transaction, previously approved by boards of both companies (BROADCASTING, June 5 et seq.), is estimated to exceed \$80 million in cash and stock and makes Seven Arts sole owner of WB shares. Last fall Seven Arts acquired approximately one-third of shares in WB held by President Jack L. Warner and related interests for about \$31.5 million.

No bars to ETV

FCC says there appears to be no objection to carriage of distant educational television signals by CATV systems in top 100 markets and accordingly, on Friday (July 14) invited comments on proposal to eliminate distant ETV signals from hearing requirement of top-100 market rule. Comments are due Aug. 21, reply comments Sept. 5.

Commissioners split on proposal, with Commissioners Robert T. Bartley, Lee Loevinger and James J. Wadsworth voting for order, with Commissioner Nicholas Johnson concurring, and Chairman Rosel H. Hyde and commissioners Robert E. Lee and Kenneth A. Cox dissenting.



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"Extremely pleased . . . have already sold *Oldie But Goodie*" . . . CFMX Montreal "Great! Going on air with *Hole in One* . . . SOLD!" . . . WSVN Valdeese, N. C. "Shopping Center Selector sold in our market for largest contract price ever received from Crossroad Shopping Center" . . . KWMT Ft. Dodge, Iowa

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DATEBOOK

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

■Indicates first or revised listing.

JULY

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 17—Special meeting of stockholders, Desilu Productions Inc., to vote on reorganization providing for transfer of all assets and business to Gulf & Western Industries Inc. 780 N. Gower St., Hollywood.

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

July 18—Start of hearing by Senate Commerce Committee, Communications Subcommittee, under chairmanship of John O. Pastore (D-R. I.), on role of computer-assisted vote predictions in areas where the polls may still be open, on possible exemptions for certain campaigns from equal-time provisions (Section 315) and on legislation that would require broadcasters to grant free time to candidates as a condition of license.

■July 18—Annual stockholders meeting, Visual Electronics Corp. Bankers Club of America, New York.

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 25—Annual meeting of stockholders of ABC Inc. to elect board of directors and to transact other business. 7 West 66th St., New York.

July 28—Deadline for reply comments on FCC's proposed rulemaking that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

July 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.

July 31—Deadline for reply comments on rulemaking petition that would define FCC policy against discriminatory employment practices of broadcast stations and establish 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. Illikal and Hawaiian Village hotels, Honolulu.

Aug. 3-5—Fifth annual National Broadcast

NAB FALL CONFERENCES

Oct. 16-17—Marriott motor hotel, Atlanta.

Oct. 19-20—Marriott motor hotel, Dallas.

Oct. 23-24—Sheraton-Park, Washington.

Oct. 30-31—Sheraton-Boston, Boston.

Nov. 9-10—President hotel, Kansas City, Mo.

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

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

Nov. 20-21—Palmer House, Chicago.

Editorial Conference sponsored by the Radio-Television News Directors Association, the NAB, the journalism department of the University of Michigan and the graduate school of journalism at Columbia University. University of Michigan, Ann Arbor. Suggestions and inquiries regarding the conference should be addressed to Prof. Ben 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. 14—Sixth annual TV day of the Georgia Association of Broadcasters. Regency Hyatt House, Atlanta.

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 stockholders meeting Rollins Inc., to elect four directors and vote on amendment of charter authorizing issuance of 500,000 shares of preferred stock in addition to present 6 million common and 4.5 million class B common. Bank of Delaware Bldg., Wilmington, Del.

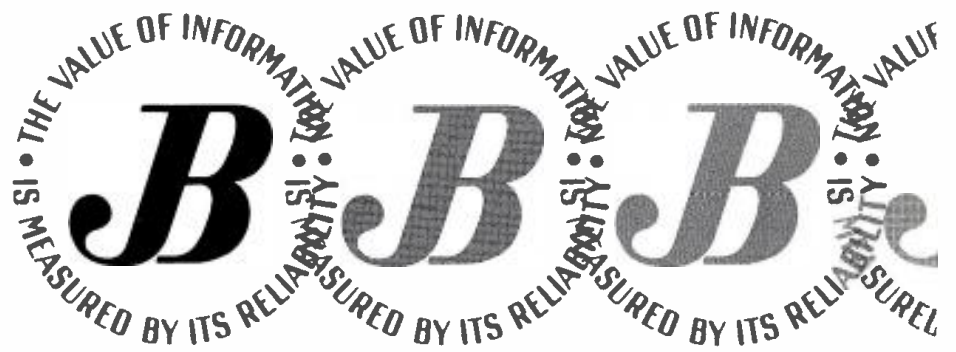
Aug. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Sheraton-Maul, Kaanapale, Maui.

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

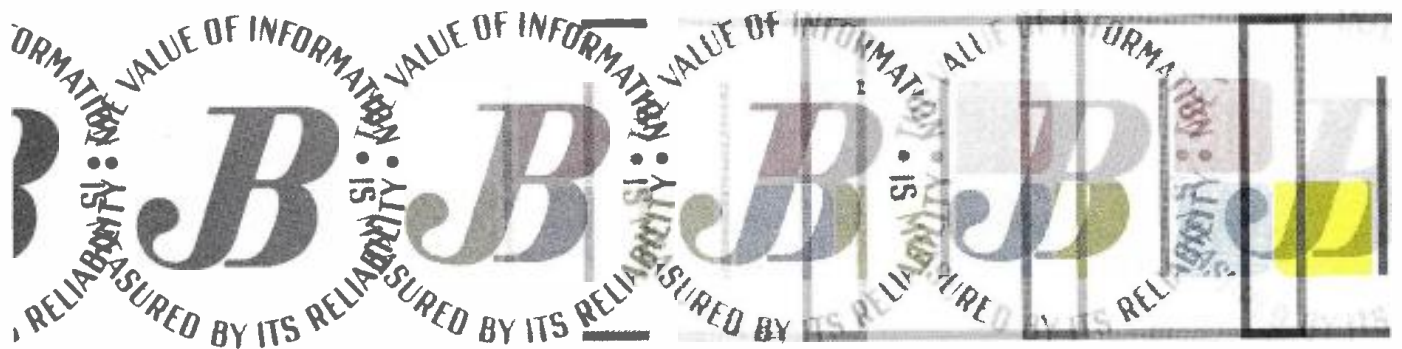
Aug. 24—Second annual New York sales seminar of the National Association of FM Broadcasters. New York Hilton hotel, New York.

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

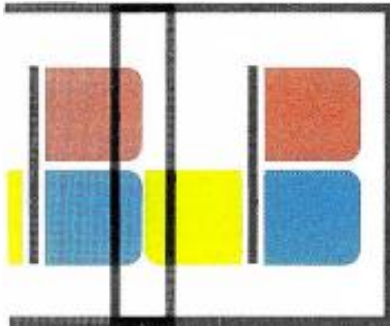
Aug. 25—Deadline for comments on FCC's



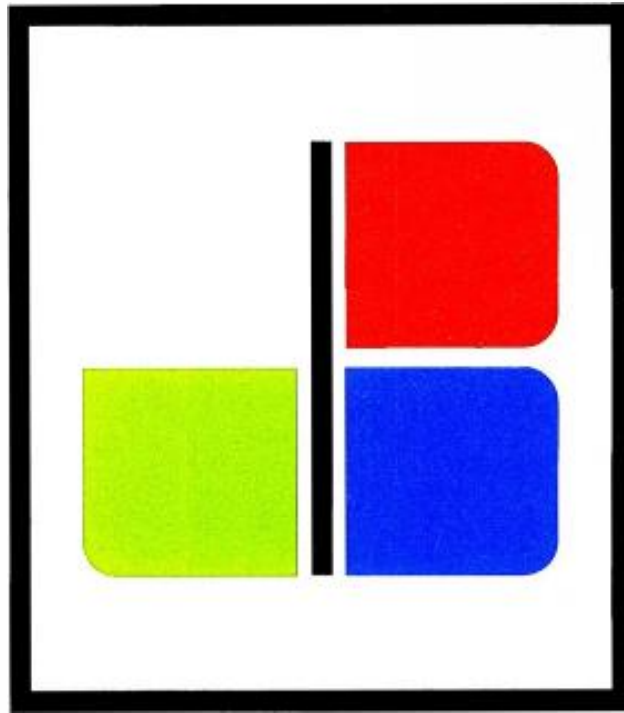
Excite-



ment's abrew at John Blair & Company



ew growth, new ideas, and a new look. See



it now. It's our new corporate symbol. The look is futuristic, because that's where we're looking. To the future. As the era of electronic communication continues to expand and flourish, you'll see this symbol again and again. You'll see it as John Blair & Company leads the way in developing the information-gathering techniques, the innovations that will make tomorrow's radio and television advertising more and more effective. Taking the role and the responsibility of leadership is what you'd expect of the number one company in the station representative industry. It's how we got to be in first place. In the first place. **JOHN BLAIR & COMPANY**



BLAIR TELEVISION



BLAIR RADIO

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. Speakers include Douglas Anello, NAB general counsel. Greenbrier hotel, White Sulphur Springs.

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

SEPTEMBER

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

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

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

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

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

Sept. 15-16—Annual fall meeting of Louisiana Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president, and Howard Bell, director, NAB Code Authority. 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. 20-21—CBS Radio affiliates convention. New York Hilton hotel, New York.

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. 24-25—Meeting of the Texas Association of Broadcasters. Commodore Perry hotel, Austin.

Sept. 24-26—Annual meeting of Nebraska Association of Broadcasters. Fort Sidney motor hotel, Sidney.

Sept. 24-27—Annual conference of the Institute of Broadcasting Financial Management. Sheraton-Ritz hotel, Minneapolis.

Sept. 27—Deadline for reply comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive 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.

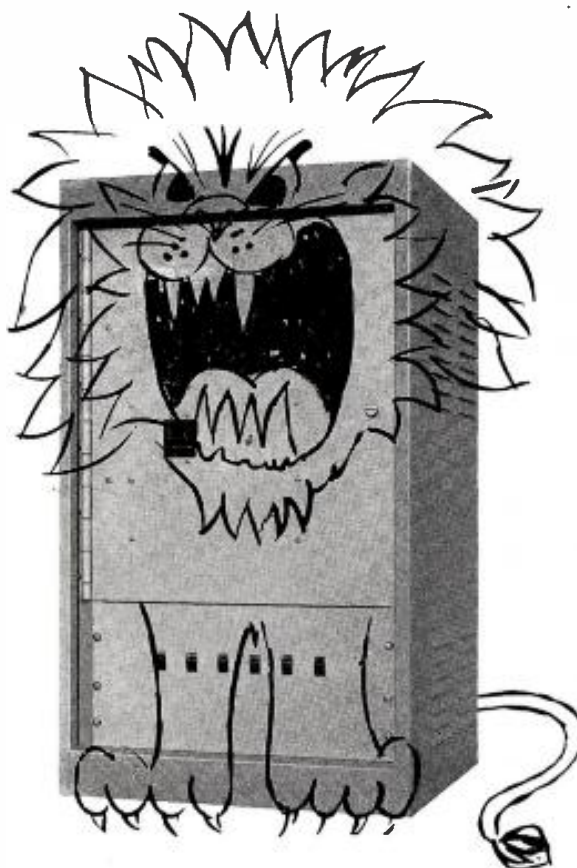
Sept. 29-Oct. 1—Mideast area conference of the American Women in Radio and Television. Knott's Motor Inn, Baltimore.

OCTOBER

Oct. 2-3—Annual fall meeting of New

mIndicates first or revised listing.

BROADCASTING, July 17, 1967



your super, not-so-silent salesman

Increasing television station sales — and profits — is virtually a reality with an EMCEE VHF or UHF Translator on the job. Designed to automatically rebroadcast television signals without degradation and without change (except to shift the signal to a new channel), EMCEE Translators provide several key functions in opening up new coverage areas, filling shadows and holes in existing coverage areas, and assuring a stronger color signal for even the Grade B coverage area.

And with the new FCC rulings authorizing microwave feed to television translators, you have an ideal relay system to areas previously unreachable due to topographic or distance factors.

When you consider these market penetration benefits — plus their low cost and hands-off, maintenance-free operational factors — you will readily see why leading broadcasters have specified EMCEE 5 to 1 for over six years!

EMCEE VHF/UHF Television Translators

... write for complete information



EMCEE BROADCAST PRODUCTS, a division of
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160 E. 3rd Street, Mt. Vernon, N. Y. 10550
Dept. B-7

The WJEF Countrypolitans



What's this turned-on couple like?

They have a lot

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

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

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

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

They need more

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

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

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



Lightning can strike



MENTAL ILLNESS CAN STRIKE TOO. It does strike one in ten adults and children . . . and it can hit you or your child. But mental illness is no longer hopeless. Now 7 out of 10 patients can leave the hospital within a year. Some need never be hospitalized, if given early and adequate treatment. But, for this, Mental Health Centers in each community are essential.

SUPPORT YOUR MENTAL HEALTH ASSOCIATION



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 newsm. 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. 5-8—Meeting of the North Carolina Association of Broadcasters. Speakers include Sherril Taylor, NAB vice president-radio. Kings Inn, Freeport, Grand Bahama, Bahama Islands.

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

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

JANUARY 1968

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

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

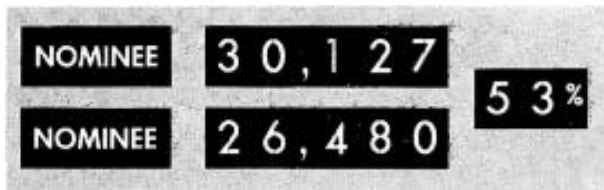
Jan. 25-28—Meeting of the board of directors of the American Women in Radio and Television. Houston.

■Indicates first or revised listing.

Look what your cameras can do with display units like this

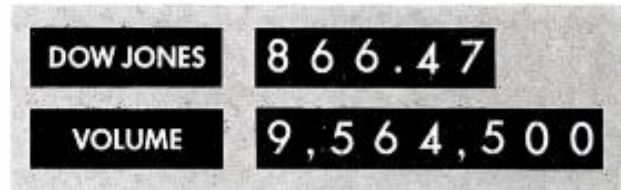


CBS Laboratories' Digital Display Units are part of a low cost, compact system that works daily wonders in any size TV studio!



ELECTIONS—No contest.

These modular units were designed specifically for TV use to give optimum clarity up to 70 feet — from any camera angle up to 145 degrees.



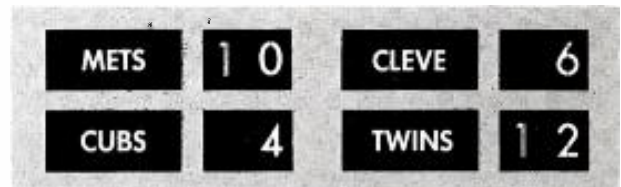
STOCK REPORTS—Excellent for the long pull.

Rugged electro-mechanical operation is fool-proof and built to last. No bulb burn-out or the other problems of rear-illuminated displays.



WEATHER—Cool operation.

Only 2.7 watts required per unit, with no power between postings. Glare-free even under the strongest lighting conditions.

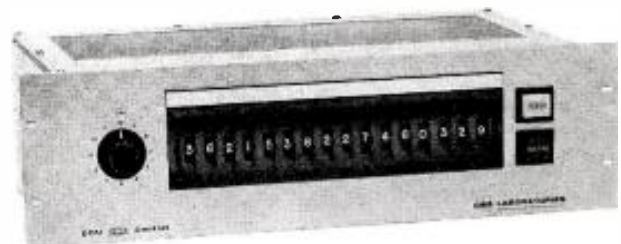


SPORTS—An easy set-up.

Just stack these units in a flat to suit any requirement. Custom designed matrix wiring also available for complete flexibility.

And all operated by one Controller that can handle 192 units — as many as 12 groups of 16 units each. This means up to 12 two-candidate election races; or runs, hits and errors for all major league teams; or 40 local stock issues plus volume and Dow Jones closing. A one-time investment for the professional way to take care of all your daily display needs.

Our engineers will even design your system for you. Don't take our word for it. Write or call us collect (203) 327-2000, and let us show you.



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

KGMB—HAWAII'S EXCITING LEADER IN RADIO

KGMB's Aku Is Ichiban

Number One Deejay

By BERT DARR

Aku is a good catch any day in Hawaii's balmy waters, but when the word is applied to disc jockeys, Aku is about the best catch in the country, maybe even the world.

The Aku we're referring to is not tuna but J. Akuhead Pupule, known also to Island radio audiences as Hal Lewis, Hawaii's Number One deejay — and perhaps the highest paid disc jockey in the U.S., if not the world.

After more than 20 years of broadcasting in the Islands, Aku is leading the pack in a radio market saturated on Oahu alone with 17 AM (amplitude modulation) stations and an FM (frequency modulation) field soon to number three.

The latest TRACE survey shows the KGMB deejay leading in his early morning show with a share of in-traffic audience totalling 27.2 per cent and in-home, 26.1.

His nearest competitors in the 7 to 9 a.m. survey segment are considerably behind, allowing the rock 'n' roll station K-POI an 11.1 in-traffic and an in-home share of 17.9 per cent.

KHVH radio showed an 11.2 and 7.2 slice of the audience, and the Japanese language station, KOHO, tallied a 1.0 in-traffic and 10.1 in-home share. Honolulu's KUMU, which has labeled itself as a "good music" station, grabbed a 9.6 in-traffic

and 2.9 in-home percentage of listeners.

J. Akuhead Pupule (Crazy Fishhead), as he dubbed himself years ago for Island audiences, is truly a "Legend" in his own time. From his initiation in Island radio in the 1940s (and he did the usual amount of "musical station switching" in the early days), to his executive post today at KGMB radio, Aku has built a fabulous career.

His last contract, dating back two years when he moved from KGU to KGMB and signed with Cecil Heftel, president and general manager of the Pacific Broadcasting Company, reportedly is to net him upwards of \$2 million in an agreement

covering a 12-year period.

Other Island broadcasting personalities who have faced the competitive sting of Aku in past years include veteran deejay Robert Melvin (Lucky) Luck, now at Honolulu's new KCCN; KORL's Ted Sax, K-POI's Tom Moffatt (and before him, Ron Jacobs), and Don Carter.

His current early morning competitors include KGU's Sam Sanford; KIKI's Don Carter, KTRG's Howard Hansen, KLEI's Stu Allen, Bob Lowrie now at K-POI, Lucky at KCCN, Ted Sax at KORL, Bill Ashley at KKUA, and Don Sherwood, a new arrival from San Francisco's Bay Area, at KHAI.

The competition, new or old, doesn't seem to phase, or disturb, Aku. (He continued to roll up rating points at survey time.)

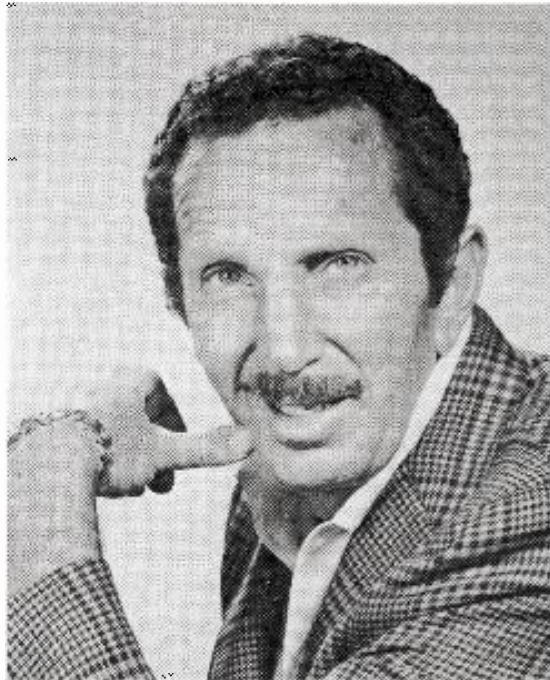
As a matter of fact — it's the other way around. Honolulu stations continue to jockey around early morning men, desperately striving for a winning combination, but to no avail.

When Hal Lewis signed with KGMB two years ago, he was handed the responsibility of creating "A 24-Hour Sound of Aku." The formula has been a success, judging by the last TRACE survey, which also provided the following breakout figures: Aku, 26.7, Pogo Po, 20.6, Kim Chee (Jerry Cox), 19, and George (Granny Goose) Groves with a 16.9 per cent share in respective time periods.

For New York and San Francisco, it has been a hard and varied career. He studied fiddle playing, played a few symphonies and theaters — but his fiddling in business even has provided him with more than the necessities of life.

Before his last contract was inked at KGMB, Aku's annual income was reportedly more than \$125,000.

This makes J. Akuhead Pupule not so crazy — but one of the best catches in the market today!



HAL (AKUHEAD PUPULE) LEWIS

FLASH!
MAY-JUNE TRACE
IN-TRAFFIC
32.1
IN-HOME
31.5

REPRINTED FROM HONOLULU SUNDAY STAR-BULLETIN & ADVERTISER TV-ALOHA MAGAZINE, JUNE 18, 1967

* Source: AKU 7-9 am / TRACE Special Interim Survey, Honolulu, Hawaii / May-June 1967, Mon. thru Fri. av
Data are estimates subject to qualifications published by the rating services and will be supplied on request.

KGMB—HAWAII'S EXCITING LEADER IN TV

CHANNEL 9 AT 6 P.M. HAS 23,000 MORE VIEWERS

HAWAII'S FOUR TOP NEWSCASTERS PLUS A STAFF OF TWENTY-TWO TALENTED PEOPLE ADD UP TO HAWAII'S MOST VIEWED 6 P.M. NEWSCAST. 23,000 MORE VIEWERS THAN THE OTHER NEWS SHOW!*



BOB SEVEY JIM LATHROP TIM TINDALL BOB JONES

See all the news at 6 p.m. and 10 p.m.

CECIL "SONNY" HEFTEL
President
GENE ERGER
General Sales Manager
BOB TEMPLE
National Sales Manager
Represented Nationally
By Edward Petry & Co.

ON
COLORFUL
9 kgmb

* Source: Nielsen Station Index
Feb-Mar 1967 Mon thru Fri av.
KGMB TV Total Viewers...74,000
Other station51,000
Data are estimates subject to
qualifications published by the
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plied on request.



CBS FOR THE PACIFIC



THIS ADVERTISEMENT APPEARED IN THE HONOLULU SUNDAY STAR-BULLETIN & ADVERTISER TV-ALOHA MAGAZINE, JUNE 18, 1967

#1 NUMBER ONE

***Negro Station**

***Metro all-stations**
(12 NOON TO 7 PM)
ALSO #2
6 AM - 12 NOON)

***Negro 26 daytime half hours**
(6 AM TO 7 PM)
MON.-FRI.)

***PULSE, INC. New Orleans 4-COUNTY METRO JAN.-FEB.-MAR. 1967**

*Data quoted or derived from audience surveys are estimates subject to sampling and other errors.

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NEW ORLEANS
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RADIO AND TELEVISION BROADCASTING
Learn by doing. Two Year Work-Study Programs in Radio and Television Broadcasting and Management. Communications. Liberal Arts. Professional training on School Station WCSB and WOSB-TV. Activities. Placement. Dormitories. Co-Ed. Catalog.
Write Mr. Roberts, Cambridge School
632 Beacon Street, Boston, Massachusetts 02116

OPEN MIKE ®

Priority on survival

EDITOR: Your July 3 issue had to be among the grimmest that you have ever published. There is no faulting of you intended, for you have reported matters factually. But what effect has this issue had on my generally apathetic broadcasting colleagues?

Did they see, as I did, the following: the fairness doctrine, as applied to cigarettes, and conceivably everything else; the CATV programming intentions; the spot TV doldrums. . . .

All of the above had to make chilling reading, since on the one hand we are faced with staggering budget losses at the very time that a competitive force expands in its typically unfettered manner. It seems to me that while these crises are at hand, it's all right to discuss clutter and commercial limitations ad infinitum, but shouldn't survival be given a kind of priority?—*Julian M. Kaufman, vice president, KMEX-TV Los Angeles, XETV(TV) Tijuana-San Diego and KWEX-TV San Antonio, Tex.*

Lauds NCTA coverage

EDITOR: Many thanks for the profile [BROADCASTING, June 26]. I also wish to commend you on the National Community Television Association's story in the July 3 issue. You did a fine job and are to be complimented.—*Robert H. Beisswenger, president, Jerrold Corp., Philadelphia.*

Memo converts the author

EDITOR: Never have I been so impressed with the power of the press! . . . The avalanche of mail that followed [MONDAY MEMO, June 26 issue].

From now on, you can bet, I'll read every issue of BROADCASTING, cover to cover.—*Dorothy E. Demmy, vice president, Kenyon & Eckhardt, Chicago.*

ACTS in the news

EDITOR: Your coverage of the All-Channel Television Society has been complete and gratifying to all of us involved in or with the new national UHF organization.

As a participant at the original meetings, I had the pleasure of suggesting the name for ACTS and was particularly pleased that my suggestion was accepted by the executive committee.—*Julian F. Myers, president, KKG-TV Ventura, Calif.*

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®Reg. U. S. Patent Office
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BROADCASTING, July 17, 1967

I've been thinking about writing my Congressman.

Remember, though, when you write you can expect an answer and that answer isn't always going to be a polite thank you. Your congressman may just write back and ask you to help do something about the problem you brought to his attention. But don't let that stop you. Go ahead and write your letter: Shouldn't there be a traffic light on that bad corner? Don't you think your children's classrooms should be less crowded? And what about a new field for the Little League to play on? Shouldn't more of our tax money be spent on domestic problems instead of manned moon probes? Should our draft laws be more equitable and shouldn't Congress have a uniform code of ethics?

You see, there are lots of things you can care about.

Give yourself half a chance and you can even get involved. Becoming involved means you have to be ready to risk certain things like disappointment and conflict. But the rewards are great. When you help accomplish something worthwhile you really feel good.

Now how many times in your life have you really felt good?

So go ahead and get out that clean white sheet of paper and your trusty ball point and fire away. If you don't know who to write in our area, write us and we'll send you a book called "Who's Who in Public Office," then you'll know.

The ABC Owned Television Stations want you to write.

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

Pick a subject and write.

- ☐ I think you're doing a lousy job of representing me.
- ☐ I think you're doing a great job of representing me.
- ☐ I think the draft laws should be more equitable.
- ☐ I think smog control and water pollution controls should be mandatory nationally.
- ☐ I have a son who would like to get in the Naval Academy.

**ABC
Owned
Television
Stations**



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

Radio copy-testing brings out the sweet smell of success

The proliferation of radio sets, particularly transistors, is spurring a resurgence of interest in the medium and many of our clients, who have been primarily TV advertisers, are beginning to have second thoughts about the potential of modern AM-FM.

The plus factors of radio in 1967, we have found, are an audience larger than is obvious on the surface and the opportunity to make creative commercials that sell and can be copy-tested satisfactorily.

Strangely enough, much of our success can be attributed to campaigns on rock 'n' roll stations and those heavy in country and western music.

Many advertisers look down their noses at these outlets and feel they are great for special products of interest to the teen-ager only. However, we have a feeling that there is hidden away a far greater and more affluent, albeit "secret," audience than the more vocal and obvious teen-age group.

This has been brought home to us with a vengeance in a campaign we conducted for Miracle Adhesives Corp., which makes such products as Tub Chalk, Epoxy, Black Magic and Bright Magic.

Obviously, these products are of interest to the women of the house and the male do-it-yourself addict. They are a far cry from the products usually advertised on rock 'n' roll and C&W stations, but our campaign was extremely successful with a cost per sale that was magnificent.

A Hidden Audience ■ We could only conclude that there are many people listening to rock and C&W stations who won't admit it.

This hidden and affluent audience, it would appear, is being overlooked to a great degree by advertisers who strain for the "quality" approach. We've tried the quality approach for a number of our advertisers, but found, in using the same type of commercials on a C&W station, that sales results were much greater from the C&W than from the "quality" station.

A major problem in getting satisfactory sales-costs ratios from radio campaigns is one of creativity. There are a great many more commercials on radio than on TV and, consequently, the spot for your product must stand out for maximum effectiveness.

The key to radio success in sales is making commercials that are exciting and different. Radio, we have found, has not only given us a testing ground

for unique aural presentations but is an excellent medium for copy testing—still one of the most important yardsticks in determining the relative impact of your advertising approach.

Copy testing traditionally has been wrapped up in split-run magazine or newspaper schedules. Television in its earlier days was an excellent medium too. But TV time has become prohibitively expensive and one doesn't use golden eggs in trying omelet recipes.

The 'How' ■ Let's illustrate with this case history: A radio campaign was the natural recommendation for Seth Thomas to introduce its new Auditron, an avant-garde line of battery-operated alarm clocks featuring a new "Melonsonic" sound.

The theme we created pointed out that the Melonsonic alarm "breaks the sleep pattern gently but surely. No bells, no bongs, no buzzers—yet as compelling as a soft hand on your shoulder!"

Two different selling approaches were developed: one, the "white-coat" scientific explanation for those who want to know "why"; the other, the essential benefit approach, stressing the great new way to wake up happy for those who want to know "what."

Of 16 commercials prepared, six were serious, factual presentations, and 10 humorous, dream sequences with the happy ending: "What a wonderful way to come out of a dream."

As expected, dealers responded with a split reaction. But an interesting thing happened in copy testing through one of the key distributors in the West.

A broad group of small markets was selected, paired off by size and type, and a saturation spot campaign scheduled in each. The scientific approach was broadcast in one of the market pairs,

and the dream sequence approach in the second market pair.

The Comparison ■ The scientific came out just slightly the better of the two. Advertising cost per sale came to \$1.50 for the dream series, \$1.35 for the scientific.

These costs of course were not excessive, but not particularly conducive to moving the campaign into major markets throughout the country. Then the agency thought of testing a combination of the two approaches to see whether one would reinforce the other or confuse listeners.

Though we were aware of the axiom that one should sell prospects with but a single penetration theme, this combination punch proved something entirely new and most interesting. By alternating the approaches, we cut the advertising cost per sale to just under \$1.

With the formula, it was then feasible—just this past spring—to run saturation schedules in such major markets as San Francisco, Washington, Detroit, Milwaukee, St. Louis, Cleveland, Philadelphia, Boston, Chicago and Sacramento, Calif., and this fall we'll add more.

A Payoff ■ So, what started out as a test to determine which approach was more effective resulted in clear proof that the payoff was best when we appealed to two sides of the same prospect.

Though we still prefer TV when the proper campaign can be developed, the value of radio as a low cost effective sales medium is growing every day.

Radio is everywhere. And since there is still no adequate rating service available to grade accurately the demographics that make up this fantastic audience, results are the best yardstick—and I can testify they have been exceptional.



William Cayton is president of Cayton Inc., New York, which bills some \$4 million for 20 accounts, with more than 50% of the billing in broadcast. Accounts, among others, include the Seth Thomas division of General Time, Miracle Adhesives Corp. and Hansel 'n' Gretel meat products. He founded the agency in 1945 after his release as a member of the National Roster of Scientific and Specialized Personnel, mobilized for special duties for the government.

In 400 B.C.

This Silver Dekadrachm Was
The Dominant Coin In Grecian Syracuse



In 1967

In The Television Market of Portland, Oregon
THIS KOIN IS DOMINANT

KOIN-TV



KOIN-TV GUARANTEES to reach more viewers during the total day, sign-on to sign-off, than any other Portland TV station. Any current ARB or NSI Report, subject to their own qualifications, will tell you why.

KOIN-TV

 CHANNEL 6
PORTLAND, OREGON

One Of America's Great Influence Stations

Represented Nationally by Harrington, Richter & Parsons, Inc.



**These unretouched
photographs, taken directly
from monitors, tell the story:**

First, we took a picture off our black-and-white monitor of the contour signal alone (above). Derived from the green channel and matrixed to all three channels, the contour signal increases the contrast and emphasizes both edges of every transition in the scene. Finally, we photographed the color monitor (above right), with "contours-out-of-green." Now you have it! Lifelike sharpness, with minute detail clearly defined.





“Contours out-of-green”

One more reason why the Norelco PC-70 Plumbicon® Color Camera sees eye-to-eye with the viewer

The Norelco 3-tube Plumbicon Color Camera delivers the most lifelike picture in television today. It matches the visual discrimination of the human eye more closely than any other camera.

And now, with its unique contour enhancement, the PC-70 produces a picture of dramatic sharpness that cannot be duplicated by a 4-tube camera without contour enhancement.

“Contours-out-of-green,” an exclusive Philips engineering achievement, accomplishes this sharpness without any of the drawbacks that accompany 4-tube camera systems. It does not require an extra tube and the resulting complexities of setup and operation. It does not divert light from the chrominance channels.

“Contours-out-of-green” sharpens *all* edges, not just half of them, both horizontally and vertically—eliminating any possibility of bas-relief, one-sided illumination effect.

It is one more reason why the PC-70 is the one camera that sees eye to eye with the viewer.

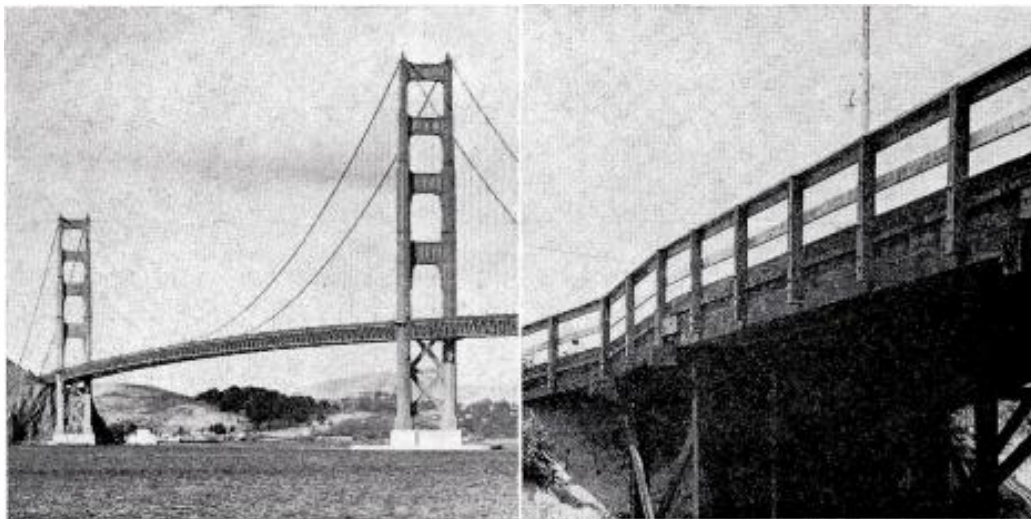
For *all* these reasons, call or write for our new brochure, or see our representative, Visual Electronics.

® Registered trade mark for television camera tubes.



900 South Columbus Avenue, Mount Vernon, New York 10550

sure, they're alike; they're both bridges!



Basically, fundamentally, functionally, they're alike. But hardly *the same*. Just as there is only one other radio station which truly sounds the same as beautiful KABL Music. That, naturally, is KABL-fm in Stereo

KABL-am and KABL-fm

Both imitated everywhere — *duplicated nowhere* — because KABL is very San Francisco. Both AM and FM now available in combination.

... as distinctively unique (and unforgettable) as San Francisco's Golden Gate Bridge.

KABL *Music*

960 on the AM Dial/98.1 on the FM band 24-hours a day on *both* Bay Area dials
National Representation: The Katz Company

Lee surrenders at White House

After days of uncertainty, veteran commissioner,
at President's request, agrees to serve third term;
narrow majority of moderates is retained at FCC

Robert E. Lee will be nominated this week to his third seven-year term as a member of the FCC.

Commissioner Lee, who had submitted a letter to the White House two weeks ago stating that he did not seek reappointment, agreed to serve after meeting with President Johnson. Mr. Lee's term expired June 30.

The commissioner was summoned to the White House at 7:45 p.m. Thursday (July 13), and he and the President conferred privately for more than an hour.

Informants say that the President told Commissioner Lee he was aware of the commissioner's desire to take a job outside of government but that he wished he would stay on.

The President is said to feel that the commissioner, a Republican who was first appointed to the commission in 1953 by President Eisenhower, has been doing a creditable job. The President, reportedly, had not had anyone under consideration as a successor to him.

It's understood that the White House will send the President's nomination of Commissioner Lee to the Senate early this week. (The Senate went into a long weekend recess last Thursday, before Mr. Lee had his audience with the President.)

The summons from the White House, which the commissioner received Thursday afternoon, came as a complete surprise and put an end to growing speculation that the commissioner's days as a federal employee were numbered.

Conference Expected ■ Reliable sources two weeks ago reported that Commissioner Lee had an appointment with the President in the White House on Tuesday (July 11) (BROADCASTING, July 10). It was widely assumed that President Johnson would urge the commissioner to reconsider his plans to leave government. And it was later assumed that the commissioner would accept.

However, the Tuesday meeting was

cancelled. The heavy schedule of the President, who had returned after a sojourn at his ranch in Texas, was given as the reason. But when no new firm date was set for the meeting, it appeared that the President had changed his mind about urging the commissioner to stay on.

The uncertainty of Mr. Lee's situation was indicated at the commission meeting Wednesday. Although one of only four commissioners present, he declined to participate in any matters involving CATV or television. As a result, the commission had to postpone action on all such items.

Washington observers were speculating that the commissioner himself had ended any chance that the President would ask him to remain by talking as freely as he did to the press about his decision not to seek reappointment. The President is notoriously sensitive

about press speculation concerning such matters.

Among those apparently caught by surprise was Senate Minority Leader Everett McKinley Dirksen (R-Ill.) He had expected to play a prominent role in filling the Lee vacancy, which could not go to a Democrat, since Democrats now occupy four seats on the commission, the most either party may control. And he had been reviewing names of Republican candidates for the job.

Pro at Work ■ With Mr. Lee the President repeated the success he had three years ago in persuading then Commissioner Frederick W. Ford to accept reappointment. But Commissioner Ford left the commission six months later to accept the presidency of the National Community Television Association.

Commissioner Lee is not expected to follow the Ford pattern that far. He says he has received "several" job offers, including one to head the newly formed UHF trade association, the All-Channel Television Society (ACTS). That job, reportedly would pay him \$27,500 a year, \$500 more than he earns as a commissioner. In addition, the commissioner, a veteran of 29 years of federal service, would be entitled to a government pension of some \$16,000. However, intimates do not expect him to be tempted.

The commissioner is understood to be pleased that the President asked him to stay on and has no further ambitions beyond serving out his term.

Policy Endorsement ■ The President's decision to ask Commissioner Lee to serve another term appears to give a stamp of approval to the manner in which the commission has operated under Chairman Rosel H. Hyde. For Commissioner Lee has given Chairman Hyde support in a number of key issues, and the chairman is known to have urged him to reconsider his plans for leaving government.

Commissioner Lee along with the chairman was part of the four-member majority that approved the hotly con-



Commissioner Lee

tested ABC-International Telephone & Telegraph Corp., merger last December and which affirmed that decision in June after the case had been reopened at the request of the Justice Department.

He was also part of a unanimous commission in two recent controversial actions—the decision to apply the fairness doctrine to cigarette commercials and the order limiting AT&T's earnings on interstate service to 7.5%.

In addition, the chairman has been counting on Commissioner Lee's sup-

port in dealing with two controversial rulemaking proposals which were initiated during the chairmanship of E. William Henry, Mr. Hyde's predecessor in that office. One is the proposal to limit broadcasters' ownership of television stations to three, no more than two of them VHF's, in the top 50 markets. The other would bar networks from owning or controlling more than 50% of their nonnews, prime-time programming.

Commissioner Lee had voted with Chairman Hyde in opposing the issu-

ance of both notices of proposed rule-making.

Chairman Hyde could not be sure that a replacement for Commissioner Lee would provide that kind of support. Indeed, Commissioner Lee, if he left, could take with him the chairman's best hope for a majority in key issues, for three commissioners—Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson—frequently favor a harder regulatory line than do Chairman Hyde and Commissioners Lee, Lee Loevinger and James J. Wadsworth.

THE MEDIA

FCC experts give pay TV nod

Lay down strict rules under which subscribers would receive the type of mass-appeal programs that proved most popular in Etobicoke, Hartford

The long and sometimes bitter dispute over whether American television viewers should be given the option of paying for some of their programing reached a critical point last week with publication of a report of a committee of FCC commissioners who say that they should.

The committee does not envisage pay television as providing the land of cultural programing its backers once claimed it would. Rather, it would be a medium for mass-appeal programing, such as movies and sports, as pay-TV tests in Hartford, Conn., and Etobicoke, Ont., indicate it will be.

But the committee believes that an over-the-air pay television can, nevertheless, become a valuable supplement to free television and a beneficial, competitive spur to it—and without killing it off or depriving the public of the free service it now receives.

Rule for Service ■ To make sure of this, the committee would adopt rules restricting the communities in which pay-television stations could operate to those in well-served markets and permitting only one pay-TV operation in a community, requiring pay-TV stations to broadcast a minimum number of hours of free television, and circumscribing the kinds of programing pay-TV stations could carry—generally, programing not available to free television.

But if the committee feels that 12 years of study is enough and that the commission should act—its recommendation is in the form of a final order—the commission does not. In publishing the report, the commission an-

nounced it would hold an oral argument on the pay-television question "in early fall." Parties wishing to participate were asked to focus on the re-



The office of Representative Harley Staggers (D-W. Va.), chairman of the House Commerce Committee, was among the first to receive a copy on Friday of the FCC committee report proposing the establishment of pay television as a permanent service. He was shocked and angered four months ago when the commissioners, in an appearance before his committee, informed him the 12-year-old proceeding was nearing a conclusion (Broadcasting, March 20).

port and, if they wish, to submit comments or outlines of their arguments, to do so by Sept. 15.

The three-member pay-TV committee, composed of Commissioners Robert E. Lee, Kenneth A. Cox and James J. Wadsworth, who served as chairman, was not unanimous. Commissioner Wadsworth in a footnote said that his signature "does not imply that I endorse adoption of the report." It's understood his principal cause of concern is that there is insufficient proof that the public wants it.

Besides critics in the industry, the report must run the gamut of critics in Congress. Several key members, including Harley Staggers (D-W. Va.), chairman of the House Commerce Committee, have expressed concern over the pay-TV proposals. In addition, bills have been introduced over the years to prohibit the commission from authorizing pay television.

As the report notes, Congress has not provided "guidance" in the matter despite invitations to do so. But the report, copies of which were distributed on Capitol Hill Friday, could spark congressional action.

The pending rulemaking was instituted at the request of Zenith Radio Corp., which has been testing its Phonevision system of over-the-air pay-television over RKO General Inc.'s WHCT (TV) Hartford since 1962.

Zenith Experiment ■ In the Phonevision system, subscription programs, both sound and picture, are broadcast in scrambled form. Subscribers wishing to see them activate a decoder attached to their set which unscramble the picture and sound, and at the same time records the amount to be billed the customer.

In the Hartford system, RKO General Inc. holds the Phonevision franchise, and its subsidiary is the licensee of the station. The station obtained programs from as many as 50 different

sources during the first two years of the trial. The committee noted that Zenith feels that there is no reason why there can't be a close ownership relationship between the franchise holder and the licensee.

Zenith and Teco Inc., which was established to market the Phonevision system, have told the commission there is no reason why there should not be a close ownership relationship between the franchise holder and the licensee. But they also said such a relationship is not essential.

The committee would not restrict the number of pay-TV systems to be employed. It said that any one that meets general specifications should be permitted. And it proposed a further rule-making to invite comments on the technical rules to be adopted. However, the committee said that set decoders should be leased, not sold to subscribers, as a means of protecting consumers against obsolescence of equipment.

The pay-TV issue was controversial even before the commission in 1955 initiated the rulemaking looking to the establishment of a pay-TV service on a permanent basis. And the networks, broadcaster groups and theatre owners opposed the proposal in the pending rulemaking proceeding.

But some of the heat has gone out of the issue, principally because pay television is not considered the threat to free television it once was. The pay-

No pay TV in California

California, the state where a going subscription-television operation was outlawed by referendum vote (an action later deemed unconstitutional by the courts), has another antipay-TV measure pending. This one, sent to between-sessions study last week by the state senate finance committee, would prohibit any California pay-television stations from showing commercials. It also would give the state public utilities commission the power to regulate pay television. Thing is, though, the referendum vote against pay TV, despite legal objections, was so effective that there is nothing for the legislators to regulate. Currently, there's no pay-TV operation in California.

television test that Zenith Radio Corp., developer of Phonevision system of over-the-air pay television has been conducting over RKO General Inc.'s WHCT(TV) Hartford, Conn., since 1962 has not indicated an overwhelming public desire for pay television; the penetration of subscription television was

less than 1% of the TV homes in the market.

The test by International Telemeter Corp. of its wired pay-TV system in Etobicoke also failed to attract wide viewer interest. However, in both cases, the companies said that they were concerned with testing, not making profits, and that pay television could become viable on a nationwide basis.

California Test ■ The only pay-television operation that was conducted on a commercial rather than an experimental basis was that of Subscription Television Inc., in California. That company was in poor financial condition before the voters of the state adopted a state constitutional amendment putting it out of business in 1964.

The committee of commissioners, relying on the experience of the Hartford test, says it doesn't believe that "substantially more than an average of 5.5% of subscribers will be viewing STV (subscription television) at any particular time. It is certainly questionable whether such audience diversion and possible loss of revenues that might go along with it would impair the present service," the committee added.

The 5.5% figure was based on an assumed 100% penetration of STV throughout the country, which the commission said would not be the case. "Even with as high as 50% penetration the audience diversion would only be

Free TV's programing well protected from pay TV

When is a feature film a program for free television? When for pay TV? What about sports events—would they provide programing for free or pay TV? Or both?

The FCC's committee on pay TV struggled with those questions in preparing proposal for the establishment of a pay-TV service on a permanent basis (see page 32). They were critical, since pay TV is expected to rely heavily on those staples of free television, movies and sports. And the committee's aim was to provide for a service that wouldn't duplicate, and siphon off, programing from free TV.

The committee's solution: sharply restrict the kinds of movies and sports events pay-TV-stations can carry.

Feature films would have to be relatively new to be shown on pay television: they could not be carried if they received first-run showing on a nonreserved-seat basis anywhere in

the country more than two years preceding the proposed pay-TV showing.

But the committee would permit pay-TV stations to carry up to 12 feature films more than 10 years old each year. This would enable pay-TV stations to carry such film classics as "All Quiet on the Western Front" and "Gone with the Wind."

Antiquated Sports ■ The committee used the two-year span as a standard for determining whether or not a sports event could be carried on pay television. But here the committee's rules get a little more complicated.

The committee would bar sports events from pay TV in a community if it had been regularly broadcast there on free television within the two years preceding the proposed pay-TV broadcast.

Then the committee noted that there are two kinds of events which are covered by the rule—"specific

events," such as the World Series and the PGA Golf Tournament, and "nonspecific events," such as regular season football or baseball games.

A preseason game of professional football, then, would not be covered by the rule and would be available for pay television.

What about the Olympics? That only occurs once every four years. The committee would, however, bar its appearance on pay television in a community if the last occurrence had been on free television.

Beyond feature films and sports, the committee is concerned only about one other type of programing—the series with the interconnected plot or substantially the same cast of characters. That is an institution on free television, and should, the committee feels, be denied pay TV.

There is one more limitation the committee would impose—no commercials will be allowed on pay television.

2 3/4 %." Consequently, the commission added: "We see no cause for concern." It feels that it would be optimistic to estimate penetration at 10% to 20% for the "near future."

The committee's sense of security is increased by the proposed rules, which would limit pay-television operations to communities which are within the grade A contours of five commercial stations, at least four of which (not counting the pay-TV applicant) must be in operation. And only one STV authorization will be granted in a community.

The committee noted that five or more channels have been allocated to 80 markets which include 80% of the nation's TV homes. It added that in 63% of those markets, including 78.8% of all TV homes, there is activity on four or more channels, that is, licenses, permits or applications are pending.

These rules, the committee said, are designed to guard against "undue pre-empting of time from free TV."

The committee's concern over assuring the public the greatest amount of free-television time possible is reflected in another proposed rule which would require pay-TV stations to broadcast at least the minimum hours of nonpay-TV time required by commission rules; this varies according to the age of the station, from 12 hours weekly (and two hours daily five days a week) during the first 18 months of operation to 28 hours per week (and two hours daily seven days a week) after 36 months.

Both V's and U's ■ The committee would permit pay-TV operations over VHF as well as UHF stations. Pay television has been mentioned as a means of providing hard-pressed UHF with a financial crutch. But the committee said that although, as a practical matter, pay television may be limited to UHF stations, "we do not think it should be so limited by rule."

Licensees, construction-permit holders and applicants for new stations would be authorized to apply for permission to broadcast pay-TV programs. Applicants would be required to show that their proposed subscription programming would be different from conventional programming and "would otherwise serve the needs and interests of the community."

While expressing confidence that pay television would not spell the death knell of free television, the committee concluded that the pay-for-program service would provide an important supplement to free television.

Opponents had argued that the Hartford test relied mainly on sports and movies—both staples of free television.

And the committee agreed that the diversity of programming once promised by backers of pay television who talked of opera, ballet and plays might not be achieved. But that doesn't mean pay television wouldn't be in the public interest, the committee said.

It noted that some sports events—such as heavyweight boxing matches—have often been denied to free television. And the committee said: "It is elementary that if a man wishes to view a heavyweight championship fight

No 'fore', trouble aft

FCC Commissioner Kenneth A. Cox, a hit-and-miss golfer, last week learned the hard way that you don't hit the ball unless all others are out of range. During the South Carolina Broadcasters Association meeting last week at Myrtle Beach, the commissioner got off a shot that caught Wilson C. Wearn, SCBA president and president of WFBC-AM-FM-TV Greenville, flush in the rear. Mr. Wearn declined comment.

he will not be satisfied with viewing a tennis match, a football game, or a motorcycle race instead."

The committee applied the same reasoning to the issue of feature films. It noted that new films have not appeared on free television, and added: "The chances are that generally a person wishing to see a widely advertised, favorably reviewed new movie will not be satisfied with an old film on TV."

But the committee proposed rules which would sharply limit the pay-TV entrepreneur's choice of programming as a means, the report said, of preventing some, though not all, "siphoning" of programming from free to pay television.

Restrictions ■ Pay television stations could not carry feature films which were shown more than two years previously on a first-run basis. However, up to 12 feature films more than 10 years old may be shown each year (the committee has in mind such old but still potent blockbusters as "Gone with the Wind"). Sports events which broadcast in the community within the two years preceding the proposed pay-TV broadcast may not be carried. And series-type programming with interconnected plot would be barred. So would commercials.

Thus the committee would limit pay television to the kinds of programming generally not available to free television. And, to assure that at least a minimum amount of time was devoted

to cultural events, such as opera and ballet, the committee would bar pay-TV stations from devoting more than 90% of their subscription programming to feature films and sports.

The committee said the rules are not intended to prevent siphoning entirely. Indeed, the committee said some competition between free and pay television for programming could result in improved and more varied programming for both services.

The committee rejected the argument that such restrictions would amount to censorship and a violation of the pay-TV station operator's constitutional guarantee of free speech. The committee said the commission is authorized under the Communication Act to specify what is or is not to constitute the service to be rendered by a class of licensed stations.

Limits Passed Over ■ The committee would not adopt rules that had been suggested for limiting the rights of pay-TV equipment manufacturers and holders of franchises in more than one market from supplying programming to pay-TV systems. Nor would it attempt to regulate arrangements among pay-TV patent holders.

Both had been proposed as means of guarding against the development of monopoly in pay television. However, the committee said it lacked the information on which to base a decision. For the same reason the committee would not adopt rules prohibiting the interconnection of pay-TV stations.

However, the committee would adopt rules requiring station licensees with pay-TV authorizations to maintain control over their programming. The rules would be broad enough, the committee said, to apply to the other matters raising the issue of monopoly.

The committee reached few conclusions as to the inquiry concerning cable pay-television which the commission issued along with its notice of proposed rulemaking for off-the-air pay television.

The committee would want a further study before determining whether the commission has jurisdiction over pay-TV systems, like the now defunct STV Inc., in which programs travel entirely by cable from studio to sets, or over CATV systems which, in addition to their function of relaying conventional TV signals, also originate pay-TV programs that travel entirely by cable.

However, the committee said that the commission's CATV carriage and non-duplication rules would apply to the conventional programming which pay-TV stations will be required to carry. The CATV's would not be required to carry the pay-TV programming, but pay-TV stations could, subject to commission approval, arrange with CATV's in their grade B contour to carry that pro-

**Nobody we know
at Channel 7, but
figures make**

**anchors their dial
these audience
us wonder.**



Represented by Petry

TOTAL WEEKLY CIRCULATION

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

Source: NSI-TV

Weekly Cumulative Audiences—February-March 1967

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



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

Long round-trip to the barn

NOW DISCLOSED: THE WAY A NETWORK DEALS WITH AFFILIATES

An inside look at how NBC-TV and its affiliates negotiated for months to arrive at a new standard-contract form that made no basic change in station compensation or network-affiliate relations became available last week.

Although NBC officials rejected affiliates' urgings that TV station compensation be put on a minute-sales basis in the new affiliation contracts, they didn't oppose the plan "in principle" or rule it out for the future.

They also explored new approaches that would have involved "substantive changes in compensation levels and structure" in hope of correcting what they regard as "inequities to the network," but they abandoned these approaches as "inadvisable . . . at this time."

They didn't put it into the new contract form but they privately assured affiliates that:

- They have no plan to increase the number of network commercials except possibly in the movies, as they have said before, and they won't increase the number in other periods without giving the affiliates a chance to be heard from.

- They oppose and will resist the sale of network commercials in isolated units of less than one minute. (There had been talk of establishing a rate for 30-second units.)

- They "deplore" emphasis on cost-per-thousand as the main measure of television's values; are seeking to emphasize TV's qualitative strengths, and intend to "trade-up television," stressing the extra values of color as well as the values of television itself, to avoid the prospect of being "confined to a black-and-white cost-per-thousand container."

They also declined to reduce the number of "waived hours" on which affiliates are not paid, and they indicated, too, that they probably wouldn't give affiliates longer prime-time station breaks.

The Records ■ These disclosures come from two previously unreported documents that NBC sent to its TV affiliates a fortnight ago along with copies of the new standard form of TV affiliation contract (CLOSED CIRCUIT, July 3; BROADCASTING, July 10). Copies of the documents were obtained last week from affiliate sources.

One was a copy of minutes of a meeting between a special contract committee of affiliates and NBC officials on June 14, while the new form was still being drafted. The other was a

letter in which Donald J. Mercer, NBC station relations vice president, reiterated the assurances given by NBC on "policy understandings" reached during the meeting.

The minutes, taken by Irving Waugh of WSM-TV Nashville, secretary of the NBC-TV affiliates board of delegates, and designed by him and Harold Grams of KSD-TV St. Louis, chairman of the board of delegates and of its special contract committee, disclosed that when NBC authorities started work on the new contract last winter, they had "very ambitious goals."

According to the affiliates committee's minutes, these goals were described by David C. Adams, NBC sen-



NBC's Adams
Spells out network thinking

ior executive vice president, as involving a study of possible reductions in compensation on the grounds that NBC pays compensation higher than its competition; expansion of station availabilities in the network schedule; revisions in the "mechanics and structure" of compensation, and an "overall updating of the contract form."

But, the minutes continue: "As these matters were studied and time went on, with various changes in industry conditions, Mr. Adams said NBC became convinced that it was inadvisable to undertake such major substantive changes at this time.

"Accordingly, it modified its approach step by step, and although a

great deal of analysis had gone into the work and a variety of alternatives had been thoroughly studied, the final result was to propose changes that were simply designed to reflect current practices more accurately and completely, rather than to make any fundamental changes; and within this framework, to simplify and modernize the contract language, including its various related agreements."

Station Proposal ■ The Grams committee had urged several months ago that NBC consider switching the basis for calculating station compensation from the class A hourly rate—the traditional base—to the one-minute commercial unit, and at one point NBC was considering the idea (BROADCASTING, March 20). The committee urged it again at the June 14 meeting, but by that time NBC had decided against the idea.

Mr. Grams, according to the minutes, "strongly emphasized" the desirability of such a change, on three main grounds:

- "1. The great bulk of network sales are in the form of one-minute participations rather than program sponsorships, and a modernized affiliation contract should gear the compensation unit to the sales unit.

- "2. The affiliates felt that if such a pattern were generally adopted, it would serve as a deterrent against increases in the amount of network commercials within a program period.

- "3. If it did not have this effect, at least affiliates would be compensated for each network commercial sold, rather than on an outmoded hourly basis or proportions of an hour."

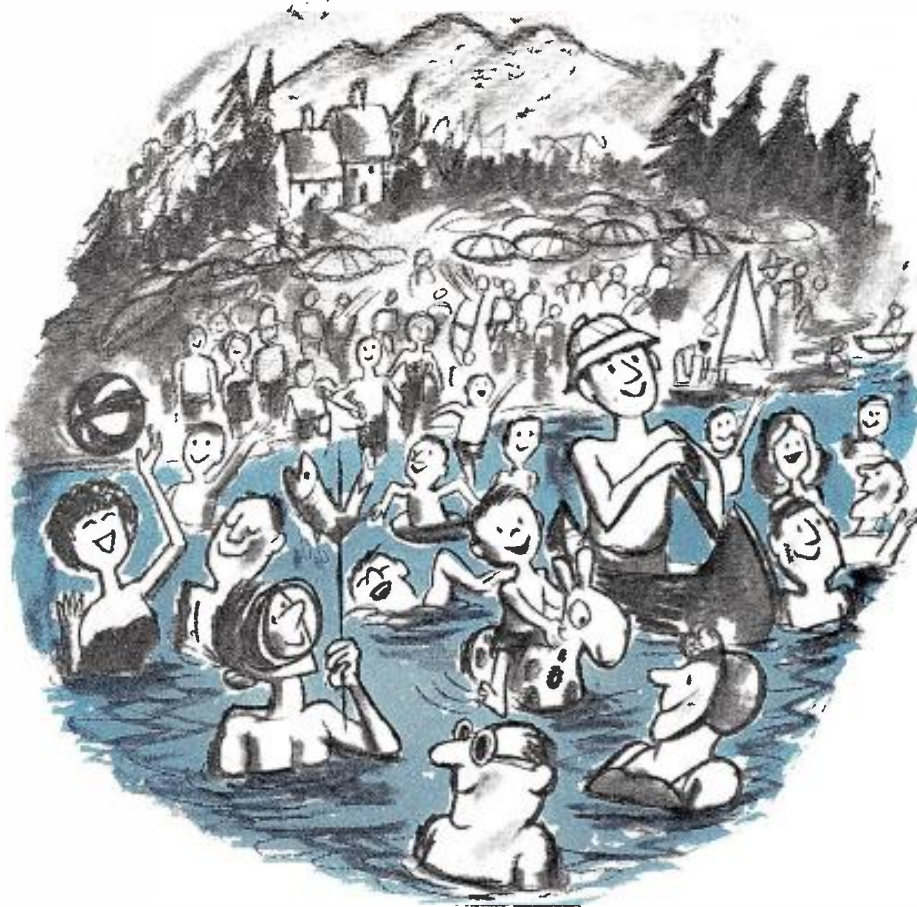
Network Rejection ■ Mr. Adams, according to the minutes, said NBC had "developed a number of approaches" toward using minute sales as a compensation basis but that "without closing the door for all future time on the possibility [of making such a change], NBC had concluded that this was not the time to introduce such a drastic new feature, for a number of reasons."

For one thing, NBC argued that it "compensates on a higher basis than its competition" and that "moving to a one-minute basis, when the other networks were retaining the hourly unit, might expand this competitive disadvantage."

For another thing, the change would not gear compensation to sales unless the whole idea of hourly network station rates was scrapped and payments

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Data Sources: *Dept. of Highways, State of Nevada, 1966
**Sales Management's 1962 and 1967 Surveys of Buying Power

McCLATCHY BROADCASTING
KATZ RADIO • NATIONAL REPRESENTATIVE



KOH Reno
KBEE Modesto
KFBK Sacramento
KMJ Fresno

were related instead to net one-minute selling prices on the network—"a radical step that might ultimately be more advantageous to the network than the affiliates, but which would cause many temporary dislocations for both."

In addition, Mr. Adams argued that this change was not needed as a deterrent to expansion of network commercials because NBC had no plans for such an expansion except that it had reserved the right—but had made no final decision—to put 16 instead of 14 commercials in its movies.

"He added," according to the minutes, "that if there should be proposals for overall changes or expansion of commercial formats in future years, because of increases in television's values and costs beyond what competitive pricing could meet, NBC could not and would not undertake any such basic changes without prior consultation with its affiliates; and they would have plenty of opportunity to make their views effective."

"Indeed, Mr. Adams observed, if ever such an overall basic change were under serious consideration, that might be the appropriate time to change over to a one-minute basis of compensation."

Holy Minutes ■ George Comte of WTMJ-TV Milwaukee, and Mr. Waugh stressed "the dangers of breaking down network commercials to smaller units of isolated 30, 20 or 15 seconds," the Waugh report said.

Mr. Adams said that of all networks, "NBC was most strongly opposed to this," and Don Durgin, president of the NBC-TV network, "confirmed in the strongest and clearest manner NBC's view that network sales of isolated 30's or smaller units would be prejudicial to the network's interest and lead to a reduction of advertising standards," the minutes reported.

"He appreciated the affiliates' concern," the minutes continued, "particularly since other networks were selling isolated 30's, but confirmed that NBC had not adopted this policy and earnestly hoped it would not become an industry standard."

Joseph Iaricci, NBC vice president for sales administration, was said to have "pointed out that NBC had declined to negotiate with a major tobacco advertiser for business, because it was conditioned on acceptance of isolated 30's; and as a result, saw this business go to the other networks which accepted the condition."

CPM Bind ■ Jack Harris of KPRC-TV Houston, emphasized "the unfortunate trend" of networks and stations getting "locked into a restrictive cost-per-thousand standard of value which other media avoid."

Mr. Adams deplored the trend as "disregarding the unique and growing values of television," but said NBC had

Small-market ratings come under NAB probe

Continued concern over possible inequities by the ratings services in the way they cover secondary markets is leading the National Association of Broadcasters, secondary-market television committee to seek facts to substantiate the charges.

At last week's meeting in Washington, the committee approved sending letters to all TV stations in markets below the top 100 and asking them for any facts that would help NAB's research department look into ways in which the services could better serve the smaller markets.

The committee again expressed its concern with the FCC rule on importation of distant signals by CATV systems which requires a waiver for such carriage only in the top-100 markets. The NAB committee wants the commission to extend the protection to all markets and is looking for ways to bring that about.

always been progressive in pricing black-and-white and color—the latter, an area that will increase TV's value "every month for year after year in the future" as more and more homes add color sets.

In an earlier draft of the new contract NBC had proposed pegging the hourly compensation rate between 1 and 9 a.m. at 15% of a full-rate hour, even though the only program in that period—the *Today* show—is not under standard compensation but is offered on a swap-time basis (two half-hours for local sale, two for network sale).

At the meeting members of the contract committee argued that 15% was too low, and that they were selling their local position at higher rates. In deference to these arguments NBC boosted the 7-9 a.m. percentage rate to 20% but decided to set no rate for the unprogrammed 1-7 a.m. period.

Free Time ■ Mr. Harris opened what apparently was a lively argument over "waived hours." According to the minutes, he "argued that the value of waived hours had increased greatly over the years since the present contract standard was first adopted; that the cost elements it was supposed to cover (interconnection cost and sustaining programs) had not similarly increased; and that the new contract language proposed by NBC to explain and justify waived hours was so broad and all-inclusive ('overhead costs . . . including . . . unrecovered program costs and other elements')

that it would give affiliates no basis for claiming a reduction in waived hours in the future, even if the cost elements it was supposed to cover were reduced—for example, through satellite interconnections."

Mr. Adams replied that even on that basis "the facts did not justify any reduction," according to the minutes, but that the concept was by no means limited to interconnection costs and sustaining programs.

He also said interconnection costs alone exceeded the present value of waived hours, and that the modern parallel to sustaining programs is unrecovered program costs, which currently run "well over \$100 million a year."

The minutes said NBC offered data showing that its network compensation to affiliates "has increased by \$10 million during the past three years," has "increased at a faster rate than network time sales and represents an increasing percentage of time sales" and "is proportionately higher than CBS's, and has been increasing more than CBS's."

While this situation was not being dealt with in the current contract revision, Mr. Adams argued, neither did it provide a basis "for a change in waived hours that would further increase compensation."

Network Take ■ In reporting on what appeared to be another round of candid give-and-take, the minutes continued:

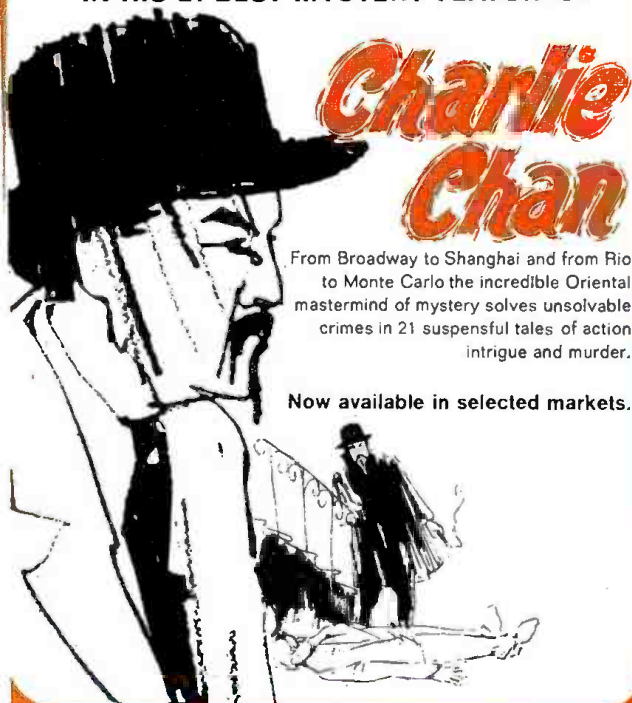
"There was an extensive further discussion on the economic trends in the network-affiliate relationship, in which various members of the committee argued that in the past, networks had improved their position without a parallel improvement in affiliates' share of the revenue, as in the case of the daytime compensation reduction.

"It was also pointed out that there were a number of individual cases in which network compensation of particular affiliates had remained approximately level from year to year, while network billings had increased; and related points were made by members of the committee to support the equities on behalf of affiliates.

"So far as futures were concerned, NBC stated that it was unwilling, as the committee suggested, to indicate the possibility of a reduction in waived hours if less costly interconnections were established through satellite. . . .

"After further discussion on the language of the 'waived hour' provisions, NBC proposed changed language to eliminate the broad references in the first draft to which the committee had objected. The committee accepted the change, which does not prejudice either the affiliates or the network in future positions they might want to take, in the event of significant changes in the

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BETWEEN HEAVEN AND HELL
DESK SET
LOVE ME TENDER
OH, MEN! OH, WOMEN!
THE PROUD ONES
RETURN OF THE FLY
THE RIVER'S EDGE
WILL SUCCESS SPOIL ROCK HUNTER?



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(20 IN COLOR)

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THE LAST WAGON
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Vice President
and General Manager
WTAE Division - The Hearst Corp.

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365 "Films of the 50's and 60's"
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VOLUMES 11&12

"WEEK-TV has consistently tried to present quality programming. Consequently, in keeping with our basic philosophy, we first became a Seven Arts' customer in 1962 when we purchased Volume 3.

Subsequently, we acquired Volumes 4, 5, 7, 8, 10 and now, 11 and 12 for our successful weekend movie schedule. That's a lot of good feature film! It also represents a substantial programming investment for WEEK-TV's carefully spent film dollars.

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Vice President and
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economic elements involved. NBC confirmed that this was its understanding and intent of the changed language."

In its final form the new contract says waived hours are "a means of sharing the overhead cost to NBC of providing network service." The number is not specified in the sample forms now being studied by affiliates but will be inserted, along with dollar figures on compensation rates, in individual contracts due to go out shortly.

Sports Pay ■ NBC officials also reassured the affiliates committee that it does not intend to use the new contract to eliminate compensation for

sponsored sports and special events programs.

This related to a provision, reflecting current practice at all three TV networks, that compensation for such programs will be negotiated individually rather than computed under standard compensation procedures.

NBC said the purpose is to enable it to "make compensation proposals that take into account the extraordinary costs, the typical under-recovery through sponsorship and the special values of these services to stations," according to the minutes.

Mr. Mercer's letter restated the un-

derstandings reached in the meeting, whose main points he said were "accurately summarized" in the committee's minutes.

The committee consists of Chairman Grams, Messrs. Waugh, Harris and Comte, and A. Louis Read, WDSU-TV New Orleans; Joseph Bryant, KCBD-TV Lubbock, Tex.; Robert Ferguson, WTRF-TV Wheeling, W. Va.; Harold Froelich, WTVO-TV Rockford, Ill., and Harold See, KRON-TV San Francisco. All were present at the June 14 meeting except Mr. Bryant, said to have been confined to his home by a knee injury.

Broadcasters, CATV to meet on copyright

Distant TV signals, program origination and duplication protection may also be discussed

A meeting of broadcasters who are in CATV and CATV operators who are not broadcasters, is scheduled to be held in Washington Wednesday (July 19), principally to discuss the copyright issue.

The meeting at the Madison hotel beginning at 10 a.m. will see representatives of major TV-station groups who are all also multiple-CATV owners sitting down with multiple-CATV owners to discuss in an exploratory conference some of the issues involved in the copyright problem.

But some observers see the meeting as heralding a new dialogue between broadcasters and the CATV industry that may result in a solution to many of the other problems now separating hard-core broadcasters from CATV'ers—reception of distant TV signals, program origination and duplication protection.

The proposal for the meeting originated with George C. Hatch, a group broadcaster (A. L. Glasmann stations) and a multiple-CATV owner (Community TV Inc.). He is understood to have initiated the program in discussions with CATV industry leaders at the convention of the National Community Television Association in Chicago last month. Mr. Hatch last week stressed that this week's meeting was informal and declined to take credit for the idea. He also refused to identify any of the participants.

From other sources, however, it was



Mr. Hatch
Starts wheels turning

learned that these broadcaster-CATV groups will be represented: Cox Broadcasting, Newhouse Stations, Triangle Stations, Cosmos Broadcasting, Time-Life, Meredith-Avco, RKO General, Westinghouse Broadcasting and Fetzer Stations.

Representing the CATV-only contingent will be Robert H. Beisswenger, Jerrold; Irving B. Kahn, Teleprompter; Alfred R. Stern, TV Communications and immediate past chairman of the National Community Television Association; Jack R. Crosby, Gencoe and Telesystems, current NCTA chairman;

and Ralph M. Demgan, Willmar, Minn.

Also attending as observers will be Frederick W. Ford, NCTA president; Wally Briscoe, NCTA executive vice president, and Bruce Lovett, NCTA general counsel. Although an invitation was extended to the National Association of Broadcasters to send a delegation, the broadcasters' group declined to be represented officially.

It was noted, however, that a number of broadcast-CATV groups that will have representatives at the meeting have other executives who are on NAB boards (Frank Gaither of Cox, Roger Clipp of Triangle, Eldon Campbell of Time-Life, John Murphy of Avco, Carl Lee of Fetzer).

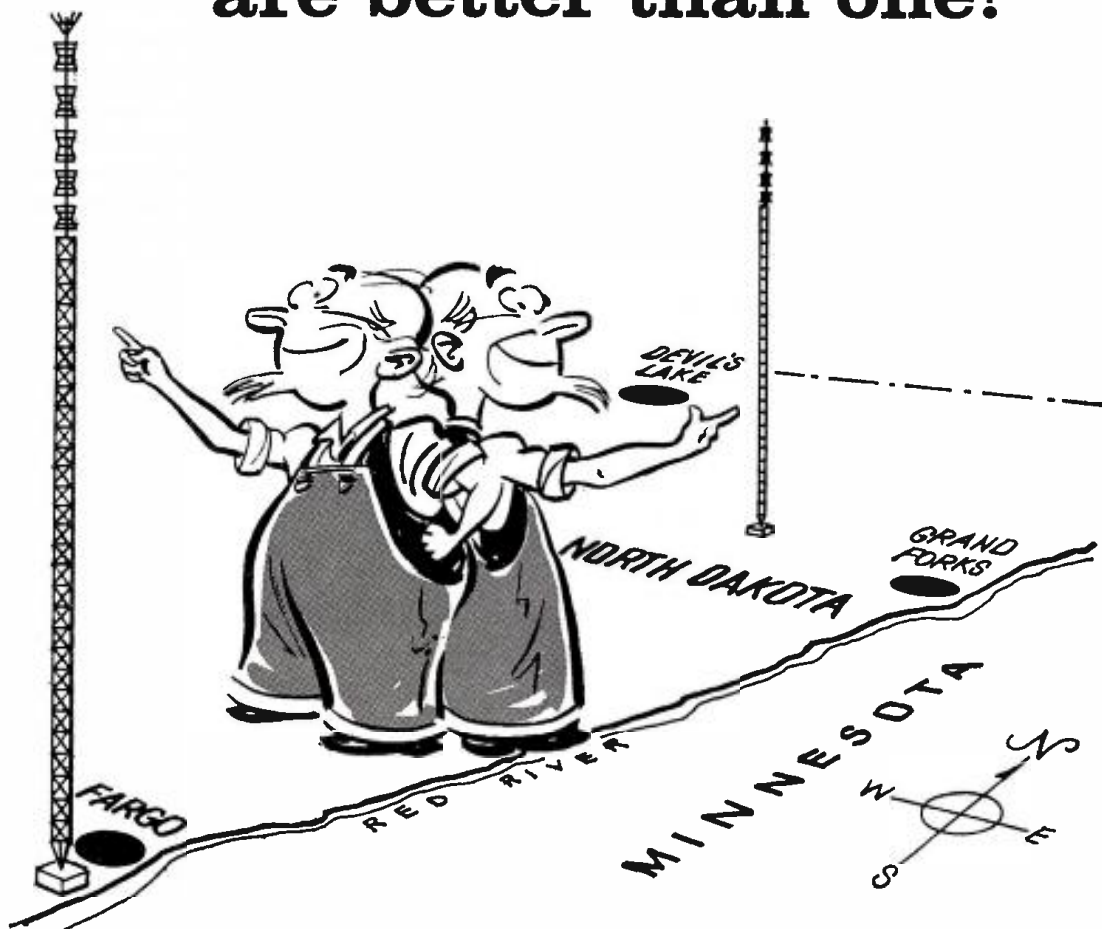
Pragmatic Approach ■ Although there is no agenda or formal list of topics drawn up, the bi-industry group is expected to approach their initial task, the copyright issue, on a business-oriented foundation. Some observers feel that the CATV-only group can learn a lot from the broadcasters who have many years of experience in paying copyright license fees.

One element indicating the pragmatic nature of the meeting is that no lawyers have been invited to attend. It's felt that if some formula acceptable to both CATV operators and broadcasters can be evolved, the lawyers can put it into the technical language necessary to meet legislative and legal requirements at a later date.

The last meeting between broadcast and CATV representatives took place early in 1965 when a team of NAB and NCTA executives found that they could not agree on a common proposal to present to the FCC which then was considering CATV jurisdiction and regulation. Meetings between the two trade associations began in 1964 and continued intermittently until February of 1965. The FCC issued its Second Report and Order imposing regulations on CATV in 1966.

Since that time there have been no formal meetings between representatives of the two industries.

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Newspaper-radio-TV tie in again raised

A specter that broadcasters thought had been laid to rest 26 years ago—the question of newspaper ownership of broadcast stations—threatened to return to life last week as the first round of hearings on the economics of newspaper publishing began before a congressional subcommittee.

The hearing, on a bill to grant anti-trust immunity to newspapers that combine their advertising, circulation and printing operations but retain independent editorial staffs where one of them is in danger of failing, is before the Senate Monopoly and Antitrust Subcommittee. Senator Philip A. Hart (D-Mich.) is chairman.

The bill (S-1312) was introduced by Senator Carl Hayden (D-Ariz.) and sponsored by 14 other senators. It was initiated after the Department of Justice brought an antitrust complaint against Arizona publisher William A. Small Jr. Mr. Small is the publisher of the *Tucson Citizen* and the *Arizona Star*. The two newspapers were merged in 1965, but had a joint operation of all departments except editorial since 1940. The government's suit, if successful,

would require Mr. Small to sell one of the newspapers; it would also adjudge the past joint operations to be illegal.

In Senator Hart's opening remarks, he alluded to the question of cross-ownership of newspapers and radio and TV stations and added that this question will be investigated "extensively." He also remarked that newspapers owning radio and TV stations may have to be considered as a special case and that this issue may be brought up during the hearings.

The last congressional investigation of the newspaper business, which also touched on cross-ownership, was undertaken in 1963 by Representative Emanuel Celler (D-N.Y.) and his House Judiciary Committee.

The challenge to newspapers, for the advertising dollar, by radio and TV stations was mentioned time after time by various witnesses. Mr. Small spoke of the four TV and 12 to 13 radio stations in his market. Eugene Cervi, publisher of the outspoken weekly *Rocky Mountain Journal* in Denver, who termed the proposed bill "the millionaire, crybaby publishers bill," said he welcomed the "relentless competition of two separately owned metropolitan dailies," 19 radio stations and five TV stations. He added that in view of approaching technology and electronic innovations, "I doubt that metropolitan

newspapers as we know them today are worth saving."

ANPA Position ■ Arthur B. Hanson, general counsel of the American Newspaper Publishers Association, which is supporting the bill, said that a market that generally could support two daily newspapers typically would also include a dozen radio and several TV stations competing for the local and national advertising.

Elmer Brown, president of the International Typographical Union, opposing the bill, termed ownership of radio and TV stations by newspaper interests an "important factor" in making it difficult for new newspapers to get started. Cross-ownership, he said, "reduces the impact of competition between newspapers and other media for the advertising dollar." He expressed fear that similar exemption from anti-trust prosecution might follow for other businesses, leading possibly, he said, to giant combines including retail merchandising companies, automobile, insurance, grocers, mortuaries "and perhaps even banks, local newspapers and radio and television stations." The ITU for the last eight months has been on strike against the two Tucson newspapers owned and published by Mr. Small.

Evan Mecham, publisher of the *Tucson American* also opposed the bill, while Professor Richard Day, Ohio State University law school, favored the bill.

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Changing hands . . .

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

■ **WMAK Nashville:** Sold by LIN Broadcasting Corp. to George P. Mooney for \$787,500. Mr. Mooney is majority owner of WKGN Knoxville, Tenn., and owns 25% of WBSR Pensacola, Fla. LIN Broadcasting, which is headed by Frederic Gregg, owns five radio stations—WAKY Louisville, Ky.; KEEL Shreveport, La.; KAAV Little Rock, Ark.; and WBBF-AM-FM Rochester, N.Y., in addition to WMAK, as well as WAND-TV Decatur, Ill. Earlier this year, LIN bought WIL-AM-FM St. Louis for \$1.65 million, still pending FCC approval, and early this month announced the purchase of KLIF Dallas and KILT and KOST-FM Houston for \$15 million (BROADCASTING, July 3). The new acquisitions would bring LIN over the FCC's limit on ownership to seven radio stations; therefore the WMAK sale. LIN, which is principally owned by Broadcast Industries Inc. (formerly Medallion Pictures Corp.), also is a group CATV owner, owns the Miss Teen-Age America contest and is in the mail merchant-

dising and motion picture distribution business. WMAK is fulltime on 1300 kc with 5 kw. Broker: Blackburn & Co.

■ Wmoo Mobile, Ala.: Sold by Samuel R. David and others to Howard W. Davis, owner of KMAC San Antonio, Tex. It is understood that total consideration ran to more than \$200,000. Wmoo is daytime only operating on 1550 kc with 50 kw. Broker: Jack L. Stoll and Associates.

■ WIPS Ticonderoga, N. Y.: Sold by Bernard H. Pelzer and associates to Community Service Broadcasting Corp. for \$128,900. Community Service is headed by Alphonse Di Mezza, and includes Philip Spencer, Donald L. Gorman, Robert J. Sise, Rex R. Maltbie, J. L. Finlay and Samuel Cramer. Buying group owns wcss Amsterdam and WEBO Owego, both New York. WIPS went on the air in 1955 and operates daytime only on 1250 kc with 1 kw.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 82).*

■ WKIX-AM-FM Raleigh, N. C.: Sold by Henderson Belk to Southern Broadcasting Co. for \$1.5 million. Southern Broadcasting group is headed by John G. Johnson, and owns WSGN Birmingham, Ala.; WTOB Winston-Salem, N. C.; WGHP-TV High Point, N. C.; KOY Phoenix. Mr. Belk, department store owner, has sold WIST-AM-FM Charlotte, N. C. and WQXL Columbia, S. C., both awaiting FCC approval. He retains WPDQ Jacksonville, Fla. Twenty-year-old WKIX is fulltime on 850 kc with 10 kw days, 5 kw nights. WKIX-FM is on 96.1 mc with 29 kw.

■ KQMS Redding, Calif.: Sold by Ralph E. Welch and associates to Ray Johnson for \$130,000. Mr. Johnson is a principal owner of KMED-AM-TV Medford, Ore. KQMS operates fulltime on 1400 kc with 250 w.

Hines promotion at NBC augurs new FM look

The appointment of Drex Hines to the new position of manager of FM development, NBC-owned radio stations, was announced last week by Stephen C. Riddleberger, vice president and general manager of the NBC-owned radio outlets.

Mr. Riddleberger said that in his post as a fulltime FM executive, Mr. Hines will assist each of the six NBC stations in participating in the anticipated growth of FM. The NBC outlets currently broadcast 70 hours a week of separate classical music programing, and though no mention of change in format for the stations was mentioned

in the announcement, reports circulated that Mr. Hines will make a detailed study of each market with a view toward recommending changes, if they are deemed necessary.

Mr. Hines has been manager of custom artists and repertoire department, RCA Victor recording division, since 1962.

CATV problems force TV station into court

A federal court has been asked to order the FCC to act in a three-year-old battle between a TV station and CATV systems in the upper Connecticut River Valley area of Massachusetts.

Springfield Television Broadcasting Corp. has asked the U. S. District Court in Boston to issue a writ of mandamus against the commission. Springfield Television also asked the court to issue an injunction against CATV systems owned by Pioneer Valley Cablevision Inc.

Springfield Television, which is headed by William P. Putnam, and which owns WWLP(TV) Springfield, WRLD(TV) Greenfield, WJZB-TV Worcester, all in Massachusetts, and holds construction permits for stations in Pittsburgh, Day-

ton, Ohio, and Raleigh, N.C.—all UHF—claimed that when its channel 32 station in Greenfield began operating in 1957, there were seven CATV systems in the area; in 1964, it noted, there were 20 systems in existence. Because of this competition, WRLP was reduced to a satellite of WWLP, Springfield Television said.

Following the FCC's 1966 action assuming control over all CATV and the imposition of rules requiring, among other things, that CATV's protect local stations against duplication, Springfield Television said it asked the commission to act against Pioneer Valley. Almost a year later, "despairing of commission action," Springfield signed a private agreement with Pioneer Valley. But, it noted, almost a month later, Pioneer Valley canceled the agreement on the ground that Springfield Television had failed to follow the notification provisions in the FCC's CATV rules.

In May, Springfield Television said it again asked the FCC to order Pioneer Valley not to duplicate programs carried by WRLP, and to expedite consideration of this petition. To date, the Massachusetts broadcaster says, no action has been taken.

If the situation is not remedied, Springfield Television said, it either will have to shut down WRLP or continue it as a satellite.

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

NORTHERN CALIFORNIA

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CPB snags on its subsidy

Many congressmen have doubts about long-term financing, its sources and federal contribution; basic program and network questions also raised

The administration may get its bill to establish a Corp. for Public Television through the House Commerce Committee, but last week it became clear that what emerges may vary in considerable detail from the measure as submitted to or as modified by the Senate. As the House hearing opened, it soon became clear that although the witnesses were the same, the questions asked of them were different.

In contrast to the harmony that prevailed during the Senate Communications Subcommittee hearing, smoothly guided by Senator John O. Pastore (D-R. I.), questioning by House Commerce Committee members often turned sharply critical. Most members on the Democratic side prefaced their inquiries with vows of support for the basic aims of the bills before them but expressed concern over details. Others were not even that favorable.

Even friends of the bill fretted over the legislation's broad wording. Torbert Macdonald (D-Mass.), chairman of the House Communications Subcommittee, called the bill "very vague, very general," and complained of inadequate definitions in the legislative language. Over-all criticisms were stiffer on the Republican side. One member said he had "never seen a piece of legislation with so many unanswered questions."

Money Woes ■ A basic concern on both sides of the aisle was the price tag. And although at the start of the hearing Commerce Committee Chairman Harley O. Staggers (D-W. Va.) noted that consideration of long-term financing for the Corp. for Public Television was to be deferred until the administration could study the question and make recommendations, the matter of ultimate cost to the government became a sticking point for many committee members.

The ranking minority member on the committee, William L. Springer (R-Ill.), took the first opportunity to question witnesses about the projected size of the federal contribution. It soon developed into a question of concern for members of both parties, as clear answers proved hard to come by. After explaining that the matter was open-ended and dependent on, among

other things, the amount of money Congress was willing to provide, Health, Education and Welfare witnesses told committee members that the Carnegie Commission on Educational Television has made such an estimate but that HEW had none.

Congressman Springer took the HEW delegation to task for asking Congress to authorize "a blue-sky proposition," promised that he would take a dim view of any bill without figures, and waited for the appearance the next day of Carnegie Commission spokesmen. Even when they became available for questioning, Mr. Springer had further difficulty eliciting the total projected federal contribution, including HEW programs.

Under the bill, HEW would have no participation in the affairs of the corporation established to aid noncommercial educational stations' programing and operating costs, but would continue to function as the granting agency for facilities and equipment funds as well as contribute to educational broadcasting through other public-education programs. Most of these grants would be to aid instructional television used directly in classroom situations, a field

that the Corp. for Public Broadcasting is not to be concerned with. Under the administration bill establishing the corporation, a section would authorize a \$500,000 appropriation to HEW for a study of instructional television's needs.

Something Concrete ■ Congressman Springer, after an extended question-and-answer session with the Carnegie representatives, finally extracted from projections published earlier a working figure of \$124 million a year, average for 1968-71, as the amount the government would be asked to provide. Of this total, \$56 million was seen as coming from the CPB and \$68 million from HEW.

Confusion continued to swirl about the total amount throughout the first week's sessions. Some congressmen took the whole total as the CPB's projected contribution to ETV stations for program and operations uses, although the figure was meant to include facilities grants and instructional activities not under the proposed corporation. Also, the \$56 million from the CPB was seen as being entirely provided by the government, although proponents of the plan envisaged private contributions to the corporation as well as government subsidies.

On that matter, though, Secretary of Health, Education and Welfare John Gardner, during the first day's testimony, warned the congressmen not to expect a heavy private contribution to the CPB, "although the door should be left open." The local stations "are now working that beat as actively and energetically as they can," he observed, and it would not do for the CPB to compete for the funds the stations are depending on.

Money required and methods of raising that money proved to be hard issues to separate. During questioning of Carnegie Commission spokesmen, Representative James Harvey (R-Mich.) articulated some doubts that other members had been circling in their questioning. "I must say," he said to Dr. James R. Killian, who served as chairman of the group, "that I would express surprise that the [Carnegie] commission does not object more strenuously to this bill as we received it from the department of HEW, which



FCC Chairman Rosel H. Hyde's testimony last Thursday was a major part of that day's hearing.



Huddling before the hearing last Wednesday (l to r): Representative Claude Pepper (D-Fla.), Dr. James R. Killian, chairman of the now-disbanded Carnegie Commission, and H. Holt Riddleberger, associate director of the Educational Television Stations division, National Association of Educational Broadcasters.



Leading off House Commerce Committee testimony for the administration's educational-TV bill is John W. Gardner (r), secretary, Department of Health, Education and Welfare. With the secretary are two HEW aides, Ralph K. Huitt (l), assistant secretary for legislation, and Dean W. Coston, deputy under secretary.

includes no tax and no method of financing for the program whatsoever. This, in my judgment . . . is very objectionable."

Later, during questioning of FCC Chairman Rosel H. Hyde, Representative G. Robert Watkins (R-Pa.) broached the idea that perhaps, with the unsettled condition of the federal budget due to the Vietnam war it might not be advisable to wait before committing a future Congress to an elaborate new program.

Board of Directors ■ As in the Senate, the makeup of the corporation's board of directors came in for intensive consideration. As proposed by the administration the board of 15 members was to have been appointed by the President with Senate consent.

The bill's Senate supporters argued that in the last analysis the success of the venture would depend entirely on the caliber of the men appointed and hence there was no need to write limitations on the board's makeup into the bill.

Before the measure emerged from the Senate, however, the number of direct presidential appointments was reduced to nine, with those nine choosing six others. It was further provided that three of the 15 men on the board should be recruited from the ranks of the educational broadcasters.

In the House committee a Republican push to require that the directors be divided according to party affiliation soon became apparent. Arguing that the various regulatory agencies under the purview of the Commerce Committee functioned well with a formal division of seats between the major parties, Representative Springer quickly gathered support for such a requirement for the CPB. The bill as drafted holds

that "no political test" be applied to the directors, in line with a desire that the CPB remain insulated from political pressures.

On the other hand, the requirement that three of the board members be representatives of the industry that would benefit from the corporation's activities was attacked as conflict of interest.

Semantics ■ Even more than in the Senate, certain words proved troublesome during the House hearing. "Interconnection" and "networks" caused difficulties and "entertainment," when given as an aim of the noncommercial broadcasters, surprised and upset some of the legislators, including Mr. Macdonald, a supporter of the bill. Mr. Macdonald didn't like the name of the proposed corporation, either—Corp. for Public Television (or Public Broadcasting, as changed by the Senate).

The communications subcommittee chairman lost no opportunity to ask witnesses about the name, which he said set up a false idea that commercial TV was private, whereas all television was supposed to be public. Dr. Killian, merely observed that the Carnegie Commission in coining the name had thought long and hard about it and decided that "public broadcasting" provided a distinction between cultural or community-service programming and instructional material, all of which was seen as "educational."

Another commission head, Chairman Hyde of the FCC, told Mr. Macdonald that he agreed that all television is public, and, as such, noncommercial educational television (the commission's preferred appellation) did fit under the title "public." HEW Secretary Gardner said he thought the name didn't matter.

But the seeming desire to avoid the

word "educational," coupled with a frank avowal that the noncommercial stations hoped to "entertain," raised the specter in some of the congressmen's minds of subsidized competition with commercial broadcasters. Most partisans of ETV concede that there will, and should be, competition for audiences, but that such competition will be good for both camps. Some of the congressmen, however, wanted it clearly spelled out that ETV operations would be truly noncommercial. One suggested that ETV station promotional advertisements were as annoying as commercials and that the educational broadcasters would be well advised to avoid program interruptions of any sort.

Prepared Remarks ■ In his opening-day statement on July 11, Secretary Gardner's testimony paralleled almost to the word his presentation before the Senate panel in April (BROADCASTING, April 17). HEW submitted the original draft language for the bill. As first questioner, Committee Chairman Staggers ticked off a concise list of questions, many concerning the changes made in the HEW draft by the Senate (BROADCASTING, May 22). Except for a limit on the corporation's power to publicize its activities and a caveat against the CPB's contracting directly with common carriers for interconnections, Secretary Gardner concurred with the Senate's modifications.

As a clue to his estimate of the bill's chances in his committee, Chairman Staggers told Secretary Gardner, "I think the committee will agree with you," when the secretary suggested that it was necessary to establish a private corporation to aid ETV.

But as a further clue that a different bill would emerge from the House com-

Kubasik outlines grass-roots campaign

Plans to organize regional and local groups to support public broadcasting financially and politically were outlined last week in New York by Ben Kubasik, named Tuesday (July 11) to become executive director of the National Citizens' Committee for Public Television on July 31.

The committee was formed late in May with a prestigious membership of 47 and a \$250,000 bankroll provided by the Danforth, Kellogg, Sloan and Ford Foundations, the Carnegie Corp. and the Twentieth Century Fund (BROADCASTING, May 29).

Thomas P. F. Hoving, director of New York's Metropolitan Museum

of Art and chairman of the committee, was among those testifying in hearings before the House Commerce Committee last week (see page 44). Other members of the committee include Lee A. Dubridge, president of the California Institute of Technology; Leonard Woodcock, vice president of the United Auto Workers; author Ralph Ellison, and two former FCC chairmen, Newton Minow and E. William Henry. Mr. Kubasik said the committee's first concern is establishing what Mr. Hoving has called "a single clear voice about public broadcasting's accomplishments and goals now and in the future."

Informal meetings will be held

during the summer to organize regional working committees, which will work through noncommercial stations across the country to arrange speaking engagements and news and public-relations projects. Long before President Johnson submits his proposals for financing the CPB, the National Citizens Committee is expected to be organized and operating at the grass roots.

Mr. Kubasik moves to the committee from the Ford Foundation-funded Public Broadcast Laboratory, where he was associate director. He is a former director of information services for CBS News, and entertainment editor and film critic of *Newsday*, a daily on Long Island.

mittee than that approved by the Senate, Mr. Staggers later observed that the requested five-year authorization on facilities grants would likely be cut to three years, "so the next Congress can take a look at it." Also coming under fire was the phrase "and such sums as may be necessary," which was held contrary to House policy. The open-end request was for subsequent years' authorizations for facilities grants, after \$10.5 million for fiscal 1968.

Wednesday testimony started with remarks from Representative Claude Pepper (D-Fla.), who had made the opening statement at the Senate hearing. He told the House panel that he supported the safeguards written into the bill by the Senate and that the Senate hearing had convinced him that fears that the CPB could become "a propaganda ministry" were unfounded. He did advocate, however, the necessity of keeping news programs on ETV stations free of public funds.

Mr. Pepper's testimony was followed by a day-long session with Dr. Killian and other erstwhile members of the now-disbanded Carnegie Commission, with one break for the appearance of the head of a citizen's group.

Needs Assistance — Thomas P. F. Hoving, Director of the Metropolitan Museum of Art, New York, and chairman of the National Citizens Committee for Public Television, briefly explained the committee's role to the House panel. Mr. Hoving said that a strong public-broadcasting system "cannot come into being without federal assistance," but said his group believed it would be "unwise and even unhealthy" for such a system to depend solely on federal support.

One goal of the citizens committee will be to "see to it that the private sector will contribute and will con-

tribute substantially," despite donor resistance that may develop if citizens get the idea that they are already contributing in the form of taxes.

Chairman Hyde, testifying on Thursday, also put in an all-day appearance, interrupted only by a brief statement from Representative Richard D. McCarthy (D-N.Y.). Mr. McCarthy is the sponsor of a bill (H.R. 10290) that follows the administration's proposal introduced by Mr. Staggers (H.R. 6736) and the Senate act (S. 1160). The McCarthy measure adds requirements that certain portions of the CPB's funds be directed to all operating ETV stations and for development of high-quality children's programs.

Scheduled to follow Mr. Hyde on Thursday was Earl D. Hilburn, vice president and special assistant to the president, Western Union Telegraph Co., but by late in the afternoon the congressmen were still questioning the FCC chairman.

Mr. Hilburn's prepared remarks urged the committee to consider a Western Union proposal to "proceed without further delay to inaugurate limited service" via domestic satellite. In the WU plan, educational stations could use the facilities free for interconnection during an initial period of operation.

Representatives of the major networks and the central ETV programming organization, National Educational Television, were slated to appear last Friday.

This week, hearings are scheduled to conclude on Friday (July 21). The National Association of Broadcasters, which offered the only testimony at the Senate hearing that looked to a substantive revision of the administration bill, is tentatively set to be heard Thursday.

Today (July 17) is set for Comsat and AT&T testimony, with Tuesday devoted to a Ford Foundation presentation and appearances by the Midwest Program on Airborne Television Instruction and representatives of Mississippi's ETV system. Committee staff members emphasized, however, that all dates and witnesses were subject to last-minute changes.

FCC closes hearing in Pa. CATV case

A CATV proceeding involving a show-cause order was brought to a close by the FCC last week although three Pennsylvania television stations whose program exclusivity rights were at stake had asked for its delay.

The order would have directed David A. Adams, operator of Television Cable, Carbondale, and Waymart Cable TV, Waymart, to give signal protection to the Scranton-Wilkes-Barre-area stations WNEP-TV, WBRE-TV and WDAU-TV.

The broadcasters asked for a delay of the order because they had agreed with Mr. Adams to temporarily withdraw their requests for exclusivity provided he obtains the necessary switching equipment and gives them protection by Nov. 1. In effect, the commission noted, once the CATV operator had completed his contractual obligations, the issues of the proceeding would cease to exist.

But the four-month delay was determined not to "be conducive to the orderly processes of the commission." Instead the FCC ended the proceeding and left the door open to all parties saying it would expedite any new action if the operator's contract was not carried out.

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Sheridan to answer Garrison in New Orleans

NEWSMAN, NBC OFFICIALS DENY CHARGES OF BRIBERY

Walter Sheridan, NBC News's own Daniel, last week said he would walk into the lion's den—that is Orleans parish, Louisiana, where Jim Garrison, New Orleans district attorney, holds sway—and would attempt to post \$5,000 bond on charges of public bribery of a witness in a criminal investigation.

Mr. Sheridan, a correspondent on the NBC News team which had worked on the June 19 special *The JFK Conspiracy: The Case of Jim Garrison*, was, himself, questioned by the reporters at a news conference in Washington last Wednesday (July 12).

Five days earlier Mr. Garrison had issued a warrant charging Mr. Sheridan with public bribery of Perry Russo, a witness in the case Mr. Garrison is building. And on Tuesday (July 11), Mr. Garrison charged Richard Townley, correspondent for WDSU-TV New Orleans, with public bribery and intimidation. Mr. Townley was later released in \$7,500 bond.

In the eyes of Mr. Sheridan, NBC News President William R. McAndrew and Fred Freed, producer of the Garrison special, the magic word last week was "intimidation" and NBC's refusal to bow to it.

'Threat to Freedom' ■ Mr. Freed called the district attorney's actions "one of many efforts on Mr. Garrison's part to make us stop reporting his activities. We also regard it as a threat to our freedom and to your freedom to report the news as we see it. Nothing Jim Garrison does or says is going to

stop our continued factual reporting of this story."

Mr. Sheridan denied the bribery charges and said the truth is that "Jim Garrison has used, and continues to use the powers and jurisdiction of his office . . . to try to intimidate those in the news media who criticize his investigation."

Mr. McAndrew's statement, read at the news conference by Joseph Derby, director of news publicity, called the bribery charges an attempt to "intimidate those news media who have commented adversely on Garrison's assassination investigation. . . . NBC News will not be intimidated."

Originally scheduled to be held in a cool conference room, the 45-minute news conference was switched to the studios of NBC's WRC-TV Washington where it was taped in color for use by WDSU-TV. Portions were used on WDSU-TV newscasts on Wednesday and Thursday.

New Orleans Ruling ■ Less than an hour before the news conference began, a district judge in New Orleans ruled that Mr. Garrison could go ahead with a planned half-hour show on NBC-TV on Saturday (July 15) 8-8:30 p.m. EDT, in which he was to answer the network's criticism of his investigation of Clay Shaw, a New Orleans businessman. That show was to be taped in WDSU-TV's studios on Friday (July 14).

Judge Edward A. Haggerty Jr. had ruled on a request by lawyers for Mr. Shaw that the program would violate rules prohibiting public discussion in

advance of the trial.

Judge Haggerty, however, found "this court fails to appreciate that a violation will occur until it does."

Mr. Sheridan said he intended to go to New Orleans within the next few days and surrender to the authorities. A day later NBC said Mr. Sheridan would be in Orleans parish in "a couple of days," but at that moment the network didn't know where he was.

"I have no intention," Mr. Sheridan told the news conference, "of avoiding meeting this issue which involves a basic principle of freedom of the press."

Frederick puts strings on Albany TV choice

A "superior showing of local residence" led FCC Hearing Examiner Charles J. Frederick last week to draw a "very tenuous conclusion" that channel 23 at Albany, N. Y., should be awarded to a CATV operator over a new broadcast entity headed by Richard E. Bailey of Sports Network Inc.

But in his initial decision the examiner posed an if/then proposition that could swing the channel grant to the broadcaster.

Competing applicants are Northeast TV Cablevision Corp., Albany, which also wholly owns Champlain Cablevision Inc. with systems in Ticonderoga and Whitehall, both New York, and Adirondack Television Corp., which is wholly owned by Mr. Bailey. In addition he holds a 95.5% interest in program syndicator Sports Network and a 100% interest in Pershing Television Corp., (KPTC-TV) Kansas City, Mo. Sports Network has multiple CATV holdings in Lykens TV Co. Inc. and Muncy TV Corp., both Pennsylvania.

For Examiner Frederick the Albany area residency of the 22 Northeast stockholders (and presumed local interest) outweighed the "very small" preference he gave to Adirondack's familiarity with the area based on its surveys of need. But he was not sanguine about his evaluation: "[It] will, of course, be severely challenged."

Whatever preference could be given Adirondack would reside in the diversification factor because of Northeast's CATV operations. And though the examiner could not favor the broadcaster on this issue at this time, he did pose the if/then equation.

He said Northeast's operations did not appear to have "an organic unity [or] act as a force to mold public opinion." However he noted the growing practice or habit of CATV's to orig-



It's an unusual news conference when newsmen are the ones being questioned. Last week NBC News held just such a conference at WRC-TV Washington with reporters from the other networks, daily press and trade press getting a crack at some of those responsible for the NBC special *The JFK Conspiracy: The Case of Jim*

Garrison.' (L-r): Joseph Derby, director of news publicity for NBC; Fred Freed, producer of the special; Walter Sheridan, NBC News special correspondent, and James Phelan, a writer for the 'Saturday Evening Post', who worked with the network as a special reporter on the controversial show.

inate news programs and to assume points of view. If this should be the case with Northeast, then the grant "clearly and unequivocally" should go to Adirondack. And if this situation should develop before final grant is given, then, he said, the record should be reopened on this issue.

Media reports . . .

Summer interns ■ Participating in Westinghouse Broadcasting Co.'s summer intern program this year are 14 students from 12 colleges and universities. The seventh annual on-the-job training opportunity has already begun, bringing to more than 50 the total number participating in the program. The students work at the company's 12 radio and TV stations as well as at its New York headquarters.

DJ consultant ■ Gary Stevens, disk jockey on WMCA New York, has formed a youth market consulting firm called Young Ideas. Mr. Stevens and his associate, Edward M. Blackoff, have assembled a staff of free-lance consultants, experts in various phases of the teen-age market, to form appropriate panels. Offices of Young Ideas are at 420 Lexington Avenue; telephone is MU 6-0121.

Old antagonists clash over CATV amendment

FCC PROPOSAL FINDS INDUSTRY POLES APART ON ISSUE

The FCC's latest proposed revision of its CATV rules found broadcasters and cable proponents engaged last week in another war of words over the extent and intent of the commission's CATV regulatory policy. And like past roundelays, the battle lines were not clearly drawn between them because of conflicting interests.

The commission, in a May notice of rulemaking, proposed an amendment (which could either be mandatory or permissive) that would allow CATV systems to carry the signals of other stations in a market if they are required to carry the programming of any one outlet in that market.

Under an anomalous situation that exists in the present rules, the commission noted, a CATV system is required to carry the signals of any station putting a grade-B contour over the system's community, while a CATV in any top-100 market is prohibited from importing signals of a station that doesn't put a grade-B contour over it. The system must either obtain commission permission in a hearing or obtain a waiver of the rule.

As a result VHF stations that put a grade-B contour over CATV's in major markets are entitled to carriage while competing UHF's, whose signals often fall short, are not. And that result leads UHF's frequently to complain that the disadvantage under which they labor in competition with VHF's is compounded.

The commission said the proposed amendment might lessen the technological disadvantages that UHF's face, and place all stations within a given market on a competitive footing as well as ease the administrative burden involved in considering waiver requests.

(Commissioner Kenneth A. Cox, in his dissent to the proposed rule, argued the proposal was stated "too broadly." He said it would run counter to the CATV rules which are designed not to equalize competition in distant markets, but to prevent cable systems from distorting station service areas and from fragmenting the audiences of the stations in the CATV's community.)

Major Dissent ■ Important voices from the broadcast industry, such as the Association of Maximum Service Telecasters, the National Association of



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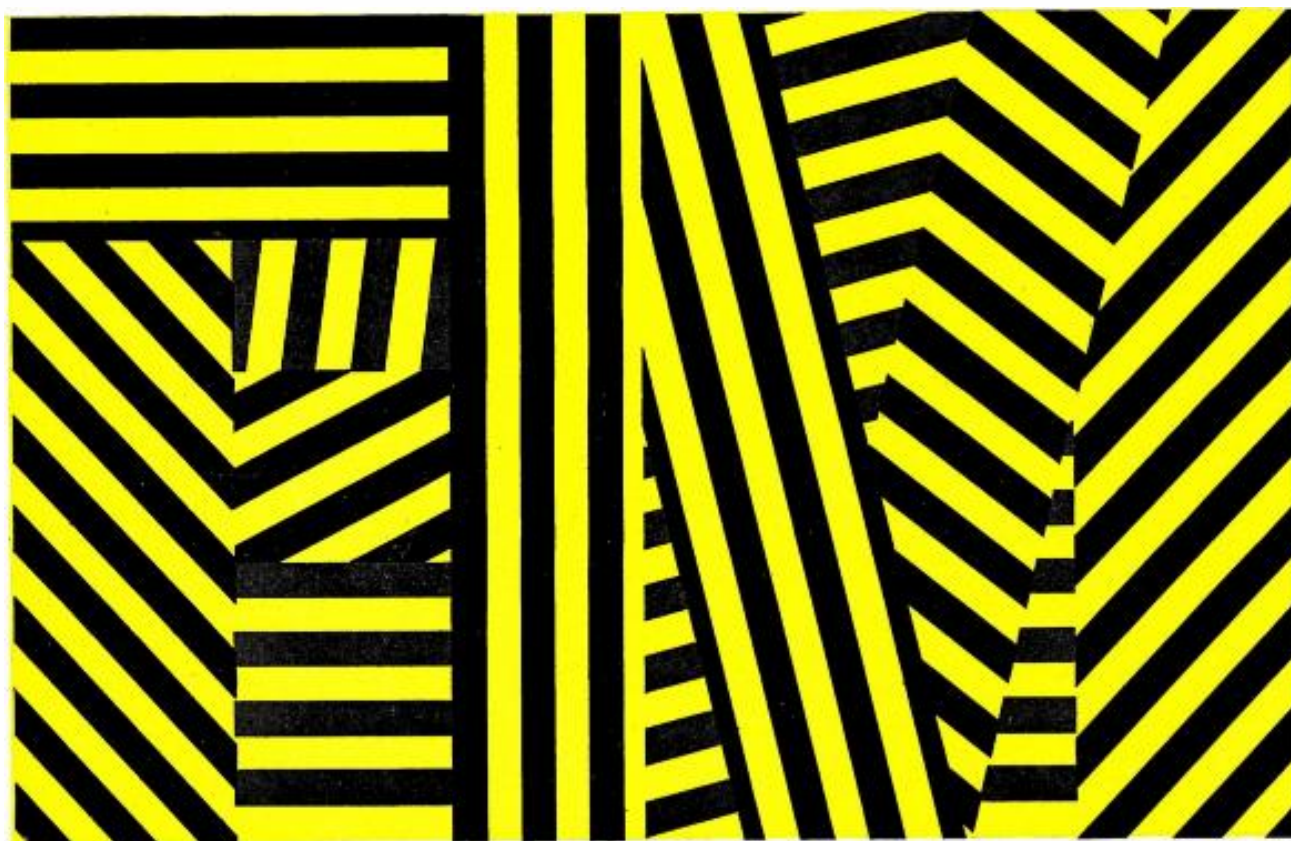
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Broadcasters and ABC, which had in previous controversies held a firm line for strong CATV regulation, found little comfort in the commission's proposal. And CATV proponents, including broadcasters with CATV holdings, who had formerly preferred a softer regulatory approach, defended the proposal as "realistic," provided it were implemented in a permissive manner. Of the more than 20 petitioners who wanted to see the amendment adopted, wanted it in some way, shape or form other than the alleged "ambiguous" form the commission had offered it.

Expressing outright opposition was AMST which said that "neither the proposed rule nor any rule like it would serve the public interest" whether it were mandatory or permissible. According to AMST the rule would frustrate the commission's distant-signal policy. And if Commissioner Cox's interpretation of the rule holds sway, then it would appear, AMST said, that the proposal would permit many distant signals to be imported into numerous large communities, would "equalize the quality" of distant signals with local signals and would change TV viewing habits and service patterns.

As an example of the impact of the rule, AMST noted 45 of the principal communities of the top-100 market lie within the predicted grade-B contour of any one station in another major market. In the Springfield-Holyoke, Mass., market (91 ARB rank), a CATV operating in either principal community could carry up to 23 commercial and five educational stations. Under these conditions, AMST suggested, it would be better to bar carriage of all grade-B signals outside an adjoining market.

The association said that while extension of UHF's into neighboring markets may appear to have some marginal benefit to those stations, "even this is doubtful since they will be heavily dependent on local advertisers that are not interested in the outside audience." Whatever short-run benefit that would bring, AMST warned, would be more than offset by the importation of numerous distant signals and the resulting fragmentation of the limited audiences available to a new local independent.

AMST proposed, as in the past, that where two or more stations service the same basic television market with a grade B or better signal and where a CATV community is clearly within that basic market, the CATV system should be permitted to carry all of the stations involved whether or not one or more of them may technically be a distant station under the CATV rules. This situation is confused by the proposed rule with a CATV community in an area that receives signals from stations located in two or more differ-

ent markets, the association said.

ABC's Position ■ While AMST warned of the rule's implications, ABC chose to delineate the actual market situation which the rule could "more realistically" take into account. And, on this basis, it proposed a dual-market concept as an alternative to the attempt to equalize competition.

The first basic assumption, ABC maintained, is that stations which are competitive with each other are those located within the predicted grade A rather than the grade-B contour of any station in a community. "A market should be defined," it said, "in light of the most significant economic facts of the industry,"—that the grade-A contour most often is significant in determining whether or not a station receives prime nuggets like network affiliations, syndicated films, and features.

ABC proposes that a CATV system operating within the grade-A contour of any station within the top-100 markets could carry the signal of any other station which is "truly competitive" with the grade-A signal, such as those stations located in the same community.

In addition, if the system proposed to carry any distant signals, it would be required to carry all stations associated with the market before it could carry other distant stations.

Gray Area ■ The second part of the concept involves those areas which do not receive grade-A service from any top-100 market outlets but which do receive grade-B service from such stations. ABC said the commission should impose a requirement that if any distant signals are to be carried the system must carry all stations associated with the market of the grade-B station before it may carry any other distant station. "Even where there are overlapping grade-B signals from different markets, it would seem desirable," it claimed, "if distant signals are to be carried at all, to require carriage of all stations from both markets before allowing carriage of other distant [ones]

totally unassociated with the community." Its proposals, ABC further noted, should be permissive only in the sense that a CATV need not be required to carry any distant signal.

The Westinghouse Broadcasting Co.s solution to an overlap of grade-B services from one market with grade-A service areas of stations in another market would be for the commission to hold an evidentiary hearing. Westinghouse also wanted a hearing on any proposal to carry less than a grade A signal from one top-100-market station into the grade-A area of a station in a second separate top-100 market. The only exception to present FCC rules, it said, should allow CATV's to carry UHF stations in the same areas where VHF stations located in the same community provide grade-B service. Other proposals to carry distant signals, it emphasized, should continue to be tried on a case-by-case basis.

Doubts Blanket Rule ■ Storer Broadcasting Co. said the desirability of adopting a blanket rule was doubtful. But if any such rule is adopted, it should allow UHF's operating with at least 1 mw power and maximum available antenna height in an ARB market to be carried on all CATV systems within the grade-B contours of that market's VHF stations. The rule also should not benefit VHF's that do not serve the same area as other VHF's in the market, and that it should be limited to stations in the specific market and not extended to other stations throughout the grade-B area served from that market. However, "unless a clear rule is draftable," Storer warned, "the current case-to-case approach should be continued."

The NAB termed the proposed rule "wholly inadequate" and one of "general applicability" that would not benefit UHF stations, but would disrupt the "current scheme of regulation." The only meaningful approach NAB could find would be to continue on a case-by-case basis with the sole consideration of equalizing the treatment of UHF

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and VHF stations serving the same communities. As an overall principle, NAB suggested that if a TV station is entitled to be carried, all other stations primarily serving the same city of license as that station should likewise be entitled to carriage.

CATV's View ■ While broadcasters were tinkering with the internal structure of the proposed rule, the CATV petitioners were concerned primarily with its external application, namely permissiveness. Their major argument raised against a mandatory imposition was that since so many channels would become available for CATV use, a stringent requirement would exhaust the channel capacity of most CATV systems.

Both Cox Broadcasting Corp. and Newhouse Broadcasting Corp., group broadcasters and multiple-CATV owners, felt that a permissive rule would ordinarily work to the favor of UHF stations since they provide additional variety of program choices for cable subscribers. If a mandatory rule were imposed, they said, the CATV systems might have to abandon whatever public service programming they might be providing to accommodate the extra stations and ultimately deprive subscribers of "one of the most respected services of cable television: non-profit origination."

The National Community Television Association, not unexpectedly, favored the rule, on a permissive basis only. It said the essential problem with UHF "is VHF—not CATV." If the commission wants to equate carriage of UHF and VHF signals on CATV, then NCTA claimed a rule must be established to accomplish this end rather than having the commission waive "prohibitory" rules on a burdensome case-by-case basis."

Since stations with large coverage areas compete with stations having a more limited audience, they should not object to such rule. NCTA said that competition is already a factor and extending that competition to less populated areas will have "little additional impact." Broadcasting is a competitive business, NCTA concluded: "No vested right exists in a broadcaster to any specific market area."

West Coast CATV buys five more systems

Columbia Television Co., multiple CATV owner with systems in Washington and Oregon, more than doubled its customers—to 21,000—when it bought five CATV systems in Southern California and Arizona.

The acquisition, made earlier this month, was from Valley Telecasting Co., whose systems serve El Centro, Brawley, Calexico and Holtville, all in California, and Yuma, Ariz. Valley Telecasting was owned by CATV pioneer Bruce Merrill.

Although the price was not disclosed, it is understood that the entire transaction aggregated over \$3 million.

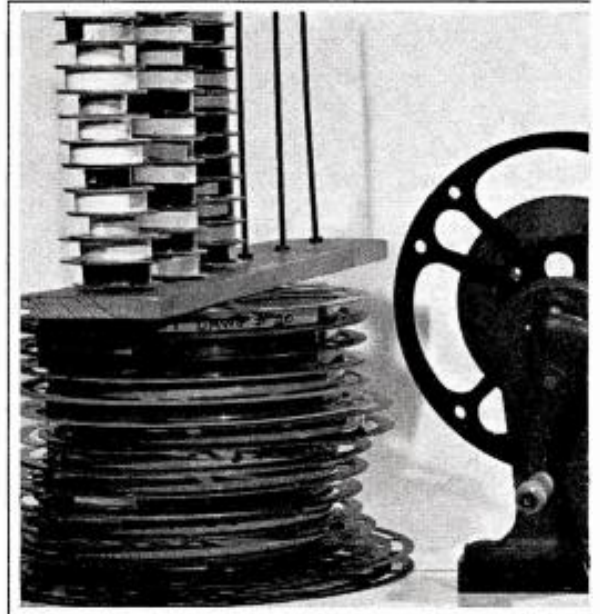
Columbia Television, which is managed by Robert M. Rosencrans as executive vice president, previously owned five CATV systems in the Northwest, serving about 11,000 people. These are Pasco-Kennewick, Omak-Okonogan, and Tonasket, all in Washington, and Pendleton and Pilot Rock, both Oregon. Columbia Television also holds a 10% interest in the Mt. Vernon, Ill., cable system now principally owned by TV-personality Ed Sullivan's Sullivan Productions Inc., which two weeks ago announced that it was building a second CATV system in Centralia, Ill. (BROADCASTING, July 10).

The California and Arizona systems provide 12 channels of TV, principally from Yuma and Mexicali, Mexico, via microwave and the seven Los Angeles VHF stations.

The Northwestern cable systems serve their customers with TV from Pasco-Kennewick, Richland, and Spokane and Seattle, via microwave.



There are washings....



Then, there are washings!

Like the washing and lubrication our film department gives every frame of film before it is aired... kid glove treatment that assures programs, commercials, public service or promo films quality performance always. Call your Petryman for your washing day.

HEW backs FTC's cigarette stand

GARDNER CALLS FOR STRONGER SMOKING WARNINGS IN ADVERTISING

The war on cigarette advertising quickened last week when John H. Gardner, secretary of the Department of Health, Education and Welfare, told Congress that stronger warnings that cigarette smoking is dangerous should be required on all packages and in all advertising.

Mr. Gardner recommended also that the tar and nicotine content of cigarettes be required on all packages and in all advertising.

The HEW report came two weeks after similar recommendations were made to Congress by the Federal Trade Commission (BROADCASTING, July 3).

The HEW attack drew an instant rebuttal from the Tobacco Institute which claimed that Mr. Gardner's report was "a mixture of unsupported recommendations and a few carefully chosen citations." The Tobacco Institute said the HEW statement ignores "a sizeable body of research that does not

support its position."

Criticism of cigarette advertising, particularly TV, emphasized in the FTC report and repeated last week by FCC Commissioner Kenneth A. Cox (see page 54) was challenged by Robert B. Meyner, director of the cigarette industry's advertising code.

The week even saw Columbia University, New York, hold a rare news conference to announce the development of a new and allegedly safer filter for cigarettes (see page 54).

And planners of a world conference on cigarette smoking and health this fall in New York revised a workshop on advertising and smoking to "Communications—the Media"—and suggested two new restrictions on cigarette broadcast commercials.

Hazards Greater ■ Mr. Gardner said last week that recent studies on smoking "confirms and in many ways strengthens the health-hazard findings

of the 1964 Surgeon General's Report on Smoking and Health."

Three things are necessary to combat the effects of smoking, Mr. Gardner said. The number of people who smoke, now constituting 42% of the population, must be reduced. A "less hazardous" cigarette must be developed. And, he stressed: "We must do everything we can to encourage young people not to start smoking; at present, half of our young people are cigarette smokers by the time they are 18."

Mr. Meyner, former New Jersey governor who has presided as cigarette code czar since it has been in existence, defended the three-year-old code as a success in eliminating exaggerated health claims and advertising aimed primarily at youth.

He stressed that the code, sponsored by eight of the nine major cigarette manufacturers, prohibits such previous advertising themes as equating smoking



the **Quality touch**

WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market
ABC, Channel 8, Communications Center
Broadcast Services of The Dallas Morning News
Represented by Edward Petry & Co., Inc.

and social success, using testimonials from athletes or entertainers designed to appeal to young people.

The code also bars advertising on TV and radio in programs where more than 45% of the audience is under 21, he noted. When a survey shows that more than 45% of a TV show's audience is under 21, cigarette makers withdraw their sponsorship, he said.

Cigarette manufacturers spend an estimated \$250 million a year in TV and radio broadcasting.

Name Change ■ Perhaps reflecting the controversy spurred by the FTC report, and the recent FCC ruling invoking the fairness doctrine in cigarette advertising on the air (BROADCASTING, June 5 et seq.), the World Conference on Smoking and Health changed the name of one of its workshops from "Advertising—the Media" to "Communications—the Media."

The conference, scheduled for Sept. 11-13 in New York, is a world-wide meeting of leaders in tobacco research and educators. Scientists, doctors and others from more than 25 nations are expected to attend the sessions. Chairman of the three-day meeting is Dr. Luther Terry, former U.S. surgeon general.

Officials say half of the 25 to 30 invited to participate in the communications work group have signed on for what is scheduled to be three half days of discussions on media, advertising and cigarette smoking. Chairman of the discussion group is James Monahan, a senior editor of *Reader's Digest*.

Appended to invitations was a list of

"suggested approaches to cigarette advertising" which will apparently serve as the reference point for the discussions. Among the suggestions were:

- "To require, by legislation, the listing on cigarette packages and advertising of tar and nicotine in the mainstream of smoke . . .

- "To get the media to undertake as a public service an intensive educational campaign on the health risks of cigarette smoking . . .

- "To ask the National Association of Broadcasters through its code to "eliminate cigarette commercials on programs" aimed at or programed during times known to especially attract young viewer-listeners . . .

- "Apply a version of the 'no-quaff' beer rule to cigarettes, thus banning actual smoking on a commercial, to eliminate cigarette advertising on sporting events," and

- "To consider the practicability of urging more stringent controls on cigarette advertising, through existing channels, private or governmental."

American Cancer Society gives position on ruling

More than 500 TV broadcasters received a letter last week from the American Cancer Society, outlining the group's position on the FCC ruling on fairness doctrine and anti-smoking groups (BROADCASTING, June 5 et seq.).

ACS said that it was as startled as

broadcasters were by the commission ruling and that the FCC did not consult or confer with ACS.

The letter, signed by William B. Lewis, chairman of Kenyon & Eckhardt, New York, and vice chairman of ACS, acknowledged broadcasters' past help in carrying anti-cigarette messages, but said that he has long believed stations themselves, perhaps with the help of Advertising Council, might have undertaken duties now imposed upon them by the FCC.

The ACS position, it was said, is simple: the society opposes cigarette smoking and feels there has not been an adequate opportunity to inform the public of smoking hazards.

Fairness limited to cigarettes: Cox

The FCC has not set out to put broadcasters out of business by invoking the fairness doctrine in all phases of commercial operation. That opinion was delivered to the South Carolina Broadcasters Association last week by Commissioner Kenneth A. Cox.

Following Mr. Cox's speech at the SCBA meeting in Myrtle Beach, the association unanimously resolved that the FCC should give way to the Federal Trade Commission as "a more appropriate administrative body to protect the public health and to regulate advertising copy."

Commissioner Cox pointed out that the FCC's June 2 letter to WCBS-TV New York, in which it said cigarette advertising falls under the fairness doctrine, was an isolated incident and should not be construed as precedent. The commission, he said, realizes that broadcasting has a commercial base and that if the ruling spreads to other products that base might be destroyed.

To back up his nonprecedent conviction, he said he didn't think the FCC would issue a similar decision on beer and wine advertising.

Questioned on why broadcasters should be singled out from all media on the subject of commercial fairness, Mr. Cox noted that the standards of broadcasting, "as always," are higher than those of newspapers.

Tough Line ■ Noting the recent FTC report to Congress regarding tougher language on cigarette packages and all cigarette advertising, the commissioner said the ultimate tough line Congress may adopt could be a ban on all cigarette advertising.

The SCBA's resolution said the commission's cigarette ruling has a "worthy objective" in seeking to foster an audience informed on both sides of a controversial issue, but the association had "deep concern" over the "novel ex-

New filter said to make smoke safer

Another element in the continuing controversy over tobacco and health was added last week by Columbia University officials who announced the development of a new cigarette filter that reportedly makes smoking "materially safer."

The new filter, which is reportedly a tasteless, white crystalline synthetic, was said to be 70% more effective than filters now in use by cigarette manufacturers. Inventor is Robert L. Strickman, president of the Allied Testing and Research Laboratories in Hillsdale, N. J.

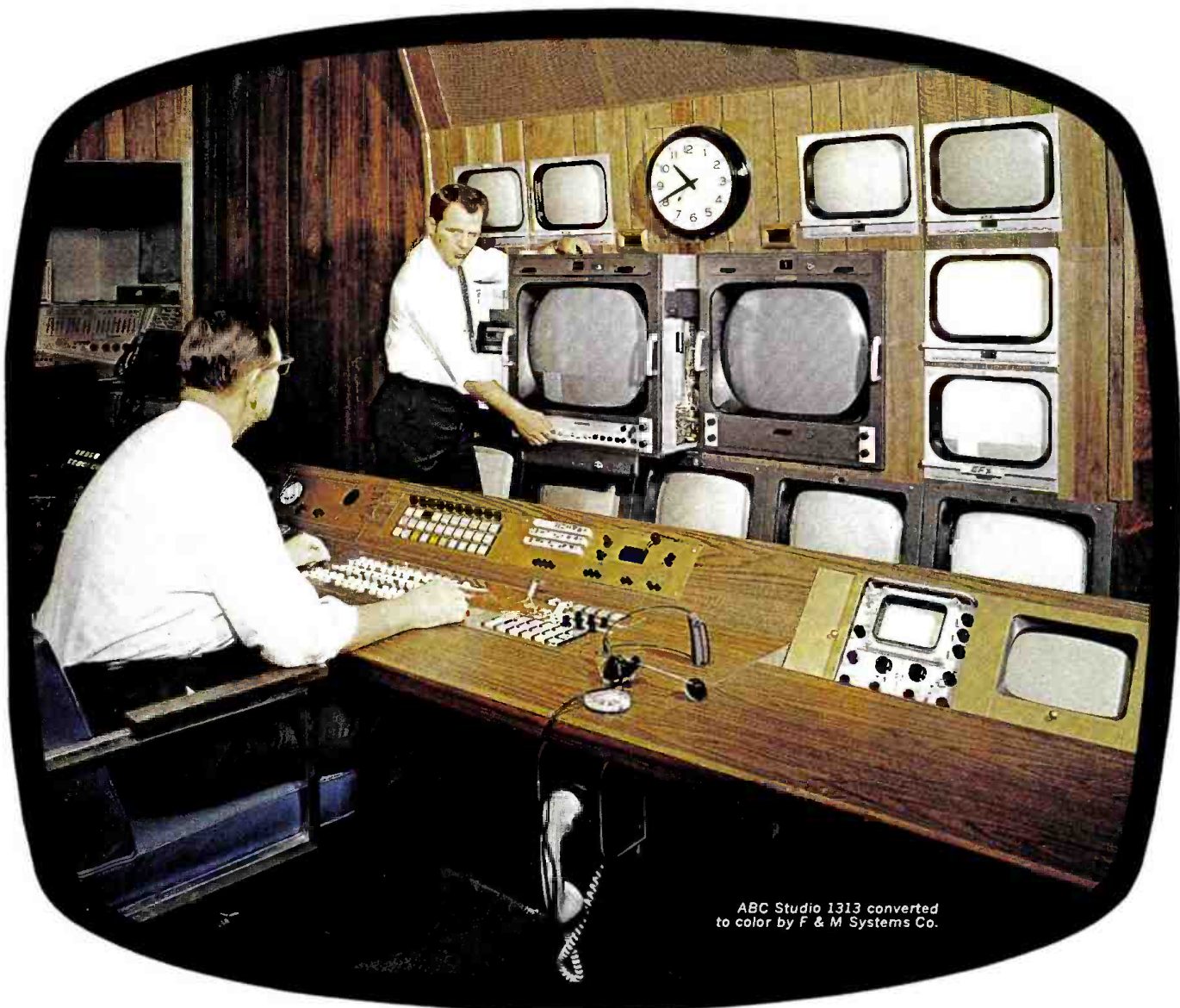
According to Mr. Strickman, he originally offered the filter to major cigarette manufacturers but found no takers. He has given all rights to it to Columbia University, except for a small percentage that he will keep for himself.

Tobacco manufacturers expressed

interest in the new filter and following announcement of Mr. Strickman's development, tobacco stocks on the New York Stock Exchange closed higher after heavy trading.

Announcement of the filter evoked little immediate comment from broadcasters and advertisers in New York as it was not known whether it would be released to the general public and used by the tobacco industry. A more effective, "safer" filter has long been cited as a possible method whereby the hazards of smoking could be minimized.

Antismoking forces remained unimpressed by the filter development. The American Cancer Society said that while it hopes the new filter is a step towards a less-hazardous cigarette, it still "believes the only safe rule today is not to smoke cigarettes."



ABC Studio 1313 converted
to color by F & M Systems Co.

Let F & M help you convert your facilities to **color**

It's easier than you think . . . especially if you work with F & M Systems Co. Whether you want a complete studio conversion like the one shown above, or a mobile color TV van, or some less elaborate modernization work, we can help you save time and money.

We can **save you time** because we already have men and manufacturing facilities specifically oriented toward this work. We also have tested studio designs and field-proved van layouts to draw on when preparing your designs.

We can **save you money** because we can adapt your facilities to color with minimum architectural changes. Since we are not in the equipment business, we buy the brands of equipment you prefer . . . and we avoid unnecessary purchases.

Even if **you're not converting to color now** . . . if you're planning a UHF station . . . or an educational TV system . . . or a mobile unit . . . or if you just want to modernize some obsolete facilities, we can help you, too. Write for literature describing our services, or call us today!

F&M SYSTEMS CO.

■ A DIVISION OF FISCHBACH AND MOORE, INCORPORATED
P. O. BOX 20778 AREA CODE 214, CH 1-2121 DALLAS, TEXAS 75220





The day the Hot Line got hot.

During the Arab-Israeli war, U.S. carrier-based planes scrambled over the Mediterranean.

Their mission was peaceful, but watching Russians had no way of knowing this.

Within minutes, though, Soviet Premier Kosygin knew it. The White House

chose to assure him of it over the Washington-Moscow Hot Line.

It was the first time the Hot Line had ever been used during a crisis.

When the decision to use it had been made, the Hot Line was ready. The teleprinter message was sent to Moscow and received. And who

knows what was avoided.

In future crises, the Hot Line must be just as ready. And it will be.

We ought to know. One of our subsidiaries, ITT World Communications Inc., keeps it ready.

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

ITT

tension of commission authority to stand in judgment of articles of commerce, as distinguished from issues of public controversy."

The FCC's action "discriminates" against radio-TV, the SCBA added, pointing out that "newspapers, magazines and other important advertising media—all beyond reach of the commission's jurisdiction—will continue to afford the cigarette advertiser an unhampered means to convey his message."

SCBA called on the FCC not to apply the fairness doctrine to advertising and to "make it abundantly clear" that the lone judge of whether responsibility to the audience has been met should be the broadcasters.

Response stings FCC on cigarette advertising

Members of the general public as well as broadcasters have been lashing the FCC as a result of its ruling applying the fairness doctrine to cigarette commercials.

The commission's complaints branch reported last week that "a substantial number of complaints" opposing the ruling have been received since it was issued last month (BROADCASTING, June 5). "A few letters" were received in favor of the commission's action.

A commission official said the mail appears evenly divided between broadcasters and the general public. Members of Congress from tobacco states have also expressed their opposition.

No estimate of the number of pieces of mail received was available. But the official said the number is far less than the number the commission has received on other occasions expressing complaints. He mentioned specifically the complaints received about Tom Lehrer singing "Vatican Rag" on WNDT-TV New York and NBC's special, *The Pursuit of Pleasure*.

The complaints branch report also noted that one letter expressed the view that the commission's action doesn't go far enough; the writer said all tobacco ads should be eliminated from broadcasting.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertisers, product, number, length and type of commercials, production manager, agency with its account executive and

producer.

Hanna-Barbera Commercials, 3400 Cahuenga Boulevard, Hollywood 90028.

Zale Corp., Dallas (watches and diamonds); six 60's, four 20's for TV, live on film, color. Terry Croghan, production manager. Agency: Bloom Advertising, Dallas. George Hill, agency producer.

Quaker Oats Co., Chicago (Quisp Quake and Cap'n Crunch); one 60 for TV, live on film, color. Terry Croghan, production manager. Agency: Compton Advertising, Chicago. Jack Davis, agency producer.

Clorox Co., Oakland, Calif. (bleach); three 60's for TV, animated on film, color. Terry Croghan, production manager. Agency: Honig, Cooper & Harrington, San Francisco. George Watson, agency producer.

Lion Oil Co., El Dorado, Ark. (gasoline); two 60's, one 20 for TV, animated on film, Terry Croghan, production manager. Agency: Foote, Cone & Belding, Chicago. Bob Koslow, agency producer.

Chevrolet, Detroit (cars); one 20 for TV, live on film, color. Terry Croghan, production manager. Agency: Campbell-Ewald, Detroit. Don Felts, agency producer.

California Packing Corp., San Francisco (Del Monte fruit drinks); five 10's for TV, animated on film, color. Terry Croghan, production manager. Agency: McCann-Erickson, San Francisco. Dan Easton, agency producer.

First National Bank in St. Louis (services); three 60's for TV, animated on film, color. Terry Croghan, production manager. Agency: Gardner Advertising, St. Louis. Marv Gold, agency producer.

Kellogg Co., Battle Creek, Mich. (Raisin Bran); one 60, two 30's for TV, live and animated on film, color. Terry Croghan, production manager. Agency: Leo Burnett, Los Angeles. Charles Casey, agency producer.

Filmation Associates, 10635 Riverside Drive, North Hollywood, Calif.

Copland Meats, Jacksonville, Fla. (meats); six 60's for TV, animated-live on film, color. Hal Sutherland, production manager. Agency: Newman Lynde Associates, Jacksonville. Rick Waring, account executive.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 38128.

Batavia Downs, Batavia, N. Y. (race track); one 60 for radio, jingle. Bud Smalley, production manager. Agency: J. G. Kelly Co., Buffalo, N. Y. George Eustace, account executive.

Little Red Food Stores, Topeka, Kan., (food); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Lucky Discount Stores, San Francisco (general); one 60 for radio, jingle. Jerry Clements, production manager. Placed direct.

Downtown Inc., Kansas City, Mo. (city promotion) one 60 for radio, jingle. Bud Smalley, production manager. Agency: Townsend & Bergen Inc., Kansas City.

Hall Brothers Dairy, Montgomery, Ala. (products); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Kimbrough-Yeoman & Associates, Montgomery. Tommy Kimbrough, account executive.

Crescent Credit Corp., Montgomery, Ala. (services); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Kimbrough-Yeoman & Associates, Montgomery. Tommy Kimbrough,



A-K to handle Skyline

Skyline Television Network last week appointed Avery-Knodel, New York, as its national sales representative effective Aug. 1. And it announced that KRTV-TV Great Falls, Mont., became its fifth station, joining KID-TV Idaho Falls and KMYT-TV Twin Falls, both Idaho, KOOK-TV Billings and KXLF-TV Butte, both Montana.

At the signing of the sales-rep contract: Melvin B. Wright (1), president of Skyline, and J. W. (Bill) Knodel, president of A-K.

account executive.

STP division Studebaker Corp., Chicago (oil additive); four 60's for radio, jingle. Bud Smalley, production manager. Agency: Media Service, Chicago. Charlie Temkin, account executive.

A&W Rootbeer, San Francisco (drive-in); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Bartels & Blain, San Francisco. Raymond Bartels, account executive.

Dubuque Packing Co., Dubuque, Iowa (meats); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Isker & Adajian, Chicago. Jack Adajian, account executive.

Holiday Inns of America Inc., Memphis (motels); one 60 for TV, jingle. Agency: Beard, Lawson & Potter, Memphis. Dick Potter, account executive.

Piggly-Wiggly, Jacksonville, Fla. (grocery chain); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct. Ed Matthews, account executive.

Tele-Tape Productions, 234 West 44th Street, New York 10036.

Sun Oil Co., Philadelphia (Sunoco Sunny Dollars); two 60's for TV, live on tape, color. Samuel J. Cox, production manager. Agency: William Esty, New York. Sy Frolick and Pat Dickenson, agency producers.

WXYZ-TV Commercial VTR Division, 20777 West Ten Mile Road, Southfield, Mich. 48075.

Bank of the Commonwealth, Detroit (services); two 60's for TV, on tape, color. Ralph Dawson, production manager. Agency: MacManus, John & Adams, Bloomfield Hills, Mich. Dan Waldron, agency producer. Approximate cost: \$1,360.

Michigan Educational Association, Detroit (education); two 60's, one 40 for TV, on tape, color. Ralph Dawson, production manager. Agency: Robert Hund Inc., Farmington, Mich. Robert Hund, agency producer. Approximate cost: \$2,255.

Spot TV barely ahead of '66

TVB report on first quarter reflects very slight increase over last year's buying pace; perennial leader P&G spends \$18.3 million

Spot advertisers in television spent \$295,849,000 in the first quarter of the year, the Television Bureau of Advertising reported today (July 17).

This represents a 1.2% increase in national-regional spot volume based on 387 stations reporting for both first-quarter 1967 and the same period of 1966. The relatively slight gain, compared to previous advances, reflects a generally acknowledged softness in the business (BROADCASTING, July 3).

The general sluggishness in some markets this year has continued to worry both stations and reps.

Procter & Gamble, TVB's list shows, continues to overshadow all other advertisers in spot spending, its \$18.3 million contrasted to \$8.6 million invested by Coca-Cola (combined with bottlers), the nearest contender. Coca-Cola, according to the report, has moved up from fifth to second in the list, Colgate-Palmolive from sixth to third and Continental Baking from tenth to seventh.

The favored one-minute commercial length continued to draw most spot dollars, while nighttime was the period of greatest concentration (see table above).

TOP 100 SPOT TV ADVERTISERS (Source: TVB/LNA—Rorabaugh)

1. Procter & Gamble	\$18,349,900
2. Coca-Cola Co./bottlers	8,657,300
3. Colgate-Palmolive	8,503,000

BUYING BY LENGTHS AND BY TIME OF DAY (SPOT TV IN FIRST QUARTER)		
Length of commercial	Amount	%
60's (40 secs. or more)	\$210,305,000	71.1
20's (20-30 secs.)	53,236,000	18.0
10's (8 to 10 secs.)	16,631,000	5.6
Programs	15,677,000	5.3
Total	\$295,849,000	100.0
Time of day	Amount	%
Day	\$ 68,758,000	23.2
Early evening	78,181,000	26.4
Night	100,851,000	34.1
Late night	48,059,000	16.3
Total	\$295,849,000	100.0

4. Bristol-Myers	\$6,559,600	29. American Can	\$2,172,700
5. General Foods	6,477,300	30. American Tel. & Tel.	2,084,900
6. William Wrigley Jr., Co.	6,254,500	31. Borden Co.	2,073,500
7. Continental Baking Co.	5,072,400	32. Nestle Co.	1,981,600
8. Lever Brothers	4,967,900	33. National Biscuit	1,969,000
9. Warner-Lambert Pharma.	4,532,400	34. Chrysler Corp., dealers	1,944,900
10. Miles Laboratories	4,107,900	35. Johnson & Johnson	1,899,300
11. General Mills	3,714,900	36. Hills Brothers Coffee	1,842,200
12. Alberto-Culver	3,704,800	37. Avon Products	1,824,500
13. Ford Motor Co., dealers	3,678,400	38. Campbell Soup	1,791,900
14. Kellogg Co.	3,614,800	39. Jos. Schlitz Brewing	1,776,100
15. General Motors, dealers	3,564,300	40. Brown & Williamson Tobacco	1,773,600
16. Pepsi-Cola Co./bottlers	3,515,400	41. Florida Citrus Commission	1,742,600
17. American Tobacco Co.	3,360,700	42. H. J. Heinz Co.	1,664,800
18. R. J. Reynolds Tobacco	3,280,500	43. Hunt Foods & Industries	1,602,100
19. General Motors	3,112,000	44. Beech-Nut Life Savers	1,548,500
20. American Home Products	3,028,900	45. Sterling Drug	1,548,000
21. Mars Inc.	2,839,400	46. International Coffee Org.	1,523,600
22. Corn Products	2,828,400	47. Texize Chemicals	1,507,600
23. Standard Brands	2,612,900	48. Carnation Co.	1,479,200
24. Ralston Purina	2,600,100	49. Carter-Wallace	1,457,000
25. Quaker Oats	2,571,300	50. Peter Paul	1,437,700
26. Liggett & Myers Tobacco	2,571,200	51. E. & J. Gallo Winery	1,372,200
27. Shell Oil	2,281,400	52. Gillette	1,351,900
28. Philip Morris	2,262,700	53. Royal Crown Cola/bottlers	1,323,700

There were some rays of happiness

Though the report, on the top-100 spot-TV advertisers found little to shout about in overall volume,

the spending of several advertisers was up considerably in this year's quarter compared to the like period

in 1966.

The Television Bureau of Advertising cited these examples:

	From	To		From	To
Coca-Cola Co./bottlers	\$6,838,700	\$8,657,300	Beech-Nut Life Savers	627,400	1,548,500
Colgate-Palmolive	6,085,200	8,503,000	International Coffee Organization	780,800	1,523,600
Alberto-Culver Co.	813,300	3,704,800	Texize Chemicals	548,800	1,507,600
American Tobacco	1,354,500	3,360,700	Carnation Co.	707,600	1,479,200
General Motors	604,100	3,112,000	Carter-Wallace	440,000	1,457,000
Corn Products	2,099,600	2,828,400	Standard Oil of Calif.	125,900	1,119,000
Nestle Co.	514,200	1,981,600	Motorola	25,200	1,045,000
Johnson & Johnson	1,093,300	1,889,300	Revlon	12,200	1,000,700
Florida Citrus Comm.	274,500	1,742,600			

54. Chesebrough-Pond's	\$1,255,100
55. Canadian Breweries Ltd.	1,214,500
56. Beatrice Foods	1,189,900
57. American Airlines	1,165,600
58. United Air Lines	1,160,500
59. Sears, Roebuck	1,157,300
60. Standard Oil Co. of Calif.	1,119,000
61. Scott Paper	1,116,700
62. International Tel. & Tel.	1,099,300
63. Pet Inc.	1,064,500
64. Motorola	1,045,000
65. Noxell Corp.	1,036,700
66. P. Lorillard	1,033,600
67. W. R. Grace & Co.	1,033,400
68. Pabst Brewing	1,015,300
69. Revlon	1,000,700
70. Standard Oil of Ind.	997,100
71. Libby, McNeill & Libby	983,400
72. Gulf Oil Corp.	981,500
73. Armour & Co.	980,000
74. S. C. Johnson & Son	938,000
75. Seven-Up Co./bottlers	925,000
76. Trans World Airlines	917,900
77. Eversharp	911,000
78. Smith, Kline & French Labs.	905,300
79. H & R Block	860,100
80. Anheuser-Busch	858,500
81. Associated Brewing	856,700
82. Hazel Bishop	837,600
83. Eastern Air Lines	835,300
84. Olympia Brewing	826,100
85. Green Giant Co.	825,100
86. Mentholum Co.	817,600
87. United Vintners	805,900
88. National Dairy Products	786,700
89. National Airlines	777,300
90. Kayser-Roth Corp.	774,900
91. Heublein Inc.	771,100
92. Foremost Dairies	746,600
93. Wander Co.	741,700
94. U.S. Borax & Chemical	741,100
95. Maybelline Co.	720,800
96. Melville Shoe Corp.	697,100
97. Wallace & Tiernan	696,200
98. Greyhound Corp.	685,400
99. Formula 409 Inc.	682,000
100. Rheingold Corp.	679,500

Nielsen to add weekly network-TV report

A. C. Nielsen Co. plans to issue a weekly network-TV report next fall that will supplement the current fortnightly pocket piece and the weekly 30-market report.

A spokesman for Nielsen said last week that the new weekly report will be mailed on Monday for Tuesday delivery and will be issued only through February. Fees for the new service were not revealed.

Nielsen also is understood to be planning to convert its entire national sample to an electronic instantaneous service by the fall of 1968. Though no comment could be obtained from the TV networks, it was reported that they may offer objections to both of Nielsen's new undertakings. The belief is that networks will not want to pay the cost increases the two innovations would entail, and, beyond that, they regard them primarily as aides in counting households and not helpful in providing vital audience-composition information sought by advertising agencies.

BROADCASTING, July 17, 1967

Political tab goes up in '66

FCC report of \$32 million spent for time also raises questions on equal-time

With spot announcements providing the thrust, and with Democrats providing most of the money, political broadcast revenues during last year's primary and general elections soared to a new high of \$32 million.

This is \$12 million, or 60%, more than was spent on political broadcasting during the last off-year election, in 1962.

And it approaches the total spent in the presidential election year of 1964—\$34.6 million—when \$12.8 million was spent on the presidential and vice presidential contests.

The figures for 1966 were provided by the FCC in a report based on 5,500 stations' replies to a questionnaire on political broadcasting.

The report shows that all of the 60% increase is represented by money paid for spot announcements. Candidates and their supporters last year paid \$27.5 million for them, 85% more than the \$14.9 million they spent on spots in 1962.

Program Revenue Down ■ The spot-announcement money was six times greater than that spent for program time, which actually declined, from \$5.2 million for 1962 to \$4.5 million. The commission noted that almost all television stations carried both paid programs and spot announcements.

The Democrats, with more intraparty fights, spent more money in 1966 than the Republicans—\$18.5 million to \$12.2 million. The Democrats spent \$10 million in primaries alone; the Republicans spent only \$2 million in fights among themselves.

In the general elections, Republicans outspent Democrats by a margin of \$10.4 million to \$8.5 million. Minor parties spent \$1.4 million.

The report also shows that stations in the South, where most Democratic contests were fought, reaped a rich harvest of political money. Alabama, Florida, Georgia, Louisiana, North Carolina, Tennessee and Texas accounted for half of the \$10 million that the Democrats spent in the primaries.

Five of those states (all but North Carolina and Louisiana) plus California, Illinois, Michigan, New York and Pennsylvania, accounted for more than half of the total \$32 million spent

last year.

California Richest ■ California, the nation's largest state in population, showed the heaviest broadcast spending, \$3,335,757. New York, the second largest state, was second, with \$2,544,901.

The report noted that radio proved an attractive medium for politicians last year. Spending for radio increased 70% over the amount spent in 1962, to \$13.1 million. This represents 41% of the money spent on political broadcasts last year; radio's share in 1962 was 38%.

The amount spent on television, some \$19 million, represents a 50% increase over the amount television received from political broadcasting in 1962.

The report indicated that television stations earned, on average, \$20,000, from political broadcasting and radio stations, \$2,000.

It also indicated that stations, again on average, were not overly generous with sustaining time, which was defined as any time devoted to candidates, including news specials, that was not sponsored. The average for television stations was 2 hours and 15 minutes, for radio stations 1 hour and 10 minutes.

The report also pointed out that of 113 television stations reporting charges of more than \$50,000 for political broadcasting, 39—or 35%—reported no sustaining time at all. Three of the seven AM stations reporting charges of more than \$50,000 reported providing no sustaining time.

The report also provided some basis for challenging broadcasters' contention that the equal-time law inhibits them from giving free time to major-party candidates, since they are unwilling to give equal time to minor-party candidates.

Analyses of radio and television stations giving free time to candidates in races in which more than the two major parties were represented showed that the average amount of sustaining time reported for major-party candidates was about the same regardless of whether third-party candidates were involved. "The stations reporting time for third-party candidates simply provided more total time for senatorial candidates," the report said.

The analysis of television stations giving time to senatorial candidates showed that 113 of them reported an average of 61 minutes for the candidates. Thirty-six of the stations reported carrying time for minor-party candidates.

Commission officials, however, cautioned that a number of factors not dealt with in the report would have to be considered to determine whether or not the equal-time law has an effect on

the amount of time given candidates. One element mentioned was the degree of interest in the races involved.

The report also indicated that not many stations have found their editorial voice. It said that only 21 television stations and 110 AM radio stations reported broadcasting editorials for or against candidates.

Iowa law to slap 3% tax on advertising services

The governor of Iowa, Harold Hughes, is on vacation. But when he returns he is expected to sign into law a new 3% state tax on sales and services, including advertising. The law will go into effect on Oct. 1.

In a broad tax bill, passed by the legislature just before adjournment, the sales tax was raised from 2% to 3% and many services, which had been excluded under the old law, were now included: among them, advertising and haircuts.

Media in the state were caught by surprise by the bill, which was worked out by leadership of the two houses and the governor behind closed doors just days before the session ended. With about two days remaining in the session, the bill went to both chambers and was rammed through with relatively little opposition.

Since the passage, the Iowa Broadcasters Association has had two meetings to discuss ways to challenge the bill, possibly by taking it to court. Representatives of the Iowa newspaper and billboard interests have also met to determine if a court test can be set.

Fram takes Triangle races for 153 markets

The Fram Corp. (oil filters), Providence, R.I., will sponsor its fourth auto racing special produced by Triangle stations and has signed for a fifth in the fall. Fram's sponsorship of the Daytona 500, filmed as a half-hour show by Triangle last February, covers at least 153 markets. The fifth classic (the 1967 Sebring race) is set by Fram for the fall.

Triangle Program Sales has now released 16 TV specials, with direct purchases (no agency involved) from such advertisers as Xerox, duPont, Johnson Motors, Sun Oil, Chevron, and Standard Oil, and in total is currently syndicating 45 auto racing shows.

The six TV stations operated by Triangle are in the Fram 153 market list, which also includes such major markets as New York (WPIX-TV); Los Angeles (KTLA-TV); Chicago (WFLD-TV); Boston (WKBG-TV); Oakland-San Francisco (KTVU-TV); Cleveland (WEWS-TV); Washington (WTTG-TV), and Minneapolis-St. Paul (KSTP-TV). The Fram showing of the Daytona begins on various dates this summer, with nearly all stations scheduling the special on week-ends.

Business briefly . . .

General Foods Corp., White Plains, N. Y., is using spot TV to introduce Genie Rice (long-grain rice boiled in bag). GF's Jell-O division, through Grey Advertising, New York, has already entered Genie in markets in

Arizona and Ohio.

P. Lorillard Co., through Foote, Cone & Belding, both New York, has signed with CBS Radio for a 52-week cosponsorship of *Drees on Sports*. Sponsorship of the weekend series is shared with State Farm Insurance Co., Bloomington, Ill.

Taco Bell, Torrence, Calif., chain of Mexican food restaurants, through Ross & Seidman Advertising, Sherman Oaks, Calif., has started series of radio commercials featuring such funny-men as Mel Blanc, Jesse White, Howard Morris and Pat Harrington Jr. Current schedules include stations in Los Angeles, San Diego, Bakersfield, Sacramento, Stockton, Phoenix, Oxnard, Santa Paula, Santa Maria and Santa Cruz.

Minnesota Mining and Manufacturing Co.'s Scotch Tape division, St. Paul, is using radio, in addition to various print media, for its "Tape a Trip Sweepstakes" back-to-school promotion.

Bristol-Myers Co., through Young & Rubicam, both New York, for Excedrin, has purchased 18-week sponsorship in NBC Radio's *Emphasis, News of the World and Monitor*.

State Farm Insurance Co., Bloomington, Ill., through Needham, Harper & Steers Inc., Chicago, has bought sponsorship of Mutual's *Thoroughbred Race of the Week* through Aug. 16.

General Foods Corp., White Plains, N. Y., is introducing a new product, Birds Eye Orange Plus, in two markets (Buffalo, N. Y., and Seattle) initially and with the support of TV and radio. Agency is Benton & Bowles, New York.

BAR network-TV billing report for week ending July 9

BAR network-TV dollar revenue estimates—week ended July 9, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended July 9	Cume July 1-9	Cume Jan. 1-July 9	Day parts	Networks	Week ended July 9	Cume July 1-9	Cume Jan. 1-July 9
Monday-Friday Sign-on-10 a.m.	ABC-TV	—	—	—	Sunday 6-7:30 p.m.	ABC-TV	52.2	87.2	3,309.5
	CBS-TV	\$ 105.1	\$ 105.1	3,197.4		CBS-TV	104.5	175.9	6,233.0
	NBC-TV	177.5	177.5	7,942.2		NBC-TV	24.3	34.1	4,223.0
	Total	282.6	282.6	11,139.6		Total	181.0	297.2	13,765.5
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,076.0	1,076.0	36,769.3	Monday-Sunday 7:30-11 p.m.	ABC-TV	3,421.1	4,415.7	132,843.0
	CBS-TV	2,681.4	2,681.4	86,578.4		CBS-TV	3,945.1	5,165.1	152,211.7
	NBC-TV	1,411.1	1,411.1	44,949.1		NBC-TV	4,008.7	5,246.9	150,725.1
	Total	5,168.5	5,168.5	168,296.8		Total	11,374.9	14,827.7	435,779.8
Saturday-Sunday Sign-on-6 p.m.	ABC-TV	433.1	955.6	22,074.3	Monday-Sunday 11 p.m.-sign off	ABC-TV	443.3	479.7	5,766.2
	CBS-TV	482.8	1,146.1	23,149.6		CBS-TV	33.7	67.4	1,466.2
	NBC-TV	480.9	959.2	13,313.1		NBC-TV	247.5	273.9	10,266.7
	Total	1,396.8	3,060.9	58,537.0		Total	724.5	821.0	17,499.1
Monday-Saturday 6-7:30 p.m.	ABC-TV	184.1	251.4	7,769.3	Network totals	ABC-TV	5,609.8	7,265.6	208,531.6
	CBS-TV	366.2	408.9	15,787.9		CBS-TV	7,718.8	9,749.9	288,624.2
	NBC-TV	656.6	680.6	15,952.5		NBC-TV	7,006.6	8,783.3	247,371.7
	Total	1,206.9	1,340.9	39,509.7	Grand totals all networks		\$20,335.2	\$25,798.8	\$744,527.5

Insurance men find buying more TV is best policy

Leading insurance companies are turning to TV on an expanding scale to reach prospects for all types of policies, according to a compilation released last week by the Television

Bureau of Advertising.

The top-15 television insurance advertisers of 1966 increased their investments in the medium to \$24,560,290 last year from \$17,007,000

in 1965, TVB reported. TV accounted for more than 59% of their measure media expenditures last year.

The TVB figures:

(Measured Media Investments of Top 15 TV Insurance Advertisers in 1966)

Company	1966 Spot	1966 Network	1966 Total TV	1965 Total TV	% Change	Magazines	Newspapers	Radio	Television	Media Total	% TV
Sears, Roebuck (Allstate)	\$1,006,730	\$ 3,219,600	\$ 4,226,330	\$ 3,730,670	+ 13.3%	1,714,109	438,684	—	4,266,330	6,379,123	66.3%
Prudential Ins. Co.	42,780	3,327,200	3,369,980	3,271,970	+ 3.0	1,133,416	313,646	—	3,369,980	4,817,042	70.0
John Hancock Mutual Life	159,300	2,318,100	2,477,400	1,787,950	+ 38.6	—	53,610	—	2,477,400	2,531,010	97.9
Institute of Life Ins.	1,120	1,921,800	1,922,920	1,946,000	— 1.2	—	622,528	—	1,922,920	2,545,448	75.5
Continental Ins. Co's.	299,530	1,434,400	1,733,930	*	+Infinity	196,809	333,679	—	1,733,930	2,264,418	76.6
Metropolitan Life	—	1,465,000	1,465,000	*	+Infinity	3,114,878	81,546	—	1,465,000	4,661,424	31.4
Mutual of Omaha	8,110	1,441,000	1,449,110	1,327,250	+ 9.2	605,585	857,595	377,000	1,499,110	3,289,290	44.1
State Farm Mutual	35,370	1,388,700	1,424,070	1,919,600	— 25.8	346,647	109,297	2,717,000	1,424,070	4,597,014	31.0
Ins. Co. of North Amer.	—	1,412,000	1,412,000	—	+Infinity	148,553	58,718	—	1,412,000	1,619,271	87.2
Aetna Life Ins.	480	1,247,900	1,248,380	635,310	+ 96.5	684,434	35,909	—	1,248,380	1,968,723	63.4
Continental Casualty	873,210	—	873,210	250,070	+249.2	—	735,052	301,000	873,210	1,909,262	45.7
Blue Cross/Blue Shield	870,970	—	870,970	888,390	— 2.0	572,651	407,442	735,000	870,970	2,586,063	33.7
Liberty Mutual	522,900	265,000	787,900	507,950	+ 55.1	14,280	—	—	787,900	802,180	98.2
General Ins. Co. of Amer.	676,040	—	676,040	585,150	+ 15.5	—	—	—	676,040	676,040	100.0
Kemper Ins.	250	622,800	623,050	157,460	+295.7	169,883	—	—	623,050	792,933	78.6
TOTALS	\$4,496,790	\$20,063,500	\$24,560,290	\$17,007,770	+ 44.4%	\$8,701,245	\$4,047,706	\$4,130,000	\$24,560,290	\$41,439,241	59.3%

* Under \$20,000

Sources: TVB/LNA-BAR; N.C. Rorabaugh (Spot TV: gross time; network TV: net time & program costs); PIB, Bureau of Advertising (ANPA), RAB.

Agency appointments . . .

■ Massachusetts Mutual Life Insurance Co., Springfield, Mass., appoints Kenyon & Eckhardt, New York, effective Oct. 1, replacing J. Walter Thompson Co., New York.

■ Gladding Corp., South Otselic, N. Y., has appointed J. M. Mathes Inc. to handle its South Bend tackle and industrial divisions. Account will be serviced through Mathes' Miami office.

Also in advertising . . .

Made to order ■ Jewell Radio and Television Productions, Chicago, has established creative broadcast services division to specialize in custom radio-TV commercial work for advertising agencies. Address: 612 North Michigan Avenue; Phone 664-5757.

Agency additions ■ The Los Angeles-

based agency of Boylhart, Lovett & Dean Inc. has joined the Transamerica Advertising Agency Network, a cooperative group of independently-owned U.S. and foreign advertising organizations. At the same time the agency established as a new independent division, BL&D Public Relations.

Prefer own world

Schwerin Research Corp., New York, has reported that a study of 100 TV commercials shows that the 16-to-25 age group is influenced most favorably by commercials that spotlight young people in hopeful situations and contain music with a "young" beat. Conversely, commercials that feature mature or middle-aged characters or depict "unpleasant or onerous problems" scored noticeably worse among younger viewers than the rest of the audience.

Crisis month drop shows

Another perspective on the TV networks' preemption tab for coverage of the Middle East war, the Johnson-Kosygin talks and the United Nations sessions may be found in midyear sales estimates obtained July 7 from Broadcast Advertisers Reports.

They show that network revenues were up in both the first and second quarters for an 8% overall gain over year-ago levels. But despite the upward trend, revenues for June alone—when the bulk of the preemptions occurred—not only didn't keep pace but dropped \$2.1 million (about 2%).

BAR estimates the first-half net revenues at \$718,728,700 as against \$633,291,900 through June 1966 (estimated then by joint service of BAR and Leading National Advertisers). The June figure this year is put at \$90,763,600 as against \$92,910,200 in June 1966.

Fla. CATV picks Ameco for \$1 million system

Contract to build a \$1 million 235-mile CATV system in Lakeland, Fla., for Community Cablevision Inc. has been signed by Ameco Inc., Phoenix, it was announced last week. The system, expected to be completed in about a year, but with sections becoming operative earlier, has a potential of 20,000 customers and will serve subscribers with eight TV signals from Tampa and Orlando, Fla., and with news, weather, stock market quotations, community public service, local news, and a program and bulletin channel.

Community Cablevision is headed by Duane McConnell, president-general manager of WQNN Lakeland, and includes among its stockholders John W. Gilman, vice president-commercial manager of WQNN, and Dan Sanborn, operations manager and news director of WQNN. Among other stockholders are Florida-CATV entrepreneurs William F. Hemminger (Sarasota and Port Charlotte, Fla.) and Harry Harkins (Sarasota).

No TV audio stereo for now

The three-year old FCC inquiry into the desirability of having stereophonic sound transmission and reception in television was laid to rest July 7.

In terminating the stereo probe, the commission noted not one TV station had filed comments. Those who did respond—13 in all, mostly manufacturers and individuals—evinced little enthusi-

asm for stereo operation.

The FCC concurred, noting there was no urgent need for stereo TV sound, and there appeared to be numerous problems that required further research.

CBS unveils plans for cableless color camera

CBS may have tipped its hand last Thursday (July 13) on what kind of presidential convention coverage may be expected from the network next summer. If an FCC rule amendment it suggested is adopted, viewers may be exposed to more fluid, on-the-floor coverage than was possible in 1964. And the network holds prospects for more flexible on-the-spot pickup of news and special events as well.

CBS asked the FCC last Thursday to amend its rules to permit the use of tone transmission on remote-pickup channels about 25 mc. The proposal, it said, would provide more efficient use of small, portable, wireless TV cameras, particularly color cameras.

Presently the necessary synchronization and control information for color cameras depends on a cable connection between camera and control point, the network noted. Under the CBS method a portable color camera, operated by a technician outfitted with a transmitter-antenna back-pack, would be supplied with synchronization and control information through the means of tone transmissions of a remote pickup station located several hundred yards away. The camera's video signal would

be fed to a low-power (about 10 to 20 w) microwave transmitter (on the back-pack) licensed as a TV pickup station and operated on frequencies provided for such stations.

CBS envisages the one-man-back-pack system as extremely adaptable and the mobile-camera outfit "highly useful in on-the-spot coverage of numerous events" including political conventions.

Belar gets FCC approval on new FM stereo monitor

Belar Electronics Laboratory, Upper Darby, Pa., has announced FCC type approval of its Belar FMS-1 stereo monitor, a 19-kc pilot frequency meter with full scale reading plus or minus three cycles which may be read on automatic logging equipment. It includes built-in intermodulation analyzer that also measures cross talk, and a subcarrier phase regeneration system for null readings.

The FMS-1, when added to the Belar FMM-1 frequency and modulation monitor, already type approved, provides complete monitoring functions. Belar also has subsidiary communications authorization frequency and modulation monitor (SCM-1), also made for adding to the FMM-1 and FMS-1.

FM stations operating with stereo must be equipped to measure multiplex transmissions. Effective date for FM's to have this equipment is Sept. 1.

Technical topics . . .

School systems ■ TPT Communications Inc., division of Teleprompter Corp., will install an educational TV microwave system and in-school distribution system for the Roman Catholic Diocese, Rockville Center, N. Y. It's estimated that 93,000 students in more than 100 schools will have access to the system. Two simultaneous black-and-white TV programs will be provided with expansion later of a color transmission and four simultaneous programs.

GE's kit ■ General Electric Co. has introduced a new kit design aimed for the \$50 black-and-white TV set market. GE's "4+1" kit which relates to the four GE compactrons and one miniature tube used in the circuitry. The five tubes perform all of the necessary tube functions in a receiver (up to the 16-inch picture tube size) with the exception of the tuner's role.

RCA's mini-TV camera arouses news interest

A mini-TV camera about the size of a home-movie camera has been developed by RCA and although its principal purpose is for use in space, it may have a portent for terrestrial use by TV broadcasters, especially in the news field.

The tiny TV camera, weighing about two pounds and measuring 6¾ x 3 x 1½ inches, is considered suitable for a wide variety of functions in space missions where size and weight are vital factors. The camera is capable of unattended operation or it could be hand-held by an astronaut both inside and outside a satellite capsule.

The camera consists of a half-inch vidicon tube, integrated circuits and improved deflection and focus coils. It produces a 600-line resolution, better than commercial television's 525 lines and works on a slow-scan principle—one image each 1½ seconds.

Max H. Mesner, RCA manager of TV camera systems, said the camera could relay live pictures from space to home television audiences working in conjunction with a signal converter. The same principle, he acknowledged, might someday be utilized to permit the camera to be used by earthbound TV newsmen.

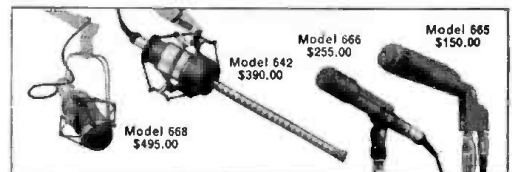
How does this 7 FOOT MONSTER help solve your sound problems?

 The giant microphone shown here is the biggest microphone in captivity! The Model 643 is also the most directional microphone sold today. It helped E-V win the first Academy Award for microphone design in 22 years.

But beyond this, the 643 has been one of our most effective field research tools, offering a far-reaching insight into the nature of directional microphones, and their applications.

An obvious result of 643 research is our unique Model 642. Same E-V Cardiline™ principle*, but only 18 inches long. It reaches up to twice as far as any other broadcast unidirectional microphone to give you better long distance pickups than were dreamed possible a few years ago.

And this same basic research stimulated the development of our new Model 668 cardioid microphone. It uses the Continuously Variable-D® cardioid principle (a creative development from our exclusive Variable-D patent*) to provide smoother cardioid action—plus more versatility—than any other boom microphone you can use.



But let's not ignore the most popular professional cardioid microphone of all, the Model 666. Here's where the Variable-D principle got its start. And since the introduction of our seven foot laboratory, the 666—and its companion, the 665—has been further refined to offer better performance and value than ever before.

From such startling microphones as the 643, come continuing basic improvements—and the tools you need to solve your most difficult sound problems. Only E-V provides this kind of design leadership. E-V microphones in your studio will give you a big head start toward better sound. After all, we're at least seven feet ahead of everybody!

Model 643. \$1,560.00. Normal trade discounts apply on list prices shown.

*Cardiline Patent No. 3095084. Variable-D® Patent No. 3115207

ELECTRO-VOICE, INC.

Dept. 771BR, 660 Cecil St., Buchanan, Michigan 49107

Electro-Voice®
SETTING NEW STANDARDS IN SOUND

More for the fairness stew

Further insight to FCC thinking reflected in WRAL-TV, KTLA (TV) edicts

Communications attorneys and broadcasters were studying two new and significant FCC decisions in political broadcasting cases last week. In one the commission held that a political candidate's film accepted by a station for broadcast is protected from licensee censorship to the same degree that the candidate himself would be. In the other, the commission, in effect, warned a station not to go too far in according fairness to a party (BROADCASTING, July 10).

The candidate's film figured prominently in a complaint against WRAL-TV Raleigh, N. C., by former Representative James D. Cooley (D-N. C.). He cited it in his contention that the station's principal and personnel engaged in a "conspiracy" to secure to defeat.

The film was submitted by Republican James Gardner, who went on to defeat Mr. Cooley in the November election. It consisted of footage of candidate Gardner and excerpts from news film of a debate between the candidates. Mr. Cooley had asked the station to cancel broadcast of the film, which he claimed was "distorted, fallacious and misleading and a fraud on the public."

But the commission, which on a 3-to-2 vote rejected Mr. Cooley's complaint and renewed the station's license, noted that, under the Communications Act, a licensee who permits a candidate to use his station may not censor the candidate's material.

And candidate Gardner's film, the commission said, constituted a "use" of the station's facilities by a legally qualified candidate and, therefore, the station could not censor or cancel the material broadcast.

Election-Eve Incident ■ The commission held, however, that the station had not fully met its obligations under the fairness doctrine in connection with an election-eve editorial attack on Mr. Cooley and three North Carolina University professors.

The commission said the station had failed to give the former congressman and the professors adequate advance notice of the editorial to permit a

"timely" response. "We note that the licensee did make specific, though tardy offers and that a response was presented before the election by a spokesman for Mr. Cooley," the commission said, adding, "while we believe that the matter could have been handled differently, it does not in the circumstances warrant a denial of a renewal of license."

Commissioner Kenneth A. Cox who, with Commissioner Nicholas Johnson, dissented, disagreed with the majority on whether the controversial film constituted a "use" under the Communications Act. He said he believes the licensees are prohibited from censoring candidates themselves, not films they have cut up and spliced. Voting in favor of license renewal were Chairman Rosel H. Hyde and Commissioners Lee Loevinger and Robert E. Lee.

The commission's note of caution was in a letter to KTLA(TV) Los Angeles, in which the commission was dismissing fairness-doctrine complaints against the station that had been filed by the California State Central Committee. The committee in February had withdrawn its complaints after the station signed a Memorandum of Understanding dealing with the manner in which it would handle future political-broadcast matters.

It was this agreement, the commission said, that appears to require the station to treat the committee in a manner which goes "beyond the minimum requirements of the commission's fairness doctrine."

The commission added that although a licensee may establish policies stricter than those required by the doctrine, he may not "in doing so agree to accord one organization or group favored treatment, beyond that accorded to other responsible organizations within his community."

Specifics of Pact. ■ The agreement requires KTLA, whenever it or a station

commentator takes an editorial position contrary to one taken by the Democratic party, to afford the state party committee "a right of reply"; to furnish the committee with copies of all of editorials, regardless of whether they involve political controversy; to make available for inspection by the committee texts of KTLA's newscasts during the primary and general elections campaigns, and to permit the committee to screen film clips and video tapes.

Other clauses specify conditions for the timing and placement of replies by the committee; limit the right of George Putnam, a station employee, to editorialize on the day of broadcast of a reply by the committee; provides for the labeling of editorial matter, and specify that the station will not air editorials "after the Wednesday preceding election day."

The KTLA-TV case involves an election-eve program last year on which Mr. Putnam endorsed Ronald Reagan for governor. The incumbent governor, Edmund G. (Pat) Brown, was not notified of the endorsement or given an opportunity to respond.

The station said the comments were ad lib and that management learned of them only after the incident.

The commission, however, said the management was negligent in not instituting safeguards to prevent employees from endorsing a candidate at a time when it was too late for the station to meet its obligations under the fairness doctrine.

However, the commission also found that the station's performance otherwise accorded fair treatment to the candidates and added, while the licensee's "conduct here leaves much to be desired, it is not our intention to impose any sanction as a result of this isolated failure to comply with the requirements of the fairness doctrine."

TV series sales . . .

McHale's Navy (MCA TV): KIII-TV Corpus Christi, Tex.; KCRG-TV Cedar Rapids, Iowa; WSPA-TV Spartanburg, S. C.; KEZI-TV Eugene, Ore., and KCMO-TV Kansas City, Mo.

The Mean Mr. Firecracker (Wolper Television Sales): WNAC-TV Boston; WNEW-TV New York; KOVR-TV Sacramento-Stockton, Calif.; KFLP-TV El Paso; KONO-TV San Antonio, Tex.; WALA-TV Mobile, Ala.; KVII-TV Amarillo, Tex.; WJHG-TV Panama City, Fla.; WDAM-TV Hattiesburg, Miss.; KORK-TV Las Vegas; KUTV-TV Salt Lake City; WFTV-TV Orlando, Fla.; KTTV-TV Los Angeles; KRON-TV San Francisco;

Why fight sex?

Discretion sometimes is the better part of programing. CBS-TV reported last week it has postponed the premiere of its new *Mannix* series (Saturday, 10-11 p.m.) from its original date of Sept. 9 to Sept. 16. Though no reason was given in the announcement for the change, a CBS source pointed out that NBC-TV's highly rated *Miss America Pageant* is set for Sept. 9, starting at 10 p.m.

WAFB-TV Baton Rouge; WGR-TV Buffalo, N. Y.; WTTG(TV) Washington; KMBC-TV Kansas City, Mo.; WATL-TV Atlanta; WBNB-TV St. Thomas, V. I.; KVKM-TV Monahans-Odessa, Tex.; WTTV(TV) Bloomington-Indianapolis, and KOLQ-TV Reno.

Price of a Record (Field Communications): KTLA(TV) Los Angeles and WABC-TV New York.

Wagon Train (MCA TV): WFMY-TV Greensboro, N. C.; KTVE(TV) El Dorado, Ark.; WBRC-TV Birmingham, Ala.; WROC-TV Rochester, N. Y.; WHNT-TV Huntsville, Ala., and KTAL-TV Shreveport, La.

Treasure (Teledynamics): WSIU-TV Carbondale, Ill., and WLCY-TV Largo-Tampa, Fla.

Radio series sales . . .

All Time Heavyweight Championship Tournament (Woroner Productions Inc.): KLIF Dallas; KILT Houston; KALL Salt Lake City; WBCM Bay City, Mich.; WFDF Flint, Mich.; KCMO Kansas City, Mo.; WKMI Kalamazoo, Mich.; KXOK St. Louis; WWOM New Orleans; WSBT South Bend, Ind.; KVFD Ft. Dodge, Iowa; KFJZ Ft. Worth; KRED Eureka, Calif.; wowo Ft. Wayne, Ind., and WOOD Grand Rapids, Mich.

Americana Library (Woroner Productions Inc.): WHBC Canton, Ohio.

Thirteen Days (Woroner Productions Inc.): WHBC Canton, Ohio.

30 Hours of Christmas (Triangle Publications): Wxvw Jeffersonville, Ind., and WMTL Leitchfield, Ky.

Audio Program Service (Triangle Publications): WERG Mobile, Ala., and WVIP Mt. Kisco, N. Y.

Boston Pops Concerts (Boston Symphony Orchestra): Wvvg Miami; WQXY Baton Rouge; WAIV Indianapolis; WOI Ames and KFMD Dubuque, both Iowa, and KEEZ San Antonio, Tex.

Promenade Concert with George Stone (L&S Program Planners): WGMS-AM-FM Bethesda, Md.-Washington.

Memory Lane with Art Hellyer (L&S Program Planners): Armed Forces Radio and Television Service.

12 Hours of New Year's (Triangle Publications): WMTL Leitchfield, Ky., and KIML Gillette, Wyo.

Doctor's House Call (Signal Productions): KGNB New Braunfels, Tex.; WAZY Lafayette, Ind., and WFRW Fairfield, Ill.

More for Your Money (Signal Productions): WLEC Sandusky, Ohio, and

WMAN Mansfield, Ohio.

Point of Law (Signal Productions): KLRA Little Rock, Ark.

World of Money (Signal Productions): WTMJ Milwaukee, and KARM Fresno, Calif.

The Shadow (Charles Michelson Inc.): KRNT Des Moines, Iowa.

Senators seek campaign time

Variety of bills introduced

to provide free time or

to suspend equal time

A series of bills that strive to solve campaign-exposure problems for politicians—some at the expense of broadcasters—will be the subject of Senate hearings starting this week. The Senate Commerce Communications Subcommittee intends to probe the effects of election-returns vote projections and various plans to require broadcasters to provide free time to campaigners or prompt stations to donate time by arranging limited suspensions of the Section 315 equal-time provisions.

No bills are currently before the subcommittee that would affect broadcasting of vote projections, although it was noted that several were introduced in the last Congress and could be resubmitted if necessary.

Two bills would suspend section 315: one by Senator James B. Pearson (R-Kan.) that would exempt races for President or Vice President (S. 1859), and one by Subcommittee Chairman John O. Pastore (D-R.I.) that would add races for governor and the Congress to the exemptions (S. 1926).

A bill submitted by Joseph S. Clark (D-Pa.) would require that stations give free time, in amounts decided by the FCC, to candidates for federal, state, and, where feasible, local offices.

Scott's Bill ■ In addition, the subcommittee will probably consider a bill introduced last Wednesday (July 12) by Senator Hugh Scott (R-Pa.) that would provide a formula for granting "equitable time", as opposed to equal time, to minor-party candidates. Senator Scott's bill is designed in this regard to have the same effect in opening up station-supported campaign programs as the Pastore and Pearson bills.

Under the Scott plan, no combination of minor-party candidates could claim more than the total time used

to feature a major candidate.

But Senator Scott's bill also has a section aimed at stations' pocketbooks more directly. The bill limits charges to all candidates buying paid announcements or programs to two-thirds of the rate "applicable to normal advertisers," the senator said.

The hearing begins Tuesday (July 18) with testimony from Senator Jacob Javits (R-N.Y.), FCC Chairman Rosel Hyde and Julian Goodman, president, NBC, accompanied by Frank Jordan, manager of election planning for NBC.

On July 19, the line-up includes Senator Clark; Leonard Goldenson, president of ABC Inc.; Elmer Lower, president of ABC News, and Vincent Wasilewski, president of the National Association of Broadcasters.

Dr. Frank Stanton, president of CBS Inc., and Richard Salant, president of CBS News, will appear on July 20. Also testifying on that date will be Bruce Dennis, WGN Chicago, and president of Radio-Television News Directors Association.

Rival TV balks at WAPA-TV's FM test

FCC approval of an unusual programming experiment involving two San Juan, P.R. stations (BROADCASTING, June 19) has drawn a strident plea from a third who was not given prior notification of the commission's intentions.

In a petition for reconsideration, WTSJ(TV), owned by transportation magnate O. Roy Chalk, claimed alleged inequities in the FCC grant which would allow WAPA-TV to buy time on WAIC-FM so that the FM could carry English-language dialogue for certain motion pictures being shown with Spanish dialogue on the television station.

WTSJ's principal objection is that the experiment will fractionalize its audience since it programs primarily in English. But in addition the station feels the commission should have invited comments from interested parties before it granted the authorization.

As an example of prior commission notice the station cited pay-TV whose experimental period was authorized following a lengthy FCC inquiry. This procedure, the station said, should have been exercised in this case as well.

WTSJ also said that serious public interest issues were involved in the experiment including the matter of duopoly. In effect, WAPA would have the FM as a second channel in its community of license, the station noted, and would attract two distinctly different TV audiences at the same time. Also the station claimed the operation would involve the misuse of an FM

channel because WIAC would not produce or originate any programming during the hours of experimental operation nor would it offer any programs with its listeners in mind. The FM broadcasts obviously would be usable, WTSJ contended, only if WIAC listeners watch WAPA programs. And "while the operation may aid WAPA in obtaining a greater share of the audience and more advertising dollars," the station said, "it will preclude, on one of San Juan's limited FM channels, FM listening for the sake of listening."

Clutter huddle slated by ABC-TV, affiliates

ABC-TV will take its next step in its campaign to clear its airways of clutter at a meeting on July 24 in New York. A special committee of affiliate and network officials will study the cleanup issue, a move recommended by ABC-TV network President Thomas W. Moore and supported by the ABC affiliates board of governors at its annual meeting in Los Angeles on June 22 (BROADCASTING, June 26).

The committee, ABC-TV said last week, will dig into the problem of cutting back on-air clutter by reducing nonprogram and noncommercial elements. ABC-TV has already taken steps to eliminate much so-called clutter by dropping most commercial billboards, discarding the "color logo" and seeking to reduce the length of over-long screen credits in discussions with agencies, unions and producers.

Members of the special committee: Burton Ladow, KTVK(TV) Phoenix, chairman; George A. Koehler, WFIL-TV Philadelphia; Morton S. Cohn, WLOS-TV Asheville, N. C., and Robert Doubleday, KATV(TV) Little Rock, Ark., all representing the affiliates; John O. Gilbert, vice president for affiliate relations, and I. Martin Pompadur, vice president-administration, TV network, and James E. Conley, president, ABC-owned television stations, all representing ABC.

Two foundations back NET program series

National Educational Television (NET) last week received grants for program production totalling more than \$300,000 from the National Science Foundation and the Sears, Roebuck Foundation.

The National Science Foundation granted \$176,920 for the production of five half-hour segments in NET's weekly adult science series, *Spectrum*. The shows will deal with atmospheric physics,

radio astronomy, genetics, geophysics, and the origin of the solar system, and will be seen during the 1967-68 season.

The foundation is an agency of the federal government engaged in the support of basic scientific research and the furthering of science education in the U. S.

The Sears foundation made a matching-funds grant of \$150,000 for new production and national distribution of *Misterogers Neighborhood*, a half-hour weekly program for preschool children starring Fred Rogers. The grant matched funds raised by affiliates for the NET children's project. WQED(TV) Pittsburgh originates the show, which will be available to the 40 of 118 NET affiliates participating in the project by February, 1968.

Goodell backs free time for political campaigns

An upstate New York Republican, Representative Charles E. Goodell, has added his name to the list of those lawmakers who would require stations to grant free time to candidates during political campaigns.

In a taped interview provided by the National Republican Congressional Committee for use by stations using the Republican News Service, the congressman said that TV and radio time could be made available to candidates as one means of solving the campaign-finance problem, "with major portions free of charge."

As an alternative he suggested that some campaign programs could be allowed to be sponsored. "There's no reason in my mind," he explained, "why a business that advertises on television would not be willing to sponsor a program that would have both parties represented on a bipartisan basis as a public service."

Lottery amendment plea notes changing times

New York attorney George Nims Raybin would like to give broadcasters a break on lottery coverage.

He has asked the FCC to amend its rules to exempt a lottery conducted wholly by a state or a political subdivision of the U.S. The purpose of his petition, he said, is to discourage publicity for unlawful activities of a private lottery.

Mr. Raybin noted that when the lottery rule was put on the books, it was not contemplated that a state would ever conduct a lottery. Since New York

state is presently conducting such an activity to raise money for lawful purposes (as is New Hampshire), he said broadcasters should be permitted to air news about the lottery if they are to serve their community as well as function in the public interest.

The Raybin petition of course directly opposes the U.S. Criminal Code that prohibits the broadcast of information concerning "any lottery." And the best recent answer the commission could give perplexed broadcasters on the subject was offered by Commissioner Robert T. Bartley: Use your own judgment (BROADCASTING, June 19).

Here's what we've done, TIO tells CPB advocates

The Television Information Office has sent to members of Congress, FCC commissioners and staff, and other key personnel materials on broadcasts presented on commercial TV in 1966-67 and in earlier years to serve as a guide in considering program areas proposed for the Corp. for Public Broadcasting.

TIO materials distributed included advertisements placed to aid selective viewers as well as compilation of outstanding actuality, documentary and programs of previous years. Roy Danish, TIO director, noted in an accompanying letter that next season networks will schedule more than 300 specials, of which about 115 will be informational.

New VISTA documentary being released to TV

The Office of Economic Opportunity's VISTA program is offering a 30-minute documentary depicting the difficulties and successes experienced by four volunteers in their quest to improve Negro and Mexican living standards in two Arizona communities.

The film, entitled, "While I Run This Race," stresses problems encountered by a married couple trying to establish a children's day-care center in a heavily populated Mexican-American community, and the ingenuity of two volunteers in bringing together Negro and white leaders of a community largely inhabited by Negroes.

The documentary is narrated by Charleton Heston and the music was composed and recorded by guitarist Charlie Byrd. Produced by Sundial Films, the film was written and directed by Edmund Levy.

For further information contact the VISTA TV-Film office, 1111 18th St., N.W., Washington.

Khrushchev show again closes Iron Curtain

SOVIET REACTION THREATENS A NUMBER OF SPECIALS

NBC-TV apparently got into more than it bargained for Tuesday (July 11) with its one-hour documentary special, *Khrushchev in Exile: His Opinions and Revelations*.

The Soviet Novosti press agency "postponed for at least a year" its co-operation in the production of an NBC News documentary on prisons, and another NBC project there is "being reconsidered," according to cables from George Vicas, European news producer, to William R. McAndrew, president of NBC News.

Mr. McAndrew said last week that the prison show was postponed in reprisal for the Khrushchev documentary.

Published accounts quoted Georgi Bolshakov, head of Novosti's television department, as saying that "the showing of this program"—apparently the prison show—in the 50th anniversary year of the Soviet Union is undesirable and may complicate our [Novosti-NBC] mutual relations."

The Khrushchev documentary was prepared without the cooperation of Novosti from films and tapes made in the former Premier's home with the cooperation of Victor Louis, a Soviet citizen employed by the show's producer, Lucy Jarvis, and NBC News.

Communist Pullout ■ Postponement of NBC projects by Novosti came on the heels of the Communist-bloc withdrawal from the *Our World* telecast June 25 (BROADCASTING, June 26), and almost simultaneously with the cancellation of a 10-week U.S. tour by a company of Soviet dancers, including stars of the Bolshoi ballet.

The pattern of these events would seem to place other television projects involving production in the Soviet Union in possible jeopardy. No broadcast organization has special crews there at the moment, but several have one or more projects in the negotiation stage.

ABC News is negotiating for a documentary on the Red Army. A CBS News spokesman said "some projects" are under negotiation. National Educational Television has been negotiating for three special productions: programs on the anniversary of the Russian revolution, on the Bolshoi ballet and on the Soviet space program. The last has been scrapped for unrelated reasons. The Bolshoi special, which has been hanging fire for three years, was recently postponed in connection with the ballet company's move to new quarters. An NET spokesman said last week that as far as he knew, the program on the revolution had not been affected by re-

cent events.

Av Westin, director of the Public Broadcast Laboratory, said his organization was negotiating six Soviet projects, four filmed, one filmed and taped, and one involving "an expert commentator taped live on the scene." None, he said, has yet encountered any difficulties, but "we are always concerned when the Soviet government uses cultural projects as political weapons."

NBC also encountered several surprises at home with the Khrushchev show. It had been advertised as scheduled for 10-11 p.m. in the eastern and 9-10 in the central time zones. In fact, it was set to follow the All-Star baseball game from Anaheim, Calif. And as the game went into six extra innings and more than an hour overtime, the switchboards of NBC owned and affiliated stations in the East and Midwest were jammed with calls.

Strong reaction ■ Station managers reached last week generally reported hundreds of calls about the show; the NBC-owned stations in New York, Washington, Chicago and Cleveland reported a total far in excess of 2,500 calls. As a spokesman for the Washington station put it, "we gave up counting because the board was flooded with calls."

Arthur Watson, vice president-general manager of WKYC-TV Cleveland, an NBC owned station, said he was surprised. "We made repeated announcements, ran our own supers that the show would go on after the game, but the calls kept coming in. It was the strongest reaction of any kind I've ever seen for a documentary."

A spokesman for affiliate WBZ-TV Boston reported 202 calls "from people who were not baseball fans. We had between 25 and 30 announcements [that the Khrushchev show would follow] in that hour. They just weren't watching the game. We carried the special right after the game, and ended up with our local half-hour news going on at 12:01 a.m."

Tom Bolger, manager of affiliate WMTV(TV) Madison, Wis., said: "We got 50 calls in the first 15 minutes, probably 150-200 in the entire hour. I thought the program was excellent, but I have to question the logic of putting it on after the All-Star game. It ended up very late out here. I think NBC made a mistake in committing the show so far in advance for after the game, when they couldn't possibly know when it would end."

NBC-TV carried eight commercial



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minutes (at no charge) in the last hour of the ball game, three for Chrysler two each for Gillette and R. J. Reynolds, one for the Phillips Petroleum Co. The Khrushchev special had five commercial minutes, three for Block Drug, one each for Dr. Pepper and Armour.

NBC International reported last week that the special had been presold in Belgium, Great Britain, Sweden and West Germany, and that prints were subsequently ordered by Argentina, Australia, Denmark, France, Holland, Italy, Japan, Norway, Peru and Switzerland.

NBC News President McAndrew said the special would be repeated at a date to be announced.

GAB makes move for lower music fees

Georgia radio broadcasters last week were advised not to sign new contracts with the American Society of Composers, Authors and Publishers. The deadline for signing the new contracts, negotiated by ASCAP and the All-Industry Radio Station Music Licensing Committee, was last Wednesday (July 12).

The Georgia Association of Broadcasters has elicited pledges of support from about 85-90 of its radio members in an attempt to get ASCAP to make lower fees available to stations that use very little ASCAP music. As the first step, it is trying to get ASCAP to delay for a month or two the date by which broadcasters would have to sign the new contract.

However, Tom Watson Brown, attorney for the GAB, last week said ASCAP was not talking to him on the phone or responding to his letters.

The GAB's actions follow a resolution adopted by the association last month in which it called for ASCAP fees of 0.5% of gross income derived from net sales (BROADCASTING, June 26).

Jim Murphy, WBMK West Point, GAB president, said the association needs time to find out how many of the broadcasters, who said they would support lower rates, have already signed the new contracts that call for a 2% fee based on net receipts from sponsors after deductions.

Mr. Murphy said the all-industry committee is doing "an excellent job" and he thought most GAB members had contributed to the committee. However, he felt ASCAP was behind times in asking for fees that in some cases are a much higher percentage than the

amount of ASCAP music played.

Legal Doubts ■ A big question mark about any possible attempt by GAB to get lower ASCAP fees through the U.S. Southern District Court in New York centers around the rights of stations who have given financial support to the all-industry committee.

Some lawyers in New York feel that any broadcasters who were represented by the committee could not be a party to a court filing for lower fees. However, Mr. Murphy said he felt the agreement between stations and the all-industry committee did not constitute the individual station's waiver of rights to seek a lower fee.

The GAB's drive against the ASCAP fees has been spearheaded by Ed Mullinax, WLAG LaGrange, who has maintained that ASCAP fees are disproportionate to the amount of music played—particularly on country-music stations.

ASCAP officials said they have heard "rumblings" about Georgia but have made no special analysis to see how many stations there have signed the new contracts. General response from radio stations, they added, has been "fine."

The ASCAP officials also noted that if problems develop in Georgia or anywhere else, they'll treat them as routine: if stations don't sign but continue to use ASCAP music, the licensing firm will sue for infringement. ASCAP sources pointed out this has happened a number of times and ASCAP has won.

Aubrey returns to the fold

Television's prodigal son has come home. Screen Gems Inc. announced last week that James T. Aubrey, who was dismissed as president of CBS-TV two winters ago (BROADCASTING, March 8, 1965), has officially joined Columbia Pictures and Screen Gems in Hollywood. Under an exclusive production contract, Mr. Aubrey will develop theatrical features for Columbia and television movies and series projects for Screen Gems. His headquarters are on the Columbia studio lot where he's operating under the banner of James T. Aubrey Productions.

Program notes . . .

New production house ■ Charisma Productions, Hollywood, has been formed by actress Sheila MacRae, TV-motion picture executive William T. Orr, financier Irving Cowan and TV producer Ronald Wayne. Its first project will be a motion picture based on a re-creation of W. C. Field films

starring Buddy Hackett. Also under consideration are several TV programs.

FM fare ■ Triangle Program Sales is distributing a five-minute weekly series created especially for FM stations, *Capital Reading*. It will spotlight reviews of important new books by well-known national figures.

Israeli concert ■ Filmways Inc. has acquired worldwide TV and theatrical rights to the Leonard Bernstein-Isaac Stern-Israel Philharmonic-concert filmed in Jerusalem earlier this month. Filmways plans to produce a television special and a theatrical feature, based on the concert and its preparations.

On the market ■ Seven Arts Television will place *Our Great Outdoors*, a series of 26 first-run, half-hour color programs on fishing, hunting and other sports, into syndication in October. The series is being coproduced by Seven Arts in association with CFTO-TV Toronto.

Funds for the future ■ Students at New York University's School of the Arts have produced a radio series about the future, *By the Year 2000*, as a means of raising student scholarship funds. The series, including 25 taped segments of four minutes each, is being syndicated nationally.

For credit ■ Seven college-credit courses will be telecast each Saturday, beginning Sept. 23, in a TV project being undertaken jointly by the State University of New York, the City College of New York and educational TV stations in the state. Courses, which range from the humanities to calculus and anthropology, will be carried on WNDT(TV) Newark, N. J.-New York; WMHT(TV) Schenectady; WCNY-TV Syracuse; WXXI-TV Rochester and WNED-TV Buffalo. (WNYC-TV New York and WBNF-TV [commercial] Binghamton will broadcast some of the programs.)

New production firm ■ Cinema Associate Productions Inc., Lansing, Mich., is offering complete creative planning and production of motion pictures including television services. Address is Box 727, Lansing 48903.

Nowhere a 'chick' ■ NBC-TV has changed the title of the Jerry Van Dyke show from *Everywhere a Chick* to *Accidental Family*. The program is to begin Sept. 15, Friday, 9:30-10 p.m. NYT.

Production firm expands ■ Charles M. Conner Productions, Houston, has announced expansion plans including a southwestern regional film distributing company, a national music publishing firm, and a film/advertising/promotion

Network specials focus on Middle East

Two major documentaries on the Israeli victory in the Middle East will be presented on network television within one week of each other: a one-hour show on CBS-TV on July 18, and a 90-minute program on NBC-TV July 23.

Both programs will make substantial use of film shot during the war and include interviews with top military strategists involved in the six-day conflict.

NBC said it will edit 75 hours of film shot during the hostilities by NBC News cameramen in its special,

"*Israel: Victory or Else*" (Sunday, 6-7:30 p.m. EDT), which features as its principal reporter John Chancellor in his first news assignment since his resignation as director of the Voice of America, and George Murray as the producer.

CBS's "*How Israel Won the War*" (Tuesday, 10-11 p.m. EDT) will be reported by CBS News correspondent Mike Wallace and Brigadier General S. L. A. Marshall, military historian and CBS News military consultant, and will be produced by Burton Benjamin.

agency. The new divisions will operate independently from the Conner-owned television/radio production and distributing companies. The entire Conner operation is moving to 3600 Montrose Avenue, Houston.

Public service offer ■ WHC-TV Pittsburgh has released 13 half-hour documentaries for civic, community and educational use. Programs range from *It's a Blast*, concerning teen-age drinking, to *Wanted: God—Dead or Alive*, a story on changes occurring in organized religion today.

GM grant ■ General Motors Corp. has granted \$30,000 to noncommercial WNBT(TV) Newark, N.J.-New York to keep its one-hour *Newsfront* program on the air during the summer. The show went off the air June 1 and was not scheduled to return until October. It returned June 26.

News for comedy ■ KNX, CBS-owned radio station in Los Angeles, is dropping Rege Cordic, its star disk jockey. Mr. Cordic, formerly of KDKA Pittsburgh, went to Los Angeles 18 months ago with high ratings, an extensive publicity campaign and a reputed flair for comedy turns. His morning program will be replaced with a news format, making KNX an all-news operation for a large part of the day.

'P.D.Q.' renewed ■ *P.D.Q.*, game show produced and syndicated by Four Star International, has been renewed for the fourth time for 52 weeks by NBC's Owned Television Stations Division.

Polka on parade ■ Kristom Produc-

tions, Hollywood, is nationally syndicating half-hour, color tape episodes of the *Polka Parade* series through Daleridge Productions. Musical variety show is already carried in several midwest markets.

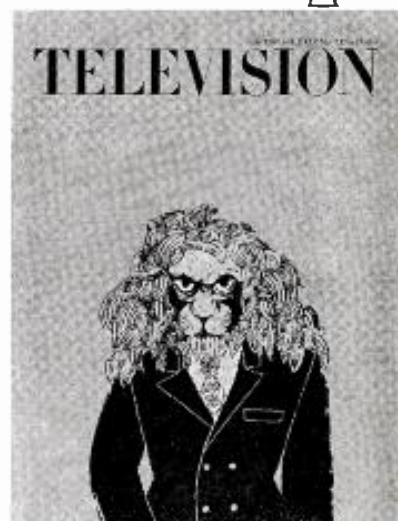
Hendra and Ullett sign ■ Londoners Tony Hendra and Nic Ullett have signed with NBC-TV for development of a half-hour comedy series in which they would star. The young comedy team came to the U. S. in 1964, have played many top clubs in the U. S. since then, and appeared on NBC-TV in that network's satirical look at TV called *We Interrupt This Season*, and as guests on such vehicles as Johnny Carson's *Tonight* show, on Jack Paar's previous NBC series, CBS's *Ed Sullivan* and various other programs.

Traffic safety special ■ A half-hour traffic-safety TV program. *Drive to Survive*, was shown in prime time by Westinghouse Broadcasting Co. stations just before the Fourth of July holiday. The program, focusing on day-to-day situations and appropriate safe driving techniques, was written by Ed Fales, traffic-safety writer and test-car driver, and was narrated by Dane Clark.

Independent production ■ Dudley Productions Ltd., Hollywood, has started production on a new series of hour color documentaries called *The Great Adventures*. The first two programs in the series of specials are based on the travels of Captain Cook. Other specials will cover the explorations of the Vikings, the journeys of Marco Polo and the voyages of Christopher Columbus and Magellan. Dudley Productions also is adding 13 segments to its *Wide World* color series, currently in domestic syndication through Trans Lux and overseas through Fremantle Ltd.

TV bundles from Britain ■ A new TV package of half-hour programs in color, *The British Half Hour*, is being offered

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In July: The junior generation in command at Hollywood's TV factories. How the preteens influence their parent's buying decisions. The casting call for TV commercials: "Get real people." Commercial television networking comes of age. Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D. C. 20036. (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.



to stations at no charge by the news division of the British Information Services, 845 Third Avenue, New York 10022. There are 12 shows in the package, ranging from a camera visit of the British Isles to Grand Prix racing, from Bermuda to British "Peace Corps" workers. Running time also varies, from 22 minutes upward to 30 minutes. Stations pay nominal mailing charges for the film.

Abortion ■ Peter Heller of wowo Fort Wayne, Ind., has produced a 55-minute documentary *Abortion: Crisis and Conflict* that is being offered to interested stations at the nominal charge of \$8. Program features experts from the clergy and the medical and writing professions. For details, contact Mr. Heller at wowo.

New Rohrs firm set up to handle radio series

The formation of Robert Rohrs Enterprises Inc., Fort Lauderdale, Fla., has been announced by Robert Rohrs,



Mr. Rohrs

formerly with Arnold Palmer Enterprises, Cleveland. Mr. Rohrs said he will continue to handle *Arnold Palmer Golf Tips*, syndicated radio series, that he produced and distributed for the Cleveland firm. He also will represent radio activities of bridge expert Charles Goren (*Charles Goren on Bridge*) and bowler Dick Weber (*Bowling with Dick Weber*). The firm is at 2631 East Oakland Park Boulevard, Fort Lauderdale, 33306. Phone is (305) 563-3431.

KAVR named by BMI in copyright suit

Broadcast Music Inc. and its affiliated publishing companies last week filed suit against a California radio station charging infringement of copyrights. The suit, filed in U.S. District Court for California in Los Angeles, is against BHA Enterprises Inc., licensee of KAVR Apple Valley, Calif.

The complaint alleges that the AM station infringed the copyrights on certain songs by performing them publicly for profit. BMI seeks damages and injunctive relief. Plaintiffs other than BMI in the case are eight music publishing companies.

TV given voice at Stanford seminar

The annual Stanford University summer festival of the arts, which during its four-year run has been devoted to all of the performing arts with the emphasis on ballet and classical music, last week recognized an upstart for the first time and gave television a chance to speak. Yet some of the topics for discussion in TV's time of special recognition sounded as if they came out of the "why do you beat your wife?" liturgy.

Philip Barry, ABC-TV's director of current programing, West Coast, was asked to comment on whether "today's TV mass audience programs are underrated as art forms?" The network executive set the record straight by noting that "critics, self-appointed and otherwise," make a mistake in criticizing television as an art form. "That's pinning the tail on the wrong donkey," he pointed out. "We are not intended to be an art form." On the other hand, he stressed that television is a most important cultural medium that has a tremendous effect on an audience that never before has been reached in such quantity.

As an example of the kind of effect television has, Mr. Barry cited a commercial-type program such as ABC's *Wide World of Sports*. Everytime an audience sees Iron Curtain athletes competing against Americans, he contended, they come away feeling a little less like going to war.

Using examples of other mass audience programs reaching people not ordinarily reached by these kinds of messages, Mr. Barry pointed to the integrated couples sometimes appearing on *American Bandstand* and *Newlywed Game* daytime strips. No fuss or comments are made about racial situations on these programs and the people are accepted without any questions asked. The audience may come away, he suggested, perhaps with a little less bigotry than they had when they started.

Asked at another session of the university seminar what he would do if, allowed to start the TV industry from scratch today, veteran NBC-TV executive Richard L. Eastland indicated that he "would let it take the same path that it has." He pointed out that "while we lead the public to a very sophisticated presentation of a very sophisticated drama, we can't expect them to enjoy it or even desire it until they are ready for it."

Mr. Eastland, NBC-TV manager, standards and practices, West Coast, also talked about the television generation of people made up of men and women to whom the medium has been

"a governess and teacher, nursemaid, playmate and friend." He said that when it comes to these people who have grown up with the medium, television has had a particularly major impact.

Winton D. Horton, the National Educational Television vice president in charge of development, addressed himself to the topic of what else besides making money does television do. But Mr. Horton made no effort to underestimate the need for money. He emphasized the need of any network, commercial or noncommercial, to acquire the green stuff. He noted that until now, with certain exceptions, educational television just hasn't had the money to attract and hold really good people.

"We had a reputation for dullness that we are only just beginning to live down," he explained. "As a network, we run essentially through the courtesy of the U. S. mail."

The TV seminar was staged as a related event to the 25th anniversary of the Stanford Radio and TV Institute.

WNBT switches to color and full-time schedule

Plans for extensive local-color production and seven-day-a-week operation starting Oct. 2 were announced last week by WNBT(TV) Newark, N. J.,-New York, noncommercial station. A spokesman said these expansions and the addition of a staff film unit would entail a 15% increase in the station's budget to \$3 million for next year.

WNBT's entry into color is the result of a \$1-million-plus modernization program that includes replacement of the station's transmitter and antenna on the Empire State building, as well as full colorization of its main Studio 55 by fall, and a smaller studio by year-end. The bulk of the program's cost was borne by a \$729,122 grant for equipment last April from the Department of Health, Education and Welfare. The rest came from general operating funds.

WNBT has been broadcasting five days a week because of limited funds since it went on the air as a noncommercial station in 1962, except for a brief, abortive experiment in 1963.

625 carry 'Nightingale'

With the addition of KUAM Agana, Guam, the *Earl Nightingale Program* of Nightingale-Conant Corp. is now carried on 625 stations in more than 600 markets in the U. S., Canada and other countries. The five-minute daily program initially began in 1959.

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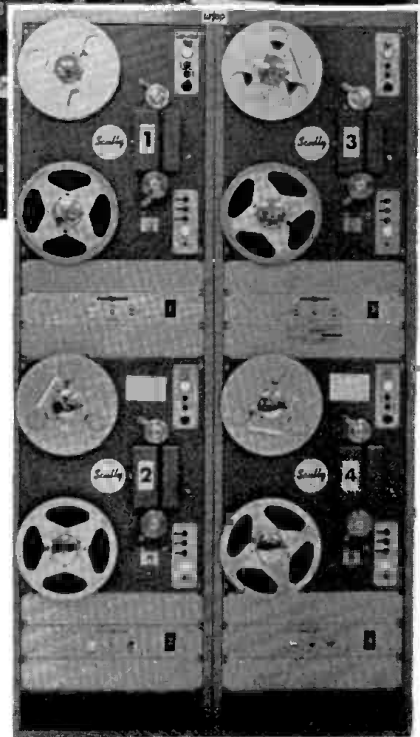
This equipment is designed in the Scully tradition of precision and quality and are the accepted standard for any application where long life, reliability and exacting performance are essential.

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Granville Klink, chief engineer WTOP-WTOP-FM., Washington, D.C., at console, surrounded by four Scully 280's and 2 280-2's in master control tape room.

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Loevinger on 'lexonomics'

Commissioner surveys legal-economic patterns of national telecommunications systems at world conference in Geneva

FCC Commissioner Lee Loevinger has coined a word — lexonomy — to describe the relationship between the legal and political system and the economic institutions in every country.

Commissioner Loevinger coined the word, urged its use, and went on to employ it in a speech entitled "The Lexonomics of Telecommunications—Legal-Economic Patterns of National Telecommunications Systems throughout the World," which he delivered last week in Geneva at the World Conference on World Peace Through Law.

Commissioner Loevinger, after surveying the telecommunications systems in over 200 countries and geographical areas, found a wide variety of patterns of government and private ownership.

But he also noted that in all the situations studied there is "a fundamental and inescapable relationship between legal and economic institutions." And "the law and the economic systems are essentially different ways of looking at similar aspects of organized society."

"I propose the name 'lexonomy' (lex from the Latin word meaning law) as an appropriate term for this social structure," he added.

He went on to note that even the variety of combinations of lexonomic elements in the telecommunications systems of the world has not produced as much difference in results as might be expected.

Program Content ■ He said there is a "striking similarity among nations' broadcast programming, "which reflects national cultures more than any other element of telecommunications." He said reports of those who have seen television all over the world, including Russia and in Asia, report the programs "are essentially similar, except for language differences, the observance of somewhat differing taboos, and slightly different mixtures of program categories."

Commissioner Loevinger's survey revealed that the most noticeable national differences in programming are in the treatment of sex, violence and religion. "Reports of observers who have attempted to make a comparison indicate that American programs tend to show more scenes of violence than European programs while the latter are less restrained in showing scenes relating to

sex," he said.

He also said that European television, which is subject to more government control than is U. S. television, "tends to reach a slightly higher cultural level and to get closer to meeting the standards of the critics."

But, he added, U. S. network-produced programs "are popular and in demand throughout the world."

Commissioner Loevinger has coined words before. A number of years ago he introduced the word jurimetrics to describe "the study of law and legal problems by scientific methods and concepts, the employment of science in law to the extent that it is applicable or adaptable."

Idealistic Goal ■ In another speech at the Geneva conference, Leonard Marks, director of the U. S. Information Agency, urged the world's jurists to use the tools of the communications revolution as a means of building an enduring world peace.

Each nation's familiarity with the social, cultural, religious and political infrastructure of other nations will "lessen our tendency to confuse, emotionally, what is strange with what is fearful," he said.

Mr. Marks noted that President Johnson "has pressed for the widest possible dissemination of information through a global satellite system, and every other tool of communications that today's and tomorrow's technology can provide."

He said the World Conference should go on record as seeking and supporting the same objective.

"Despite the dangers of the nuclear age, man has never been closer to the attainment of world peace. For he has never before had the tools of world communication at hand," he added.

Latin-American net to start in 10 nations

Movierecord Group of Co.'s, Madrid and New York, announced the formation last week of Olavision, a TV network covering Spanish-speaking countries in South and Central America. The network is to begin programming

Jan. 1, 1968, in Honduras, Nicaragua, Puerto Rico, Costa Rica, Venezuela, Colombia, Ecuador, Peru, Chile and Paraguay and will expand to other countries by October 1968, it was stated.

Olavision plans to buy programming in both the U. S. and other parts of the world and solicit advertising on a global basis. A spokesman said the programs will be sold as spot carriers rather than sponsored programs.

CBC gets caught in rising-cost bind

Canada's centennial year, not to mention the introduction of color television last September, was blamed for the rise in operating costs of \$20,793,780 during the 1966-67 fiscal year for the public-owned Canadian Broadcasting Corp. The CBC annual report for the year ended March 31 showed a boost in the corporation's total expenditures to \$154,240,599 from \$133,446,819 the previous year.

The largest single item of the increase in the costs of some \$20.8 million was \$12.3 million, which was spent on programs. But, since the report only covered operations up to last March 31, most of the bill for centennial programming will show up in the 1967-68 annual report. Also in connection with the centennial year, the report mentioned the completion of the CBC's \$10-million radio and television complex set up at Montreal's Expo '67 site.

Tab for Color ■ Another special project listed by the corporation was the inauguration of color television last fall under a \$15-million capital allotment. By March 31 the CBC's English and French television networks were carrying up to 40% of their weekly network programming in color.

Of the \$154,240,599 in expenditures of the CBC in the past year, a net cost of operations amounting to \$118,044,589 was borne by the Canadian taxpayer. Total income from advertising, interest on investments and from other sources was \$36,196,010. Most of this \$36 million came from advertising revenue (\$35,153,014) while \$1,042,996 was collected from interest on investments and other sources.

The CBC's gross advertising revenue was up \$1,590,000, or 4.7%, over last year, to \$35,153,014. Advertising revenue from English television amounted to \$26,279,031, compared to \$23,612,495 last year. French television network sales declined to \$6,659,668 from

\$7,532,403 in the preceding year. English radio gross advertising revenue dropped to \$1,180,500 from \$1,290,239, while sales on the French radio system also dropped to \$1,033,815 from \$1,127,679 last year.

Retirement Hassle ■ Part of the annual report revealed a difference of opinion between the CBC board of directors and Auditor-General Maxwell Henderson on a retirement payment of \$25,000, equal to one year's salary, granted to W.E.S. Briggs, a senior vice president, by the CBC. Mr. Briggs retired last Jan. 25 (BROADCASTING, Feb. 6).

According to Mr. Henderson, the CBC board had no authority to make the payment. CBC President J. Al-

phonse Ouimet rejected this view, saying that, although the vice president's salary was set by government order, other matters such as travel allowances, leave, medical insurance and retirement allowances are within the competence of the CBC.

TV comes to Hong Kong with color in the fall

The first over-the-air TV station in Hong Kong, HK-TVB, is scheduled to go on the air in the fall following test transmissions in August, it was announced last week. The commercial UHF station will operate on a 625-line

system with FM sound and many of its programs will be offered in color.

The station will operate on two bands, with one carrying programs in English with Chinese subtitles and the other in Cantonese. The company is owned and operated by Television Broadcast Ltd., with NBC International, Time-Life Broadcast, ABC-TV Ltd. of Britain holding financial interest in the company. Sales representative in the U. S. is T.I.E. Sales Ltd., New York.

International film sales . . .

Celebrity Golf (NBC Enterprises): Okinawa Broadcasting Corp.

The Louvre (NBC Enterprises): Czechoslovakia and Romania.

FINANCIAL REPORTS

Strikes put crimp in good RCA first half

SPOKESMEN NEVERTHELESS CALL IT ONE OF THE BEST

RCA last week reported lower first-half earnings on higher sales, and declines in both sales and earnings in the second quarter, compared with the same periods last year.

Officials pointed out that second-quarter results were affected by a strike (June 5-30) at nine plants producing both black-and-white and color TV tubes and sets, components and assembled broadcast equipment, phonographs and records, and commercial computers. They called the first half "the second best of any first six months in the company's 47-year history," despite the strike.

Operations of NBC and RCA Defense Electronics, Communications, Service Co., and Random House were largely unaffected by the strike. And comparisons are further complicated by the incorporation of figures for the Hertz Corp., which merged into RCA on May 11.

The report placed first-half sales at over \$1.4 billion, up 7% from the same period last year. Net income was \$58.7 million, down 5% from \$61.8 million a year ago.

Per-share earnings comparisons depend on an increase of 1,086,000 in the number of outstanding shares to 62,435,000 since last year. But on the average number of shares, earnings for the first half were down from 96 to 90 cents per share.

For the second quarter, sales were \$635.6 million, down from \$652.8 million. Net income dropped to \$21.9 million, or 33 cents per share, from \$27.7 million, or 43 cents per share on fewer

shares last year.

RCA issued its statement about noon Monday (July 10). On the New York Stock Exchange, the stock had risen 1/8 to 51 3/4 during the morning. By the close, it was off 1/8 from the opening to 50 3/4 on a volume of 35,200 shares.

Six months ended June 30:

	1967	1966
Earnings per share*	\$0.90	\$0.96
Total sales	1,402,400,000	1,312,600,000
Net income	58,700,000	61,800,000

*Computed on average number of shares outstanding: 1967, 62,435,000 shares; 1966, 61,349,000 shares.

Billings losses

deflate PKL earnings

Papert, Koenig, Lois, New York, in a six-month report shows a decline in earnings and billings from last year. The advertising agency said last week the setback was principally caused "by losses of billings suffered at the beginning of the year, and the increase in some costs of doing business." PKL expects a further decrease in earnings during the last six months of the year compared to 1966, reflecting additional acquisition of personnel, the agency said.

The six-month figures, PKL noted, consolidates the operation of the agency's London office and its new subsidiary, the Century Cycle Co. (still in the process of setting up new dealerships for Solex, "the bicycle with the motor"). The agency said the London operation turned a profit in the

second quarter but had to overcome a first-quarter loss, while Century has required additional PKL investment.

For six months ended May 31:

	1967	1966
Income per share	\$2.41	\$4.20
Gross billings	20,007,832	21,957,315
Net income	195,376	336,819
Shares outstanding	810,787	801,510

U sale expands Taft earnings in quarter

Taft Broadcasting Co. reported its earnings for its fiscal first quarter ended June 30 almost doubled, but attributed the jump to \$1,575,000 net capital gain realized from the sale of WKYT-TV Lexington, Ky.

Taft sold the channel 27 station this past spring to Garvice D. Kincaid and others for \$2.5 million. Mr. Kincaid is principal owner of Bluegrass Broadcasting group (WVLC-AM-FM Lexington and WINN Louisville, both Kentucky, and WHOO-AM-FM Orlando and WFFG Marathon, both Florida).

At the annual Taft Broadcasting stockholders meeting last week, all directors were re-elected with one exception. Jess Morgan, president of Jess S. Morgan & Co. who is secretary-treasurer of Hanna-Barbera Productions Inc., bought by Taft Broadcasting last year, was elected in place of Charles P. Taft who retired from the board. Mr. Taft will continue to serve as director emeritus. All officers of the company were re-elected at the board meeting following the annual meeting and two additional vice presidents were elected. They were Fred von Stade, general manager of WTVN-TV Columbus, Ohio, and L. D. Bolton, general manager of WDAF-AM-FM Kansas City, Mo. The board approved a quarterly

dividend of 15 cents a common share, payable Sept. 14 to stockholders of record Aug. 15.

The stockholders also approved a stock option plan for key employees.

Three months ended June 30:

	1967	1966
Earned per share	\$0.99*	\$0.55
Net operating revenues	9,373,835	7,477,182
Operating profit before depreciation	4,124,922	4,154,345
Consolidated net earnings	3,327,499*	1,855,955
Shares outstanding	3,360,872	—

* Includes net capital gain of \$1,575,000 from sale of WKYT-TV, amounting to 47 cents a share.

CBS plans merger of Sunset House

CBS Inc. plans to issue stock valued at about \$15 million to acquire Sunset House Corp., a Los Angeles mail-order firm specializing in gifts, novelties and small household goods. Sunset House will be operated as a unit of the CBS Direct Marketing Services Division, which itself is part of the CBS/Columbia group headed by Goddard Lieberson.

Under terms of the proposed agreement, CBS will exchange 38.5% of a share of its common stock for each class A share of Sunset House. The outstanding Sunset House class B stock will be converted into class A prior to the acquisition. CBS will issue a total of about 231,000 shares in the deal.

The transaction is subject to approval of the boards of both companies and by shareholders of Sunset House, which had sales of \$21 million and profits of \$1,058,226 or \$1.76 per share on its 600,000 outstanding shares last year. It was indicated that Leonard Carlson, president of Sunset House, and other members of the company's top management, will remain in charge of its activities. It also was indicated that operations of Sunset House, which maintains 14 retail shops in California in addition to selling through mail-order catalogs, will complement operations of the CBS Direct Marketing Services Division, particularly the mail-order Columbia Record Club.

Chemical firm buying 35% of Chris-Craft

Baldwin-Montrose Chemical Co., New York, which once controlled General Artists Corp. talent agency and tried unsuccessfully to buy up Paramount Pictures Corp., made a move last week into a leisure-time operation that includes television-station ownership. Baldwin-Montrose signed an agreement to purchase 150,000 common shares of Chris-Craft Industries Inc., San Fran-

cisco, from NAFCO Oil Inc. and other shareholders. NAFCO is a subsidiary of Chris-Craft, which in turn manufactures boats and operates KCOP(TV) Los Angeles, WTCN-TV Minneapolis and KPTV(TV) Portland, Ore.

Value of the block being bought by Baldwin-Montrose is \$5.9 million.

The 150,000 shares that will change hands would raise Baldwin-Montrose holdings to 587,000 shares or 35% of Chris-Craft common.

In 1965, Baldwin-Montrose, spearheaded by its chairman, Herbert J. Siegel, was involved in a tender offer for Paramount Pictures stock. Although Mr. Siegel made a determined effort to seek control of the Paramount board, his attempt was turned back and the film company eventually was acquired by Gulf & Western Industries.

STV pays \$15 million for John Blue group

Subscription Television Inc., New York, reportedly paid \$15 million for the John Blue group of companies.

STV is now auditing the John Blue group. When the audit is completed, STV expects to ask the Securities and Exchange Commission to lift its May 26 suspension in trading in STV common stock.

STV has yet to detail its financing, and at the time of its request for a trading halt had cited inability to provide complete financial information.

STV is a former operator of pay TV in California. John Blue makes equipment for applying liquid fertilizers and pesticides. Under the acquisition plans, John Blue will become a division of STV.

Subscription Television had indicated

ABC delays meeting

ABC stockholders were notified last week that the scheduled July 25 stockholders meeting will be adjourned to Aug. 2 because the former date falls just one day after the end of the 30-day period during which the Department of Justice indicated it may appeal the FCC's approval of the merger of ABC with International Telephone and Telegraph Corp.

Management plans to meet July 25 and vote proxies for adjournment to the Aug. 2 date. Should the merger between ABC and ITT be consummated before then, no stockholders meeting will be held, the board stated.

that its future plans may include a further development of the pay-TV field (BROADCASTING, May 29 et seq.)

Corinthian goes public in \$18-million bonanza

The Corinthian Broadcasting Corp. went public last week as John Hay Whitney, principal owner and a director, sold 750,000 shares at the underwriters price of \$24 each. The \$18-million offering was quickly sold out.

Mr. Whitney will continue to hold 57.9% of the outstanding shares following the sale of 79,197 shares to be sold by 10 other stockholders (BROADCASTING, June 5).

Corinthian owns KOTV(TV) Tulsa, Okla.; WISH-TV Indianapolis; WANE-TV Fort Wayne, Ind.; KHOU-TV Houston, and KXTV(TV) Sacramento, Calif., all CBS-TV affiliates. Its headquarters are in New York.

A spokesman said the company plans to apply for listing on the New York Stock Exchange.

MGM's fast pace pushes through third quarter

Revenues of Metro-Goldwyn-Mayer Inc. last week were up in the third-quarter report for the 1967 fiscal year. The earning's gain was attributable, in part, to MGM-TV's "most profitable year."

Net income from television programs and commercials jumped from \$388,000 on June 9, 1966, to \$21,450,000 for the 40 weeks ended June 8, 1967. MGM officials indicated they will have five hours of prime-time network programs on television in fall 1967, plus another half-hour when *Flipper* returns to NBC-TV in January 1968.

For 40-week period ended June 8:

EBA check second graph.

	1967	1966
Earned per share	\$1.83	\$1.28
Net income before interest and taxes	21,226,000	14,513,000
Net income	9,728,000	6,798,000

Stockholders endorse H-I, Radiation merger

Stockholders of Harris-Intertype Corp., Cleveland, and of Radiation Inc., Melbourne, Fla., last week in separate meetings approved the merger of Radiation Inc. into H-I. Merger was effective immediately.

Each Radiation Inc. share was exchanged for three-fourths of H-I share of common. H-I stock closed at \$64¼

750,000 Shares

Corinthian Broadcasting Corporation



Common Stock
(par value \$1 per share)

Price \$24 Per Share

Upon request a copy of the Prospectus describing these securities and the business of the Company may be obtained within any State from any Underwriter who may regularly distribute it within such State. The securities are offered only by means of the Prospectus, and this announcement is neither an offer to sell nor a solicitation of any offer to buy.

Goldman, Sachs & Co.

Blyth & Co., Inc.

The First Boston Corporation

Drexel Harriman Ripley
Incorporated

Eastman Dillon, Union Securities & Co.

Glore Forgan, Wm. R. Staats Inc.

Hornblower & Weeks-Hemphill, Noyes

Kidder, Peabody & Co.
Incorporated

Lazard Frères & Co.

Lehman Brothers

Loeb, Rhoades & Co.

Merrill Lynch, Pierce, Fenner & Smith
Incorporated

Paine, Webber, Jackson & Curtis

Reynolds & Co.

Salomon Brothers & Hutzler

Smith, Barney & Co.
Incorporated

Stone & Webster Securities Corporation

Wertheim & Co.

White, Weld & Co.

Dean Witter & Co.

July 12, 1967

last Tuesday, day before the merger approval, placing value of \$58 million on transaction.

H-I manufactures equipment in printing and publishing industries and also owns Gates Radio Co., Quincy, Ill., maker of broadcast equipment. H-I has sales of about \$195 million a year. Radiation Inc., maker of advanced electronic-communications equipment, has annual sales of approximately \$50 million.

Revenues up, net down

Scripps-Howard Broadcasting Co., New York, group owner, last week reported its income was off slightly and revenues up in the 24-week period ended last June 17.

For the 24 weeks ended June 17:

	1967	1966
Earned per share*	\$0.87	\$1.04
Revenues	9,024,329	8,525,384
Net income*	2,238,691	2,710,140
*Includes non-recurring extraordinary credit of \$419,151 to income, or 16 cents per share.		

Good year for microwave

Microwave Associates, Burlington, Mass., manufacturer of TV relay equipment, power tubes, semiconductors and transmission line devices, has set new high nine-month earnings and expects record figures for the full year ending Sept. 30.

Dana W. Atchley, Microwave president, estimated nine-month (ended July 1) sales at \$18 million to \$19 million, up from \$13.8 million the year before. He expected earnings for the period to be about 85 cents per share compared with 53 cents last year.

Financial reports . . .

■ RKO General Inc. has acquired National Tape Service Inc., Caldwell, N. J., a producer of foreign language, music and radio broadcast tape duplicates. RKO bought the service orga-

nization from John White, who will remain as president and director. The company recently entered the field of magnetic tape cartridges for auto and home use.

■ Board of Wometco Enterprises Inc., Miami-based diversified company with broadcast holdings, has declared quarterly cash dividend of 15½ cents a share on Class A and 5¾ cents a share on Class B common stock, payable Sept. 15 to stockholders of record Sept. 1.

■ Webcor Inc., Chicago, manufacturer of tape recorders, phonographs and other appliances, filed a voluntary petition of bankruptcy July 7 in the federal court in Chicago. The company said it owes more than \$1.2 million and that its operating loss this year would amount to \$200,000. As of May 31, Webcor showed total assets of almost \$6 million with liabilities and long-term obligations of almost \$2 million.

FATES & FORTUNES

BROADCAST ADVERTISING

Lawrence T. D'Aloise, director of the creative review board, and creative supervisors Arnold E. Grisman, Andrew Nelson, Page S. Procter and Wilson A. Seibert elected senior VP's at J. Walter Thompson Co., New York.



Mr. Taubin



Mr. Krone

William Taubin, VP and associate head art director of Doyle Dane Bernbach, New York, named head art director. Helmut Krone, VP and associate head art director of DDB, New York, named director of special projects.

Jerry McNally, VP of Blair Television, New York, resigns effective Aug. 1 to establish own sales and production organization to represent broadcast industry in educational field. Brian Hogan, with CBS-TV National Spot Sales, New York, joins Blair TV there as account executive.

Dr. Valentine Appel, VP and director of advertising research at Benton & Bowles, New York, named manager of agency's information management department.

Max Friedman, VP of H-R Representatives, New York, joins RTV Sales Inc., that city, subsidiary of LIN Broad-

casting Corp.

Leonard Einnehmer, with Market Planning Corp., one of The Interpublic Group of Companies, New York, named VP-administration.

John A. Foster, director, creative services, Campbell-Ewald, Chicago, joins Foote, Cone & Belding, Los Angeles, as creative director.



Mr. Rozema

Stoffer J. Rozema, VP-administration of Campbell-Ewald Co., Detroit, elected senior VP-administration and finance. Peter H. Dailey, VP and manager of C-E's Los Angeles office, elected senior VP. Ronald R. Kimler and Victor Hawkins, with C-E, Detroit, named VP's. John R. Wagner, creative director of Griswold-Eshleman Co., Chicago, named VP, director of creative services of C-E, that city.



Mr. Smith



Mr. Randall

Norwood Tupper Smith, manager of Buffalo, N. Y., office of BBDO, and Paul K. Randall Jr., manager of Dallas office, named VP's.

Peter G. H. Kelly, media supervisor

at Cunningham & Walsh, New York, appointed media director of Chirurg & Cairns, Hartford, Conn.

William Horine and Mike Ziegler, with J. M. Mathes Inc., New York, named VP's.



Mr. Horine



Mr. Ziegler

Glen Smith, with Meredith Publishing Co., Des Moines, Iowa, joins Knox Reeves Advertising, Minneapolis, as art director. James D. Fenning, with *Minnesota Daily*, Minneapolis, joins Knox Reeves there as media analyst. Allan J. Wash, with David Inc. Advertising Agency, St. Paul, joins research department of Knox Reeves, Minneapolis.

William E. Biderbost joins Post-Keys-Gardner, Chicago, as art director.

Ernest R. Schanzenbach, research director of WTOP-AM-FM Washington, appointed research director for parent Post-Newsweek Stations, that city.

Suzan B. Couch, sales promotion director at WPIX-TV New York, named assistant director of advertising and program promotion for WCBS-TV, that city.

Robert E. Glendening, sales manager, New York State marketing region for Atlantic Richfield Co., Syracuse, N. Y., named director of adver-

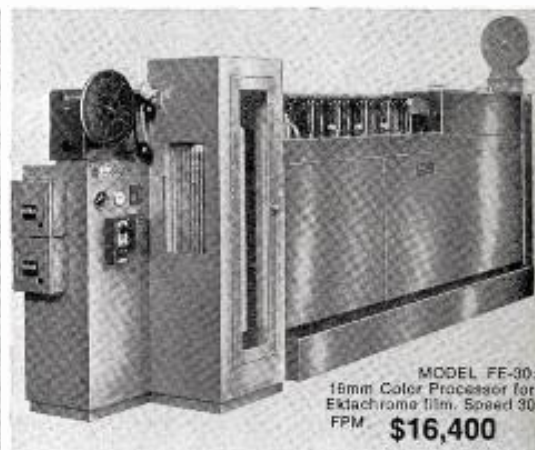
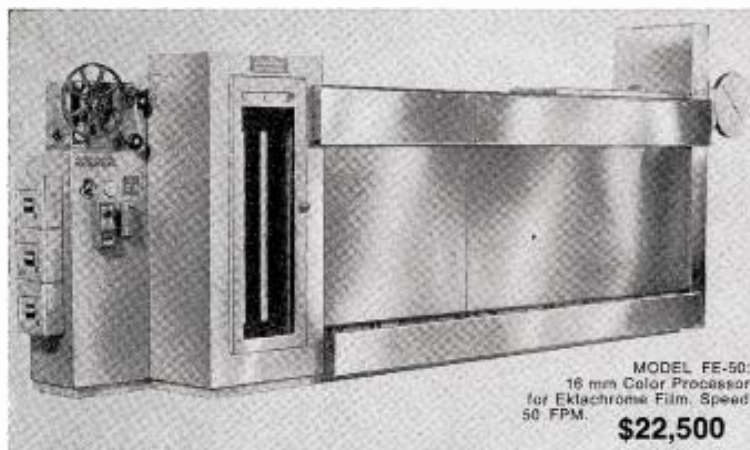
We've got news for you!

FILMLINE'S professional color film processors now available for TV NEWS

The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

After you check these exclusive Filmline features you'll want to install a Filmline processor in your news department NOW!



● **"FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"**

This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

● **"TORQUE MOTOR TAKE-UP"** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

● **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

● **"TURBO-FLOW"** impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

● **"ZERO DOWN TIME"** The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

● **"MATERIALS, CONSTRUCTION AND DESIGN"** All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained. Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Additional Features included in price of machine (Not as extras).

Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. Prehardener solution filler ■ Precision Filmline Venturi air squeegee prior to drybox entry ■ Air vent on prehardener ■ Solid state variable speed D.C. drive main motor ■ Bottom drains and valves on all tanks ■ Extended development time up to two additional camera stops at 50 FPM ■ Pump recirculation of all eight solutions thru spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution ■ Change over from standard developing to extended developing can be accomplished in a matter of seconds ■ Impingement dryer allows shorter put through time.

Partial listing of Filmline Color Installations:—NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathe-Labs, Precision Labs, Mecca Labs, Color Service Co., Capital Film Labs, Byron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecolor Film Labs, Guffanti Film Labs, A-One Labs, All-service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

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



BJU-67

Send for Literature.

Time & Lease
Plans Available.

All prices F.O.B.
MILFORD, CONN.

"When you buy quality Filmline Costs Less"

tising and sales promotion for company's Atlantic division, Philadelphia.

Jay Solomon, with WEAT-TV West Palm Beach, Fla., named director of sales development.

William A. Morrison, sales manager of KRON-TV San Francisco, named general sales manager. **C. E. (Pep) Cooney**, assistant sales manager for KRON-TV, becomes sales manager.



Mr. Dion



Mr. Doub

Robert L. Dion, art supervisor, Los Angeles division of Needham, Harper & Steers; **Richard M. Doub**, assistant research director, Chicago division; **Harold L. McVeigh** and **William V. B. Nixon Jr.**, account supervisors for NH&S Chicago division, elected VP's.



Mr. McVeigh



Mr. Nixon

Alan B. Johnstone, VP and sales manager of WOKR-TV Rochester, N.Y., named general sales manager for KTAL-TV Texarkana, Tex.-Shreveport, La.

Al Meuleman, formerly sales manager and station manager of WBLV Springfield, Ohio, appointed general sales manager of WHEW Riviera Beach, Fla.

Donald P. Dickerson, salesman for KRLD-TV Dallas-Fort Worth, appointed general sales manager for Maxwell Electronics Corp., which has CP for KMEC-TV Dallas.

Walter J. Murphy, with WOND Pleasantville, N. J., and WMGM(FM) Atlantic City, named sales manager.

Dave DeArmond, regional sales manager in Greenville, S. C., for WLOS-TV Asheville, N. C., appointed national sales manager for WLOS-TV.



Mr. Castleman

George C. Castleman retires as VP in charge of sales development, Peters, Griffin, Woodward Inc., New York. He becomes consultant in advertising and promotion at 52 Hubbard Avenue, Red Bank, N. J., and continues his PGW relation-

ship in consulting capacity.

Harvey N. Gersin, director of research at WBKB-TV Chicago, named director of research at WOR-TV New York.

Arthur L. Riklin appointed director of sales at KONO and KITY(FM) San Antonio, Tex.

Dennis M. Tyner, account executive for KALO Little Rock, Ark., appointed local and national sales manager.

J. C. Becker, advertising and merchandising manager of Birds Eye division of General Foods Corp., White Plains, N. Y., appointed marketing manager of that division.

James A. Currie, national sales manager, Mrs. Paul's Kitchens, Philadelphia, elected VP, marketing, Henderson's Portion-Pak division, Borden Co., Coral Gables, Fla.

Herbert Fields, account executive, WCBS-TV New York, appointed account executive, CBS Television Stations National Sales, New York. He replaces **W. Russell Barry**, now VP, CBS Radio and general manager, CBS Radio Spot Sales.

Michael F. Pedone, account executive, BBDO, New York, joins Rockwell, Quinn & Wall Inc. there in that capacity.

Keith R. Matzinger, senior account executive for Eisaman, Johns & Laws, Los Angeles, joins Needham, Harper & Steers, same city, as account executive on Continental Airlines account.

Robert E. Shay, program manager, WLWC-TV Columbus, Ohio, named tape services account executive, Videotape Center, New York.

Jack Coppersmith, with KLOL Lincoln, Neb., appointed account executive for Ayres and Associates, that city.



Mr. Spies

Barrie C. Spies, group head for Compton Advertising, New York, elected VP.

Tim Sullivan, with sales staff of Husted-Coughlin, publishers' representatives in Los Angeles, appointed sales account executive for Metro Radio Sales, that city.

Patrick J. Ferraro, territory manager for Motorola products at South Bend Electric Co., South Bend, Ind., joins WSBT-AM-FM there as account executive.

William C. Revy, with Rollins Broadcasting Co., Wilmington, Del., appointed to New York radio sales staff of Avery-Knodel Inc.

Warren Deasy, radio-television director for Smock/Waddel Inc., Los An-

geles, named executive producer for John Urie & Associates, Hollywood, commercial production house.

Anthony C. Fairbanks, sales manager of WVOL Berry Hill, Tenn., joins sales staff of WAH-TV Atlanta.

Doris Blessington, formerly with WSAV-TV Savannah, Ga., and Clyne-Maxon, New York, joins Catalyst Advertising, Los Angeles.

MEDIA



Mr. Taber

Ross S. Taber, with RKO General Broadcasting, New York, named VP in charge of group's AM and FM radio stations.

James M. Watt, general manager of KSTT Davenport, Iowa, elected VP.

Dr. Frank Stanton, president of CBS inc., New York, elected to board of directors of Pan American World Airways, that city. He succeeds **Robert V. Fleming**, who is retiring.

Ted Snider, general manager of KARK-AM-FM Little Rock, Ark., also named VP of radio for Mullins Broadcasting Co.'s KARK-AM-FM and KBTR Denver.



Mr. Snider

Jim Luck, general manager of WOMP Bellaire, Ohio, resigns effective July 31. No future plans announced.

Donald A. Thurston, WMNB North Adams, Mass., and **Carl E. Lee**, WKZO-TV Kalamazoo, Mich., appointed co-chairmen of 1967-68 finance committee of National Association of Broadcasters. Other committee members are **Harold Essex**, WSJS-TV Winston-Salem-Greensboro, N. C.; **Jack W. Lee**, WSJZ Huntington, W. Va.; **John H. Lemme**, KLTJ Little Falls, Minn.; **Glenn Marshall Jr.**, WJXT-TV Jacksonville, Fla.; **Grover C. Cobb**, KVGB Great Bend, Kan.; **Richard D. Dudley**, WSAU Wausau, Wis., and **Robert W. Ferguson**, WTRF-TV Wheeling, W. Va.-Steubenville, Ohio.



Mr. Bryant

H. Lee Bryant, formerly with KARK-TV and KLRA, both Little Rock, Ark., named general manager of KTAL-TV Texarkana, Tex.-Shreveport, La.

Don Hansen, sales representative for KIUL Garden City, Kan., named general man-

ager of KBIL Liberty, Mo.

J. E. (Jack) Hauser Jr., general sales manager for WFAA-TV Dallas-Fort Worth, named station manager, replacing **Edwin W. Pfeiffer**, who resigns to become general manager of WPRO-TV Providence, R.I. **Ward Huey**, regional sales manager of WFAA-TV, succeeds Mr. Hauser.



Mr. Hauser

David H. Morris, KNUZ Houston, and **Joseph S. Sinclair**, Outlet Co. stations, Providence, R. I., named cochairmen of 1967-68 membership committee of National Association of Broadcasters. Other committee members: **N. L. Bentson**, WLOL Minneapolis; **Norman Bagwell**, WKY-TV Oklahoma City; **Richard W. Chapin**, KFOR Lincoln, Neb.; **Everett L. Dillard**, WASH(FM) Washington; **B. Floyd Farr**, KEEN San Jose, Calif.; **Arch L. Madsen**, Bonneville International Stations, Salt Lake City; **Raymond A. Plank**, WKLA Ludington, Mich.; **Charles C. Smith**, WDEC Americus, Ga.; **A. F. Sorenson**, WKRS Waukegan, Ill., and **F. C. Sowell**, WLAC Nashville.

Roger W. Clipp, Triangle Stations, Philadelphia, appointed chairman of 1967-68 by-laws committee of National Association of Broadcasters. Other committee members: **B. Floyd Farr**, KEEN San Jose, Calif.; **David H. Morris**, KNUZ Houston; **F. C. Sowell**, WLAC Nashville, and **Hamilton Shea**, Gilmore Broadcasting Group, Harrisonburg, Va.

Harvey Lee Gard named accounting manager for WTAR-AM-FM-TV Norfolk, Va., replacing **James Wagner**, who becomes systems analyst, data processing division of Norfolk-Portsmouth Newspapers Inc., parent company of WTAR-AM-FM-TV.

Charles R. Vorpi, station controller of WEHT(TV) Evansville, Ind., appointed assistant to group controller **Harold A. Poole** of parent Gilmore Broadcasting Group in Harrisonburg, Va. **William D. Clark** succeeds Mr. Vorpi as controller at WEHT(TV).

PROGRAMING

Thomas W. Downer Jr., broadcast supervisor with Campbell-Ewald Co., Los Angeles, appointed director of program practices for CBS-TV, Hollywood. He succeeds **Charles C. Pettijohn**, who becomes executive editor, program practices, Hollywood.

Dalton Danon, director of film programming and syndication of KTLA(TV) Los Angeles, named VP of Teleworld Inc. in Hollywood. He will be involved in program acquisition and development and sale of company's feature films.

BROADCASTING, July 17, 1967

Seymour Horowitz, program director for ABC's KGO-TV San Francisco, appointed director of program services for ABC-owned Television Stations, New York.

George Cahan, producer of Ivan Tors Films Inc.'s *Cowboy in Africa* for ABC-TV, assigned to develop and produce two new, untitled comedy series for 1968-69 season for production company. **Arthur Nadel**, TV producer and director, named new producer of Tors-ABC series.

Gene Levitt, producer-writer of *Combat* series, signed to exclusive long-term contract with Universal City Studios, Universal City, Calif., as producer-

creator-writer of TV and motion picture projects.

F. M. (Pete) Clements, president of Cine Art Inc., Detroit and Hollywood, producers of TV commercials, industrial and documentary films, named director and corporate officer of Producers Studio Inc., Detroit.

John Catlett, account executive for KGW Portland, Ore., named program director.

Art McDonald, producer for KOMO-TV Seattle, named director of station's special projects unit.

Dominick Ferrara, manager of business affairs, NBC-owned TV and radio

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WRONG!

There's more to it than putting pieces together like so many "TINKERTOYS." Building a tower isn't child's play. Just watch our engineers at work and you'll see what we mean. They're on the construction site from the beginning of the survey to completion of your tower—making sure every detail is perfect. But even when the job is done we don't forget you. Our engineering service is available to make periodic checks throughout the life of your tower. Our customers say it gives them a nice feeling of security. And it gives us the reputation of being the leader in tower construction.



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stations division, New York, joins WBC Productions, that city, as business manager.

John M. Hamer, with WHTN-TV Huntington, W. Va., named executive producer-programing at KYW-TV Philadelphia.

Lee C. Frischknecht, associate director of field services department of National Educational Television, New York, appointed director of field services.

Joan Shepard, producer-director at Brooklyn (N.Y.) College television center, joins Public Broadcast Laboratory of National Educational Television, New York, as associate producer.

Richard Wiles, with radio and television service of Agricultural Extension Services at Pennsylvania State University, University Park, Pa., appointed special projects director for university's division of broadcasting.

James MacAllen, coproducer-director of *Camera Three*, series produced by WCBSTV New York for CBS-TV, appointed by National Endowment for Humanities to serve as production consultant on special educational television project which is to assess role of educational-instructional television. National Endowment for Humanities is government agency concerned with development of nationwide cultural activities.

Tom Cross joins KYAC Kirkland, Wash., as production manager.

Mark A. Forgette of Mark A. Forgette & Associates, Chicago, appointed Midwest sales representative for Videotape Productions of New York.

John J. Demeter, chief motion picture laboratory technician and supervisor of quality control for NBC, New York, appointed assistant technical director of lab operations in motion picture division of Bebell & Bebell Color Laboratories Inc., that city.

Richard Shore joins Filmex Inc., New York, as cinematographer.

Lewis A. Cryer, with KVEC San Luis Obispo, Calif., appointed sports director.

NEWS

Henry Hicks, newsman for WJAR-AM-TV Providence, R. I., appointed news director, succeeding **Dave Mohr**, who resigned.

Roger Kent appointed sales manager, UPITN, New York, (television news agency of UPI and Independent Television News Ltd.). Mr. Kent was VP, Books on Exhibit Inc., Mount Kisco, N. Y.

Sam Bowler named news director of WTRC-AM-FM and WSJV(TV) Elkhart-

South Bend, Ind.

Thomas C. Briley, AP correspondent, heads new AP office opened July 3 in Dover, Del. Mr. Briley was AP broadcast editor in Baltimore.

Pat Killen, special Asian correspondent for UPI in Washington, transfers, effective Sept. 1, to Manila as manager for Philippines. He replaces **Don C. Becker**, who resigned. **John Barton** of UPI, Tokyo, succeeds Mr. Killen in Washington. After year of study as Nieman Fellow, **James Whalen** resumes duties as Caribbean manager for UPI in San Juan, P. R. **Bill Lundry**, acting Caribbean manager, reports to Buenos Aires in September for reassignment. **Richard Oliver** of New York news desk joins UPI staff in Saigon. **John Lawton**, Middle East manager in Beirut, Lebanon, is assigned to Aden. **William Anderson**, news editor in Brussels, is on assignment in Kinshasa (Leopoldville), in Congo. **Lawrence C. Falk**, UPI news staffer, Raleigh, N. C., named UPI bureau manager, Charlotte, N. C. He succeeds **Robert L. Woggon**, who resigned. **Bert L. Campbell**, appointed manager of UPI bureau in Little Rock, Ark., succeeds **Lloyd T. Holbeck**, who resigned.



Mr. Harsch

Joseph C. Harsch, Washington diplomatic correspondent and senior reporter on foreign policy, NBC News, joins ABC News in Washington as commentator and correspondent, effective Aug. 14. Mr. Harsch's background includes *Christian Science Monitor* and CBS News, joining NBC in 1952.

Kenneth Weinberg, morning news and assignment editor for KABC Los Angeles, appointed desk and assignment editor for KNX, that city. **William McMillan**, newscaster for KABC, joins KNX as newscaster.

Jock Bliss, assistant city manager for city of Grand Rapids, Mich., appointed manager editor of news for WOOD-AM-FM-TV, that city.

Norma Quarles, with NBC News, New York, joins NBC's WKYC-TV Cleveland as reporter.

Michael Tadman appointed to news staff of KTHI-TV Fargo-Grand Forks, N. D.

C. Michael Blackwell, with WAYS Charlotte, N. C., named news director.

C. Kenneth Blackwell, with WTAR-TV Norfolk, Va., appointed assistant news director of WLOS-TV Asheville, N. C.

Gerald A. Waters, reporter-editor for CBS News, Washington, joins foreign service of U.S. Information Agency as

information officer in Montevideo, Uruguay. **Ann M. Corrick**, with Washington bureau of Westinghouse Broadcasting Co., joins USIA's foreign service as information officer at Expo '67 in Montreal.

FANFARE



Mr. Bell

Alan J. Bell, director of information services at WNEW-TV New York, named VP.

Dan Chamberlin, European advertising-promotion director for 20th Century-Fox, Paris, joins Biderman, Tolks & Associates, New York, as VP and account supervisor.

Wayne A. Studer, assistant promotion manager at WOOD-AM-FM-TV Grand Rapids, Mich., appointed assistant promotion manager of WJBK-TV Detroit.

EQUIPMENT & ENGINEERING

Melvin E. Karns, VP, licensing, RCA, New York, elected VP, patents and licensing. **Max Ellison**, salesman of RCA broadcast equipment for southern California and Arizona, appointed manager, merchandising, for RCA broadcast and communications products division at Burbank, Calif.

Will Baltin, with Associated Enterprises Inc., New Brunswick, N. J., named VP of marketing. **Frank Catalfamo** and **John F. Carlton**, with Associated in New Brunswick, named VP-distribution networks and VP-systems engineering, respectively.

Gordon A. Chambers, director of engineering services, Eastman Kodak Co., Rochester, N. Y., awarded Society of Motion Picture and Television Engineers 1967 Progress Medal.

Albert H. Chismark, WHEN-TV Syracuse, N. Y., appointed chairman of 1968 broadcast engineering conference committee of National Association of Broadcasters. Other committee members: **LeRoy Bellwood**, KOGO-TV San Diego; **William S. Duttera**, NBC, New York; **George Jacobs**, Corinthian Broadcasting Corp., New York; **Leslie S. Learned**, Mutual Broadcasting System, New York; **Clure H. Owen**, ABC, New York; **James D. Parker**, CBS-TV, New York; **Robert J. Sinnett**, WHBF Rock Island, Ill.; **John T. Wilner**, The Hearst Corp., Baltimore, and **Benjamin Wolfe**, Westinghouse Broadcasting Co., New York.

Jerry Graham, of executive staff, **Sam Goody** Inc., New York, joins **Gotham Audio Corp.** there as sales engineer.

Michael R. Cardone, manufacturing superintendent for entertainment products division of Sylvania Electric Prod-

ucts Inc., Batavia, N. Y., appointed production manager.

ALLIED FIELDS

William S. Ahrbeck, VP in media research, A. C. Nielsen Co., Chicago, named VP in charge of national services, media research division, Midwest area. **Joseph P. Fitzgerald**, **Donald R. McCurry** and **Theodore J. Sullivan**, all account executives, A. C. Nielsen Co., New York, elected VP's.

Evelyn Eppley, senior attorney in rules and standards division of FCC Broadcast Bureau, Washington, appointed chief of renewal branch in Broadcast Bureau's renewal and transfer division.

Dr. Gordon L. Gray, associate professor of radio and television in college of communication arts at Michigan State University, East Lansing, Mich., named professor of communications and chairman of department of radio-television-film in school of communications and theater, Temple University, Philadelphia.

John Stevenson, 77, senior accountant in FCC's assignment and transfer branch, retired last week after 30 years of service with commission.



Mr. Klasman

Jerry Klasman, formerly with Avery-Knodel Inc. and Television Advertising Representatives, both New York, and with WTOP-TV Washington, WBAL-TV and WMAR-TV, both Baltimore, joins *Television* magazine, New York, as advertising representative.

INTERNATIONAL

Sir Ronald Gould, general secretary, National Union of Teachers, London, appointed deputy chairman, Independent Television Authority, that city, succeeding **Sir Sydney Caine**, whose term of office has expired.

Lew Grade, deputy chairman and managing director, ATV Network, London, becomes chief executive. **Robin Gill**, deputy managing director, moves up to managing director. **Bill Ward** named executive director.

Marvin Kunze, VP and associate creative director, Young & Rubicam, New York, named creative director for agency in Frankfurt, Germany. **Uli Wiesendanger**, copy chief, named creative director for Y&R in Paris.

Clive Sutton, assistant publicity director for Columbia Pictures Corp., New York, named assistant publicity director for United Artists Corp. in United Kingdom, effective Aug. 14.

BROADCASTING, July 17, 1967

DEATHS

Raymond B. La Bonne, 39, VP, Compton Advertising Inc., New York, died July 10 in New York hospital. He was with Colgate-Palmolive Co. before joining Compton. Surviving are his wife, Catherine; two daughters, and son.



Mr. Elias

Don S. Elias, 78, retired broadcaster and publisher, died of heart ailment July 10 in Asheville, N. C. He had been ill for several years. Mr. Elias served several terms on board of directors of National Association of Broadcasters during his incumbency as VP, director and part owner of WWNC Asheville. He was VP and co-owner of *Asheville Citizen and Times*, licensee of WWNC, until newspapers were sold to Peace Publishing Co. in 1953. He is survived by his wife, Elizabeth.

Charles E. Springer, 42, president and general manager of WEEW Washington, N. C., died June 29 in Richmond, Va., after long illness. Mr. Springer was former owner and operator of WKIK Leonardtown, Md.; WDDY Gloucester, Va.; WRON Ronceverte, W. Va.; WHAP Hopewell, Va.; WENZ Richmond, Va., and WOOW Greenville, N. C. He is survived by his wife, Rosa Mae.

Hal I. Leyshon, 66, PR consultant who handled account of American Federation of Musicians since 1948, died in New York on July 9 of heart attack. He was former manager of WIOD Miami. As editor of *Miami Daily News*, Mr. Leyshon directed that newspaper's Pulitzer prize-winning expose of venal Miami politics in 1938. He founded Hal Leyshon & Associates, New York, in 1941, and in 1948, firm was consultant to Democratic National Committee in successful Truman campaign.

Mrs. Marjorie Marie McHardy, 56, broadcast editor for ABC, Hollywood, died July 5 at Hollywood Presbyterian hospital. She is survived by son.

Robert S. Wilson, 62, radio and TV publicity man, died in New York on July 8 after long illness. Mr. Wilson had served in various PR posts with WNEW New York, WOR New York and Mutual Broadcasting System for more than 20 years until 1959, and in recent years had concentrated on show business publicity-promotion.

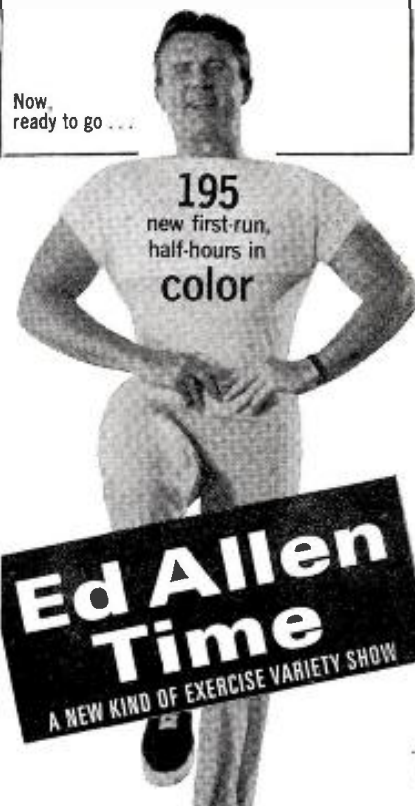
Mrs. Abita J. Moore, 78, mother of Thomas W. Moore, president of ABC-TV network, died July 11 in Meridian, Miss. Survivors also include two daughters.

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WOR-TV, New York, N. Y.
WSJV-TV, Elkhart, Ind.
KVTY-TV, Sioux City, Iowa
WAKR-TV, Akron, Ohio
WJRT-TV, Flint, Mich.
WPRO-TV, Providence, R. I.
KVII-TV, Amarillo, Texas
KVCM-TV, Monahans, Texas
KELP-TV, El Paso, Texas
WLCY-TV, Tampa-St. Petersburg, Fla.
WCCB-TV, Charlotte, N. C.
WABG-TV, Greenwood, Miss.
WKAB-TV, Montgomery, Ala.
WBBJ-TV, Jackson, Tenn.
WNPY-TV, Jamestown, N. Y.
WPTV-TV, Palm Beach, Fla.
KVFD-TV, Fort Dodge, Iowa
WIRL-TV, Peoria, Ill.
WTCN-TV, Minneapolis, Minn.
KTLA-TV, Los Angeles, Calif.
WAIL-TV, Atlanta, Ga.
KTVH-TV, Wichita, Kan.
KSWO-TV, Lawton, Okla.
WSAU-TV, Wausau, Wisc.
WYTV-TV, Youngstown, Ohio
WDHO-TV, Toledo, Ohio
WHP-TV, Harrisburg, Pa.
WOLO-TV, Columbia, S. C.
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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 6 through July 12, 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

Elmira, N. Y.—Channel 9 Syracuse Inc. Seeks UHF ch. 38 (602-608 mc); ERP 202 kw vis., 20.2 kw aur. Ant. height above average terrain 655 ft.; ant. height above ground 490 ft. To be operated as WNYS (TV) Syracuse satellite station. P. O. address: Shoppingtown, Syracuse, N. Y. 13214. Estimated construction cost \$327,187.55; first-year operating cost \$30,000; revenue none. Geographic coordinates 42° 02' 09" north lat.; 76° 47' 07" west long. Type trans. GE TT-56-A. Type ant. GE TY-25-D. Legal counsel Miller and Schroeder, Washington; consulting engineer A. Earl Cullum, Dallas. Principals: John E. McArdle, general manager. Ann. July 6.

FINAL ACTIONS

*Louisville, Ala.—Alabama Educational TV Commission. Broadcast Bureau granted UHF ch. 43 (644-650 mc); ERP 675 kw vis., 67.5 kw aur. Ant. height above average terrain 947 ft.; ant. height above ground 797 ft. P. O. address: 2101 Magnolia Avenue, Birmingham, Ala. Estimated construction cost \$583,402; first-year operating cost not given; revenue none. Geographic coordinates 31° 43' 60" north lat.; 85° 25' 46" west long. Type trans. GE TT-57A. Type ant. GE TY-100D. No legal counsel; consulting engineer Albert H. Renfro Jr. Principal: Raymond D. Hurlbert, general manager. Action July 10.

Phoenix — Thompson Broadcasting Co. Broadcast Bureau granted UHF ch. 15 (476-482 mc); ERP 159.2 kw vis., 40.1 kw aur. Ant. height above average terrain 1,574 ft.; ant. height above ground 161 ft. P. O. address: 3620 North Third Avenue, Phoenix 85013. Estimated construction cost \$547,000; first-year operating cost \$350,000; revenue \$180,000. Geographic coordinates 33° 20' 05" north lat.; 12° 03' 32" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-3CJ. Legal counsel Mallick & Bernton, Washington; consulting engineer Silliman, Moffet & Kowalski, Phoenix. Action July 10.

Jacksonville, Fla. — UMC Broadcasting Corp. FCC granted UHF ch. 47 (668-674 mc); ERP 697 kw vis., 157 kw aur. Ant. height above average terrain 433.3 ft.; ant. height

above ground 468.8 ft. P. O. address: Box 4369, Jacksonville 32201. Estimated construction cost \$625,000; first-year operating cost \$185,000; revenue \$300,000. Geographic coordinates 30° 19' 50" north lat.; 81° 39' 26" west long. Type trans. RCA TTU-30. Type ant. RCA TFU-25G. Legal counsel Mallick & Bernton, Washington; consulting engineer Harold R. Walker & Associates, Metuchen, N. J. Action July 5.

Elgin, Ill.—Elgin Television. Broadcast Bureau granted UHF ch. 66 (782-788 mc); ERP 31.6 kw vis., 7.1 kw aur. Ant. height above ground 436 ft.; ant. height above average terrain 373.7 ft. P. O. address: 135 South LaSalle Street, Chicago 60603. Geographic coordinates 41° 59' 20" north lat.; 88° 21' 33" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Legal counsel Fink, Coff & Nudelman, Chicago. Consulting engineer Alfred J. Petzke, Rockford, Ill. El E. Fink, sole owner, owns 50% of WEEF Highland Park, Ill. and has minority interest in KBOX Dallas. Action July 6.

Springfield, Ill.—Illinois Broadcasting Co. Broadcast Bureau granted UHF ch. 55 (716-722 mc); ERP 600 kw vis., 60 kw aur. Ant. height above average terrain 989 ft.; ant. height above ground 999 ft. P. O. address: 1023 Munsey Building, Washington 20004. Estimated construction cost \$416,197; first-year operating cost \$250,000; revenue \$300,000. Geographic coordinates 39° 47' 24" north lat.; 89° 28' 12" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Fletcher, Heald, Rowell, Kenahan & Hildreth, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: Peter F. Mack Jr. and Stanley C. Myers (each 50%). Mr. Mack is assistant to president of Southern Railroad, president of Mack Motors Inc. and has interest in and is vice president of Archway Broadcasting Corp., KWK St. Louis (interim), applicant for 1380 kc. Mr. Myers is president, general manager and 10% owner of department store and treasurer of Holiday Inn in Ann Arbor, Mich. Action July 12.

Meridian, Miss. — Delta Communications Corp. Broadcast Bureau granted UHF ch. 24 (530-536 mc); ERP 278 kw vis., 27.8 kw aur. Ant. height above average terrain 610 ft.; ant. height above ground 409 ft. P. O. address: c/o Weyman H. D. Walker, 4432 Jim West, Bellaire, Tex. 77401. Estimated construction cost \$347,000; first-year operating cost \$129,500; revenue \$90,000. Geographic coordinates 32° 19' 34" north lat.; 81° 41' 05" west long. Type trans. Townsend and Associates BT TA-15. Type ant. Jampro JZZ 3-OB. Legal counsel Scharfeld, Bechoefer & Baron; consulting engineer David L. Steel Sr., both Washington. Principals: Weyman H. D. Walker, president (25%). James L. Britton III, chairman and F. Carlington Weems, treasurer (each 28.125%) et al. Mr. Walker is a concert master. Mr. Britton is in insurance, real estate, drive-in groceries and director of bank. Mr. Weems is in real estate. Action July 10.

Portland, Ore.—Gilmore Steel Corp. Broadcast Bureau granted UHF ch. 24 (530-536 mc); ERP 465 kw vis., 93 kw aur. Ant. height above average terrain 999 ft., above ground 252 ft. P. O. address: c/o V. Neil Fulton, 840

Brannan St., San Francisco 94103. Estimated construction cost \$400,000; first-year operating cost \$300,000; revenue \$300,000. Studio and trans. both to be located in Portland. Geographic coordinates 45° 29' 43" north lat.; 122° 41' 47" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Marmet and Schneider; consulting engineer Kear and Kennedy, both Washington. Gilmore Steel has no other broadcast interests. Action July 10.

INITIAL DECISION

■ FCC Hearing Examiner Charles J. Frederick issued an initial decision proposing grant of TV application of Northeast TV Cablevision Corp. for new station to operate on ch. 23 Albany, N. Y. Action also denied competing application of Adirondack Television Corp. (Docs. 16737, BPCT-3511, 3635). Action July 10.

OTHER ACTIONS

■ Review board in Orlando, Fla. television broadcast proceeding, Docs. 11081 et al., granted petitions to enlarge issues filed April 27 by Mid-Florida Television Corp. and Central Nine Corp., and enlarged issues to determine on comparative basis the significant differences among the applicants with respect to efforts made by applicants to ascertain needs and interests of community and area each proposes to serve, and manner in which they propose to meet needs and interests of community and area each proposes to serve. Board Member Kessler not participating. Action July 5.

■ Review board in Orlando, Fla. television broadcast proceeding, Docs. 11081, et al. denied petition to delete issues filed April 27 by Central Nine Corporation. Board Member Nelson absent. Board Member Kessler not participating. Action July 7.

■ Review board in Macon, Ga., television broadcast proceeding, Docs. 17316-7, granted petitions to accept late pleadings, filed by Romac Macon Corp. and Rovon Television Inc. on May 16 and May 19 respectively; denied motion to enlarge issues filed on April 21 by Rovon Television Inc. and enlarged issues to determine whether Romac Macon Corp. and Romac Baton Rouge submitted completed and accurate information in response to commission's application Form FCC 301 and have continued to keep commission advised of substantial and significant changes as required by Section 1.65 of rules; to determine under evidence adduced whether Romac Macon Corp. possesses requisite qualifications to be commission licensee; and consolidated above issues into proceedings in Doc. 17005 (Romac Baton Rouge Corp.) and ordered that Rovon Television Inc. be admitted as party to that proceeding for limited purposes set forth. Board Members Nelson and Pincock absent. Action July 11.

■ By memorandum opinion and order FCC granted Community Telecasters of Cleveland Inc. extension of 10 days following release of document to file late reply to Cleveland Broadcasting Inc.'s opposition to Community's application for review of a review board decision released April 7. Decision had granted Cleveland's application for new TV station to operate on ch. 19 in Cleveland and denied that of Community (Docs. 15163, 15164). Commissioner Lee abstained from voting. Action July 5.

■ By memorandum opinion and order FCC has denied requests by Community First Corp. and Florida Gateway Television Co. for interim operating authority for ch. 12 WFGA-TV Jacksonville, Fla. FCC authorized Florida-Georgia Television Inc. to continue to provide service on ch. 12 until further notice subject to condition "that this authorization shall be without prejudice to, and constitute no preference in, any aspect of the proceeding to be held with respect to ch. 12 in Jacksonville, Fla." Commissioners Hyde (Chairman), Bartley, Loevinger, Wadsworth and Johnson, with Commissioner Lee not participating, and Commissioner Cox dissenting. Action July 5.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on July 10 in proceeding on TV applications of Aljir Broadcasting Inc. and South Kane-Kendall Broadcasting Corp., both of Aurora, Ill., rescheduled hearing from July 11 to Aug. 10 (Docs. 17407-08).

■ Hearing Examiner David I. Kraushaar on July 5 in proceeding on TV applications of Rovon Television Inc. and Romac Macon Corp., both of Macon, Ga., scheduled further prehearing conference for July 7 (Docs. 17316-17).

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

■ Hearing Examiner Forest L. McClenning on July 7 in proceeding on TV application of Selma Television Inc. (WSLA-TV) Selma, Ala., granted motion of applicant and extended time for filing proposed findings from July 17 to Aug. 16 (Doc. 15888).

CALL LETTER APPLICATION

■ *Nebraska Educational T. V. Commission, Norfolk, Neb. Requests KXNE-TV.

CALL LETTER ACTIONS

■ Communications Corp. of Indiana, Richmond, Ind. Granted WACH-TV.
■ University of North Carolina, Concord, N. C., Granted WUNG-TV.

DESIGNATED FOR HEARING

■ FCC designated a comparative hearing for CP for new television station to operate on ch. 12 Jacksonville. Designated for hearing were following mutually exclusive applications: Florida Georgia Television Inc., Community First Corp., New Horizons Telecasting Co. and Florida Gateway Television Co. Action July 7.

Existing TV stations

FINAL ACTIONS

WSNS(TV) Ch. 44, Chicago—Broadcast Bureau granted modification of CP to change ERP to 852 kw vis., 170 kw aur., trans. location to 875 North Michigan Avenue, change type trans. and ant.; change ant. structure and increase ant. height to 1430 ft. and granted modification of CP to extend completion date to Jan. 6, 1968. Action July 6.

WXTV(TV) Paterson, N. J.—Broadcast Bureau granted mod. of CP to change ERP to 741 kw vis., 74.1 kw aur., change type trans. and type ant. and ant. system; condition. Action July 3.

*WXXI(TV) Ch. 21 Rochester, N. Y.—Broadcast Bureau granted license covering new noncommercial educational television station; condition. Action July 6.

KTVR(TV) La Grande, Ore.—Broadcast Bureau granted mod. of license covering change in studio location to Mount Fanny, approximately 9 miles Northeast of Union, Ore. Action July 7.

WMGZ(TV) Ch. 16, Mayaguez, P. R.—Broadcast Bureau granted mod. of CP to change ERP to 1.78 kw vis., 0.178 kw. aur.; change trans. location to on top of Pico Atalaya, 3.8 mi. NW of Anasco, P. R.; change type trans.; type ant.; make changes in ant. structure; increase ant. height to 1020 ft. Action July 6.

WFSJ(TV) Ch. 14, Ponce, P. R.—Broadcast Bureau granted mod. of CP to change ERP to 0.20 kw vis., 0.0204 kw aur.; change trans. location to on top of Cerro de Punta, 3 mi. S. of Jayuya, P. R.; change type ant., ant. structure and increase ant. height to 2,820 ft. Also granted mod. of CP to extend completion date to Jan. 6, 1968. Action July 6.

WPRO-TV Ch. 12, Providence, R. I.—Broadcast Bureau granted CP to make following changes (main trans. and ant.): ERP 316 kw vis., 48.6 kw aur.; type of aur. trans.; type ant.; ant. structure and increase ant. height to 1,000 ft. Action July 6.

WPD(TV) Ch. 15, Florence, S. C.—Broadcast Bureau granted CP to replace expired permit. Action July 10.

KFWT(TV) Ch. 21, Fort Worth, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to Jan. 6, 1968. Action July 6.

KVVV-TV Galveston, Tex.—Broadcast Bureau granted mod. of CP to make changes in ERP vis. 646 kw, aur. 64.6 kw, trans. location to Alvin-Friends-Wood Rd., at Moore Rd., N.E. of Alvin. change type trans., type ant., ant. structure, ant. system, and increase ant. height to 1,040 ft. and mod. of CP to extend completion date to Jan. 7, 1968. Action July 7.

■ By memorandum opinion and order FCC dismissed opposing petitions by New Jersey Television Broadcasting Corp. (WNJU-TV) Linden-Newark, N. J. and WIBF Broadcasting Co. permittee of WIBF-TV Philadelphia and returned as unacceptable for filing application by MG-TV Broadcasting Co. for a CP for ch. 23, Philadelphia. Commissioners Bartley and Cox dissenting; Commissioner Lee not participating; Commissioner Johnson concurring. Action July 6.

■ FCC has granted application for license renewal by Capitol Broadcasting Inc., for WRAL-TV in Raleigh, N. C. Commission, in same action, denied petition by former Congressman Harold D. Cooley, asking that application be designated for hearing. Mr. Cooley had alleged that licensee, "its officials, principals and personnel, promoted

and engaged in a conspiracy, the object of which was (his) defeat as a candidate for re-election." Mr. Cooley was Democratic candidate for Congress in Fourth Congressional District in North Carolina. He was defeated by Republican James Gardner. Action July 7.

New AM stations

FINAL ACTIONS

Nelsonville, Ohio — Valley Broadcasting Inc.—FCC granted CP to operate on 940 kc, 250 kw-D, conditions. P. O. address: 43 W. Union Street, Athens, Ohio 45701. Estimated construction cost \$73,888.46; first-year operating cost \$80,300; revenue \$75,000. Principals: Marian Bush Reeder (27.5%) G. Kenner (9.2%) and Izotta A. Bush (49.9%). 100% Valley Broadcasting Inc. stock subscribed to by the Messenger Publishing Co., Joan Bush Spencer and Jennie Ray Bush (each 9.2%). G. Kenner Bush is publisher, general manager, secretary and treasurer of Messenger Publishing Co. Marian Reeder is director and president of Messenger. Joan Spencer is director of Messenger. Jennie Bush is director of Messenger. Izotta Bush is director and vice president of Messenger. Action July 5.

Natick, Mass.—Home Service Broadcasting Corp. FCC granted CP to operate on 1060 kc, 1 kw-D. P. O. address 45 Beulah Street, Framingham, Mass. Estimated construction cost \$27,583; first-year operating cost \$39,696; revenue \$60,000; Principals: John H. Garabedian (33 1/3%) and Norman W. Farley Jr. (66 2/3%). Mr. Garabedian was with WMEK Boston and WPTR Albany, N. Y. Action July 5.

Leominster, Mass.—Arthur A. Newcomb d/b as Nashua Broadcasting Co. Broadcast Bureau granted CP for 1000 kc, 1 kw DA-D. P. O. address: c/o Mr. Newcomb, Nashua, N. H. Estimated construction cost \$29,000; first-year operating cost \$70,000; revenue \$80,000. Mr. Newcomb owns WOTW-AM-FM Nashua. Action July 3.

Excelsior Springs, Mo.—George P. Williams d/b as Excelsior Springs Broadcasting Co. FCC granted CP for 1090 kc, 250 w-D. Estimated construction cost \$22,168; first-year operating cost \$57,500; revenue \$65,000. Principals: George P. Williams (100%). Mr. Williams holds Green Hills Broadcasting Co., Brookfield, Mo., licensee of KGHM Brookfield, owns 28% (wife owns 24%) of Marceline Publishing Co., publishers of weekly newspaper, and 11 1/2% of Brookfield Publishing Co., publishers of daily newspaper. Action July 12.

Graham, N. C.—Smiles of Graham Inc. Broadcast Bureau granted CP for 1190 kc, 250 w, DA-D. P. O. address: 4788 Raeford Rd., Fayetteville, N. C. Estimated construction cost \$24,517; first-year operating cost \$48,000; revenue \$60,000. Principals: James C. Davis, John T. Minges, Young A. Pully, Bella S. Bowers, Derwood H. Godwin and Norman J. Suttles (each 16 2/3%). Messrs. Davis, Minges, Bowers, Godwin and Suttles each own 20% of WISP Kinston, N. C. and WPVA Colonial Heights-Petersburg, Va. Mr. Godwin and Mr. Suttles also own 45% each of WFBS Spring Lake, N. C. Action July 12.

Existing AM Stations

FINAL ACTIONS

WINA Charlottesville, Va.—Broadcast Bureau granted license covering use of former main trans. as an auxiliary trans. at main trans. location with remote control for auxiliary purposes only. Action July 6.

WCVA Culpeper, Va.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an auxiliary trans. Action July 10.

WCAL Northfield, Minn.—Broadcast Bureau granted CP to change ant.-trans. location to Cedar Avenue Road, 1.9 mi. NW of Northfield; install new trans.; conditions. Action July 6.

OTHER ACTIONS

■ Review board in Naugatuck, Conn., standard broadcast proceeding, Docs. 15658, Board Members Nelson and Stone adopted decision granting application of Naugatuck Valley Service Inc. (WOWW) for CP to change facilities of WOWW at Naugatuck, Conn., from operation as class II station on 860 kHz with 250 w power, daytime only, directionalized, to operation as a class III-B station on 1380 kHz with 5 kw power daytime, and 500 watts power nighttime, employing different directional ant. day and night. Board Member Berkemeyer dissented with statement. Action June 28.

■ Review board in South Beloit, Ill., standard broadcast proceeding, Docs. 17209 et al. granted motion to enlarge issues filed March 13 by Victory Broadcasting Inc. to extent of adding issue to determine on comparative basis whether greater need exists in St. Louis for specialized program service proposed by Victory Broadcasting Inc. or for a general-service broadcast station. Board Members Nelson and Pincock absent. Action July 10.

■ Review board in Macon, Miss. standard broadcast proceeding Docs. 17444-5 denied petition for extension of time on July 6 by James W. Eatherton and J. W. Furr for lack of showing of good cause. Board Members Nelson and Pincock absent. Action July 10.

■ Review board in Henderson, Nev. standard broadcast proceeding, Docs. 16813-4. Granted motion filed July 6 by 1400 Corp. and extended to July 19 time to file oppositions to petition to enlarge issues filed on June 29 by Broadcast Bureau. Board Members Nelson and Pincock absent. Action July 11.

■ Review board in Edna, Tex. standard broadcast proceeding, Docs. 16572-3. Granted request for leave to file further statement filed May 18 by H. H. Huntley, denied petition to enlarge issues filed April 14 by Cosmopolitan Enterprises Inc. Board Member Nelson not participating. Action July 5.

■ Review board in Bellevue, Wash. standard broadcast proceeding, Docs. 16609-10 denied motion to enlarge issues filed March 1 by Bellevue Broadcasters. Board Members Nelson and Pincock absent. Action July 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on June 30 designated Hearing Examiner Charles J. Frederick to serve as presiding officer in proceeding on AM appli-

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cation of V. W. B. Inc. Bridgeton, N. C.; scheduled prehearing conference for July 20 and hearing for Sept. 15 (Doc. 17560).

■ Hearing Examiner Thomas H. Donahue on July 5 in proceeding on AM applications of Logan Broadcasting Co., Logan, Ohio and Upper Broadcasting Company Upper Arlington, Ohio denied petition to amend of applicant Upper Broadcasting Company to reflect financial matter (Docs. 17336-37).

■ Hearing Examiner Thomas H. Donahue on July 10 in proceeding on AM applications of Logan Broadcasting Co., Logan, Ohio and Upper Broadcasting Company Upper Arlington, Ohio granted petition of Upper Broadcasting Company and continued hearing from July 11 to July 18 (Docs. 17336-37).

■ Hearing Examiner Millard F. French on July 6 in proceeding on AM applications of Lorain Community Broadcasting Co., Allied Broadcasting Inc., and Midwest Broadcasting Co., all Lorain, Ohio, granted request of applicant Allied Broadcasting Inc., and extended time for filing reply findings from July 6 to July 10 (Docs. 16876-78).

■ Hearing Examiner David I. Kraushaar on July 5 in proceeding on AM applications of Atlantic Broadcasting Co. (WUST) Bethesda, Md. et al. scheduled further prehearing conference for July 31 (Docs. 16706-08).

■ By office of opinion and review granted petition by Monroeville Broadcasting Co. and extended time to July 21 to file replies to exceptions to supplemental initial decision in proceeding on its AM application for new station in Monroeville, Pa. et al. (Docs. 14082, 14088). Action July 3.

FINES

■ By memorandum opinion and order, FCC directed Radio Crawfordville Inc. licensee of WCVL, Crawfordville, Ind. to pay forfeiture of \$200 for violation of Sec. 73.47(a) of the rules by failing to make equipment performance measurements at yearly intervals. Action July 12.

■ By memorandum opinion and order, FCC directed Avoyelles Broadcasting Corp., licensee of KAPB Marksville, La. to pay forfeiture of \$200 for failing to provide data concerning equipment performance measurements in violation of Sec. 73.47(a) of the rules. Action July 12.

■ By memorandum opinion and order, FCC directed Ohio Quests Inc. licensee of WPKO Waverly, Ohio to pay forfeiture of \$500 for broadcasting lottery information in violation of Sec. 1304 of Title 18 U. S. Code and for violations of the commission's rules including operation of the station without properly licensed operator on duty, and failure to make regular equipment inspections (Sec. 73.93), and failure to reply to official communications (Sec. 1.89). And by letter notified WPKO of apparent liability for forfeiture of \$150 for violation of Sec. 1.611 of the rules by failing to file its 1966 financial report. Action July 12.

■ By memorandum opinion and order, FCC ordered Radio Broadcasters Inc., licensee of KFLY and permittee of KFLY-FM Corvallis, Ore., to pay forfeiture of \$4,000. Licensee was cited for violations of Secs. 73.93 and 73.114 of commission's rules by failing to have properly licensed operator on duty over a period of time and failing to maintain a maintenance log. Inspection of station by FCC personnel revealed no evidence that transmitter inspections, remote meter calibration and other maintenance duties had been performed. Log entries indicated operating power of KFLY had not been maintained within required tolerances during March 1966 in violation of Sec. 73.57 of rules. Inspection of KFLY-FM disclosed station's operating power adjustment equipment in remote control unit was inoperative and meters indicating final amplifier plate voltage and plate current, and trans. output power, in remote control unit were uncalibrated, in violation of remote control requirements of Sec. 73.275(a)(4) of rules, by Commissioners Hyde (Chairman), Lee, Wadsworth and Johnson. Action July 12.

RULEMAKING ACTION

■ By order, FCC amended part 73 of commission's rules by deleting subparagraphs (4) and (5) of Sec. 73.49(b) and renumbered paragraphs (6) and (7) in appropriate numerical sequence. Deletion of subparagraphs eliminates requirement that all frequency monitors be equipped with automatic temperature control chambers. Action July 5.

■ By order, FCC amended part O of the rules and added to its delegations to the chief of the Broadcast Bureau authority to

reinstate applications beyond the 30-day period; to grant temporary operation by remote control pending consideration of formal applications; to grant applications by existing AM stations for change of site or antenna efficiency under certain conditions; to act on informal applications for pre-sunrise service authority under Sec. 73.99 of the rules; to grant temporary authority for subchannel operation; and to act on objections to call signs. Action July 5.

CALL LETTER APPLICATIONS

■ Clay County Broadcasters, Lineville, Ala. Requests WANL.

■ Broadcasters Inc., Milford, Del. Requests WTHD.

CALL LETTER ACTION

■ Russell Broadcasting Corp., Jamestown, Ky. Granted WKY.

DESIGNATED FOR HEARING

■ By order FCC designated for consolidated hearing the following applications for new daytime AM stations to operate on 1140 kc in New York state: Elim Bible Institute Inc. with 1 kw, in Lima; What the Bible Says Inc. with 500 w, in Henrietta; Oxbow Broadcasting Corp., with 500 w in Genesee and John B. Weeks with 1 kw, DA, in Warsaw. Issues include financial qualifications as to applications of What the Bible Says Inc. and Elim Bible Institute Inc. and whether these applicants propose to realistically provide local transmission facility for their specified station locations or for another larger community. What the Bible Says Inc. and Elim Bible Institute propose specialized programing (religious) and Oxbow and Weeks general programing. Action July 5.

■ By order FCC designated for hearing application by Radio San Juan Inc., to increase power of WRSJ Bayamon, P. R., from 250 w-N, 5 kw-LS to 25 kw-N, 50 kw-LS, DA-2 and change station location to San Juan. Issues include determination as to whether its proposal is in compliance with Sec. 73.24(g) of rules concerning population within the 1000 mv/m contour, and Sec. 307(b) of the communications act for fair, efficient and equitable distribution of radio service. Action July 5.

Existing AM Stations

FINAL ACTIONS

■ Broadcast Bureau granted renewal of licenses for following stations and expending auxiliaries: KCLN-AM-FM Blytheville, KHOG Fayetteville, KHOZ-AM-FM Harrison, KXAR Hope, KAAV Little Rock, KBNY Newport, KDKE North Little Rock, KPBA Pine Bluff, KTPA Prescott, KSUD West Memphis and KWYN Wynne; all Arkansas; KASO Minden, WSHO and WYLD, both New Orleans, KEEL Shreveport and WIBR Baton Rouge, all Louisiana; WAMY Amory, WVMI Biloxi, WROX Clarksdale, WACR Columbus, WMAG Forest, WJPR Greenville, WNAG Grenada, WCPC Houston, WSLI Jackson, WAML and WNSL-AM-FM, both Laurel, WXTN Lexington, WLSM Louisville, WDAL WMOX and WOKK, all Meridan, WSAO Senatobia, WROB West Point and WONA Winona, all Mississippi.

KIKI Honolulu—Broadcast Bureau granted CP to increase power from 250 w to 10 kw and install new trans.; remote control permitted; conditions. Action July 5.

KNX Los Angeles — Broadcast Bureau granted CP to install DA-D (operated by remote control nighttime only); conditions. Action July 5.

KLAD Klamath Falls, Ore.—Broadcast Bureau granted CP to change hours of operation from day to unlimited, using 5 kw day and night, with continued operation on 960 kc; install DA-N and change ant. trans. and studio location to Reeder Rd., and Ore.-Calif. Eastern RR 3.5 mi. SE of Altamont, Ore.; conditions. Action June 30.

KAND Corsicana, Tex.—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw, with continued operation on 1340 kc, and install new trans.; condition. Action July 3.

KONO and KITV(FM) San Antonio, Tex.—Broadcast Bureau granted 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. No consideration. Action June 30.

KIML Gillette, Wyo.—Broadcast Bureau granted license covering change in frequency, increase in power, installation of new trans., intallation of DA-N and change in studio location. Action July 10.

OTHER ACTIONS

■ FCC notified Continental Broadcasting Corp. (WHOA), San Juan, P.R., that it would take no action against the station for its unauthorized rebroadcast of a portion of an armed forces radio network transmission of a world series game. The licensee had contracted with National Broadcasting Co. to pick up the broadcast of the world series via an RCA station. By mistake, the operator picked up the world series broadcast from an AFRS station. Commission found that the violation was accidental and the licensee had taken steps to prevent recurrence of the error.

■ By memorandum opinion and order, FCC denied petition by Madison County Broadcasting, Inc., licensee of WRTH Wood River, Ill. Madison County petitioned the commission to reconsider its action of Nov. 21, 1966, designating its application for hearing and to grant application to increase daytime power of WRTH from 500 w to 5 kw (Doc. 16980). Commissioner Lee abstained from voting.

■ By order, FCC scheduled oral argument before commission en banc for Tuesday, July 18, at 10 a.m., in F. L. Crowder, tr/as Harriman Broadcasting Co. (WKKL), Harriman, Tenn. proceeding (Doc. 17255). Action July 5.

FINES

■ FCC directed M. C. Broadcasting Co., licensee of KDON Salinas, Calif., to pay forfeiture of \$1,000. Station was found to have violated secs. 73.46(a) and (c), 73.93(a), 73.113(a)(3), and 73.117(a) of commission's rules by operating in manner contrary to good engineering practice in that spurious emissions were radiated; operation during which spurious emissions caused interference to other stations; failing to have properly licensed operator on duty, maintain logs and identify station properly. Forfeiture was reduced from \$2,000 to \$1,000 since station has sustained large financial loss. Action July 5 by Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson, by memorandum opinion and order.

■ FCC directed Border Broadcasting Co., licensee of WDSC Dillon, S. C., to pay forfeiture of \$200 for violation of commission's rules (Sec. 73.47(b)) by failing to keep record of equipment performance measurements. Action July 5 by Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson, by memorandum opinion and order.

■ FCC directed Mid-Tex Broadcasting Co., licensee of KABH Midland, Tex., to pay forfeiture of \$200 for violation of rules (Sec. 73.47(b)) by failing to keep required equipment performance measurements available for inspection. Action July 5 by Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson, by memorandum opinion and order.

RULEMAKING ACTION

FCC by memorandum opinion and order on July 5 denied application for review, by Nicholas and Victor J. Tedesco, d/b as Gabriel Broadcasting Co., Richfield-Chisholm, Minn., of the review board's memorandum opinion and order FCC 66R-490 of December 13, 1966. Order had denied a reimbursement-output agreement that would have permitted Peoples Broadcasting Co., licensee of WPBC, Richfield, Minn., to reimburse Gabriel for expenses in the Richfield-Minnesota standard broadcast proceeding. Commissioners Hyde (chairman), Bartley (concurring), Lee (not participating), Cox (not participating), Loevinger (abstaining), Wadsworth (abstaining) and Johnson. (Docs. 14527-8).

CALL LETTER APPLICATION

WILY, Prairieland Broadcasters Inc., Centralia, Ill. Requests WCNT.

CALL LETTER ACTION

■ KCIL, KCIL Inc., Houma, La. Granted KJIN.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, FCC designated for hearing E. O. Smith (KRDS) Tolleson, Ariz., who requests change of facilities from 250 w, DA-1, U, to 250 w-N, 10 kw-LS, DA-2, with continued operation on 1190 kc. Issues include determination as to whether the proposal by KRDS will realistically provide a local trans. facility

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for its specified station location or for another larger community. Radio K-HAT Inc., licensee of KHA Phoenix, was made a party to proceeding. Dismissed opposing petition by Golden West Broadcasting Inc. (KEX), Portland, Ore.

New FM stations

APPLICATIONS

Eureka, Calif.—Eureka Broadcasting Co. Seeks 96.3 mc, ch. 242, 29.3 kw horz., 27.9 kw vert. Ant. height above average terrain 1,582 ft. P. O. address: Box "O", Eureka, Calif. 95501. Estimated construction cost \$35,682; first-year operating cost \$48,000; revenue \$45,000. Principals: Wendell Adams, president (52%), and others. Mr. Adams is licensee of KINS Eureka. Mr. Adams has no other business interests indicated. Ann. July 6.

Gordon, Ga.—Heart of Georgia Broadcasting Inc. Seeks 107.9 mc, ch. 300, 100 D-N kw. Ant. height above average terrain 418.2 ft. P. O. address: Route 1, Gordon, Ga. 31031. Estimated construction cost \$42,750; first-year operating cost \$41,000; revenue \$45,000. Principals: J. Byrl Sessions, president (78.1%), and others. Mr. Sessions is also president and 78.1% owner of WICK Gordon, and minister. Ann. July 10.

FINAL ACTIONS

Selma, Ala.—Mrs. Kathleen E. Stutts. Broadcast Bureau granted 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 152 ft. P. O. address: 729 Dallas Avenue, Selma 36701. Estimated construction cost \$5,500; first-year operating cost \$6,350; revenue \$7,800. Principals: Mrs. Stutts owns WTQX Selma, Ala. and WLEF Greenwood, Miss. Action June 30.

Macon, Ga.—Rowland Broadcasting Inc. FCC granted 105.3 mc, ch. 287, 27.7 kw. Ant. height above average terrain 116 ft. P. O. address: Box 3172, Jacksonville, Fla. 32206. Estimated construction cost \$17,295; first-year operating cost \$7,700; revenue \$12,000. Principals: Marshall W. Rowland president and Charles R. Witt general manager. Action July 12.

Columbia City, Ind.—Fidelity Broadcasting Inc. FCC granted CP to operate on 106.3 mc, ch. 292, 0.37 kw. Ant. height above average terrain 37 ft. P. O. address: Box C, Kokomo, Ind. 46901. Estimated construction cost \$5,420; first-year operating cost \$16,500; revenue \$18,600. Principals: Joseph A. Sweeney and/or Patricia A. Sweeney (99.4%) and others. Mr. Sweeney is general manager of WFKO(FM) Kokomo, president of Fidelity, which operates same and WVTI (FM) Monticello, Ind. and he and wife are stockholders in House of Sound Inc., licensee of WGLM(FM) Richmond, Ind. Mrs. Sweeney owns kindergarten. Action July 5.

Columbia, Mo.—Tiger Broadcasting Co. FCC granted 96.7 mc, ch. 244, 3 kw. Ant. height above average terrain 171 ft. P. O. address: Box 412, Columbia 65201. Estimated construction cost \$10,811; first-year operating cost \$12,000; revenue \$15,000. Principal: Louis W. Shelburne, president. Applicant owns KTRG Columbia. Action July 12.

Portland, Ore.—Cascade Broadcasting Corp. Broadcast Bureau granted 92.3 mc, ch. 222, 59 kw. Ant. height above average terrain 930 ft. P. O. address: Standard Plaza, Portland 97202. Estimated construction cost \$35,500; first-year operating cost \$35,200; revenue \$30,600. Principals: See application for FCC consent to assignment of license of KLIQ Portland under Ownership Changes, Applications. Action July 5.

Milton, Pa.—WMLP Inc. Broadcast Bureau granted 100.9 mc, ch. 265A, 0.759 kw. Ant. height above average terrain 540 ft. P. O. address: 65-71 Bound Avenue, Milton 17847. Estimated construction cost \$18,880; first-year operating cost \$12,000; revenue \$15,000. Principals: Joseph Kesnow, president, Victor A. Michael, secretary and Stanley F. Kiersznowski (each 33 1/3%). All are stockholders in WMLP Milton. Action July 5.

Gouverneur, N. Y.—Genkar Inc. Broadcast Bureau granted 92.7 mc, ch. 224A, 3.0 kw. Ant. height above average terrain 62 ft. P. O. address: 123 East Main Street, Gouverneur 13642. Estimated construction cost \$1,885; first-year operating cost \$1,200; revenue \$1,500. Principals: Morris F. Genthner, president and 51.2% interest, Max Levinson, vice president and 4% interest, Ann D. Genthner, secretary-treasurer and 0.8% interest and others. Genkar is licensee of WIGS Gouverneur. Action June 30.

Poteau, Okla.—Le Flore Broadcasting Co. Broadcast Bureau granted 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 48 ft. P. O. address: Box 520, Poteau 74953. Estimated construction cost \$12,400; first-year operating cost \$9,000; revenue \$12,000. Principals: R. B. Bell and Mrs. Bernice Bell

(each 50%). As husband and wife partnership they own KLCO Poteau. Action July 3.

Camuy, P. R.—Camuy Broadcasting Corp. Broadcast Bureau granted CP for new class B FM to operate on ch. 275, 102.9 mc, 5.7 kw. Ant. height minus 135 ft. P. O. address: Munoz Rivera No. 7, Camuy 00627. Estimated construction cost \$27,750; first-year operating cost \$18,000; revenue \$25,000. Principals: Juan A. Gonzalez Amador, president. Action June 30.

Cheyenne, Wyo.—Frontier Broadcasting Co. FCC granted CP to operate on 97.9 mc, ch. 250, 33.5 kw. Ant. height above average terrain 580 ft. P. O. address: 2923 East Lindcolnway, Cheyenne 82001. Estimated construction cost \$4,000; first-year operating cost \$4,000; revenue none. Principals: Applicant is licensee of KFBC-AM-TV Cheyenne, KSTF Scottsbluff, Neb., KTWS Sterling, Colo., and permittee of new TV in Rawlins, Wyo. William C. Grove is vice president. Action July 5.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on June 30 designated Hearing Examiner James D. Cunningham to serve as presiding officer in proceeding on FM application of Sanford Schaffitz, Farrell, Pa.; scheduled prehearing conference for July 18 and hearing for Sept. 13 (Doc. 17561).

■ Hearing Examiner Isadore A. Honig on July 6 in proceeding on FM applications of Lee Broadcasting Corp. and Mid America Broadcasting Inc., both Moline, Ill. scheduled procedural dates including continuing hearing from July 11 to July 25 and further hearing for Oct. 17 (Docs. 17345-46).

■ Hearing Examiner David I. Kraushaar on July 5 in proceeding on FM applications of Miami Broadcasting Corp., Miami, et al. scheduled prehearing conference for July 13 (Docs. 17401, 17403-04).

CALL LETTER APPLICATIONS

■ Turner-Whitehill Broadcasting Co., Weatherford, Okla. Requests KCCE(FM).

■ The Jack Straw Memorial Foundation, Portland, Ore. Requests *KBOO(FM).

CALL LETTER ACTIONS

■ Board Associates of America Inc., Augusta, Ga. Granted WGUS-FM.

■ WOKS Broadcasting Co., Columbus, Ga. Granted WWRH(FM).

■ University of California, Davis, Calif. Granted KDVS(FM).

■ Gulf South Broadcasters, New Orleans. Granted WRNO(FM).

■ Kennebec Broadcasting Co., Waterville, Me. Granted WTVL-FM.

■ North Central Video Inc., Rochester, Minn. Granted KWEB-FM.

■ Brookings Broadcasting Co., Brookings, S. D. Granted KBRK-FM.

DESIGNATED FOR HEARING

■ By order, FCC designated for consolidated hearing applications by WRBN Inc. and Tri-County Broadcasting Inc. for new FM stations to operate on ch. 269 (101.7 mc), ERP of 3 kw, in Warner Robins and Hawkinsville, both Georgia, respectively, WRBN with ant. height of 207 ft., and Tri-County with ant. height of 244 ft. Action July 5.

■ By order, FCC designated for hearing class A FM applications of Quest For Life Inc., Greater Rockford Sound, Inc., Rockford, Ill., and Belvidere Broadcasting Inc., Belvidere, Ill. Request ch. 285 (104.9 mc), ERP 3 kw. Quest and Belvidere with ant. height of 300 ft. and Greater Rockford with ant. height of 149 ft. The Federal Aviation Administration was made a party to the proceeding. Action July 12.

■ By order, FCC designated for hearing FM applications of The Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co., Fort Wayne, Ind. Request ch. 269 (101.7 mc), ERP 3 kw. Gospel ant. height is 300 ft. and Fort Wayne ant. height 299 ft. Action July 12.

■ By order, FCC designated for consolidated hearing applications by Waterman Broadcasting Corp. of Texas and National Enterprises Inc. for new FM stations to operate on ch. 274 (102.7 mc) in San Antonio and Alamo Heights, Tex. respectively. Waterman requests ERP of 25.2 kw, ant. height of 309 ft. and National with ERP of 29.96 kw, ant. height of 234 ft. Action July 5.

■ By order, FCC designated for hearing Piedmont Broadcasting Corp. and Baron Broadcasting Corp., Danville, Va., class C FM applications. Request ch. 277 (103.3 mc), ERP 100 kw, Piedmont with ant. height of 655 ft. and Baron with ant. height of 578 ft. Action July 12.

■ By order, FCC designated for consolidated hearing applications of Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting for new FM stations to op-

erate on ch. 285 (104.9 mc), in Gate City, Va. and Kingsport, Tenn. respectively. Tri-Cities with ERP of 1.175 kw, ant. height of 449 ft. and Palmer-Dykes with ERP of 3 kw, ant. height of 298 ft. Due to the different station locations a Sec. 307(b) issue is required to determine which proposal would better provide a fair, efficient and equitable distribution of radio service. Action July 5.

Existing FM stations

FINAL ACTIONS

WATZ-FM Alpena, Mich.—Broadcast Bureau granted mod. of CP to move tower 50 ft.; make change in ant. system, and increase ant. height to 255 ft. Action June 30.

WGIR-FM Manchester, N. H.—Broadcast Bureau granted mod. of CP to change vert. polarized ant. Action July 6.

WRAL-FM and SCA Raleigh, N. C.—Broadcast Bureau granted renewal of licenses. Action July 6.

WPAY-FM Portsmouth, Ohio—Broadcast Bureau granted license covering installation of new trans., change in ant. system, change ERP and ant. height. Action July 10.

KSFR(FM) San Francisco—Broadcast Bureau granted CP to make changes in transmitting equipment; install new trans., dual polarized ant.; decrease ERP to 35 kw, ant. height 1140 ft. Action July 6.

WDX-FM Orangeburg, S. C.—Broadcast Bureau granted request for subsidiary communications authorization on sub-carrier frequency of 67 kc. Action July 6.

OTHER ACTION

■ Review board in Eau Claire, Wis. FM broadcast proceeding Docs. 17353-4. Granted joint request for approval of agreement, filed June 13 by WBIZ Inc. and WECL Inc.; approved agreement to extent indicated; dismissed application of WECL Inc. with prejudice; granted application of WBIZ Inc.; dismissed as moot, petition to enlarge issues filed May 8 by WBIZ Inc.; and terminated proceeding. Board Members Nelson and Pincok absent. Action July 10.

FINES

■ FCC notified Frank S. Kovas Jr., licensee of WKFM(FM), Chicago, of apparent liability for forfeiture of \$1,000 for eight violations, including failing to keep a maintenance log, failing to make log entries of the daily check of proper operation of tower lights, and operation of station for extensive periods with improperly licensed operator on duty (Secs. 73.281(a), 17.38(b) and 73.283(a) of the Commission's rules). Commission action July 5 by Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth and Johnson.

RULEMAKING ACTIONS

■ By second report and order, FCC amended FM table of assignments by shifting ch. 266 from Greenville to Russellville, both Kentucky, 221A from Russellville to Donelson, both Tennessee, 292A from Madisonville to Elizabethtown, both Kentucky, 228A from Elizabethtown to Columbia, both Kentucky, and added ch. 252A to Bowling Green, Ky. (Doc. 17282). Also modified authorizations of Greenville Broadcasting Co. to specify operation of WKYF-FM, Greenville on ch. 292A in lieu of ch. 266 and of South Kentucky Broadcasters to specify operation of WRUS-FM Russellville on ch. 266 in lieu of 221A. Action July 5.

■ FCC denied request of WLOM(FM) Broadcasting Company Inc., Chattanooga, for waiver of Sec. 1.597 of rules and assignment of license of WLOM(FM) and SCA to French, Inc. Commission found that applicant's reasons for assignment did not warrant waiver or exception of rules. By letter, notified WLOM(FM) that hearing will be required. WLOM is requested to notify the commission if it desires to prosecute the application through the hearing process. Action July 12.

CALL LETTER APPLICATION

■ KCMO-FM, Meredith Broadcasting Co., Kansas City, Mo. Requests KCMR(FM).

CALL LETTER ACTIONS

■ WVCG-FM, Independent Music Broadcasters, Coral Gables, Fla. Granted WYOR(FM).

■ KCIL-FM, KCIL Inc., Houma, La. Granted KCIL(FM).

Translators

ACTIONS

K72CT Mossyrock and Onalaska, Wash.—Broadcast Bureau granted mod. of CP for UHF TV translator to make changes in ant. system. Action July 7.

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 13

	Lic.	ON AIR	CP's	CP's
Commercial AM	4,116 ¹		19	82
Commercial FM	1,630		57	238
Commercial TV-VHF	487 ²		12	21
Commercial TV-UHF	100 ²		25	135
Educational FM	303		14	25
Educational TV-VHF	60		7	9
Educational TV-UHF	42		20	46

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 13

	VHF	UHF	Total
Commercial	519	267	786
Noncommercial	76	105	181

STATION BOXSCORE

Compiled by FCC, May 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,116 ¹	1,630	587 ²	302	99
CP's on air (new stations)	11	53	37	13	27
CP's not on air (new stations)	90	242	156	27	55
Total authorized stations	4,219	1,925	786	342	181
Licenses deleted	2	0	0	0	0
CP's deleted	0	0	3	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

Commissioner Bartley dissenting and issuing a statement; Commissioner Lee not participating; Commissioner Loevinger concurring. FCC denied petition by Morgantown Community Cable Co. for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules. Morgantown is operator of CATV system at Morgantown, W. Va. Action July 5.

FINAL ACTION

■ FCC granted CP for new community antenna relay station to Jonesboro Cable TV Inc., Jonesboro, Ark. Action July 7.

OTHER ACTIONS

■ FCC dismissed at request of Jacksonville Cable TV Co., Jacksonville, Ill. withdrawn petition for waiver of Sec. 74.1103 of rules, filed Nov. 28, 1966. Action June 26.

■ FCC dismissed at request of Fetzner Television Inc. its opposition to proposal of Lake Charlevoix Cable TV Inc. to import distant signals on new CATV systems at Gaylord and East Jordan, both Michigan on evidence that proposal has been superseded. Action June 26.

■ FCC dismissed, as moot, request of South Central Educational Broadcasting Council, licensee of WITF-TV, Hershey, Pa. filed Nov. 8, 1966, for cease and desist order against Newport Television Co., Newport, Pa. (Sec. 74.1103 of rules). Action July 10.

■ Review board in Akron, Ohio CATV proceeding, Docs. 17357 et al. denied petition filed jointly on May 1 by National Football League and the Cleveland Browns Inc. which in essence sought inclusion of an issue to determine whether any waivers issued should be conditioned to protect National Football League's "black out" policy. Board Members Nelson and Pincock absent. Action July 10.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on July 10 in proceeding on CATV petition by Cable Vision Inc. Lewiston and Auburn, both Maine continued hearing scheduled for July 24 to date to be determined at prehearing conference to be held on July 20 (Doc. 17378).

■ Hearing Examiner H. Gifford Irion on July 6 in proceeding on CATV petitions by Akron Telerama Inc. Akron Ohio, et al. granted motion for clarification filed by National Football League and Cleveland Browns Inc. and movants will be permitted to intervene to extent of their alleged interest in CATV carriage of National Football League games at times when the Cleveland Browns are playing at home (Docs. 17357-59).

■ Hearing Examiner Forest L. McClennan on July 5 in proceeding on CATV petition by Multivision Northwest Inc. Dalton, Ga., dismissed motion for dismissal of parties filed by petitioner (Doc. 17066).

Ownership changes

APPLICATIONS

WCFT-TV Tuscaloosa, Ala.—Seeks transfer of control from Lewis N. Manderson Jr., R. S. Hollifield, C. H. Armstrong, Edwin L. Minges, C. J. Hartley and James D. Kincaid to S. A. Rosenbaum, W. S. Smylie, Marvin Reuben, Jerry P. Keith, Margaret G. Smylie and W. S. Smylie III. Principals: W. S. Smylie, president (18.75%), S. A. Rosenbaum, vice president-treasurer (43.75%), Marvin Reuben, vice president (8.33%), Jerry P. Keith, vice president (4.17%), Margaret G. Smylie, secretary (16.67%) and W. S. Smylie III, asst. secretary-director (8.33%). All above principals own the same amount of stock and have same offices in South Mississippi Television Co., licensee of WDAM-TV Laurel, Miss. Consideration \$14,000. Ann. July 6.

KEMO-TV San Francisco, WMBO-TV Atlanta, WSCO-TV Newport, Ky., WECO-TV Pittsburgh and KJDO-TV Rosenberg, Tex.—Seek transfer of control of CP from D. H. Overmyer Communications Inc. to U. S. Communications Corp. After FCC approval U.S. Communications Corp. will own 80% of each permittee; D. H. Overmyer will retain 20%. (See WPHL-TV below for principals). Consideration: U.S. Communications Corp. will pay out of pocket expenses for each permit up to aggregate of \$1 million. Ann. July 6.

WELE South Daytona, Fla.—Seeks assignment of license from Seven Cities Broadcasting Corp. to J. Shea Peoples d/b as Peoples Broadcasting Co. for \$80,000. Principal: Mr. Peoples is member, on board of directors and has interest in General Nuclear Inc. Ann. July 6.

Continued on page 93

■ Broadcast Bureau granted licenses covering the following new UHF TV translator stations: K76CD, K74CT, Windom Area Television Inc., Windom, Minn.; K78CI, Gunnison County Chamber of Commerce TV Division, Hartsel, Antero Junction and Eleven Miles Reservoir, Colo. K74CZ, Minnesota-Iowa Television Co. Winona, Minn. Action July 7.

■ FCC waived Sec. 1.534(b) of commission's rules and granted the late-filed application of Board of Public Instruction of Indian River County, Fla. for CP to replace expired permit of translator station W83AI, Melbourne-Eau Gallie, Fla. Sec. 1.534(b) of the rules provides that applications to replace expired permits be filed within 30 days of the expiration date of the authorization sought to be replaced. Commissioner Lee not participating. Action July 5.

W73AJ South Boston, Va.—Granted mod. of CP for UHF TV translator station to include Halifax, Va. in principal community, change trans. location to approximately ¾ mile East of Centerville, Va. and make changes in ant. system, and for W71AH South Boston, Va. granted CP for UHF TV translator station to include Halifax, in principal community, changes trans. location to approximately ¾ mile east of Centerville, and make changes in antenna system. Action July 10.

■ Broadcast Bureau granted licenses for following new VHF TV translator stations: W04AU, Southeastern Broadcasting Corp., Lake City, Tenn.; K04EI, Vancouver School District No. 37, Vancouver, Wash. Action July 7.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translator stations: K70AP Indian Valley Television Corp., Greenville, Calif. K80BH, K70CT and K75AC, San Juan Non-Profit TV Assn., Farmington, N. M.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translator stations: K06DZ Alpine Community Television, Alpine, Ariz.; K06CT, K13EN, Quinn River Television Maintenance District, Orovada, Nev.; K08CS, K10DD, K12FG, Uintah County, Fort Cushman, Roosevelt, Neola, Deep Creek, all Utah; K05CC, K04DB

Shoshone River Power Inc., Rural Sunlight Basin area and Clarks Fork Canyon area, both Wyoming; K13FX, K11GG, Shoshone River Power Inc., Upper South Fork of Shoshone River and Valley, both Wyoming and K05CB, K04DA, Shoshone River Power, Inc., Diamond Basin Area, South Fork rural area of the Shoshone River and North Fork rural area of the Shoshone River, all Wyoming. Action July 7.

CATV

APPLICATIONS

■ Plymouth CATV Service Inc.—Requests distant signals from WFLD, WGN-TV, WCIU-TV, WTTW, WBBM-TV, WBKB-TV, and WMAQ-TV all Chicago; WKZO-TV, Kalamazoo, Mich.; and MPATV, Ed. Television (KS2XGD and KS2XGA), Montpelier, Ind. to Plymouth, Ind. (South Bend-Elkhart, Ind.—ARB 94). Ann. July 10.

OTHER ACTIONS

■ By memorandum opinion and order, Commissioner Bartley dissenting and issuing statement; Commissioner Lee not participating; Commissioner Loevinger concurring. FCC denied request for waiver of program exclusivity provisions of Sec. 74.1103(e) of rules, filed by Moshannon Valley T.V. Cable Inc., operator of CATV system at Philipsburg, Pa. Moshannon requested the waiver so that it would not be required to furnish program exclusivity for the signals of stations WJAC-TV Johnstown, and WFBG-TV Altoona, both Pennsylvania on its CATV system. Action July 5.

■ By memorandum opinion and order, Commissioner Bartley dissenting and issuing a statement; Commissioner Lee not participating; Commissioner Loevinger concurring. FCC denied petition by Total Telecable Inc. for reconsideration of commission action of April 4, which denied its request for waiver of program exclusivity requirement of Sec. 74.1103(e) of rules. Total Telecable operates CATV systems at Anacortes, Bellingham, Burlington, Mount Vernon and Sedro Woolley, all Washington. Action July 5.

■ By memorandum opinion and order,

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

24 hour Stereo FM station in medium California market desires manager. Must have strong sales background. Station has consistently been in black for over two years and enjoys good audience ratings. Affiliated with top rated AM station. Excellent salary plus incentive plan. Send resume to Box G-107, BROADCASTING.

Need Sales Manager for most beautiful market in the cool Rockies. Excellent opportunity for experienced man in programming, news, sales. Send resume, picture. Good music station, good compensation. Box G-121, BROADCASTING.

Station manager—Radio only. Must be exceptional sales producer, plus all around pro on ideas, production, administration. Great opportunity for the right man. Growth Southeastern market. Send full details today. Box G-157, BROADCASTING.

Small full time Florida Station with FM needs assistant manager. Minimum 5 year experience. Opportunity to work into management. Must be willing to work hard and learn all phases . . . selling . . . programming, production, etc. Starting salary \$100 Plus commission plan. Box G-170, BROADCASTING.

Station manager: Midwestern country music station. Must be strong on personal sales with ability to organize and manage sales staff. Excellent opportunity. Box G-189, BROADCASTING.

Can you sell and manage a medium market country music station east of the Mississippi? You must spend a majority of your time on the street selling. \$12,000 to start plus override. Tell all in first letter. Box G-196, BROADCASTING.

Station manager wanted in 60 days for new station in good medium market in Alabama. Excellent opportunity with group operation. Station building and equipment is all 100% and well equipped. Box 569, Carrollton, Ga.

Wanted now: A young assistant manager or Gen. Manager to manage a 1000 watt radio station and a 53,000 watt FM station. Must be strong on sales. Good job for the right man. All references will be checked carefully. Contact Jerry Hooser, Box 1130, Memphis, Texas.

Sales

Needed—Experienced combination salesman & announcer. Good future, security, living conditions, hours & pay. Excellent recreation. Southeastern location. Box G-12, BROADCASTING.

New FM station on Cape Cod needs salesman. Other experiences helpful. Excellent opportunity. Box G-52, BROADCASTING.

Number one Midwest contemporary station in 300,000 market seeks youthful, hard driving salesman—not an order taker. Only experienced need apply. Challenging, rewarding opportunity in group operation. Send full resume including salary requirements to Box G-89, BROADCASTING.

Central Florida C&W station looking for two experienced successful salesmen who are seeking an opportunity to advance in income and responsibility. Send complete details and photo. Box G-200, BROADCASTING.

Excellent sales opportunity in Illinois. Medium market. Good account list, excellent guarantee, car allowance, fringe benefits from group owned station. Must be aggressive, self-starter who wants to make money with a highly rated station. All inquiries answered. Send resume, photo immediately to Box G-202, BROADCASTING.

Sales—(cont'd)

Salesman: experienced radio time salesman. Top account list. If you are looking for advancement, check this opportunity. KAGE, Winona, Minnesota.

Sales booming . . . under thirty, promotional sales manager . . . proven, ambitious sales record . . . grow, prosper and expand with doers . . . swamped, respond now! \$650.00 plus. KSNM, Pocatello, Idaho. This could be your last position . . . tomorrow you could be the boss! Future, Investment . . . definite!

Working sales manager. Excellent opportunity for hard working salesman. Heart of Big Sky Country. Contact Ed Peiss, KXLF, Butte, Montana.

We have the product! Even our separately programed FM is making money. A dynamic salesman can make a bundle. Our sales manager will earn in excess of \$15,000 this year and we haven't scratched the surface of our potential. Medium market serving over 300,000 people. WHAG-AM-FM, Hagerstown, Maryland. Send a resume or call W. Ronald Smith, Adler Communications Corporation, 1000, Connecticut Avenue, N.W., Washington, D. C. 202-296-7760.

Lansing, Michigan is a great place to raise a family. Active account list being held for right person who wants to move up in seven station group. Guarantee plus commissions, benefits and great opportunity. Send photo and resume to Manager WITL, Lansing, Michigan.

Sales Manager. Small market full timer. (Utica metro area). Excellent growth opportunities with parent company. Send full information to M. Bowman, VP & GM, WLFH, Little Falls, New York 13365.

Radio Account Executive. We have an opening for an experienced successful salesman who is seeking an opportunity to advance in income and responsibility with an established station that is embarked on an exciting new program format. Send complete confidential resume to Personnel Office, WLW, Radio, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer. (M/F)

Wanted . . . Combination salesman/announcer for country/western station. Must be able to formulate own show & sell at same time. Experience in selling definitely necessary. Call personally . . . Marion Jenkins, Area code 505 . . . Tuxedo 7-5521, or Tuxedo 5-2179 in Carlsbad, New Mexico.

Regional network AM-FM accepting a limited number of qualified apprentice trainees. Will train in local, regional, national and network sales. Management and supervisory training for exceptional trainees. Prefer applicants 21 to 28 years of age. Written examinations, personal interviews and references required. Only highly qualified individuals will be selected. For further details contact Don Knowles, Coastal Broadcasting Company, Inc., 68 State Street, Ellsworth, Maine.

Announcers

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.

Jocks/newsman! Mid-America station group growing. We want mature management-oriented men. Send tape, bio today to Box F-290, BROADCASTING.

Mature voice must have tight board, no ad-libbing, for good music station in medium New England market. \$125.00 start. Send tape and resume to Box G-84, BROADCASTING.

Announcers—(cont'd)

Experienced communicator for program position with regional network feed station. Must be proficient announcer, operate control board, prepare and edit news, create commercial production, instruct and supervise. Send resume, audition and recent photo. Box G-129, BROADCASTING.

Morning man for Pennsylvania station needed by September—replies confidential—excellent opportunity. Box G-149, BROADCASTING.

Wanted for C/W station within 100 miles of Philadelphia. First phone announcer. Box G-154, BROADCASTING.

First ticket announcer: Morning hitch, too much experience not necessary. Small station in hunting-fishing country. Box G-156, BROADCASTING.

Northern Illinois AM-FM needs good announcer first phone man mid-September. Good pay, benefits. Good opportunity for reliable mature man to advance. Send resume, references. Box G-172, BROADCASTING.

Northeast small market needs two announcers—September 1. Replace beginner and experienced man service bound. MOR format—no soul music. Must be able to read news. Send tape, resume and salary desired. Box G-182, BROADCASTING.

Experienced announcer with production ability for upper midwest regional MOR station. Starting salary \$135. Box G-190, BROADCASTING.

Michigan AM-FM station looking for polished announcer for air shift and production. Desirable resort city and excellent family town. Send tape and resume. Box G-191, BROADCASTING.

Mature person with r&r savvy to reach 7-mid audience of college students, young adults and teenagers. No screamers. If you have ideas, gimmicks, and can sell on a grown-up basis you'll be given full responsibility for building top audience plus chance to sell and service your own accounts for extra money. Adult businessmen sponsor this time so you need to be adult too. Box G-192, BROADCASTING.

If you are worth a minimum of \$150 per week and you want to grow with a fine group in Wis. and Ill. Write us. First phone necessary. Box G-197, BROADCASTING.

Announcer-newsman for Texas' most exciting city. Deep voice, good delivery a must. First or third phone. \$6,000 start plus fringe. Now building top professional staff. Send resume and tape to Box G-199, BROADCASTING.

Number one type jock for number one type Eastern Top 40 station. Must be good at production. Send sample spots and air check with photo and resume. Box G-209, BROADCASTING.

Top 40 Midday DJ, major east coast market. Immediate opening. No screamers. Solid citizen type. Send recent photo, tape, references. Box G-211, BROADCASTING.

Work in Nevada and earn up to \$650 per month. First opening on staff in sixteen months. Man leaving us for managerial opportunity. If you're a pro, this is the job you've wanted. Rush tape and resume to Robert Paul, KELK, Elko, Nevada.

1st phone radio career man. Top starting salary. Insurance program, future potential excellent. To learn all facets of today's small market service-type radio. Fine churches, AAA schools, New AM-FM studios now being constructed. 100% separate AM-FM programming. We're busting our seams! Join us now and you'll grow with us. If you want a solid future in radio, a good paying position with one of America's top flight small market stations write Jim Jae, General Manager, KHMO, Hannibal, Missouri.

Announcers—(cont'd)

Announcer—need an announcer with production experience, September 1. Regional Farm Station. Salary open. Send tape and resume to KRVN AM and FM, Lexington, Nebraska.

WADK, Newport County's only radio station, MOR, will have an opening effective September 1 for a personality morning man who can handle a personality show in our "Mayor of the Morning" hours, 6-9 a.m., Monday through Friday. The man I am seeking must also possess the ability and desire to sell radio time; therefore, this individual must also have the personality and integrity indicative of a well-rounded account executive. If you can qualify, please send a tape and background resume immediately to Charles K. Bentz, Manager, WADK, Newport R. I. Salary and commission will be discussed by telephone at that time.

Good jock needed immediately. Excellent opportunity with station. Must have first phone. Rush tape and resume to: Jack Gale. WAYS, Charlotte, North Carolina.

24 hour 5 kw Florida Gold Coast market leader needs solid Top Forty mid-morning and production man. Send tape and resume. WIRK, West Palm Beach, Florida.

Expanding to FM and have opening for staff announcer. First phone preferred but third will be considered WJBM, Jerseyville, Ill. 618-498-2185.

Ohio MOR daytimer needs announcer with some experience and third endorsed. Good opportunity for right man. Send tape, photo and resume to WTNS, Coshocton, Ohio 43812.

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.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

Florida Gold Coast. . . Adult fulltime CBS. . . First ticket, no maintenance. . . Evening serenade host ideal working conditions and crew, all fringe benefits. . . Salary open creative freedom, double in sales, if qualified, for limitless opportunity. We believe and promote good radio and our personalities who create it. Call collect 1-305-278-1420.

Regional network AM-FM accepting a limited number of qualified apprentice trainees. Will train in announcing, operational control, news preparation and editing, creative production and program traffic. Management and supervisory training for exceptional trainees. Prefer applicants 21 to 26 years of age. Written examinations, personal interviews and references required. Only highly qualified individuals will be selected. For further details contact Don Knowles, Coastal Broadcasting Company, Inc., 58 State Street, Ellsworth, Maine.

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.

Mature news production man, experienced, salary open, bonus and insurance—Call 1-513-773-3513 for manager.

Wanted immediately. . . Play-by-play man who can double in either sales—or combo announcing with first phone. Contact Jerry Lynn Hooser, Box 1130, Memphis, Texas. No collect calls. (All references will be checked carefully.)

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.

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.

Engineer maintenance! Sales, announcing—helpful. Salary??? Box G-160, BROADCASTING.

Chief engineer, West Coast hay area, AM-FM station. Must have thorough knowledge of automation, stereo, and directional antennas. Excellent salary with top company. Provide complete background resume with recent photo to Box G-186, BROADCASTING.

Wanted at once, 1st class license, Chief experienced in maintenance, full time. Part air work if desired. Also full time announcer (quiet pop variety) after Aug. 15th. KFAL Radio, Box 581, Fulton, Missouri.

Chief Engineer for 1-KW daytimer installing new equipment. Some announcing. I leave regretfully for health reasons, however I will break in my replacement. Contact Gary Crowder, Chief Engineer, WADK, Newport, R. I.

First phone with or without experience for regional fulltime station in Massachusetts. Combo possible for right person. Contact Stuart W. Underwood, WBSM, New Bedford, Mass. 617-993-1767.

Wanted 1st ticket engineer to handle transmitter watch. Interesting job offering the chance to learn a 6 power DA system, microwave, SCA, and FM. A beginner with the right potential will be considered. Reply to Mr. Art Silver, Dir. of Eng., WHWH, Box 1350, Princeton, N. J. 609-924-3600.

Immediate opening for Chief Engineer. Experienced only, Salary open. Many fringe benefits. Call or write. Manager, WITY, Danville, Illinois.

"Transmitter engineer directional" experienced. Send resume to Ernie Haralson, WPDQ, Jacksonville, Fla.

Opening for studio operations and maintenance technician. Reply to Harry Matthews. State University College, Oswego, New York 13128.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start \$125 or better. Box D-81, BROADCASTING.

News Director: Leading medium market station, upstate New York, pleasant area. Must be strong on gathering local news. Start \$115/week. Box G-105, BROADCASTING.

News Director. Number 1 station in city over 100,000. Above average salary for above average man. Call Frank Gunn, 712-258-6028, KMNS, Sioux City, Iowa.

Immediate opening for mature, articulate, experienced News Director for southeastern Michigan ABC affiliate. Top salary, group hospital and major medical, company car. Send resume and tape to Scott Bishop, Manager, WABJ Radio, Adrian, Michigan.

Newsman. Would you like to work in a modern airconditioned station in suburban New York. Write news plus air work. Real news operation. Present station staff average length of employment nine years. You'll like it too. Send tape and resume. WLNA-AM-FM, Peekskill, New York.

I want a newsman who loves his job to the exclusion of all else and is willing to work his tail off. I can offer an exciting opportunity, a swinging area, and a decent salary in return for your soul. If you've got a decent voice, a good delivery, can work inside and out, and aren't dominated by your wife, call, write, or wire: Bob Allen, Long Island Network, Broadcast Plaza, Merrick, New York. Phone: 516-868-0414.

Production—Programing, Others

Man with program and sales experience for small market. Must have car. State salary. Box G-195, BROADCASTING.

Production—Programing, Others

Continued

Are you a PD with the desire and the ability, but not the opportunity to move up to a better job? Our broadcast group is in need of an Operations Director at one of our stations. . . a position of genuine authority and promise. This could be just what you have been looking for. Send tape and resume today to Box G-151, BROADCASTING.

Girl copywriter, preferably with some announcing ability for major market Top 40 operation. Send sample copy, photo, salary requirements, and resume. Box G-210, BROADCASTING.

Needed qualified instructor for College Radio Broadcasting course. Degree required with Broadcast experience. Contact New Central Wyoming College, Box 508, Riverton, Wyoming now.

Production-announcer for good music station. Heavy on production. Rush air check & production samples to John Marion, WRGM, Richmond, Virginia . . . 23227. No calls.

RADIO

Situations Wanted—Management

Manager first phone. Eighteen years experience radio. Desire first managerial position. Prefer Western states. Box F-198, BROADCASTING.

Employed executive seeking change for solid reasons. General Manager or Sales Manager. 39, family, 16 years experience. Excellent track record. Box G-17, BROADCASTING.

Young aggressive broadcaster with heavy promotion and Sales background. Sales Manager of powerful AM-FM stations located Eastern U.S. Young ideas, hard work. Box G-57, BROADCASTING.

Manager/Sales Manager small or medium markets. Now successfully managing in Florida. Prefer to stay there. I'm a "selling" manager. . . . Know all phases; 1st phone. . . best references. Box G-125, BROADCASTING.

Yes, I'm looking for station management in good sized market with excellent potential for real producer. 20 years covering every broadcasting situation. Programing, sales management, station management, experienced. Young, with ideas, enthusiasm, dedication. Presently several years sales same station, major market, earning 12,000 plus. Box G-142, BROADCASTING.

Iowa, Minnesota, South Dakota, Nebraska. . . Looking for mature, profit-making management? Over 20 years management experience. Excellent record. Employed. Box G-144, BROADCASTING.

Came up the hard way . . . working! . . . Announcer, Production, Programing, Promotions, Sales (local-regional-national). Plus, five years Management. Currently employed. Large family, 37 year old looking for better opportunity in which to settle down and become part of community where I can continue my activities with station growth in conjunction with community affairs. You will appreciate my attitude, record, education . . . and ability to make your station even more successful. Not looking for short range deal. Must have long term arrangement starting in mid to upper teens with future ownership possibilities and growth plan . . . or exceptional incentive arrangement. Call 703-623-1952. Write full particulars to Box G-155, BROADCASTING.

Professional Broadcasters Only: Impeccable references, proof of outstanding performance. Married, 30, degree. Presently local Sales Manager, major market. Box G-175, BROADCASTING.

Creative, productive, professional broadcaster. Twenty years management, sales, programing, administration. Top level references. Box G-187, BROADCASTING.

Radio general manager with 6½ years manager experience and total of 13 years in industry. Have excellent money making track record, and experienced in all phases. Believe in sound sales, controlled expense, excellence in programing, and leadership in community affairs. Will settle in station that wants durable growth and could offer chance to invest. Availability 30 days or less. Area code 605—256-4373.

RADIO

Situations Wanted—Management

Continued

12 years radio-TV, experienced general and sales manager. Dynamic, age 37, civic minded family man. Mel Lisman, 4809 24th, Lubbock, Texas 79407.

Announcers

Experienced hard rock jock-Nut-Medium market-Young sound for young audience. Box F-270, BROADCASTING.

Experienced sports-news announcer seeks medium-large market. Box G-49, BROADCASTING.

6 years as radio personality, plus TV. Have good job. Looking for better one. Box G-85, BROADCASTING.

Sportscaster. 5 years experience all major sports. Television experience. Excellent professional background. College graduate. Family. Box G-86, BROADCASTING.

Experienced, recent announcing school graduate. Reliable. Authoritative news. Tight board. Happy sound. Third endorsed. Box G-92, BROADCASTING.

Sportscaster, DJ, reliable, will relocate, family, experienced. 3rd phone, play-by-play. Tight board, military obligation fulfilled. Immediate availability. Box G-140, BROADCASTING.

I have been told 1001 times that you do not exist! For the record, though, tell me are you a P. D. or manager genuinely interested in your employees? Is there a managerial future (i.e. I mean a chance to compete for advancement) in your organization? Are you located in a top-50 market near a major university? Is there an opening on your staff for an aggressive 23-year-old young man, eager to work full time, and yearning to complete his last year of college, thus earning a B. S. degree in Marketing/Management? Gentlemen, I have nearly four (4) years experience including MOR, Stereo FM, and am presently employed with a #1 rating in a swinging top-40 operation in a major university market. I am a commercial broadcasting school graduate, heavy on production-spots, news copy, and run a cheerful, tight board. Happily married, I am a veteran of the U. S. Navy—a solid citizen, patriotic, community-conscious type. My references include my present employer. I am not a floater or primadonna. I desire a future in radio and/or TV. Though the odds are 1001 to 1 against me, if your needs and mine correspond, my tape, resume, and picture are available to you upon request. \$125.00 weekly. Box G-141, BROADCASTING.

You too were once a beginner! Excellent beginning DJ announcer will work long and hard and prove a definite asset to your station. Single, college graduate, 23, draft exempt—Good mature voice—Aggressive salesman—Bright, ambitious, personable, good appearance. 6 months experience—3rd endorsed, will relocate. Box G-143, BROADCASTING.

Real groovy energetic R&B or Top 40, disc jockey, desires California or New York station, third endorsed. Box G-158, BROADCASTING.

Mature Negro Disc jockey seeking California, East or West Coast. Third endorsed, Box G-159, BROADCASTING.

Announcer—sales—C&W—Easy listening—Experienced—Mature—Married—Third—seeking permanent position in "Hometown U.S.A." Box G-162, BROADCASTING.

Top 40 announcer, wants to move up, 2 years experience, willing to work, 3rd. Box G-163, BROADCASTING.

Negro DJ newscaster, 25. Radio school training. Draft exempt. Third Phone. \$90.00 start. Box G-165, BROADCASTING.

DJ, Negro, production minded, 3rd phone. Some experience. Radio graduate. Box G-166, BROADCASTING.

Children's emcee-Producer, announcer, salesman, copy. Available, now, Box G-167, BROADCASTING.

Announcers—(cont'd)

Negro air personality, broadcast graduate, DJ announcer, New York trained. Late experience, dependable, third endorsement. Married. Will relocate. Box G-168, BROADCASTING.

DJ with seven years Top 40 experience wishes to switch to sports minded station. Have done some play-by-play but mostly color. Need opportunity for more play-by-play. Box G-174, BROADCASTING.

DJ—One year experience, bright lively tight board. Willing to relocate. All locations considered. Box G-177, BROADCASTING.

Network quality voice for MOR, contemporary. Young, experienced, versatile, creative professional. West coast based. Will relocate to metropolitan market. Box G-184, BROADCASTING.

Experienced girl announcer—news, music, interested advertising also. Box G-185, BROADCASTING.

Telephone talk-show personality available. Knowledgeable. Lives California. Box G-188, BROADCASTING.

First phone! Beautiful music format. Nights. No maintenance. Available September 1st. 201-227-1103 married. Box G-201, BROADCASTING.

Changing Format? Need anchor man? Ideas? Winning sound. Best production. References. Box G-215, BROADCASTING.

Top production. 5 years, Radio-TV. Medium market. 200 wk. References. Box G-216, BROADCASTING.

DJ announcer-newscaster Top 40 MOR. Recent grad. Need chance to develop. Reliable 3rd endorsed. Box G-217, BROADCASTING.

DJ/newsman. AFRTS experience. 3rd endorsed. Veteran, 29, married, \$115.00 a week. Your application form, requirements first letter, please. Available September. Carl Rumps, 550 Clyde, Calumet City, Illinois, 60409.

Announcer DJ, strong on news, production, sales, non drinker, ambitious, experienced. Prefer Midwest, but will go where opportunity is. Write Ken Adrihan, 3208 No. 40th St., Milwaukee, Wis.

I've been there, now want home. Married. Medium market Ohio or Michigan. Five years experience, heavy on news, board work. Working on first. \$125 to start. Bryan, Ohio, 419-636-7057.

Beginner, D.J., newscaster, college graduate, veteran, 29, single, 3rd endorsed, broadcast school graduate, mature voice, will relocate Jerome Pirl, 211 East Delaware Place, Chicago, Illinois WH-4-4450.

I'm Desperate. I need your help. Experienced. College and broadcasting school. Will relocate anywhere. Call 815-964-9900.

Beginner, DJ, newscaster, college graduate, veteran, 26 single, 3rd endorsed, mature voice, broadcast graduate, play-by-play will relocate. Max Bunyan, 1632 West Belmont Avenue, Chicago, Illinois, 248-1740.

Technical

First phone 13 years experience. No announcing. 50 kw Directional. Presently chief of AM-FM Stereo. Prefer Texas, Okla., Ark. Box G-207, BROADCASTING.

Chief Eng. 17 years in commercial Broadcast FM, UHF, TV and AM. 15 yrs. exper. as chief. Emp. last station 10 yrs. Wish to relocate. Write Box G-208, BROADCASTING.

NEWS

News director, Eighteen years experience. All phases of radio, first phone. Prefer Western states, Alaska, overseas. Box F-197, BROADCASTING.

Top 15 News Director position wanted by journalist, 32, a former reporter—News producer, with corporate, and Management experience. Box G-147, BROADCASTING.

News Director — Radio-TV. Seeking staff position in college or university community. Nine years experience. Military completed. Married. Box G-152, BROADCASTING.

NEWS—(Cont'd)

News director for metro market. Capable of handling all phases. Station must understand value of news. Title not important. Salary 1st! Box G-171, BROADCASTING.

Newsman, experienced Broadcaster-Journalist. Seeking good permanent spot in Northeast. Box G-180, BROADCASTING.

Wanted: Responsible position with responsible people by radio and TV veteran of 30 years. A specialist in News and Sports in major markets for top stations. Best references as News and, or, Sports Director. No fly by night; last 20 years spent with two major stations. Age 48; married; sober and in perfect health. Write this box; or phone 301-589-5658. Box G-214, BROADCASTING.

Production—Programing, Others

Creative production and promotion man. Knowledge of all formats, all types of equipment. I've written produced and directed for Radio-TV. Desire Northeast or Mid-Atlantic. Handle board, film, presentation,—you name it. \$200 a week gets 10 solid years experience. Box G-145, BROADCASTING.

Multi-talented professional broadcaster. Top morning personality. Imaginative creative production, dynamic news, last count 17-awards. Qualified PD. 13-years experience. Complete listing of outstanding accomplishments would cost a fortune. Send today for fantastic 30-page documented prospectus. Box G-150, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice best suited to news, commercials, better music. Currently employed. Box G-164, BROADCASTING.

First phone—veteran broadcaster with management—sales—production—traffic-copy—and announcing experience. Seeking medium to major market opportunity station manager or program director. (Florida preferred); Write to Box G-183, BROADCASTING.

1st phone, 8 years experience in most phases of broadcasting including sales, announcing, production, light engineering, and management. Will locate anywhere. Salary open. Phone 816-JA 3-4651.

TELEVISION—Help Wanted

Announcers

Midwest all-color network affiliate needs on-air staff announcer. Looking for versatile man to handle commercials and Weather and where he can grow in experience with growing company. Send complete resume VTR or SOF to Box G-82, BROADCASTING.

Immediate opening for announcer for booth and some on-camera work. Prefer moderate hard sell. Major market independent. Five day week and excellent benefits. Send audio tape and resume to Box G-153, BROADCASTING.

Technical

Television engineer for studio maintenance of top 50 VHF full color station located in Northeast. Permanent position in group operation with above average working conditions, salary and benefits, fringe. Salary commensurate with experience and all replies are confidential. Box G-178, BROADCASTING.

Chief engineer for maximum power color equipped, UHF in southeastern major market. Send complete resume and recent photograph to Box G-194, BROADCASTING.

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.

Beginner first class engineer. KDUH-TV, Box W, Hay Springs, Nebraska 69347.

Technical Director wanted for project involving videotape, production and distribution to colleges. Salary \$10,000 and up, plus fringe benefits. For complete job description, write Box 213, Northfield, Minnesota.

Technical—(Cont'd)

Unlimited opportunity. Must have first class FCC license—studio switching and transmitter operation for growing station. Contact Chief Engineer, WBJA-TV, P. O. Box 813, Binghamton, N. Y.

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.

WSVA-TV has opening for first phone engineer. Willing to train inexperienced engineer in all phases of TV operation. If you are interested in permanent employment with a growing group operation, send complete resume and salary requirements to Chief Engineer, WSWA-TV, Harrisonburg, Va. 22801.

Licensed TV technician needed for expanding operations. Write to Walter Harrison, Chief Engineer, Station WXXI, 410 Alexander Street, Rochester, New York, 14607. An equal opportunity employer.

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.

Television engineers for minimum two year assignment in South Pacific. Positions beginning September 1 for experienced VTR maintenance and general studio maintenance and engineers. First class license and relevant experience required. . . . Pleasant living conditions, liberal benefits. Send comprehensive resume to NAEBS, 1346 Connecticut Avenue, Washington, D. C. 20036.

NEWS

Anchor man for top rated Northeast VHF. Authoritative air personality. Solid news background. Writing ability, creativeness. Guaranteed top wage for right man. Box G-146, BROADCASTING.

News Editor. Aggressive, major-market VHF independent seeks experienced journalist to investigate news in depth, handle staff assignments. Air experience not a prerequisite. Contact Daniel Rose, WTTV, Indianapolis, Indiana.

Production—Programing, Others

We are seeking an experienced Producer-Director for our Midwestern, all-color VHF. His duties will include direct contact with agencies and clients, directing live programs, scheduling and administering recording sessions, etc. We offer excellent facilities, challenging responsibilities and an opportunity to advance in our group. Please send resume to Box G-79, BROADCASTING.

TV and Radio Meteorologist. Top Northeast station seeking man qualified for AMS Professional category. Send resume & photo. All replies confidential. An equal opportunity employer. Box G-83, BROADCASTING.

Directors needed for brand new well-equipped station in Southeast's #1 market. Reply with resume, photo, salary and availability to Box G-220, BROADCASTING.

TELEVISION

Situations Wanted

Management

Can your company use this executive ability. Five years sales experience—17 years production experience in a third largest market. Three years training in communications plus B.S. in Business Administration, major in marketing plus graduate studies. Box G-173, BROADCASTING.

Sales manager wants opportunity as general manager—Long tenure present connection, but no chance to move up. Box G-218, BROADCASTING.

Technical

Desire Chief Engineer's position. VHF and UHF, RCA and GE equipment. Installation and operation, trouble shooting, plus microwave. Supervisory experience. Box G-181, BROADCASTING.

NEWS

Newsman experienced radio and TV gathering and on air. Currently in Southern capital. Seek metro area. Box G-169, BROADCASTING.

Correspondent wants stringer assignments NYC. Travels. Pro. (212) 867-9868. Box G-176, BROADCASTING.

Can-do newsman, on or off the air. Mature, authoritative. Available 8/15. Box G-179, BROADCASTING.

Experienced broadcaster-reporter. Solid all around background. Employed. Box G-204, BROADCASTING.

Network - newspaper correspondent back from Middle East wants roving Television-radio assignment. Box G-206, BROADCASTING.

Production—Programing, Others

Photographer-artist seeks opportunity to gain experience. Production Background. Box G-78, BROADCASTING.

College graduate—TV major. Two years experience Lighting-Floor Director with major ETV. Seeks opportunity in medium market as director. AD or related. Will relocate. Box G-148, BROADCASTING.

I've had 10 years of radio and agency production, directing, promotion, writing, and public relations. Now, I want to work in TV. Solid background. Know TV production. Family man. Degree in Radio and TV. East Coast desired. Money secondary. Box G-161, 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.

We are interested in the purchase of a weather radar system for use in TV weather presentations. Please give complete information regarding condition of equipment, manufacturer and cost. Box G-22, BROADCASTING.

Wanted: Used 2000 ft. of 3 1/2" transmission line with teflon insulator for Channel 7. Contact John Schuta, Chief Engineer WTVW-TV, 405 Carpenter Street, Evansville, Indiana.

Wanted: Power supply or power transformer for GE FM station monitor. Model BM-1-A. Box G-198, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind., 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 3 1/2" coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

50 kw AM Transmitter in operation and excellent condition. Plenty of spare tubes and parts. Best offer over \$20,000. Box G-205, BROADCASTING.

Schafer automation 600. Six decks and Brain. Ampex. One-Ampex 351 makeup unit \$6,200 complete. KAPT, 212 High Street, N.E., Salem, Oregon.

For sale 1—TBM 3500 McMartin Modulation monitor (used 18 months) replaced with McMartin stereo model—Perfect condition. Available now. WBUD, Trenton, N. J.

FOR SALE—Equipment—(Cont'd)

Towers any type-erecting. Bill Angle—P. O. Box 55, Greenville, N. C. Telephone, 919-752-3040.

Two modified RCA TK-40A color camera chains in working condition. Exceptional value. Inspection invited. Write P. O. Box 18151, Tampa, Florida 33609, or phone area 813, 253-0447, Tampa.

Transmitters: ITA 7.5 kw FM, \$5,950.00; ITA 250 w FM, \$1,500.00; ITA 1 kw AM, \$3,100.00; RCA 1 kw AM, \$3,300.00. All excellent. Bill Barry, Box 609, Lebanon, Tennessee. (615) 444-0305.

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.

Call letter auto plates, studio banners, bumper strips, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

30 minute quickie tape. Sexy gal-voices. \$10. Davis Enterprises, P.O. 981, Lexington, Kentucky.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 28th St. Brooklyn, N. Y. 11229.

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.

We turn your accounts receivable into cash! Drew, Box 248, Galena, Ohio.

Mike Shaw, Former WTOP music man in Toledo, now with brand new WVMO in Monroe Michigan. Station is starting from scratch music wise and Mike is in desperate need of record service. Mailing address is Mike Shaw c/o WVMO Radio, P. O. Box 701, Monroe, Michigan 48161. Many thanks in advance.

Duebills! Florida, Bahamas, 15% American Advertising Company. 270 Northcrest, Chattanooga, Tennessee.

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, 2803 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

Announcing, programming, production, news-casting, sports-casting, 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—KETR. Fully approved for veterans training. Elkins Institute, 2803 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

INSTRUCTIONS—(Cont'd)

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue. New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for October 4, January 10. For information, references and reservations. Write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

"Warning" accept no substitute. REI is a success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks Tuition \$295. Rooms and apartment \$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.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class August 7. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

See our display ad under Instructions. Don Martin School of Radio & TV.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, Memphis, Seattle, Hollywood, or Minneapolis. Fifteen years FCC license teaching experience. Proven results. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan Place, Manhattan Beach, Calif. 90266.

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

Management

Station Manager

Christian station established and profitable in major mid-west market (top 5) has immediate opening. Manager qualifications will require proven sales ability. Top salary, benefits, unlimited commission incentive. Station is member of well-established chain. All replies confidential.

Box G-136, Broadcasting.

Sales

TOP STATION NEAR NEW YORK

Metropolitan area

needs Professional Salesman. Now earning \$15,000 or more. Guarantee \$12,000 plus %—Potential \$25-30,000. Applicant must withstand thorough investigation.

Box G-193, Broadcasting.

We Need A Top Flight SALESMAN To Sell Fine Equipment to TV Stations

We are a Dynamic Growth company selling vital film handling systems in \$15,000 price class to T.V. stations. We need a qualified man—under 30—college grad for a multi-state territory—This is a rare opportunity for the right person—Write or call:

**Bill Stelcher
THE HARWALD COMPANY
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Evanston, Ill. 60202
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Help Wanted—Announcers

PERSONALITY MORNING MAN

Excellent opportunity with top rated Midwest station. Radio-TV group. Send complete resume, salary requirements, tape.

Box G-203, Broadcasting.

WANTED BEST MORNING MAN AVAILABLE

By one of the nation's largest M.O.R. stations! Excellent compensation package and growth opportunity. Top 40-D.J.'s with humor and imagination—Move up! Send a tape and resume to Pat Patterson, Program Director, WLW Radio, 140 West Ninth Street, Cincinnati, Ohio, 45202. An Equal Opportunity Employer.

TOP-40 D.J.'s

Up to \$500 per week for bright, swinging T-40 jocks. Medium market background okay for top talent.

Call Don Kelly, Nationwide Broadcast Personnel Consultants, 312-337-5318.

Help Wanted

WPOP and Hartford

gained a great new air personality when Dan Clayton joined the staff. Dan does the afternoon drive show for the Hartford powerhouse. Nationwide Broadcast Personnel Consultants of Chicago is happy to have helped Dan, WPOP and Hartford.

**Jerry Jackson
Vice President**

Situations Wanted

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AVAILABLE:

For sales and/or account servicing. Young, draft exempt, major and small market radio-TV production experience. University degree in marketing, receive master's August 9th. Will locate. If you have the opportunity, I have the ambition, ability and desire. Write:

**Box 22300 LSU
Baton Rouge, La. 70803**

TELEVISION

Help Wanted—Technical

International Assignment

International television organization seeking qualified engineers for challenging position.

Minimum of five years maintenance experience in such positions as Chief, Transmitter, Mobile Van and Studio Engineer.

Jobs require separation from dependents, however periodic home leave included as condition of contract.

Salary and allowance commensurate with positions.

Box G-213, Broadcasting.

CAMERA TUBE TEST AND SALES ENGINEERS

Excellent opportunity in expanding Camera Tube Dept. for Test or Sales Engineers. Salary commensurate with experience and demonstration of ability to perform duties of this position. Please send Resume/or call Mr. Leo Darrigo, (212) 736-5840 in New York City.

VISUAL ELECTRONICS CORP.
356 West 40th Street
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ENGINEERS

Immediate openings with California's newest and most modern Television Station, soon to begin operation. \$170 per week start for experienced transmitter-operating engineers capable of maintenance, plus planned pay increases, good working conditions and benefits. First class operators only. Contact Dick Peck, KGSC TV, 28 North First Street, San Jose, California, or Phone 408-298-6676 Collect.

NEWS

TV NEWS DIRECTOR

Top 10 market network affiliate needs real pro to manage large TV & Radio news operation. Salary open. Call Ron Curtis, 312-337-5318.

Production—Programing, Others

TELEVISION PRODUCER-DIRECTOR

Major Northeastern TV Station wants creative self-starter familiar with set design, color, commercial production and news, variety and Bowling program experience. Complete benefit program. Starting salary \$10,200. Send resume to: Box G-212, Broadcasting.

TV COPYWRITER

Immediate opening for experienced creative commercial copywriter. Excellent opportunity with major Northern New England station. Write or phone Mr. Lee Nelson, WMTW - TV, Poland Spring, Maine (207) 998-4311.

TELEVISION ARTIST

with experience in creative TV color, art and set design, plus some knowledge of still photography. Position available approximately August 15. Will consider recent college or art school graduate with ability. If you are stable and capable of making good decisions, contact Arden Moser, Operations Manager, KGSC-TV, 28 North First Street, San Jose, Calif. Give full details in first letter.

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West	small	fulltime	90M	29%
N.E.	medium	fulltime	200M	terms
S.E.	suburban	daytime	100M	29%
South	chain	CATV	1.5MM	cash

CHAPMAN ASSOCIATES
2045 PEACHTREE, ATLANTA, GA. 30308

Continued from page 87

WGBS-TV Miami—Seeks assignment of license from Storer Broadcasting Co. to Coastal Broadcasting System Inc. for \$250,000. Principals: Al Lapin Jr., president (60%), Abe Finkel, vice president and secretary (22.5%) et al. Mr. Lapin is president, director and stockholder of restaurant and franchising concern, and is president, director and 75% stockholder of Broadcast Systems Inc., service corporation for Lapin broadcast interests. Mr. Finkel is president, director and 50% stockholder of restaurant franchising concern. Mr. Lapin is officer and has interest in KHP-TV Santa Barbara, Calif., WDUV-TV Jacksonville, Fla., WOCN Miami, KGPA-TV Phoenix, KCCN Honolulu and is applicant for new TV's in San Bernardino, Calif., Aurora, Ill. and Minneapolis. Mr. Finkel is officer and has interest in WDUV-TV Jacksonville, Fla. Ann. July 6.

WQXT and WWOS-FM Palm Beach, Fla.—Seeks assignment of license from Fairfax Broadcasting Inc. to Palm Beach Broadcasting Corp. for \$350,000. Principals: Norman Knight, president and treasurer and others. Mr. Knight is sole stockholder of WEIM Fitchburg, Mass., WTSI Hanover, WTSV-AM-FM Claremont, WHEB-AM-FM Portsmouth, WGIR-AM-FM Manchester, all New Hampshire; WSRF(FM) Worcester, Mass., WSAR Fall River, Mass. and WCKS Cocoa Beach, Fla. Mr. Knight owns 100% of stock of Knight Sales Inc. a firm representing Knight Quality Stations for regional and national sales, 100% of stock in management corporation, 100% of stock in Ohio Outdoor Advertising, 80% of stock in Pike Productions Inc. and 58.5% of stock in Caribbean Communications Corp. operator of CATV systems. Ann. July 6.

WBVP-AM-FM Beaver Falls, Pa.—Seeks assignment of license from WBVP Inc. to Beaver Valley Radio Inc. for \$525,000. Principals: Hall Communications Inc. (100%). Robert M. Hall, president and treasurer. Hall Communications is division of Hall Syndicate, distributor of syndicated columns to newspapers. Mr. Hall is president of Hall Syndicate division of Field Enterprises Inc. Hall Communications owns 100% of stock of New Bedford Radio Inc. which has acquired WNBH-AM-FM New Bedford, Mass. Ann. July 6.

WPHL-TV Philadelphia — Seeks assignment of license from Philadelphia Television Broadcasting Co. to U. S. Communications Corp. and, contingent on above, assignment of license to PTBC Inc., which will be 100% subsidiary of U. S. Communications Corp. U. S. Communications Corp. is 70% owned by AVC Corp. (former American Viscose Corp.), and 20% by Messrs. Aaron J. Katz, Leonard B. Stevens, and William Banks, presently principal owners of Philadelphia Television Broadcasting Co. Other 10% of U. S. Communication Corp. will be owned by other present minority owners of Philadelphia Television Broadcasting Co. Consideration: stockholders of Philadelphia Television Broadcasting Co. will receive five shares of common (par 10 cents) U. S. Communications Corp. for each Class A or Class B common, and \$12 share of 6% sub-

FOR SALE—Stations (Cont'd)

RECENT SALES

TV Jack Paar's WMTW-TV, Poland Spring, Maine \$5,000,000.
CATV Salamanca \$350,000.
Radio AM-FM WQXT, Palm Beach, Florida \$4,000,000.

EAST

Doing \$250,000. AM-FM. Fixed assets \$140,000. Over 1,000,000 population .5 coverage area.

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ordinated debentures of U. S. Communications Corp. for each share of preferred stock. Principals of U. S. Communications Corp.: Joseph L. Castle, chairman of board; Frank H. Reichel, president and treasurer; Aaron J. Katz, vice president; Leonard E. Stevens, vice president and Thomas Leferve, secretary. Ann. July 6.

KCAR Clarksville, Tex.—Seeks transfer of control from C. G. Walker to Maurice Wooley. Principals: Maurice Wooley (48-83% before, 50% after), president and others. Mr. Wooley is sole owner of gasoline and oil company, auto supply company, retail grocery company and service station. Consideration: transfer of 500 shares of common stock of corporation. Ann. July 10.

KREN Renton, Wash.—Seeks assignment of license from Raymond H. Pounder and Stephen C. Wray d/b Washington Broadcasting Co. to Washington Broadcasting Inc. for purpose of incorporation. Assets of Mr. Pounder and Mr. Wray will be transferred to the corporation at value of \$74,000. Principals: Raymond H. Pounder, Stephen C. Wray (both 33.3% before, 44.9% after), Joseph A. Salvatore and Laneta J. Pounder (each 1% before, 1% after). Ann. July 6.

WTOS(FM) Wauwatosa, Wis.—Seeks assignment of license from Broadcast Inc. to Universal Broadcasting of Milwaukee Inc. for \$75,000. Principals: Marvin E. Kosofsky, president, Lawrence Brandon, vice president-secretary and Howard Warshaw, vice president-treasurer (each 33.3%). Mr. Kosofsky is president, treasurer, director and stockholder of Universal Broadcasting of Minneapolis-St. Paul Inc., licensee of KUXL Golden Valley, Minn. Mr. Brandon is executive vice president, secretary, director and stockholder of same broadcasting company and Mr. Warshaw is director of same broadcasting company. Messrs. Kosofsky, Brandon and Warshaw are each officers, directors and have 33.3% interest in Universal Communications of Pittsburgh Inc., licensee of WARO Canonsburg, Pa., Universal Broadcasting of Milwaukee Inc., licensee of WYLO Jackson, Wis. and Universal Broadcasting Corp., New York, station reps and management firm. Ann. July 10.

ACTIONS

KAPR Douglas, Ariz.—Broadcast Bureau granted assignment of license from William and Katherine Mende to Mor Hart Inc. for \$63,000. Principals: Jerry Hartline, president and Ray Morgan secretary-treasurer (each 50%). Messrs Hartline and Morgan are commercial manager and assistant commercial manager respectively of KLID Poplar Bluff, Mo. Action July 3.

WMET-TV Baltimore—Broadcast Bureau granted assignment of CP from United Broadcasting Co. of Eastern Maryland Inc. to United Television Co. of Eastern Maryland Inc. Assignment is to effectuate permit and license for WMET-TV authorized to separate corporate entity. United Broadcasting Co. of Eastern Maryland Inc. is owned 97% by United Broadcasting Inc. and 3% by Richard Eaton. United Broad-

casting Inc. is owned 100% by Mr. Eaton. Mr. Eaton is officer, director and stockholder in: WOOK-AM-TV and WFAN(FM), all Washington; WSID-AM-FM and WMET-TV, all Baltimore; WANT Richmond, Va. (application granted for assignment of license of WANT whereby United acquired KALI San Gabriel, KUPY(FM) San Mateo and CP for KECG-TV El Centro, all California); WJMO and WCUI(FM) Cleveland Heights, Ohio; WBNX New York; WINX Rockville, Md.; WMUR-TV Manchester, N. H.; WFAB Miami-South Miami, Fla., and WJMT-TV(CP) Allen Park-Detroit. Application is on file at FCC for assignment of KTRG-TV Honolulu to Friendly Broadcasting Co., which is licensee of WJMO and WCUI-FM and parent company of WMUR-TV. No consideration. Action June 30.

KOMS Redding, Calif.—Broadcast Bureau granted transfer of control of licensee corp. from Ralph E. Welch, Jean L. Carpenter and Jack R. Short to Radio Medford Inc.; consideration \$130,000. Radio Medford Inc. is 100% owner of KMED-AM-TV, and three Medford area adjunct stations, Medford, Ore. Action July 12.

WPKM(FM) and **SCA** Tampa, Fla.—Broadcast Bureau granted assignment of license from Frank Knorr Jr. to Technico Leasing Inc. for \$60,000. Principals: Frederick T. C. Brewer, president, Dr. J. William Douglas, vice president and Don E. Hofman, secretary-treasurer (each 33%). Mr. Brewer owns WPEX-FM Pensacola, Fla., manufacturing and service center, background music service, Daytona Music and Electronics Inc. and electronic holding company. Dr. Douglas is gynecologist; president and has interest in medical building; secretary and has interest in Gulf Development Corp.; has land holding partnership, is vice president and has interest in Drycrete Inc. Mr. Hofman is stockholder, first vice president, trust officer and director of bank and is stockholder and director of franchise restaurants and pizza crust manufacturing. Action July 3.

WJNO West Palm Beach, Fla.—Broadcast Bureau granted assignment of license from George H. Buck Jr., et al. to Daytona Broadcasting Inc. for \$450,000. Principal: Robert M. Weeks, president. Daytona Broadcasting Inc. is licensee of WMFJ and permittee of WMFJ-FM, both Daytona Beach, Fla. Action July 3.

WLBA Gainesville, Ga.—Broadcast Bureau granted assignment of license from Hall County Broadcasting Co. to WLBA Inc. for \$135,000. Principals: Norfleet R. Johnston (100%) president and others. Mr. Johnston is vice president and owns 10% of stock of bank and is president and owns 60% of stock of health club. Action July 3.

WDEN Macon, Ga.—Broadcast Bureau granted 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. Action June 30.

WBYS Canton, Ill.—Broadcast Bureau granted transfer of control from Harriet B. Winsor, deceased, to John B. Winsor, administrator of estate. Principals: John B. Winsor (18.1% before, 51% after) and Charles E. Wright (49% before, 49% after). Action June 30.

WIOK Normal, Ill.—Broadcast Bureau granted transfer of control from Robert W. and Margaret S. Sudbrink to John R. Livingston. Principal: Mr. Livingston is director and stockholder of retail furniture and appliance store; officer, director, stockholder and general manager of J. Rogers & Co., advertising agency, and is stockholder in WISM-AM-FM Madison and WOSH-AM-FM Oshkosh, both Wisconsin, but proposes to dispose of such interests. Consideration \$276,000. Action July 12.

WKQV Sullivan, Ind.—Broadcast Bureau granted transfer of control from H. W. Wells and Elmer L. Kelley Jr. to Earl and Ruth Engle, joint tenants. Principals: Mr. Engle is WKQV's general manager. Mrs. Engle is doctor's assistant. Consideration \$32,000. Action July 3.

KFAL Fulton, Mo.—Broadcast Bureau granted involuntary assignment of license from Robert W. Nickles, deceased, to Orpha G. Nickles and Dave L. Cornfield, coexecutors. Action June 30.

KRFS Superior, Neb.—Broadcast Bureau granted transfer of control from David L. Tucker to Robert J. Kelly. Principals: Mr. Kelly is manager of KRFS. He will own 51% of station. Consideration \$13,000. Action July 3.

WGTT(TV) Philadelphia—By memorandum opinion and order FCC granted application by Bernard Rappoport for extension of time to complete construction of WGTT(TV), ch. 23 and granted assignment of CP from Bernard Rappoport to Seven Arts Broadcasting Inc. Principals: Donald E. Klabber, president, Leonard E. Hammer, executive vice president, David Lubart, secretary and assistant treasurer, Norman Solomon, treasurer and assistant secretary, Eliot Hyman, Samuel Hains, Maxwell M. Rabb and Seven Arts Associated Corp. (100%). Consideration \$14,202.66. Action July 5.

WKIX-AM-FM, **SCA** Raleigh, N. C.—Broadcast Bureau granted assignment of license from WKIX Broadcasting Co. to Southern Broadcasting Co. for \$1,500,000. Principals: James W. Coan, chairman of board and assistant treasurer (11.85%), John G. Johnson, president (10.73%) et al. Southern Broadcasting has 50% interest in Jefferson Cablevision Corp. (CATV), and is licensee of WSGN Birmingham, Ala.; WTOB Winston-Salem, N. C.; KTHH Houston, KOY Phoenix, Ariz.; WGHP-TV High Point, N. C., and is one-third owner of Birmingham Television Corp. permittee of WBMG(TV) Birmingham, Ala. and has applications for ch. 64 in Cincinnati and ch. 31 in Stockton, Calif. Action July 12.

WBRG Lynchburg, Va.—FCC granted assignment of license from Harry A. Epperson Sr. to Tri-County Broadcasting Inc. for incorporation. Corporation is owned solely by Mr. Epperson. Action June 30.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through July 12. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of exist-

ing installations.

*Indicates franchise has been granted.

Riverbank, Calif.—Bids are being accepted for CATV franchise. Three percent of gross revenues must be guaranteed city. Applications may be secured from Ronald Prince, city administrator. Deadline for accepting bid proposals has been set tentatively for Aug. 28.

Englewood, Colo.—Mountain States Video Inc. has applied for a franchise.

***Jupiter Inlet Colony, Fla.**—Franchise previously granted to Community Antenna Television Co. has been transferred to Palm Beach Cablevision Co.

***Tequesta, Fla.**—Palm Beach Cable Television Co. has been granted a franchise. Installation and monthly fees will be \$10 and \$5, respectively.

***Smyrna, Ga.**—Anaconda Astrodata Co. has been awarded a construction contract by Electrovision Inc. for new CATV system in Smyrna. System will serve potential 6,300 homes with eight TV channels, FM, weather, news and local origination.

***Ashland, Ky.**—Klearpix of Kentucky Inc. has been granted a 20-year franchise. Installation and monthly rates will be \$15 and \$5.25, respectively. The city is guaranteed \$250 per year or 13.5% of gross revenues.

Floyd county, Ky.—Telcom Inc., affiliated with Harold (W. Va.) Telephone Co., has purchased Wheelwright Television Cable

System. The Floyd county CATV has 400 customers.

***Lincoln, Neb.**—Multi-Vue TV System (multiple CATV owner) has applied for a franchise.

***Peekskill, N. Y.**—U. S. Cablevision Corp. has applied for a franchise. Installation and monthly rates would be \$19.95 and \$4.95, respectively.

***Portland, Ore.**—Total Telecable Inc. (multiple CATV owner) has been granted a franchise. The city is guaranteed 3% of gross receipts.

***Cambridge Springs and Edinboro, Pa.**—Coaxial Cable Television Corp. has been sold by D. Richard Rothman to Times Publishing Co. (Erie [Pa.] Times) which also holds CATV franchise for Erie.

***Ligonier, Pa.**—Laurel Highlands Television Co. has been granted a 20-year franchise.

***Millcreek, Pa.**—Erie Television Corp. has been granted a franchise.

***Deport, Texas**—George Griffith & Associates Inc. has been granted a franchise.

***San Antonio, Texas**—General Electric Cablevision Corp., a subsidiary of General Electric Corp. (multiple CATV owner), has been granted a franchise. Monthly rates will be \$5. The city is guaranteed 7½% of gross receipts.

***Vidor, Texas**—KOGT Orange, Texas, has applied for a franchise.

***Sultan, Wash.**—Tele-Vue Systems Inc. (multiple CATV owner) has applied for a franchise.

CALIFORNIA CABLE TV

Opportunity in southern California community with 6,000 potential. System is two years old and presently serves 2,500 subscribers with 12 channels (including LA independents). Outside of all top 100 market areas and no non-duplication protection required. Rapidly growing community.

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OTHER CALIFORNIA CABLE TV SYSTEMS AVAILABLE

IN THE late 1920's and early 1930's, Don Mercer was a youngster growing up in New Jersey, just across the Hudson River from New York, where fabled Radio City was taking shape.

His youthful imagination was stirred for a career in radio as a result of countless conversations he had with a neighbor and family friend, O. B. Hanson, vice president in charge of engineering for NBC, who was playing a key role in designing studios for the emerging complex in Rockefeller Plaza. Then and there Don Mercer decided he would make radio his life's work—as an announcer.

With Mr. Hanson's encouragement, he joined NBC as a page at 18. Thirty-three years later he has become a valued fixture at 30 Rockefeller Plaza and has been at NBC since starting, except for a period of several years when he was assigned to the parent company, RCA, in broadcast-oriented posts. He was promoted to vice president, station relations, last May.

He recalls cheerily that he had abandoned his teen-age goal of announcing because he soon learned that "there was more excitement in moving through the business channels of broadcasting."

Mr. Mercer is a tall, solidly built man of quiet but genial disposition who, with unflinching equanimity, keeps four telephones in his office busy on calls to and from more than 400 TV and radio affiliates and other NBC executives. He is considered friendly and fair by affiliates, but they stress that he "can't be pushed."

Building Harmony ■ As the "man in the middle" between the network and affiliates, Mr. Mercer must keep in balance the interests of the stations and those of NBC. He confides that this task is not always easy to accomplish, but is pleased that he has a knowledgeable staff of eight regional managers plus Ray O'Connell, director of station relations, to assist him on many burdensome assignments.

Mr. Mercer is well prepared for his new position. He has served NBC (and RCA) in various promotion and sales assignments and since 1955 had been director of station relations under Tom Knode, who has been named consultant on affiliate relations.

His job involves considerable traveling; he spends about one-third of his time away from New York, visiting affiliates and attending various broadcast conventions.

"I think I've met the large majority of our affiliates at one time or another," he reported, "and I hope I'll be around to meet every one of them."

Mr. Mercer pointed out that his career has spanned the "golden days" of radio in the 1930's and 1940's, the pioneering years of television and the emergence of TV as a powerful commu-

Middleman for NBC-affiliate relations

nication, entertainment and sales force. But he hastened to add that the future promises to be "even more exciting."

"Without question, mine is one of the great fun jobs in the industry," he asserted. "There's plenty of action and I've arrived at this post at a time when all kinds of things are happening."

He explained that station-relations problems are growing out of new and complicated CATV developments; new stations are springing up as all-channel set distribution stimulates the construction of UHF outlets across the country, and live overseas pick-ups are adding a new dimension to already complex time-zone scheduling problems.

WEEK'S PROFILE



Donald John Mercer—VP, station relations, NBC; b. July 23, 1916, Detroit; attended evening classes in marketing and advertising, New York University, 1934-37; guide and page, NBC, 1934-37; writer, NBC promotion department, 1937-41; assistant promotion writer, NBC Radio Recording Division, 1941-42; U. S. Army, field artillery, 1942-45, released as captain; salesman, sales manager, sales director, NBC Radio Recording, 1945-48; manager, recorded program services department, RCA Victor Division, 1948-51; contact representative, NBC station relations department, 1951-55; director, station relations, 1955-67; VP, station relations, NBC, since May 1967; m. Isabel Wilson of Montreal, 1947; children—David, 14; Margaret, 13; Cynthia, 10; member—International Radio and Television Society; past president, New York chapter, Broadcast Pioneers; Beacon Hill Club, Summit, N. J.

"And somewhere on the horizon a domestic-satellite relay system offers promises—and, undoubtedly, new problems," he observed.

One of the more notable changes that has developed in network television in recent years, Mr. Mercer notes, has been the trend away from program sales and toward participations. He is aware that the steady proliferation of participations on the networks has caused consternation among station representatives, particularly this past spring because of the spot-TV doldrums, but he believes there is at least one vital factor that has been ignored.

"Some of our good friends in the station-rep field are offering some interesting solutions to a momentary softening of the market," he ventured. "Unless I misread them, they seem to overlook the basic fact that all spot revenue derives from a program structure which, for the vast majority of the stations they represent, is largely furnished at great cost—much of it unrecovered—by the networks. This is the source of all the commercial values and television's remarkable public acceptance. I know of no one who tunes in for spot announcements."

Doing Business ■ Mr. Mercer believes that a station-relations department is measured in part by the clearance level it attains for the network's TV programs. He is delighted to report that, for the current season, station clearances representing an average of more than 95% of Nielsen Television Index homes have been delivered for NBC-TV programs.

Though the emphasis in all facets of broadcasting today must be on TV, Mr. Mercer and his staff allot a goodly portion of their time and energy to radio. He thinks there are unmistakable signs of a renewal of interest in radio. Only a few weeks ago Mr. Mercer was named to the National Association of Broadcasters radio board.

"In radio we must continue to shape the network to fit the needs of our stations," he remarked. "We think we have done a good job with the *Monitor* weekend service, the weekday *Emphasis* segments, our various newscasts and our special documentaries. We think radio performs a valuable service for listeners, stations and advertisers. But we realize that much must be accomplished in measuring the dimensions of radio today."

Mr. Mercer has had a busy spring and early summer. He assumed his new post at a time when NBC was in the process of framing new affiliation contracts, its first major overhaul of such agreements in years.

For relaxation, he swims, skates and plays golf "poorly," he says, but adds: "There's a tournament player in the family—Mrs. Mercer."

The political bite

BROADCASTING representatives may expect to encounter heavy going in this week's hearings on political broadcasting before the Senate Communications Subcommittee. A national campaign is coming up next year, and politicians are determined to force concessions in their use of radio and television in the cause of their personal survival.

Not by accident did the FCC release last week its report of charges for political broadcasting in the 1966 campaign. Indeed the FCC, being something of a political animal itself, was thoughtful enough to break out a special analysis of sustaining time devoted by television to U. S. Senate races last year, a piece of data that will hardly go unnoticed in the Senate hearings.

Nowhere, however, is serious mention being made of other costs of political campaigning. There is no government agency regulating newspapers that has compiled records comparable to those put out for broadcasting by the FCC. There is no source from which to learn, with anything like the precision of the FCC's broadcast figures, what was spent in 1966 for directmail, billboards, travel, campaign buttons or any of the other ingredients of political campaigning. Only the charges made by radio and television are available for instant reference, and thus radio and television have become the principal targets in all attempts to do something about controlling campaign costs.

It is not enough, however, to deplore the unfairness of this situation—even though it has been created by the same interests that persistently invoke a "fairness doctrine" of their own whenever they want to bring broadcasters into line. The whole trend toward more and more government control over radio and television operations must be resisted everywhere—in the Senate, in the House, at the FCC, in the courts and in public forums. Isn't it about time the broadcasters got organized for effective resistance?

Corp. for Pabulum Broadcasting?

BROADCAST journalism has sparkled unusually brightly in recent weeks. Without meaning to, it may have shed light not only on the public events it meant to illuminate but also on the future of "public" broadcasting.

There have been, of course, the relentless (and costly) hours of coverage of the Middle East Crisis, with two Johnson-Kosygin meetings and a Kosygin news conference sandwiched in. But in addition to recording history, TV newsmen have examined it in some outstanding examples of enterprise and industry—in CBS's four-part study of the Kennedy assassination, for instance; in NBC's one-hour probe of the Garrison investigation, and, last week, in NBC's coup with *Khrushchev in Exile*.

Investigative reporting—of which these are only three recent examples—adds an important dimension to public knowledge and, of course, to broadcast journalism. It doesn't come cheap and it takes a lot of digging (not to mention, in the Khrushchev case, ingenuity in acquiring the films).

It is a job that needs doing, and the examples of recent weeks suggest that it is also a job that can be properly done only by organizations free of governmental ties. We wonder, specifically, how a Corp. for Public Broadcasting, subsidized by the federal government, would have handled any one of these three programs. Not only how, but whether.

A study of the assassination or of the Garrison investigation by an organization so beholden to the government

would have been suspect from the beginning—if ever undertaken. And what CPB executive in his right mind, knowing where his next budget must come from and what the films could do to U. S.-Soviet relations, would even consider carrying the Khrushchev program—much less let Khrushchev say he had won the election for President Kennedy or call Richard Nixon "a good for nothing"?

An organization directly subsidized by government might be able to report the news as it happens—fires, set sessions and the like—but it could never investigate, analyze or interpret news involving the government without being suspected of bias on the government side. With government involved in virtually everything, that would leave, let's see . . . what would it leave? We started to say the mating habits of gnats, but we haven't been around to the Department of Agriculture lately.

A vote for reason

THE President's persuasion of Robert E. Lee to stay on the FCC must be taken as a sign of the administration's approval of a line of moderation at the agency. The hard-core extremists who have looked for ways to expand government power have as much as been told that they will pursue that course at the risk of unfavorable reaction at the White House.

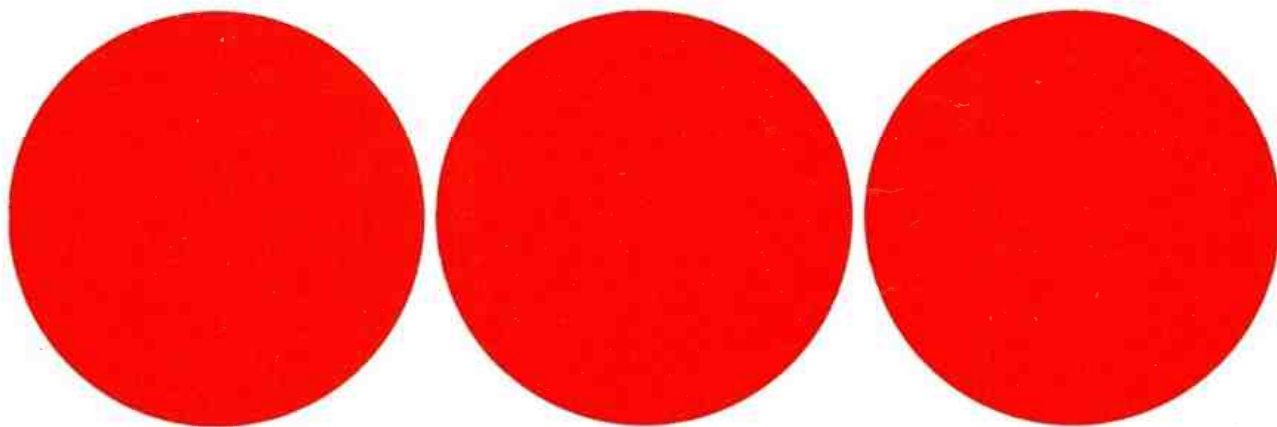
This is not to say that Mr. Lee has been the captive of the businesses he regulates. On more than one occasion he has taken positions that broadcasters looked upon with rage or alarm. But Mr. Lee, throughout his 14 years on the FCC, has been reasonable. His nomination for reappointment must therefore be considered a presidential endorsement of reasonableness, which has not invariably prevailed in other seats on the commission.

It may also be assumed that the Lee appointment implies approval of the majority's position on recent issues that aroused noisy dissent within the FCC. There immediately comes to mind the 4-3 decision favoring the merger of ABC into the International Telephone & Telegraph Corp. As a member of the majority that stuck by its original approval of the ABC-ITT arrangement, Mr. Lee would hardly have been beseeched to renounce his intention to resign if the President had felt the ABC-ITT merger was against the public interest.

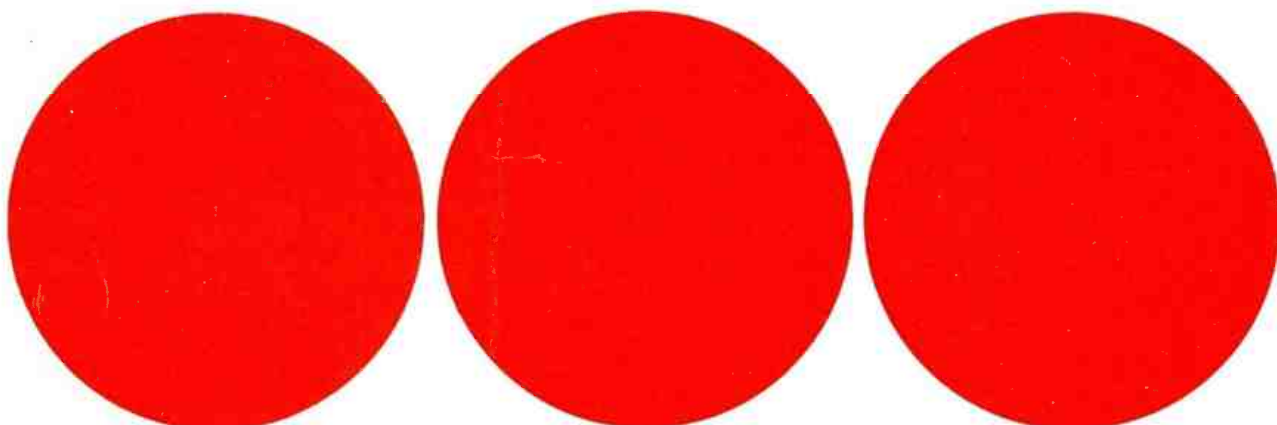
It is Mr. Lee's present disposition to serve out the seven years of his new term. We hope he sticks to it.



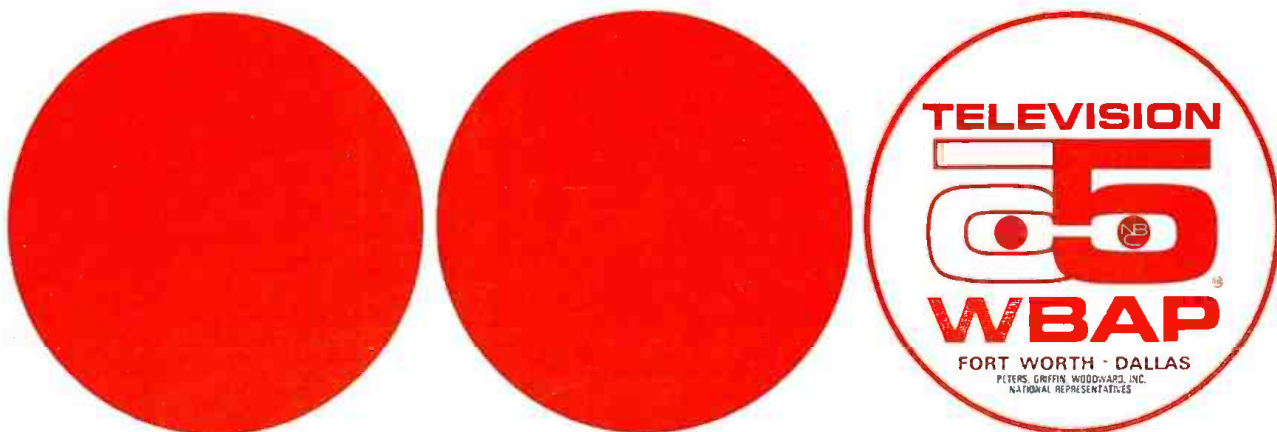
Drawn for BROADCASTING by Sid Hix
"Don't light that cigar, Harry. . . . This may be Marlboro country!"

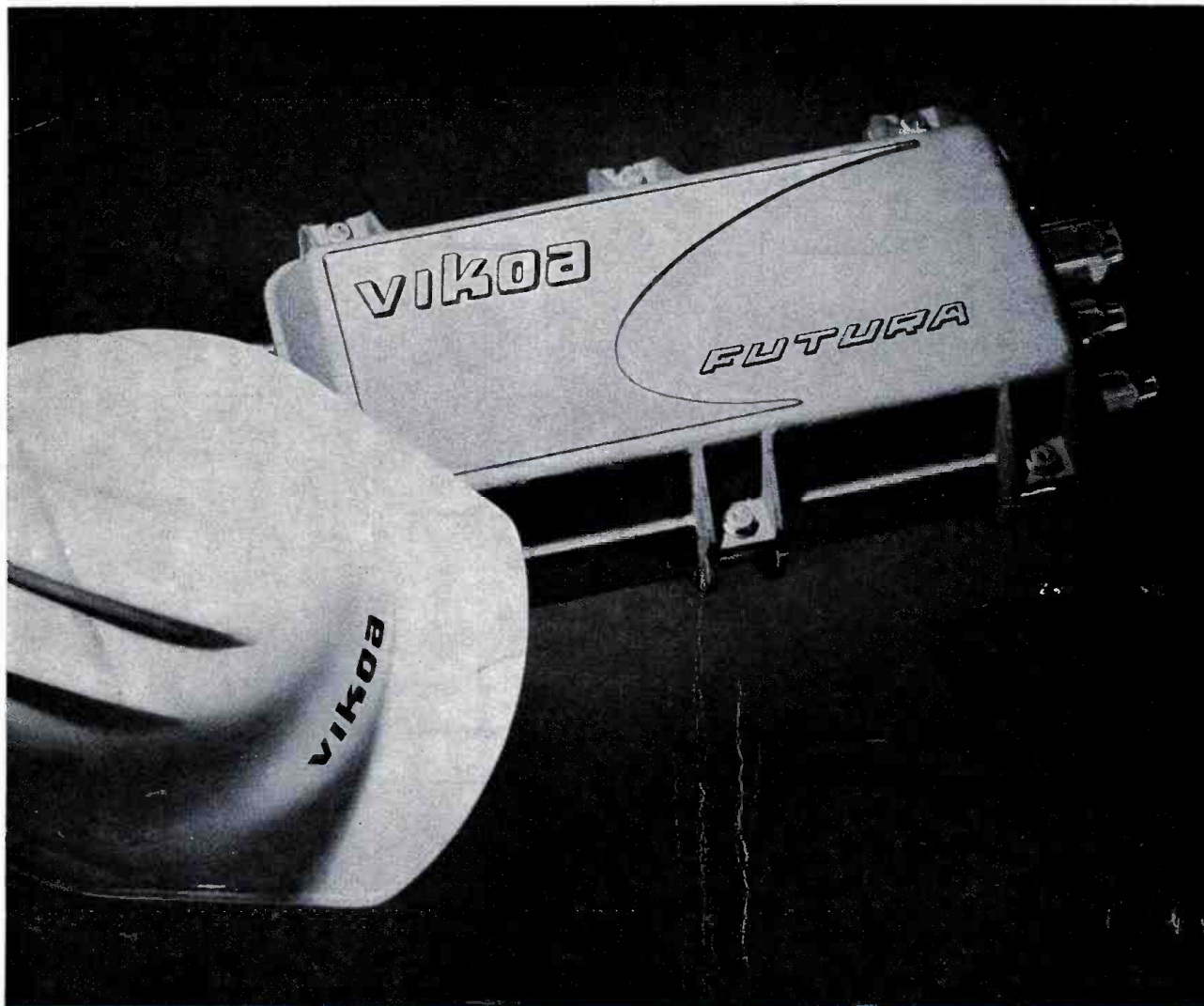


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Gain: 45 db min.
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 full gain: 47 dbmv 44 dbmv
 (12 channels, — 57 db cross mod.,
 5 db block-tilt)
 Input Capability
 (0 db pad, full gain): 5 dbmv
 (10 db pad, 6 db switch,
 5 db gain reduction): 26 dbmv
 Tilt Controls (continuous): 8 db cable
 at ch. 13 (switches): 10 db, 17 db
 cable at ch. 13
 V.S.W.R. — 75 OHMS (line input):
 18 db return loss (line output): 16.5
 db return loss
 Ambient Temperature Range:
 —40°F to +140°F
 Test Points (line in, feeder out):
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