JULY 24, 1967 50 CENTS 36TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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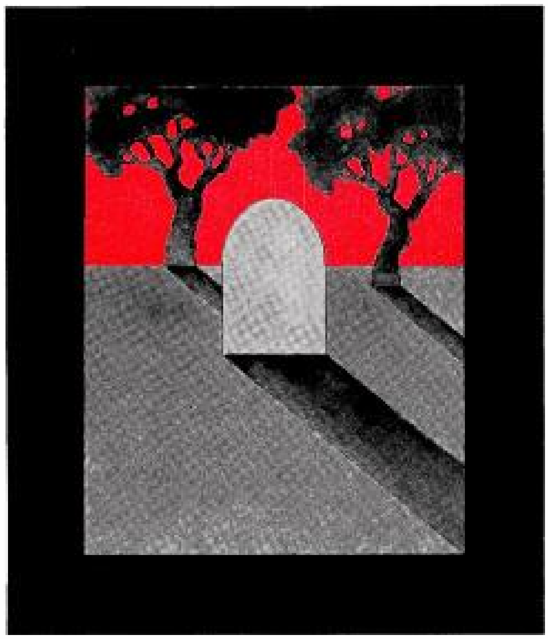

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All that empty space represents all the commercials you missed because you didn't have the right selling music to offer your customer. We believe the all-too-rare commercial time available is much too valuable to waste. Make the most of it with the quick and easy selling advantages of the CRC Money Maker and New World Libraries. Local identification brand name jingles, complete sales campaigns, music beds, tags, extra cuts, seasonal and holiday sounds. They sell your customers a 52-week contract to fill those empty spaces . . . the selling sounds of Commercial Recording Corporation. Call collect or write CRC, Box 19726, or World Broadcast System, Box 19246, Dallas, Texas. Phone (214) 748-8004.

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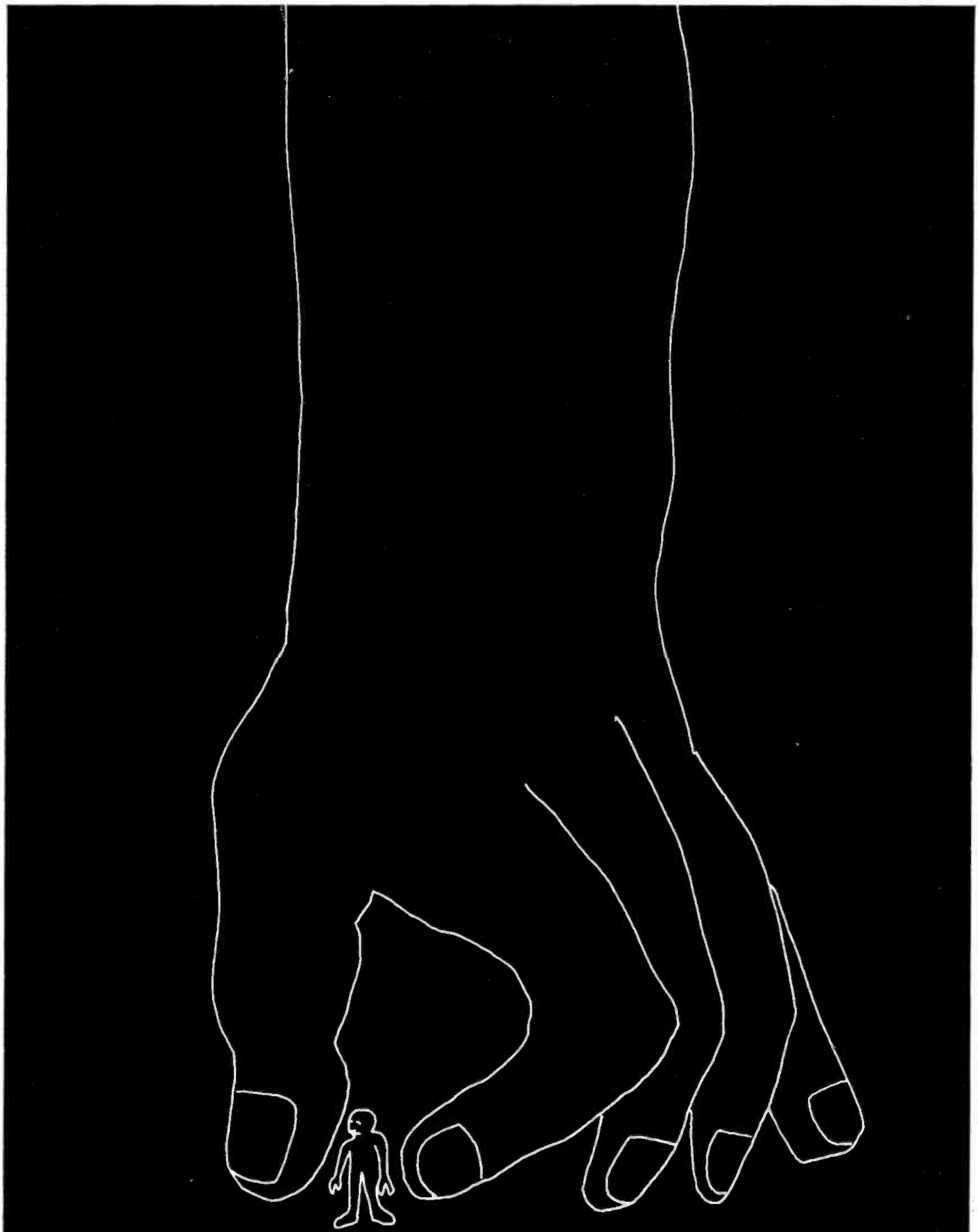

Buy the CBS Owned radio stations or we will get you some night.

As a matter of fact, we'll get you tonight. Go home and turn on our station. And see if you don't get so involved you just can't tune out during the commercials. That's how we get everybody.

Audience Involvement Radio/**THE CBS OWNED RADIO STATIONS**

WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco.

Represented by CBS Radio Spot Sales.

CLOSED CIRCUIT®

TV billboards

Three network representatives on National Association of Broadcasters special TV code committee voted against new proposal for billboard restrictions at committee's closed-door meeting last week (see page 44), and its considered likely they'll seek somehow to get decision reversed. Vote was on proposal by Charles Tower of Corinthian Broadcasting to limit billboards not only to programs having single, dual or alternate-week sponsorship but also to showing of corporate and brand name—no slogans or descriptive copy. Latter restriction reportedly led ABC representative to join CBS's and NBC's in opposing proposal despite ABC's own efforts to reduce number of billboards.

Heading south

Although final decision won't be made until month's end (probably July 28) Republican convention site committee reportedly is leaning toward Miami Beach over Chicago for its '68 convention. Earliest date on agenda is week of Aug. 11. Chicago still appears to have advantage in big hotel availabilities (adequate to house individual state delegations) but Miami has made equivalent $650,000 bid and reportedly has other fringe benefits.

Democrats will await GOP decision before reaching their own. Selection of same city isn't automatic although it's likely because of expense factors and desire to cooperate with news media (notably TV networks) which would be confronted with inordinate expenses in moving equipment.

Mounting assault

Another attack on FCC's fairness ruling on cigarette advertising will be made by Federal Communications Bar Association. Bar plans to ask FCC this week to reconsider ruling and to institute formal rulemaking procedure that will permit all parties to submit comments and replies as well as argue orally before FCC en banc. Attitude of lawyers is that ruling goes far beyond individual case and requires full-fledged rulemaking.

Uptown

It isn't where but when as far as General Services Administration is concerned on new FCC headquarters. GSA definitely has decided FCC should go to building now in final stages of construction at 1919 M Street, Washington, and FCC department heads have been meeting with GSA experts on allocations of office space, bureau by bureau, section by section. FCC headquarters have been in borrowed space in Post Office Building at 13th Street and Pennsylvania Avenue virtually since its creation in 1934. Post Office Department now wants that space "by Sept. 1."

Since GSA, rather than FCC, picks up tab, FCC has no alternative, although there's some high-level grousing about room for expansion in structure in new uptown business section (FCC requires minimum of 200,000 square feet). Within four-block radius are CBS and ABC Washington headquarters, National Association of Broadcasters, NBC-RCA downtown executive offices several communications law and engineering firms and headquarters of BROADCASTING *and* Television *magazines.*

Uncertain test

Triangle Publications' proposal that FCC authorize controlled test of CATV impact on UHF in major markets is expected to reach commission agenda within month. Some commission staffers understood to feel idea has merit. Betting, however, is that commission will not sanction test. Present commission "is not likely to permit CATV to start relaying distant signals into Philadelphia, even on experimental basis," according to one source.

Under plan, two systems serving 10 communities would, in accordance with commission rules, carry only programs of stations putting grade B or better signal over communities involved. Two other systems serving seven communities would provide not only local signals but also signals of four New York independents. As part of test, which Triangle said should run three to five years, in-depth surveys would be conducted to determine circulation, hours viewed and picture quality in CATV-served and non CATV-served homes.

New twist

Justice Department's appeal of FCC's approval of ABC-ITT merger is first case of its kind. Never before has FCC found itself as second half of "United States of America v. Federal Communications Commission," as it did last week (see pages 9, 19). There have been Justice interventions against other agencies.

One point raised is whether Department of Justice, which is "lawyer" for entire government, should sue "expert" agency such as FCC. Moreover, if case should go from appellate court to U.S. Supreme Court, solicitor general, government's chief trial lawyer, might find himself in quandry. Before FCC can appeal to Supreme Court it must get approval of solicitor general—who presumably would be bound to represent Justice Department.

Religious fervor

Methodist church's project for all families to make October "TV valuation month" is leaping denominational lines, already has been embraced by Episcopalians, Congregationalists, Evangelical-United Brethren, Disciples of Christ and many Roman Catholic groups in both U. S. and Canada as well as state councils of churches in Ohio, Virginia, Michigan and Nebraska. Plan was worked out with help of Television Information Office and calls for constructive look at TV, including letters to stations and networks. Original million-copy printing of project booklets earlier this month (BROADCASTING, July 10) already has been doubled.

Global production

Screen Gems Inc. reportedly has negotiated development deal for hour variety series that would use whatever production technique necessary—film, live, tape—to cover performers and entertainment acts at work all over world. Idea is to have major portion of show, working title of which is *Here, There, Everywhere,* taped before live audiences in Hollywood, with allowance made for film and tape inserts from other parts of globe. Series, aimed for possible network presentation in 1968-69 season, is being developed for Screen Gems by Bin Win Ltd., whose principals are producers Steve Binder (late of Steve Allen-Westinghouse show) and David Winter.

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In Memphis, fashion center of the Mid-South, retailers boost apparel sales with frequent fashion shows. Here, a showing of the 1967 Maid of Cotton's wardrobe attracted audience of 1,200.

You can see the money everywhere in Memphis

the nation's 2nd fastest-growing city in retail sales*

Memphians like to dress well, eat well, live well. And that takes money. The kind of big money that's spent throughout the Memphis market. From 1960 to 1965, for instance, retail sales climbed faster in Memphis than in New York, Chicago, and Los Angeles combined. Up 42% in Memphis. Good living in this big, bright capital of the Mid-South is what did it.

Shouldn't you be selling hardest where the big-spenders are? You can reach 2,587,600** of them with television, because TV delivers the total Memphis market—all of West Tennessee and big portions of Mississippi and Arkansas. Here's how they spent money in 1966:

Automotive sales—$634,925,000*
Food sales—$642,761,000*
Total retail sales—$3,000,784,000*

Ask your Blair, RKO, or Katz representative about the total Memphis TV market and get in on the good life.

Buy the total Memphis market

WMC-TV
WHBQ-TV
WREC-TV
MEMPHIS TELEVISION

Sources:
*Sales Management Magazine
**ARB, January, 1967, Television Audience Estimates.

WEEK IN BRIEF

Justice Department appeal of FCC approval postpones ABC-ITT wedding. Question now is will bride or groom change mind? Justice says it lacks grounds for antitrust suit, asks appellate court to reverse FCC approval. See . . .

WHAT HAPPENS NOW? . . . 19

Campaign-time proposals to solve political broadcast impasse aired at Senate subcommittee hearing. Gamut of solutions runs from Section 315 repeal to free time or loss of license to vote projection restrictions. See . . .

FORMULAS FLOURISH . . . 22

Broadcasters and CATV operators meet to iron-out differences on upcoming copyright legislation, re-establish dialogue. Outcome: they're looking for test market to see economic effect of CATV on broadcasting. See . . .

CATV IMPACT STUDY . . . 27

All-Channel Television Society views noncommercial educational broadcast corporation bill as potential threat to economic future of UHF, ACTS Vice President Leonard Stevens tells House Commerce Committee. See . . .

ACTS OPPOSES . . . 32

Station managers and executives gather in Cooperstown for New York State Broadcasters Association conference. Touch most controversial bases as they discuss fairness, CATV, lottery problems and labor relations. See . . .

N.Y. MEETING . . . 36

It's another acquisition for LIN Broadcasting Corp. as $8 million will change hands in purchase of Virginia tidewater stations, WAVY-AM-TV. Broadcaster outpaces Norfolk newspaper firm that couldn't raise purchase price. See . . .

LIN BUYS . . . 39

FCC's pay-TV report not opposed by theater owners or subscription systems. Theater men see '85% victory' in commission restrictions imposed on that service; operators express 'we'll learn to live with it' attitude. See . . .

PAY-TV ANSWER? . . . 42

Special NAB committee whips code proposals into shape for October combined board meeting. Offers two interruptions for half-hour shows, five for hour programs, adopts hard line on use of billboards. See . . .

ISSUES SETTLED . . . 44

Three network executives at Stanford University conjure up mirage image for high-standard public TV net. Cite viewer apathy toward prime-time specials over regular programs, say TV is 'dream machine.' See . . .

TV DREAM MACHINE . . . 51

CBS News and pollster Louis Harris part ways in dispute over use of Vote Profile Analysis. CBS will form internal research department for election results; Harris open to contract his service with print media. See . . .

SPLIT OVER USE . . . 56

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Now watch WJRT-TV. WJRT-TV has appointed Blair Television.

WJRT-TV is a mid-Michigan dynamo doing everything right—in color. Number one in net weekly prime circulation, in total net weekly circulation, in average daily prime circulation, in total average daily circulation, only WJRT-TV covers the whole FlintSaginawBayCity market.

What's FlintSaginawBayCity got? General Motors. And over 100 other high-wage-paying companies. And color TV. The color TV set household figure for FlintSaginawBayCity is 23%. Nationally, it's 16%, putting the WJRT-TV market area ahead by 44%. Since color TV sets are owned predominantly by upper-income families, it's clear that the audience watching WJRT-TV is an audience worth watching.

Now WJRT-TV, a member of The Poole Broadcasting Company, has appointed the broadcast industry's number one station representatives, John Blair & Company, to represent the station nationally.
Now watch WJRT-TV go.

Temporary stay halts ABC-ITT merger plans

Merger of ABC into International Telephone & Telegraph Corp., which was to have been consummated by companies tomorrow (Tuesday), was temporarily stayed by U. S. Court of Appeals in Washington Friday (July 21).

Court acted on motion of Department of Justice, which earlier Friday filed notice of appeal of commission's decision last month approving ITT's acquisition of ABC (see page 19). Decision affirmed order adopted Dec. 21, and by same 4-to-3 vote.

Stay, granted over objection of counsel for applicants, is to remain in effect until 10 a.m., July 31, when court has scheduled argument on department's request for stay pending outcome of appeal. Department asked for stay after applicants declined to agree not to merge until decision in case is handed down.

Runs up, runs down

Price of American Broadcasting common stock tumbled 21⅞ points on New York Stock Exchange Friday (July 21) following announcement late Thursday afternoon that Justice Department would appeal last month's 4-3 FCC decision approving ABC's merger with ITT.

ABC stock had risen steadily through Thursday last week, closing on NYSE on that day at $102, up $6.50 from Wednesday, reportedly on supposition that Justice would not contest merger. Announcement of Justice's court action came after trading hours in New York, but on Pacific Coast Exchange, which remains open two hours later than NYSE. ABC common closed at 80, signaling action in New York on Friday.

ABC opened on NYSE on Friday at 80½, hit a high of 82⅜ and closed at 80⅛ with 115,000 shares traded. ITT opened on NYSE on Friday at 104, hit a high of 104¼ and closed at 102, down ¼ from Thursday, with 18,000 shares traded.

Commission and applicants will file responses to department's motion this week: Commission's deputy general counsel, Daniel Ohlbaum, who participated in 45-minute court hearing Friday, said commission did not oppose request for temporary stay.

Department, in its notice of appeal and in its motion for stay, asserted that commission, in approving merger, did not make essential findings based on evidence, and relied on erroneous legal criteria.

Justice Department attorney Lionel Kestenbaum argued in court hearing that stay would not hurt parties—he noted that merger argeement runs to Dec. 31—and that consummation of merger would provide difficult "unscrambling" problem in event commission's order is eventually reversed.

Herbert Bergson, who is counsel for ABC but who spoke for both applicants, argued that department has not demonstrated it would be hurt by consummation of merger or that it will prevail in its appeal—arguments he will likely make again in hearing on stay pending outcome of appeal. He also disputed contention that unscrambling would be difficult problem.

Mr. Bergson, in another argument likely to be heard again, cited "lapses" on part of department during commission consideration of case. This was reference to fact that department, which began studying merger in December 1965, failed to respond to commission requests for its views until following December.

Mr. Bergson suggested it was improper for department, "after sitting on its hands despite opportunity after opportunity to enter case," to seek injunction to block merger.

Mr. Bergson said applicants, who had planned to consummate merger Tuesday, would be "frozen" if stay were granted.

Department, in its appeal pleadings, attacked virtually every conclusion on which commission based its decision to approve merger. Department said, for instance, there is no basis to commission's conclusion that there is no reason to doubt that ABC will be able to maintain integrity of its news and public affairs operations after merger. Department said commission has "historically" recognized impact of economic interest on company's officials and employes.

Department also said commission applied "an improper standard, unduly favorable to the merger," when it asserted that there would be substantial benefit in having ITT's financial strength behind ABC. Department said commission neither provided analysis of ABC's competitive position nor attributed deficiencies in ABC's performance to lack of funds.

Department said that although commission expects merger to result in benefits to UHF, "there are no findings" that such benefits would result from "the independent initiative and economic issues of the parties."

In its notice of appeal, department said commission erred in failing "to give weight to the lack of completeness and candor in the testimony and representations" of applicants' principals as factor against approval.

Department challenged commission conclusions that proposed merger would have no adverse effect on competition in broadcasting, and that removal of ABC as independent voice in regulatory proceedings and in commercial matters would not have adverse consequences.

Department also argued that commission failed to give proper weight to importance of industry structure and economic incentive in considering potential competition. Instead, department said, commission gave "undue and unwarranted weight to applicants' assurance and representations as to future conduct."

Still seek 9,000 x-ray leaking color receivers

U.S. Public Health Service said Friday (July 21) that about 9,000 GE TV sets, which may be leaking "excessive amounts of X-radiation," have not been located despite intensive search by that company.

Receivers in question, large screen consoles and table models sold between Sept. 1, 1966 and May 31, this year, are part of 112,000 receivers in hands of dealers and customers when company discovered shunt regulator tube was leaking x-rays downward. Ninety percent have been corrected, announcement said.

Surgeon General William H. Stewart asked TV owners who may have uncorrected sets to disconnect them immediately and notify GE dealer or service agency.

USPHS also reported its National Center for Radiological Health has tested 185 shunt regulator tubes and has found "major portion" emiting x-rays above norms recommended as safe.

more AT DEADLINE page 10

FCC seeks $121,000 for engineer wages

FCC has decided it can live with $100,000 budget cut inflicted by House appropriations action, testimony before Senate subcommittee revealed Friday (July 21).

But FCC Chairman Rosel Hyde called senators' attention to $121,000 payroll increase set by Civil Service Commission for engineers after House acted and said present FCC plans assume amount "will be allowed in full."

House approved $19 million for agency for fiscal 1968, increase of $1,287,500 over past year. FCC head suggested that while plans had been adjusted in light of House cut, failure to receive extra $121,000 for engineers' pay would cause cutbacks beyond those contemplated by House.

Chairman Hyde, accompanied by Commissioners Robert E. Lee, Kenneth Cox and Nicholas Johnson, noted that in 20-year period staff increases had only risen 10% but commission activities had mushroomed—in one case by 1,260%.

In discussing challenges requiring increased attention by commission, FCC statement cited land-mobile and CATV workload, put no emphasis on broadcast regulation.

Senators present, Appropriations Subcommittee Chairman Warren G. Magnuson (D-Wash.), ranking minority member Gordon Allott (R-Colo.) and Allen J. Ellender (D-La.) expressed particular interest in commission activities looking toward relief of land mobile channel shortages. Mr. Hyde gave progress report of current tests for channel sharing in Washington area.

Senator Allott said land mobile problem had dragged on for seven years, seemed to be making no progress. Mr. Hyde promised answers on channel sharing "around the first of the year."

Stebbins into WW&B

Hal Stebbins Inc., long-established Los Angeles advertising agency, has been acquired by West, Weir & Bartel Inc., New York and Beverly Hills, Calif. Hal Stebbins, head of agency he founded 18 years ago, becomes officer and stockholder of WW&B. Merged operation will have its headquarters in Beverly Hills.

Norelco Xmas budget

North American Philips Co., New York, said Friday (July 21) it'll spend more than $350,000 between Thanksgiving and Christmas this year on spot TV in its current, second-half of year $1.5 million advertising push for Norelco cassette and reel-to-reel tape recorders.

According to Roger J. Probert, director of advertising, color TV commercials for recorders had met with "an especially high degree of acceptance by both dealers and consumers."

Overall campaign uses spot TV and magazines as basic media, via LaRoche, McCaffrey & McCall, New York, Norelco's agency.

WEEK'S HEADLINERS

Herbert Fisher, manager of advertising and sales promotion of Ford Motor Co.'s Lincoln-Mercury division, joins Wells, Rich, Greene Inc. as executive VP in charge of WRG's new Detroit office. Principal account to be handled there will be American Motors. Mr. Fisher has been with Ford Motor since 1959, and previously was with Chrysler Corp., J. Walter Thompson Co. and Leo Burnett. **Thomas Bohan,** account supervisor in New York, named president of newly formed subsidiary, Wells, Rich, Greene International. Mr. Bohan, who joined WRG in May 1966, will continue as supervisor of Braniff International and Philip Morris accounts. Before joining WRG, he worked at Jack Tinker and Partners and Compton Advertising.

For other personnel changes of the week see FATES & FORTUNES

Federal mediators seen entering Seattle strike

Strike by International Brotherhood of Electrical Workers against three Seattle radio-TV operations entered third week Friday night (July 21) with no solution on horizon. Talks between IBEW and stations (KING-AM-FM-TV, KIRO-AM-FM-TV and KOMO-AM-TV) may be reopened by Federal Mediation and Conciliation Service today (July 24), but as of Friday afternoon this wasn't firm.

IBEW's 115 TV engineers and 10 radio engineers walked off the job on July 7, 38 days after three-year contract expired. After walkout 64 members of American Federation of Television and Radio Artists at stations refused to cross picket lines and stayed off jobs, although few AFTRA members have since gone back to work.

Issue centers on hourly wage package of 50 cents over three years offered by stations and $1 per hour increase over three years sought by IBEW. Union spokesman said that at last negotiating meeting Tuesday (July 18), IBEW was willing to accept 50 cent increase for one-year contract. Current minimum is $4 per hour.

Since strike stations have been operated by supervisory personnel with only minor programing changes.

Monochrome color?

Color-Tel Corp., Hollywood, will unveil today (July 24) first public showing of electronic color process that's said to cause TV commercials to appear in color on monochrome receivers.

Process called "electronic color," already is being used in Squirt soft drink commercials through Smock/Waddell Inc., in Los Angeles market.

Patented technique claims to use sequence of black and white impulses that cause eye to react as if it were seeing actual color.

Filter for CPB directors suggested to House group

Proposal that "screen" be interposed between nomination and Presidenial appointment of members of board of proposed Corp. for Public Broadcasting was made Friday (July 21) during hearings on public broadcasting legislation before House Commerce Committee (see page 32).

Vincent T. Wasilewski, president of National Association of Broadcasters, suggested group of educational broadcasters act as screening committee on candidates for CPB board. This might help insulate board from government pressures, Mr. Wasilewski said in responding to question from committee members.

Professor Richard D. Heffner, Rutgers University, New Brunswick, N. J., suggested that directors be chosen from list of perhaps 50 picked by "blue ribbon" panel. Panel should consist of notables of calibre of Chief Justice of United States, Librarian of Congress, etc., Professor Heffner said.

Working transistors

Move to force transistor radio set advertising to conform to reality was initiated Friday (July 21) by Federal Trade Commission. Object is to make sure that when set is advertised as say 10-transistor receiver, each of them really is working element of set.

Move calls for issuance of trade regulation rule regarding deception on transistor count in radios and walkie-talkies. Hearing on proposal is scheduled for Oct. 4 at FTC in Washington.

General Motors is people making better products for people.

Johnny Mills makes sure the only rattle in your GM car belongs to the baby.

Johnny Mills bolts fenders onto Chevrolets. Bolt by bolt. Torquing each one home with the deft sureness only skilled hands such as Johnny's can bring to the job.

When Johnny's finished, the job's done right. Tight. No room for rattle.

It's one of the reasons so many contented babies and their families relax and enjoy the solid, silent comfort of a General Motors car.

Johnny Mills and his fellow GM workers build the quiet in at the factory.

That's another reason why you get a better buy in a Chevrolet, Pontiac, Oldsmobile, Buick or Cadillac car.

Johnny B. Mills, Jr., production man, Chevrolet plant, Willow Run, Michigan

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*Reg. U. S. Patent Office

DATEBOOK

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

■Indicates first or revised listing.

JULY

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 programing of any one outlet in that market.

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

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. Illikai and Hawaiian Village hotels, Honolulu.

Aug. 3-5—Fifth annual National Broadcast 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-Maui, 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 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 Bundesalle, Berlin 15.

SEPTEMBER

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

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

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

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

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

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

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.

sion. 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 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.

■Indicates first or revised listing.

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Reflections on 'Dullsville'

EDITOR: The recent "Spot television? it's Dullsville" article [BROADCASTING, July 3] contained a couple of trade secrets that are disturbing my vacation.

A vice-president sales manager of "one of the biggest" rep firms talked of network practices "such as cut-ins and regionalization of buys." I have studied both as possible spot siphons and find only sports sold regionally on networks. I think this is not a valid place to look and work to add spot business, but I would like to see further documentation, particularly on the regional network—other than sports.

A three-station-market broadcaster calls for major-market stations to "rally round the national-spot field and compete with the networks' sales methods and philosophy." How do you do it? I am sure that Pete Cash (Television Bureau of Advertising), Ed Shurick (Station Representative Association)—along with many major-market-station sales managers would like further practical details.—*Donld L. Kearney, director of sales, Corinthian Stations, New York.*

CATV needs federal regulation

EDITOR: We have read your editorial on CATV regulation [BROADCASTING, July 10]. We know the depth of your thinking founded on the conviction that the least regulation is in the long run the best, and that, accordingly, copyright liability will accommodate and resolve any and all fundamental issues between broadcasting and cablecasting.

Communication services to the public have always required an assessment of their standards and practices. The broadcasting industry has experienced varying philosophies of regulation in this respect; yet, at no time has it ever expected a total absence of the same. This is the point that puzzles.

How can a multiservice by cable of imported and expanded signals that combine with program origination and sale of time operate a communication system in the public interest and escape standards, practices and regulation comparable and identical with those of stations? This does not suggest the pursuit of artificial protection nor the encouragement of vaster regulation. It merely documents the essential need for similarity and uniformity of treatment of services engaged in reaching the public. This appears elementary when it is predicted that in the foreseeable future cable will serve 110-million people with 23,000 systems.—*Fred Weber, executive vice president, Rust Craft Broadcasting Co., New York.*

Setting the seats straight

EDITOR: Thank you for your excellent coverage of the amalgamation of Adam Young, Inc. and the TV division of Venard, Torbet and McConnell [BROADCASTING, July 10]. However, I would like to clarify a point or two.

Steve Rintoul will not be an executive vice president. Actually, Steve will be vice president and eastern sales manager and report to Arthur Scott, who is vice president in charge of television sales, in the newly merged operation. At the same time, I would like to point out that James Smith was appointed vice president in charge of radio sales.—*Adam Young, chairman of the board, Adam Young-VTM Inc., New York.*

MONDAY MEMO from ROGER GUTWILLIG, Celanese Fibers Marketing Co., New York

Celanese's TV specials bring added dividends to all

Each prime-time TV special has to run in the same week in the 50 top markets. Each special's commercials credit as many as 350 different stores, seven different manufacturers and Celanese fibers. Eleven shows supplied 3,-850 commercial airings. These are just a few of the benefits Celanese is obtaining in presenting its series of 11 *Celanese Center Stage* one-hour musical TV specials this year.

Besides accomplishing the Celanese advertising objective, this venture has shown us that TV can be a flexible medium and that the textile industry and TV are good for each other.

This is not to say that Celanese is going to abandon print advertising. But television provides this industry with its own advantages—top-of-the-mind awareness at the consumer level as well as the merchandising value of prestige programing.

The advertising objective? Let's start at the beginning. Celanese is a fiber producer. It takes a complex team of fashion experts, scientists, salesmen, and advertising, sales promotion and merchandising people, working together, to push and pull these fibers through industry's marketing chain — weaving and knitting mills, apparel manufacturers and retailers. Celanese helps each link of the chain to sell its product to the next link. This may explain why the man-made fiber industry is considered to have the most complex marketing problem in today's business world.

Consumer Program ▪ The challenge that Celanese presented last year to its new agency, Grey Advertising, was to develop a dramatic consumer program for 1967—one with the prestige, and therefore the merchandising value, of a TV special, combined with print's flexibility of tieing-in manufacturers and stores.

Grey's response was a series of 11 quality TV-color specials, each hour show syndicated for airing during the same weeks in the top-50 soft-goods retail markets, a critical requirement to permit manufacturers to ship advertised products to all retailers at the right time. A total of seven original shows were produced, four of them scheduled as repeats.

The value is a Celanese-owned-and-sponsored TV package containing 77 commercial minutes aired in the top-50 markets representing 70% of the TV homes, 73% of the nation's apparel consumers and 71% of the home-furnishings market.

Besides permitting this market targeting, the spot buy allows each filmed commercial to be tagged with a local credit—a vital step forward in the fibers-marketing tug of war.

The problems included the extra cost of supplying 50 video tapes per special, arranging station clearances for primetime during the same weeks in all 50 markets, obtaining quality entertainment programs appealing to a substantial cross section of the fashion-consuming public, and putting it all together in time to permit its prime use early enough for the manufacturers to show retail buyers which products were going to be advertised by which of the programs' stars.

The solutions, happily, all have been supplied. Today, with the majority of the programs completed and a few repeats yet to be aired, we can report with confidence that *Celanese Center Stage* is a major success.

Grey's media department obtained the clearances, aided measurably by enthusiastic stations, who received high-quality, presold local programs with a significantly larger profit than network-originated counterparts.

Quality Talent ▪ Programs were supplied by Four Star International, which produced them under the same format as its popular *Something Special* series. Producer Jackie Barnett staged seven highly acclaimed musical shows.

Besides supplying the quality requirement, Four Star answered the timing need by signing the talent early enough to enable us to merchandise the series to manufacturers and retailers.

The rewards were sales of Celanese fibers, of course, and the deep involvement of many key manufacturers and stores, as well as the enhanced reflection of Celanese for presenting the network-quality specials. And some very nice bonuses have been received, too. One is the continuance of the reputation Celanese enjoys in the trade for creative marketing.

The bonus that has been the most significant, however, has been the support received from the broadcast industry. Radio-TV editors quickly recognized the value to the television industry of the Celanese experiment and have supported it throughout. Still others reviewed every original telecast. And the 50 stations of the Celanese "network" and local newspaper editors responded to the company's audience-building efforts.

Audience building deserves special mention here. Celanese had no staff experience in this specialized area. Under the supervision of Bill Cox, manager of public relations, and outside publicist Milton Rich, Celanese provided stations and the press with what was described by one promotion manager as "everything."

Hitting the Mark ▪ The results of this effort were overwhelming: extensive advance publicity for all shows; all stations advertised in newspapers or regional magazines, or both, and provided intensive on-air promotions. Some have gone further, holding special preview showings for local editors and producing their own audio promos for use on affiliated radio stations.

And there was another bonus—this one to the television industry. These programs were scheduled for the prime retail-buying seasons, which include the spring and the late-summer back-to-school period. This provides fresh programing when television needs it most. It is another reason why I suggested earlier that TV and the textile industry have become a matched set.

Roger L. Gutwillig is manager of advertising at Celanese Fibers Marketing Co., New York. Mr. Gutwillig served in 1956-63 as an account executive at BBDO, New York, on the du Pont fibers and American Standard accounts, and from 1963-65 was with J. P. Stevens & Co., New York, as manager of its cotton and synthetic divisions during which time he developed Stevens's use of TV on a local basis in a tie-in with NFL football. He graduated from Yale University in 1956.

As electric research pays off... you can see the future happening.

Research and development in the electric power field has helped make today better than yesterday. And it will help make tomorrow better than today.

Progress, electricity, research—they go together. And we have many hundreds of research and development projects constantly going. They range from atomic-electric "breeder" reactors to magnetohydrodynamics—an entirely new way to make electricity.

All promise to make your electric service ever more useful, dependable and low in price.

And through sound business management, plus aggressive research, the average unit price for residential electricity has kept dropping over the years.

Why all this effort? Because we're in the future business as much as we're in the electric business. And we know you want the future to be ever better.

The people at your
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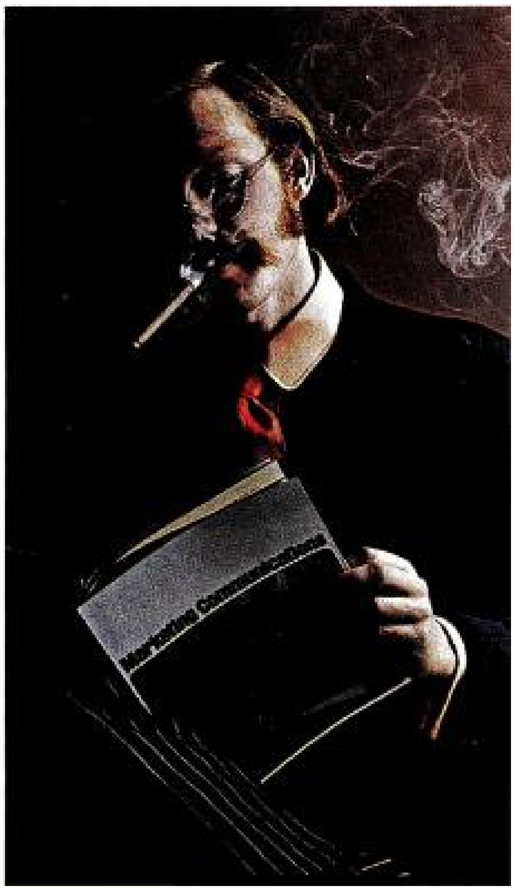
We'll put Printers' Ink out of business with our first issue.



Even art directors will read it.

That's right. The very first issue of Marketing/Communications and, zap, Printers' Ink has had it.

Because Marketing/Communications will be the swinging successor to Printers' Ink. A marketing and advertising magazine that's really something else. A book as new in concept, as now in content, as its name.

Conceived and edited for contemporary marketing and advertising men, Marketing/Communications will provide 84,000 leaders and readers with consistent, comprehensive and informed monthly coverage, analysis and opinion on what's happening in all forms of communications used in the marketing and advertising of goods and services. And it will do it in an editorial context as entertaining, graphically exciting, provocative, people-oriented and involving as the best writers, editors, artists and photographers in business journalism can make it.

Probing beyond the news, plunging ahead of the news, Marketing/Communications will make news—and noise—every month.

If you want to make some news and noise of your own, see that you see it, see that your ads are in it. Starting with the first issue of Marketing/Communications, coming this October.

The one that will put Printers' Ink out of business.

To see it and see that your ads are in it, call your Decker Communications representative, today, at 501 Madison Avenue, New York, New York, (212) 421-0800.

Marketing/Communications

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
July 24, 1967, Vol. 73, No. 4

What happens now to ABC-ITT?

Justice Department, determined to queer merger, but still unwilling to try antitrust suit, asks appellate court to reverse FCC approval

Principals of ABC and International Telephone & Telegraph Corp., who had been looking forward to consummating the merger of their two companies this week, were instead grimly assessing the prospect of a court challenge to the FCC's approval of their $2.7 billion union.

That unsettling turn was the result of last week's decision by the Department of Justice, which has been opposing the merger since January, to appeal the commission's June 22 order approving ITT's acquisition of ABC.

And the prospect of the litigation was so unnerving as to cause ITT, in its initial reaction, to imply it may lose interest in the ABC merger.

The decision to take the unusual step of bringing suit against another government agency was made by Attorney General Ramsey Clark, reportedly shortly before the department's intention was disclosed at about 4:45 p.m. Thursday. The commission's order approving the merger—on a 4-to-3 vote —was to have become effective today (Monday).

The commission had approved the merger— largest ever to come before it—principally on the ground that it would provide ABC, the weakest of the three networks, with the financial resources it needs to compete effectively with CBS and NBC.

Basic Argument ▪ The main thrust of Justice's argument for review won't be known until the department files its brief—within 70 days under normal scheduling. But it is assumed that the department will advance basically the same arguments it made before the commission—principally that serious anti-competitive consequences would flow from the merger. The department has indicated it lacks the grounds for an antitrust suit against the merger under the Clayton Act.

The department filed a notice of appeal in the U. S. Court of Appeals in Washington on Friday (July 21). But a decision on whether it would seek a court stay of the commission's order hinged on whether it could obtain agreement not to merge pending the outcome of the court case.

In any event it was understood the department had assured the applicants it would cooperate in seeking an expedited hearing. Expeditious handling of the case presumably would pave the way for a court decision before the companies' merger agreement expires, on Dec. 31.

However, that may not be soon enough for ITT. A spokesman issued a statement shortly after the department's announcement expressing disappointment and surprise, noted that "we are faced with a delay of indefinite duration," then added: "ITT is unable to comment on its future course of action until it has had an opportunity to study the details of the department's appeal."

The merger, which the boards of directors of both companies approved on Dec. 7, 1965, has been pending before the commission since March 1966. And Harold S. Geneen, chairman and president of ITT, is understood to have long been anxious for a resolution of the ABC matter so that ITT could proceed to other mergers.

If Justice succeeds in persuading the court that the commission erred in its decision, the case would be remanded to the agency for a further hearing. If the commission—which will be joined in the suit by ABC and ITT as intervenors—prevails, the department could ask a Supreme Court review.

ABC Viewpoint ▪ Leonard H. Goldenson, president of ABC, issued a statement which contrasted sharply with that of ITT in expressing unequivocally a determination to fight the department's appeal. "We shall contest their action in the court, confident that we are right and that the court, in its judicial wisdom, will uphold the FCC in our position," Mr. Goldenson said.

The seriousness of the consequence for ABC stockholders of any action blocking the merger was made frighteningly obvious in stock-market activity

The ups and downs of the ABC-ITT merger

Mark July 20 as another date to remember in a lengthening series of events that might be called the perils of ABC-ITT.

First, there was Dec. 7, 1965, when the boards of directors of ABC and the International Telephone & Telegraph Corp. approved the merger of the two companies. Then there was Sept. 19-20, 1966, when the commission held an oral hearing on the merger, taking testimony from the principals as well as their representatives.

On Dec. 20, 1966, the Justice Department informed the commission by letter that the proposed merger posed possibilities of anticompetitive consequences but that those possibilities were too speculative to warrant a court suit to block it. A day later, the commission approved the merger on a 4-to-3 vote.

The department, on Jan. 18, 1967, petitioned the commission to reopen the case and to hold an evidentiary hearing. Two months later, on March 16, the commission reopened the case and ordered a hearing.

The hearing began on April 10, and ended on April 26. Oral argument was held on June 1-2, and the commission decision, affirming the December order on the same 4-to-3 vote, was issued June 22.

Then, last week, on July 20, the department announced it will appeal the commission's decision to the U. S. Court of Appeals in Washington.

Thursday. ABC stock, its price kited by Wall Street expectations that the merger would be consummated, soared to 102 on Thursday.

But on the Pacific Coast stock exchange, which was still open when the department's announcement was made, ABC stock plummeted from 102 to 80. (And a Wall Street analyst, during the hearing the commission held on the proposed merger in April, predicted that ABC stock would eventually drop to the "high 50's" if the merger were blocked.)

ITT stock benefited from the news. It closed at 102¼ in New York, then sold at 104⅞ on the Pacific Coast exchange after the department announcement, and finally closed at 107. It appeared that individuals and financial houses which had sold ITT stock to pick up ABC shares in the expectation the merger would be consummated, were reversing the process.

ABC stock had been moving spectacularly last week. It opened at 87 on the New York exchange Monday morning, dropped to 86 at closing that day, then began a steady climb. On Tuesday, it reached a high of 92⅝, and closed at 91, up five points for the day. On Wednesday, it climbed to 96½ and closed at 95½, up another 4½ points, and on Thursday—when a crush of orders led to temporary suspension of trading—it closed at its high of 102, a gain of 6½ points.

This performance reflected a spate of rumors in Washington and on Wall Street as to what the department would do—all of them wrong. One story given considerable credence was that Attorney General Clark, who made the ultimate decision, had said that the only court action he would sanction would be an antitrust suit. And if that was to be the case, it was assumed that the applicants would not be barred from consummating the merger pending the outcome of the suit.

Deep Division ▪ The ABC-ITT case has been one of the most controversial ever to come before the commission. Members of Congress have criticized the commission's handling of the case, and the dissents of minority members in the two commission decisions have been bitter.

The commission originally approved the merger on Dec. 21, 1966, following a two-day oral hearing before the commissioners in September. But on Jan. 18, two days before that order was to become effective, the Justice Department petitioned the commission to reopen the case and hold an evidentiary hearing.

The commission agreed, and held a 13-day hearing in April. And, despite the arguments of the Justice Department, it again approved the merger, in the June 22 order. The lineup was the same in both decisions—Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Lee Loevinger and James J. Wadsworth in the majority; Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson in the minority.

The commission majority asserted that the merger would enhance competition by providing ABC with the financial strength to compete more effectively with two networks it has always trailed. The majority also said the additional resources would enable ABC to better serve the public interest in such areas as news, public affairs and cultural entertainment programing.

Case Against ▪ Justice, in the proposed conclusions it filed after the April hearing, argued that the merger would produce detriments to the public interest without offsetting benefits. The department saw the merger eliminating ITT as a potential entrant into broadcasting as a network operator and as a substantial factor in CATV operations.

The department also asserted that the merger would lead to violations of the integrity of ABC's news and public affairs programing—a key issue in the case. And, along with the commission's Broadcast Bureau, it disputed the applicants' original contention that ABC needs ITT's financial assistance. (The commission majority, in the June order, conceded that "there is a substantial dispute as to whether ABC, as a practical matter, must rely on the merger for . . . financial help," or whether it could get needed financing elsewhere.)

The department also alleged that the testimony of the principals of the company was lacking in "candor and completeness" and that, consequently, the commission erred in relying on their statements. The department said the promises of a party in a hearing are, at best, entitled to little weight.

The commission majority, however, maintained that the department's assertions as to possible ITT activity in the absence of the merger were "too speculative or slight to weigh heavily in the balance." It also saw no danger in ITT attempting to subvert ABC news operations to its own ends; it said no evidence was presented to indicate that ITT would attempt to influence ABC news operations and that the commission could rely on the assurance of ABC and ITT that no such effort would be made.

The majority, in discussing the candor issue, said that "although some errors had been made they were not unusual in such a complex case and added that it would be unwarranted to draw inferences as to candor or character from such relatively minor aspects of the testimony and proceedings."

Attorney General Clark's decision to appeal the case represents a victory for Justice's antitrust chief, Donald F. Turner, who had been leading the fight against the merger, and his staff. He strongly recommended an appeal, then saw his recommendation stand up against the arguments of counsel for the applicants, who met with him and Mr. Clark on July 14, as well as the views of other department officials who had advised against an appeal.

Lee's date on Hill

FCC Commissioner Robert E. Lee is expected to appear before the Senate Commerce Committee within two weeks on his nomination to a third term as a member of the FCC.

The White House sent President Johnson's nomination of Mr. Lee to the Senate last Monday (BROADCASTING, July 17). And a spokesman for the Senate Commerce Committee, which has Senate jurisdiction over commission matters, said an effort would be made to schedule the hearing on Mr. Lee's confirmation on Aug. 3, at 10 a.m.

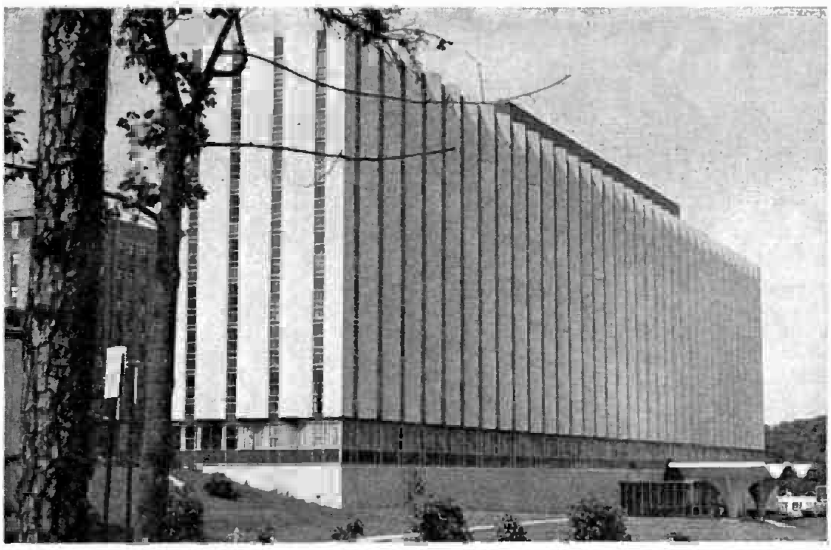
Mediastat ceases ratings

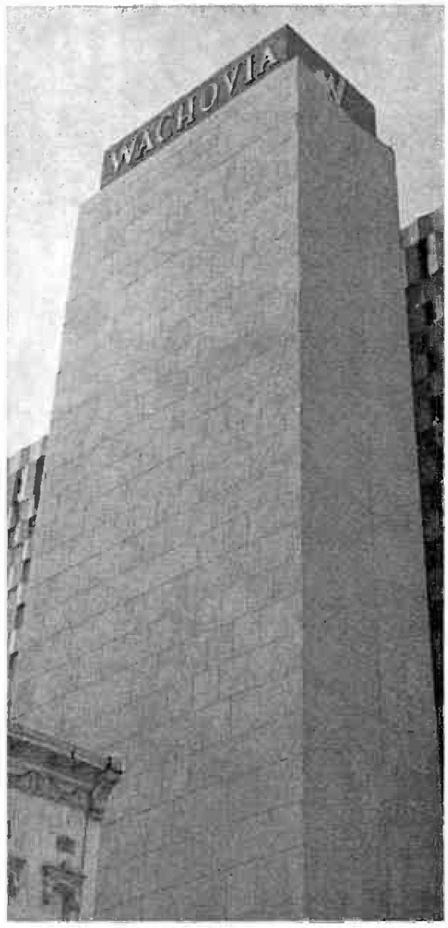
Mediastat went out of the local radio-audience measurement business last week. James Seiler, president of the firm, said the move was made to allow concentration on special-client studies and national radio-circulation studies. He said American Research Bureau would assume Mediastat's outstanding subscription obligations and refunds would be made to agencies and stations subscribing to both ARB and Mediastat radio reports.

KMEG(TV) to join CBS

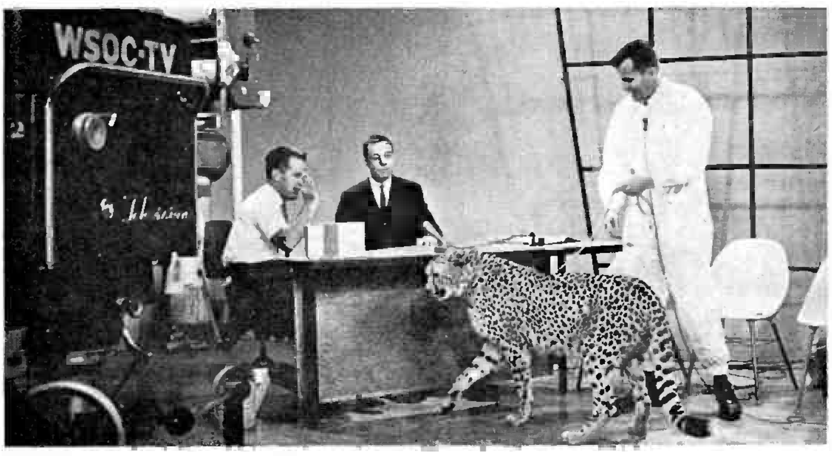
KMEG(TV) Sioux City, Iowa, due to start operations about Sept. 5, will be an affiliate of CBS-TV, the network announced last week.

KMEG will replace KVTV(TV), which signed recently with ABC-TV. It will operate on channel 14, and is owned and operated by Medallion Broadcasters Inc., Sioux City. Robert B. Donovan is president and general manager.





Charlotte's WSOC-TV



The action station in the action city!

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

NBC/ABC-Represented by H-R

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

Campaign-time formulas flourish

Senators hear a variety of answers to problem of political broadcasting from free campaign time to Senator Hartke's bill to repeal Section 315

Network presidents, news experts, a representative of the Socialist Labor Party and assorted senators last week lifted the lid on an enigmatic package of problems that had only a few things in common. One was that all could be described under the general label, "political broadcasting." Another was a lack of generally acceptable solutions.

During three days of hearings by the Senate Communications Subcommittee under John O. Pastore (D-R.I.), lawmakers either faced or advocated reform possibilities ranging from repeal of Section 315 of the Communications Act to a ringing call that "gavel-to-gavel" convention coverage ought to mean inclusion of each day's prayer and rendition of the national anthem.

Before the hearing began, top billing was given to an investigation of election-night vote projections and possible effects on voters in areas where polls were still open. At the same time, problems effecting politicians' pocketbooks were to be explored. As might be expected, the money problems attracted the widest range of possible solutions. Also, as might be expected, they centered around free television and radio time for campaign messages.

As the hearings progressed, broadcasters found themselves contemplating both carrots and sticks. Proposals to modify or repeal Section 315 of the Communications Act, which would permit stations to present candidates without fear of demands from splinter groups for equal time, attracted broadcasters' and senatorial support—and some opposition. At the other extreme, proposals that would require broadcasters to make free time available on pain of license forfeiture were also aired.

Proposals to guard against possible effects of vote predictions were as wide ranging, but disadvantages of the more extreme ideas were conceded by almost all present, leaving the impression that the solution would not be found in legislative restraints on broadcasters.

Senator Scott and Senator Pastore

Campaign Interests ▪ But it was the discussion on campaign broadcasting, as distinguished from election reporting, that held the greatest promise of gains or losses for the industry, and it was this area that held out the likeliest possibilities for legislation. The present Congress has not been noted thus far for its understanding of or sympathy for the problems of broadcasters. Problems of campaign financing, on the other hand, have this year attracted a great deal of congressional attention. Bills directly focused on the broadcasting industry and aimed on reducing campaigners' radio and television costs may now turn on the tactical problem of whether Congress is to wield a carrot or a stick. Last week's hearings could be seen as representing the first steps toward a decision.

Four bills were before the subcommittee at the start of the hearing on Tuesday (July 18). One (S. 1548) submitted by Senator Joseph S. Clark (D-Pa.), would require broadcasters, as a condition of license, to grant free time to campaigners under rules to be laid down by the FCC. A mandatory amount of time would be set aside for national, state and "where feasible," local candidates.

315 Suspension ▪ A bill introduced by Senator James B. Pearson (R-Kan.) would permanently enact the temporary suspension of applicability of Section 315 that permitted the Kennedy-Nixon debates in 1960 (S. 1859). The 1960 suspension, set on a trial basis to exempt broadcasters from equal-time demands of fringe candidates for President or Vice President, lapsed after the elections of that year.

Another bill, sponsored by Subcommittee Chairman Pastore (S. 1926) takes the Pearson measure several steps further. It would exempt candidates for governor and Congress as well as President and Vice President from equal-time requirements.

Senator High Scott (R-Pa.), ranking minority member of the subcommittee, is the sponsor of a third option. His bill (S. 2090) would not suspend or repeal Section 315 outright but would define an "equitable-time" approach for minor-party candidates. Splinter groups would gain proportionate amounts of the time granted major candidates as determined by a previous showing at the polls. In addition, Senator Scott's bill would require broadcasters to sell time at two-thirds the rate offered other buyers for comparable use. This, he explained,

Mr. Goodman

Mr. Goldenson

Dr. Stanton

was to eliminate the disparity that has been caused by commercial accounts' eligibility for long-term volume discounts that, because of the limited time spreads that a campaigner can contract for, have not been available for political announcements.

The day before the hearing began, Senator Vance Hartke (D-Ind.), a subcommittee member, submitted another bill (S. 2128) that would simply repeal Section 315 in its entirety (see page 22).

Senator Clark

The three network presidents, Julian Goodman, appearing for NBC on Tuesday; Leonard Goldenson, for ABC on Wednesday, and Dr. Frank Stanton, CBS on Thursday, agreed that solutions to more television time for serious candidates lay in elimination of the equal-time requirements. Mr. Goodman and Dr. Stanton opted for outright repeal of Section 315, while Mr. Goldenson asked suspension, for all offices, on a trial basis. All opposed mandatory free-time or reduced-rate proposals as discriminatory.

The network spokesmen generally followed a descending list of priorities for bills between the two extremes. The Pastore proposal, having more scope, was prefered over the Pearson measure, which would exempt only the presidential races. The Scott bill attracted fire for its provision of a two-thirds rate to campaigners and for the fact that even under its formula for granting Section 315 time to minor candidates, that time could be prohibitive if the major office-seekers had been allotted significant time blocks.

Backs Hartke Bill ▪ Other broadcast-industry voices were also heard, or at least appeared in the record. Bruce Dennis, president of the Radio-Television News Directors Association and vice president and manager for news for WGN Continental Broadcasting Co., Chicago, modified his prepared statement to give top priority to the Hartke bill for complete repeal of Section 315. Endorsement for the Pastore and Pearson bills followed, as it did in the networks' testimony. Mr. Dennis also registered strong opposition to the Clark bill requiring free time.

Vincent Wasilewski, president of the National Association of Broadcasters, and Don Elliot Heald, general manager, WSB-TV Atlanta, volunteered to forego verbal presentations and questioning when Chairman Pastore indicated he was pressed for time on Wednesday afternoon. They submitted statements for the record.

The NAB testimony urged repeal of Section 315, and, failing that, suspension for specified offices. Free-time proposals were attacked as unconstitutional, an issue also raised by RTNDA. Endorsement of the NAB position was given in the WSB-TV statement.

On the first day of testimony, FCC Chairman Rosel Hyde opposed efforts to repeal or permanently modify Section 315. He also called the Clark proposal requiring the FCC to establish rules requiring stations to provide free time for candidates was a "sharp departure from precedent." He suggested that consideration should first be given to other, less drastic methods of increasing candidates' television and radio exposure.

As a start, the FCC chairman suggested that another suspension of Section 315 be tried for one election, limited to offices of President and Vice President as in 1960, but this time to include primary campaigns. After study, further steps could be considered. Mr. Hyde said that the 1960 suspension had "excellent results" and posed no administrative problems to the commission. He opposed extension to other candidates, however, on the ground that adjudication of disputes under the fairness doctrine for a multiplicity of candidates in the limited time available would constitute an unworkable administrative burden on the FCC.

As the Scott "equitable-time" bill had been introduced too late for the commission to prepare an official position in time for the Pastore hearing, Mr. Hyde offered only his personal views on it. He approved of its precision in dealing with the major-party candidates but suggested that the formula for dealing with minor-party needs would be open to further refinement. (In NAB testimony it was pointed out that under the proposal, Theodore Roosevelt in 1912 and Robert M. LaFollette in 1924 would have been excluded.)

Straight Terms ▪ At one point, Senator Pastore interrupted Chairman Hyde to ask, in simple terms, how he as an individual thought the committee ought to handle the problem. First, Mr. Hyde replied, Section 315 ought to apply for all paid time; "leave it as it is." Then the FCC head said he would have Congress provide a system whereby major candidates, when granted free time, would not entail equal-time requirements for minor candidates. A congressional formula allocating proportions of time for minor candidates would be helpful, he added.

Candidate endorsement by stations clouded the picture. A heated three-way discussion by Senators Pastore, Hartke and Mr. Hyde brought the commission's regulations on personal attacks under senatorial criticism. Both senators said they thought the candidate himself should have the opportunity to reply directly to an opposing editorial instead of through a spokesman, as is now the case, in order to forestall a round of equal-time requests under the law. Mr. Hyde urged that stations be allowed by law to permit direct replies without engendering a rash of equal-time demands.

Senator Pastore vigorously disagreed. "The station starts the whole thing," he pressed, and hence should be fully responsible for all equal-time complications that might be stirred up by the appearance of the opposed candidate.

Free-Time Bill ▪ Senator Clark appeared Wednesday morning in support of his mandatory free-time bill and found himself compelled to listen attentively to a long recitation by Senator Pastore of arguments presented in rebuttal to the free-time idea in testimony from the previous day. These included the fact that radio and TV stations are not uniformly prosperous and equally able to bear such a burden, and that requiring one regulated industry to support campaigns could logically open requests from other regulated industries—such as free airplane rides and telephone calls.

Senator Clark said he had heard them before and described the counterarguments as "specious." As Mr. Goldenson listened intently from a seat in the audience, Senator Clark went on to say he'd seen how well television executives live. "If their lobbying power is so great," he added, "if members of Congress will not stand up to it, then we should have federal payments for time – not take it out of the pockets of campaigners."

Senator Pastore noted that he had heard more objections than support for the free-time bill. "The only ones in favor seem to be those that are running," he added.

Testifying late Thursday, a spokesman of the Socialist Labor Party opposed any loosening of Section 315 and urged repeal of the 1959 amendments exempting certain categories of news broadcasts from the equal-time provision, prohibition of all broadcast editorializing, and called the inclusion in the 1959 amendments of the fairness doctrine "practically meaningless."

Lawrence Speiser, director of the Washington office of the American Civil Liberties Union, urged that broadcasters be required to give free time to all legally qualified candidates "from sheriff to President." Time to be so devoted should be arranged locally between stations and candidates with a local citizen-advisory committee reviewing stations' decisions, he said.

Vote Projections ▪ Problems of vote projections during election-night coverage attracted much attention in prepared statements, perhaps because the announcement of the subcommittee

Mr. Salant

Mr. Dennis

Mr. Lower

Hartke offers bill that would repeal Section 315

Rarely in Congress is a bill so concise that its sponsor when introducing it on the floor can read it in its entirety. Last week, Senator Vance Hartke (D-Ind.), a key member of the Communications Subcommittee, had such a bill.

Judging from the alacrity with which broadcasters hastened to endorse the measure during the subcommittee's political broadcasting hearings (see page 22), it must have had a concisely pleasing message. The text in full (after the standard enactment clause): "That Section 315 of the Communications Act of 1934 (47 U.S.C. 315) is repealed."

The only real criterion for licensing of broadcast stations, Senator Hartke went on to say, is because the limited spectrum requires government control as the only method for equitable allocation of frequencies. "This established system deals with the right to broadcast, not with the right to tell broadcasters what should be the content of their broadcasting. When we move into that area . . . we approach the question of censorship," he added.

Noting that "a law that has to be changed often or suspended periodically is an unjust and unworkable law," he emphasized that the Congress has long recognized that Section 315 "does not do the job for which it was intended."

Senator Hartke

"The operation of Section 315, at best, is predicated on the mistaken notion that a government agency is better able to judge news and public affairs, is better able to judge and insure fairness, than anyone else," he continued.

"We have historically upheld the freedom of the press," Senator Hartke added, "and the difference between newspaper journalism and electronic journalism is essentially only in the format and the mechanics, not in the basic concepts. Radio and television have come of age, and the journalism of radio and television is as responsible as that of the press. It should no more be hampered by the welter of rules and regulations surrounding the FCC interpretations of Section 315 than should the journalism of print."

The senator observed that repeal of the section would leave the obligations of the FCC's own fairness doctrine standing, but that broadcasters' actions during the suspension of 315 during the Kennedy-Nixon campaign in 1960 showed that broadcasters would operate with "a high degree of fairness."

"We need the freedom of electronic journalism," he concluded. "We need, in short, to make the change my bill proposes, the deletion of Section 315 from the law."

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hearings focused on the issue. However, no specific legislation was before the panel. Senator Pastore said the effort was to define the problem, if, in fact, there was one, seek solutions, and attempt to determine if the solutions raised more problems than they solved. The impression at the close of the three-day session was that no legislative answer was to be expected.

Most witnesses agreed that one solution cut through the whole danger of votes being modified or discouraged in western time zones because of news from eastern sections of the country. That would be by arranging simultaneous closing times for all polls from Maine to the Bering time zone in far-western Alaska (a six-hour time differential).

Senator Jacob Javits (R-N.Y.) described for the Commerce panel his two bills (before other committees), one to have all polls close at a time equal to 11 p.m. EST and 5 p.m. Bering time, the other to make the presidential election day a national holiday so that earlier poll closing in the West would not inhibit voting and that voting generally would be stimulated elsewhere.

FCC Chairman Hyde and NBC President Goodman also urged a uniform closing time, if any step was indeed found necessary. Elmer Lower, president, ABC News, and Dr. Stanton, CBS president, urged a 24-hour voting period with equal closing times, but said that research had not indicated that there was any measurable effect on voters of early projections.

No News Limits ▪ All network spokesmen opposed any limitations on free news coverage or interpretation of election results. Testimony of researchers indicated that no appreciable evidence had been uncovered concerning vote shifts as a bandwagon effect or the opposite or an increase in stay-at-homes discouraged from voting ("as an exercise in futility" was Chairman Pastore's phrase) in an election that already seemed decided.

The networks presented witnesses that went into the fine detail of processes used in reporting and interpreting the vote. Frank Jordan, manager, election planning for NBC, explained his networks' procedures. Richard Salant, president, CBS News, and David Blank, vice president-economics and research, CBS Broadcast Group, accompanied Dr. Stanton.

Appearing for ABC, in addition to Mr. Goldenson and Mr. Lower, was Dr. Jack Moshman, managing director, management sciences, EBS Management Consultants Inc., Washington, and Warren E. Miller, program director, Survey Research Center, University of Michigan. Dr. Miller discussed survey results showing "minimal effects" on voters by vote projections and added theoretical reasons why little effect should, in fact, be expected.

The main impact of the hearings on election-night aspects of political broadcasting seemed to be in eliciting promises from network officials that terminology will be scrutinized in future projections so as to emphasize the conditional nature and possible fallibility of the idea of computer-assisted election calls.

CATV market impact object of study

Broadcasters-CATV meeting seeks city to research effect of signal imports and program origination

Broadcasters and community antenna television operators, who last week began to re-establish a dialogue between the two industries, are on the lookout for a market where CATV can be tested to determine if it has any economic effect on broadcasting.

The decision to seek such a market was one of the few emanating from a meeting in Washington of 18 broadcasters and CATV operators. The test-market choice is still to be made.

Those attending the five-hour meeting last Wednesday (July 19) did come to agreement on some of the major areas separating the broadcaster and CATV points of view: broadcasters' exclusivity of rights; CATV program origination; CATV bringing in distant signals, and other program-carriage problems relating to copyright.

The meeting was originally called by George Hatch, a group broadcaster (A. L. Glasmann stations), and a multiple CATV owner (Community TV Inc.) to discuss the copyright issue (BROADCASTING, July 17). Mr. Hatch had sent out invitations to a dozen broadcasters, 11 of whom have CATV interests, and five major CATV operators, all of whom are on the executive committee of the National Community Television Association. Observers also were present from NCTA and NAB.

The Line-up ▪ Attending the meeting from the broadcaster-CATV group were: Marcus Bartlett, Cox Cablevision; Eldon Campbell, WFBM-TV Indianapolis; Roger Clipp and Henry E. Rhea, Triangle Stations; John F. Dille Jr., Communicana Group of Indiana; John English, WSEE-TV Erie, Pa.; Carl E. Lee, Fetzer Broadcasting Co.; Jack Poor, RKO General; Richard Shafto, Cosmos Broadcasting Corp.; Edgar Smith, Time-Life Broadcast; E. R. Vadeboncoeur, Newhouse Broadcasting Co., and Charles Woodard Jr., Westinghouse Broadcasting Co. All except Mr. English have personal or corporate CATV interests. Messrs. Campbell, Clipp and Lee are on the NAB TV board and Mr. Dille, as past NAB chairman, is on its executive committee.

CATV-only representatives at the session were: Jack R. Crosby, Gencoe Inc., NCTA chairman; Alfred R. Stern, TV Communications Corp., past NCTA chairman; Robert Beisswenger, Jerrold Corp.; Ralph N. Demgen, Willmar Video Inc., and Irving B. Kahn, Teleprompter Inc.

Observers at the meeting were: Frederick W. Ford, NCTA president; Bruce Lovett, NCTA general counsel; Wally Briscoe, NCTA managing director; William Carlisle, NAB vice president for television; Kenneth Gross, NAB attorney, and W. Theodore Pierson of Pierson, Ball and Dowd, Washington law firm.

Two invited broadcaster-CATV operators who could not attend were Otto Brandt, King Broadcasting Co., and Frank Fogarty, Meredith Broadcasting.

Test Market ▪ Two suggestions for the test market were Philadelphia and San Diego. Triangle has applied to the FCC to conduct controlled tests on four CATV's in the Philadelphia suburbs (BROADCASTING, June 6, 1966) and several committee members felt if the application were approved it might be a good market to test whether CATV program origination and distant-signal importation does affect local stations.

However, that was hit by Mr. Woodard, who suggested the San Diego site. He said a test had already been conducted in that area by Midwest Television Inc. (KFMB-TV San Diego). That survey purported to show Los Angeles stations making deep inroads into San Diego homes of CATV subscribers (BROADCASTING, Aug. 8, 1965). Mr. Woodard's company, Westinghouse, owns stations in Philadelphia but not in San Diego.

Another proposal at the meeting was made by Mr. Pierson, who suggested that staffs of congressional judiciary committees have a hearing wherein the

70 crack the books at Harvard

It was a week designed for work and that is just what some 70 broadcasters got last week at the National Association of Broadcasters sales management seminar at the Harvard Business School in Boston. All day there were classroom discussions and later in the evening there was plenty of homework.

Above, Professor J. Sterling Livingston, academic director of the seminar, discusses some points with his class of radio-TV executives.

Among the students are (front row at left in photo, l-r): Jerry Chapman, WFBM-AM-TV Indianapolis; Kelley Clark, WBAP Fort Worth; Randy Clay, WOAI San Antonio, Tex., and Bob Hosfeldt, KNTV(TV) San Jose, Calif.

Second row (l-r): C. G. Glade, WKBN Youngstown, Ohio; Bruce Glycadgis, WJFM(FM) Grand Rapids, Mich.; Tom Griscom, WSM-TV Nashville, and Hap Hazard, WJCO Jackson, Mich.

Third row (l-r): Ed O'Berst, CBS Radio Spot Sales, New York; Larry Pollock, WKBW-TV Buffalo, N. Y., and Ron Irion, assistant director of broadcast management for NAB.

Top row: William L. Walker, NAB director of broadcast management, coordinator of the seminar.

major TV-copyright holders would say just what they want from CATV's. However, the committee felt this approach wouldn't work since the copyright holders aren't about to offer a formula that might give them less then the CATV's will eventually offer.

One major theme that seemed to run through the meeting was that the CATV operators are admitting that they will have to pay copyright fees. Just how much and to whom these fees will be paid are still the unanswered question.

In a joint statement following the meeting, Messrs. Hatch and Stern called it a "productive meeting . . . devoted to candid examination of mutual problems."

Reaching Agreement ▪ Mr. Hatch explained that congressional committees working on the copyright bill have made it clear that they didn't want to hear from either broadcaster or CATV interests again until those two parties had come to some kind of agreement between themselves over what would be acceptable copyright legislation. This reaction is strong on the Senate side, where a copyright bill is pending and does not appear near imminent passage.

The makeup of the committee will be broadened in future meetings with Mr. Hatch seeking to find some interested small-market broadcasters, especially radio-only operators, and Mr. Stern looking for some smaller CATV operators.

But for the time being the committee will operate with NAB and NCTA taking no formal role and continuing as observers. That decision was made Thursday (July 20) after Mr. Hatch had lunch with NAB President Vincent Wasilewski. Since NAB would take no formal part, NCTA was following the same line.

NCTA's Ford called the meeting a "hopeful" sign and thought a continuing study by working groups held a "better chance" of agreement between the two industries.

Picking Members ▪ The subcommittees, to be named by Messrs. Hatch and Stern to study the four areas separating broadcasters and CATV, are expected to be picked in about a week.

The next meeting of the committee is still uncertain, although Mr. Hatch noted that he hoped to have something concrete to tell the NCTA executive committee at its meeting in August.

Late last week Mr. Hatch was preparing to go to Congress and the FCC and inform the interested parties of the committee's formation and what it is attempting to do and to see if they would care to attend future meetings.

Noting the agreement on what the problem areas are, Mr. Stern said that the time might be ripe for the NCTA to seek another series of meetings with the NAB's Future of Broadcasting in America committee (due to be renamed the Future of Television Committee).

The last meetings between the NAB committee and NCTA executives was in early 1965 when the two groups found they could not agree on a common proposal to present to the FCC, then considering jurisdiction and regulation of CATV.

Supreme Court review sought on CATV case

The FCC moved last week to nail down its authority to regulate all manner of CATV systems—those that use microwave as well as those that don't. The commission asked the U. S. Supreme Court to reverse a lower court ruling that told the commission it couldn't stop a CATV system from expanding and which has been read as questioning the FCC's jurisdiction over nonmicrowave-served CATV's. That ruling came from the U. S. Court of Appeals for the Ninth Circuit and involved three CATV systems in San Diego (BROADCASTING, May 8).

In asking the Supreme Court to review the case, the FCC, and the solicitor general's office, said there were two questions presented:

▪ "Whether the FCC has jurisdiction to regulate nonmicrowave community antenna television systems."

▪ "Assuming an affirmative answer to the first question, whether in the exercise of such jurisdiction the commission has power to issue an interim order maintaining the status quo pending a hearing to determine the economic impact on local free television of distribution by a CATV system of television signals from other areas of the country."

The commission said, in its petition for a writ of certiorari, that the ninth circuit decision casts "serious doubt on the commission's authority over CATV generally. . . ."

Last month, a federal appeals court in Washington held that the FCC has authority over all CATV systems. This involved Buckeye Cablevision Inc. and its CATV operation in Toledo (BROADCASTING, July 3).

Background ▪ The San Diego case involves Mission Cable TV Inc., Pacific Video Cable Co. and Southwestern Cable Co., all serving sections of the San Diego area.

Following the FCC's issuance last year of its Second Report and Order, asserting jurisdiction over all CATV systems, KFMB-TV San Diego protested to the FCC that the San Diego CATV's were jeopardizing the economic health of the San Diego TV stations by bringing in programs from Los Angeles stations. The commission set the protest for hearing and on July 25, 1966, issued an order forbidding the CATV systems from expanding into other areas of the city, except for relaying to customers local San Diego TV signals. The commission, however, approved the continuance of Los Angeles signals to subscribers, or those who had ordered the service on or before Feb. 15, 1966.

The commission's CATV rules forbid a CATV system from importing TV stations beyond their grade B contours into any of the top-100 markets. San Diego is 54th.

The cable systems appealed against the order, and won a temporary restraining order. This was reargued at the request of the FCC, and the court again issued a restraining order against the commission, but imposed its own cutoff date of Aug. 23. The April decision followed.

The commission is believed to be anxious to secure the highest judicial approval of its authority over CATV because there are a half-dozen appeals pending in the U.S. Eighth Circuit Court of Appeals in St. Louis.

Overmyer and United in $117,000 suit

Lewron Television Inc.. Baltimore, has filed suit in Maryland against the United Network Inc. and the D. H. Overmyer Co. for $117,000.

Lewron stated that rental payments totaling more than $100.000 on use of its mobile color-TV facilities had not been paid by United. In addition, Lewron claimed expenses in excess of $12,000 on behalf of the network.

Lewron said Overmyer was named as a defendant because of its initial ownership of the network, prior to the involvement of other business interests in United last February, at which time Overmyer assigned the Lewron contract to United Network Inc. The suit was filed originally in Superior Court of Baltimore, but, on Overmyer's motion, subsequently was removed to U. S. District Court for the District of Maryland.

Spokesmen for the United Network and Overmyer declined to comment.

The United Network began operations on May 1 with a two-hour *Las Vegas Show* and ceased on-the-air programing after 31 days. On June 22 the company filed a petition in the U. S. District Court for the Southern District of New York for an arrangement under Chapter 11 of the Bankruptcy Act. Its petition listed liabilities of $1,822,486 and assets of $1,132,410.

ACTS opposes subsidized TV

UHF spokesman sees federally supported noncommercial service as a potential threat to economic future of UHF stations

The first opposition to a noncommercial, educational broadcasting corporation supported by public funds was sounded last week by a broadcaster.

He's Leonard B. Stevens, executive vice president of WPHL-TV (ch. 17) Philadelphia and a vice president of the newly formed All Channel Television Society (ACTS).

Appearing for the UHF group before the House Commerce Committee, which is holding a hearing on the administration bill to establish a noncommercial, educational "public" television service (BROADCASTING, July 17), Mr. Stevens expressed the alarm of UHF broadcasters at the potential threat to UHF's growth posed by the bill's provision to establish a program producing-distributing "new giant of the television industry."

Mr. Stevens was one of the more than two-score witnesses who testified last week before Representative Harley O. Staggers (D-W. Va.) and his Commerce Committee on the ETV bill. The bill (HR-6736), already passed by the Senate with some changes, would appropriate $20 million for ETV in fiscal 1968—$10.5 million as grants to states for ETV construction; $9 million to establish a Corp. for Public Broadcasting, and $500,000 for a study of instructional television to be made by the Department of Health, Education and Welfare.

No Quick Action ▪ The House committee meets this week in executive session; some observes believe that the educational broadcasting bill will be considered then, although quick action is not forseen.

The hearing saw some members of the committee openly critical of elements of the proposed bill. Of most concern, principally to the Republican side of the committee, was the question of editorializing by educational broadcasters.

Other subjects that concerned members: the composition of the board of directors of the proposed Corp. for Public Broadcasting, how the corporation should be funded, whether the corporation should be permitted to engage in interconnection, whether the advent of a public, noncommercial TV service relying heavily on public-service programs would relieve commercial broadcasters of their responsibilities in this field.

Threat to UHF ▪ The impact on "nascent" UHF stations of a national programing-distribution source for educational TV stations could be serious, Mr. Stevens told the few congressmen at the Thursday afternoon session. Its most immediate impact would be on audience, he stressed. "A loss, at this critical juncture in [UHF] development, of as little as 2% or 3% of their audience, will have disproportionate consequences on their ability to attract advertising revenue," he said.

Mr. Stevens was most critical of what he called the vagueness of the legislation's reference to "high quality" programs to be initiated and underwritten by CPB. He cited some ETV programs (foreign movies, Gina Lollobrigida, industry films with commercial credits) that directly compete for audience with commercial TV fare. Such programing, he said, "is just the type which could attract viewers away from the local independent UHF stations."

Even the promise of a "fourth network" holds portents for commercial UHF stations, he added. Most UHF stations are not affiliated, he observed. Authority for the CPB to engage in interconnections means that it "will become in effect a commercial network" having "serious adverse impact" on developing UHF stations.

"A local independent UHF television operator who has invested over a million dollars in capital in constructing his station, who has to pay for each and every program he broadcasts, cannot truly compete with a station receiving its programing from a corporation subsidized by the government," Mr. Stevens contended.

He also noted that Congress in 1962 had passed the all-channel law (requiring TV sets made after 1964 to be capable of receiving both VHF and UHF TV signals) to aid UHF; the CPB proposal would negate that whole

Mr. Bundy

Mr. Wasilewski

Mr. McGannon

Mr. Friendly

attempt, he said.

Mr. Stevens suggested that the CPB be limited to directly aiding local ETV stations "in improving the technical quality and content of their programing," and to provide for the circulation of local programs "of exceptional quality."

"Indeed," he concluded, "it is ACTS's opinion that the most effective means for aiding and developing educational television is to insure that each and every local facility be afforded the maximum opportunity to obtain funds, improve technical facilities and programing so that it can more effectively meet and serve the interests of its community."

NAB Again ▪ The only other presentation that might be bracketed with the ACTS statement, although much more cautious in approach, was that submitted by Vincent T. Wasilewski, president of the National Association of Broadcasters.

Mr. Wasilewski, who appeared Friday, urged the committee to consider carefully "the potential influence of government over the programing of noncommercial stations."

Stressing again, as he did before the Senate, that control of educational TV up to now has been largely "local and widely dispersed," Mr. Wasilewski warned that this pattern could change "if local stations become dependent on a central authority for funds."

And, he added, "the problem becomes doubly acute when both the decision-making body and the funds administered by it are federally inspired."

Questioning the basis of the proposal to create a public broadcasting corporation, Mr. Wasilewski commented that it seemed to be "not toward the historical or traditional concept of educational or instructional broadcasting but rather toward the development of a system of noncommercial broadcasting which is not necessarily related to either education or instruction in the academic sense."

Because the proposals aim at having the CPB engage in diversified public-affairs programing, he concluded, "we believe the need exists for maximum insulation from government control."

When he appeared last April before the Senate committee, Mr. Wasilewski had recommended that the money be paid directly to local ETV stations, permitting them if they desired to form a national programing organization.

Mr. Wasilewski received brusque treatment for this suggestion at the hands of Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee who was presiding.

Other Testimony ▪ McGeorge Bundy, president of the Ford Foundation, stressed again, as he has before, that the essence of the bill is what he called "protected funds" for the corporation. He said he doesn't know the answer, but he is sure it isn't an annual review and appropriations by Congress.

Answering proposals that funds be provided local stations, instead of a national organization, Mr. Bundy said this approach would not be sufficient. There is need, he said, to expand and develop programing on both the local and the national level. For national programs, he observed, the talent and resources are available only in national production centers.

He urged again that no political test be instituted for membership on the board of CPB. Members should be nonpartisan, not bipartisan, he said. Insulation from government control would be maintained, he said, through senatorial confirmation of members, long-term funding, professional standards in diverse program sources, freedom by local stations to accept or reject programs, and finally by the "vote" of viewers.

Fred Friendly, former CBS News chief and now consultant on TV for the Ford Foundation, stressed the entertainment features of educational TV. Responding to a question from Representative Torbert Macdonald (D-Mass.), chairman of the Communications Subcommittee of the House Commerce Committee, Mr. Friently stated: ". . . it will be entertaining. Public TV must not be permitted to become a honky tonk midway of action games, violent fantasies and contrived farces with fake laughter and applause. . . ."

"What we are hoping to build," he continued, "is the highest common denominator in TV entertainment. . . Shakespeare, Will Rogers, Sam Goldwyn, Toscanini, Arthur Miller and . . . Lincoln, Galileo, Pablo Casals, Robert Frost, Ed Murrow, Julia Childs and John Glenn."

Policy Needed ▪ Donald H. Mc-

A little corridor conversation during the House Commerce Committee's hearings takes place among C. Scott Fletcher, executive consultant, Educational Television Stations division, National Association of Educational Broadcasters; Newton N. Minow, former FCC chairman, representing NAEB and Chicago Educational Association, and Representative Harley O. Staggers (D-W.Va.), chairman of the committee.

The unpartisan FCC

No one's accused the commissioners of the FCC of acting in a partisan manner, not in recent years anyway. Last week the nonpartisanship of the commissioners was attested to by a former FCC chairman.

Newton N. Minow, FCC chairman from 1961 to 1963, testifying before the House Commerce Committee on the bill to establish a public broadcasting corporation, said he never saw any evidence of partisanship at the FCC. "In fact," he added, "in many instances, I used to get more help from the Republicans on the commission than the Democrats . . ."

By law the FCC is a bipartisan agency; no more than four of the seven commissioners may be members of the same political party.

Another former FCC chairman, E. William Henry (l) and representatives of the National Association of Educational Broadcasters discuss their testimony presented to House Commerce Comittee. NAEB witnesses (l to r, following Mr. Henry) are Vice Chairman Robert F. Schenkkan, University of Texas-KLRN-TV San Antonio-Austin; Chairman E. G. Burrows, University of Michigan-WUOM Ann Arbor, and William G, Harley, president.

Gannon, president of Westinghouse Broadcasting Co., called for the establishment of a national policy on how ETV is to be used—for in-school, general audience and limited audience.

Mr. McGannon also proposed a way out of the funding issue (some congressmen have made no bones of their distaste for open-ended funds) by suggesting "periodic" appropriations, say every three years. He said he thought the excise-tax proposal and the Ford Foundation domestic satellite cost savings are "too narrowly based and undesirable."

William G. Harley, president of the National Association of Educational Broadcasters, suggested that an advisory committee to the CPB, composed of representatives of local ETV stations, be required to advise on interconnections and programs.

Kenneth G. McKay, vice president-engineering, for AT&T, observed that there is no such thing as "free" service for ETV. AT&T will work closely with the FCC, he said, to provide interconnection services "at the lowest feasible cost."

Representatives of ETV stations assured that editorializing, or political endorsements could never occur because stations must report to their boards, because in many instances much of their support comes from state funds, and that even where some programs are provocative the stations still must abide by the fairness policy of the FCC.

The Cost ▪ HEW reported that its best estimate of the anual cost of operating public TV service is $270 million.

Representative Hastings Keith (R-Mass.) suggested that perhaps the legislation should require that CATV systems provide a free channel or two for educational TV.

Representatives Richard L. Ottinger (D-N. Y.) and James T. Broyhill (R-N. C.) wondered whether the bill should not reaffirm the responsibility of commercial stations for public-service programs. This question arose when some of the committee members questioned whether the establishment of a public TV service might relieve commercial broadcasters of the need to broadcast public-affairs events.

Unfriendly Fred slings another shot at TV

Furious Fred Friendly, who has been harpooning commercial broadcasting ever since he left the marts of commerce, had a new one last week that made broadcasters in Washington and Baltimore wince.

Testifying before the House Commerce Committee on the public broadcasting bill (see page 32). Mr. Friendly wondered why there was no VHF educational TV station in the Washington-Baltimore area.

"This committee should give serious thought to asking the FCC to study the feasibility of reassigning one of these seven [VHF] commercial stations to public television. Public television cannot be successful without a strong VHF station in Washington." Washington has four operating VHF and two UHF commercial stations and one UHF noncommercial, educational station. Baltimore has three VHF operating commercial stations and one operating UHF.

National network of pay TV-CATV urged

CATV operators are urged to link up with pay-TV systems in a statement issued last week by Arthur Levey, president, Skiatron Electronics & Television Corp., New York. Mr. Levey noted that plans are underway by Subscription Television Inc. to franchise regional pay-TV systems. STV, which has completed the purchase of the John Blue companies for $15 million (BROADCASTING, July 17), is Skiatron's U. S. licensee for its Subscriber-Vision pay-TV system.

Mr. Levey noted that pay-TV can be established by cable without FCC authorization, and said Skiatron believes there's "no justification for regulating pay-TV by cable or over 'unused' channels of CATV systems, because no spectrum use is required."

Mr. Levey viewed CATV partnership in this light: Willingness of CATV operators to originate programing, he said, would mean the flow of "substantial supplementary income . . . from the empty channels of CATV, either on a 'lease' basis or a percentage of gross receipts" by using STV-Skiatron franchise. He emphasized the capability of the Skiatron system to integrate with pay TV, projecting the possibility of regional and, eventually, national "networks" to compete for "outstanding sports events and current feature film."

For the past several weeks STV has made a point of suggesting its new financing arrangements could lead to the company's revitalization. STV, organized in 1963, started subscription-TV operations in California, but was forced to cease business after voters outlawed pay Television in that state. The vote has been reversed by the courts.

N.Y. meeting hits most bases

State group's speakers discuss fairness doctrine, CATV, lottery information, labor relations

A wide range of industry problems and issues, including CATV, noncommercial broadcasting, anti-advertising developments, labor relations and the FCC's fairness doctrine, were examined last week by a panel of speakers at the sixth annual executive conference of the New York State Broadcasters Association.

More than 100 station managers and executives gathered in Cooperstown, N. Y., Monday and Tuesday (July 17-18) to hear suggestions and recommendations outlined to meet the challenges to television and radio in 1967.

Perhaps the most vital issue on the agenda dealt with the application of the fairness doctrine to commercial products, starting with cigarettes, which was discussed by Vincent T. Wasilewski, president of the National Association of Broadcasters. He told a session Tuesday that NAB's position is that the extension of the doctrine to products is not only unwise but is "clearly wrong."

"So long as a lawful business sells lawful products by means of lawful advertising, that business has the right to convince the consumer that the product being advertised should be purchased instead of a competitor's brand," he asserted.

Stay Requested ▪ He noted that the NAB has petitioned the FCC for an immediate stay of the ruling and for a reconsideration of the entire matter. He added that if the NAB petition is denied, the association has "no choice but to go to court to test the legality of the ruling."

He reaffirmed NAB's support for the aims, goals and objectives of the Corp. for Public Broadcasting legislation but he cautioned that all "necessary safeguards" should be established to insure that the public broadcasting system is protected from government interference and control.

On the subject of CATV, Mr. Wasilewski pointed to one major unresolved question—the right of such systems to originate programs and carry commercials. He said the NAB supports legislation that would forbid CATV systems to originate commercials or programs, because it feels that such rights would provide the foundation for the establishment of a pay-TV system.

During an interview with the Associated Press after his speech, Mr. Wasilewski was quoted as saying that all advertising media, including broadcasting stations, should be allowed to advertise lotteries in states where they are legal. The subject has special interest in New York because the state has authorized a lottery, first drawings in which started last Thursday.

Sources close to New York Governor Nelson Rockefeller, who spoke at the meeting, said broadcasters had privately suggested he intervene, perhaps with FCC Chairman Rosel H. Hyde, in an effort to ease the ban on broadcasting information about lotteries, but that he had made no commitment.

The ban is not contained in the communications act, however, but in the U. S. Criminal Code. Thus it could be amended or removed only by Congress.

Pro-Advertising Drive ▪ Radio-station operators at the New York meeting meanwhile were urged by Miles David, president of the Radio Advertising Bureau, to spearhead drives in their own markets against anti-advertising forces. He suggested a strong local effort be built around informal contacts with elected officials, local college faculties and other opinion leaders in the community.

He recommended that they rely heavily on the Association of National Advertisers' book, "Advertising and Competition," by Dr. Jules Backman of New York University, as a prime source for "factual information on the positive contribution of advertising."

On another subject, Mr. David reported encouraging developments in an RAB campaign to persuade advertisers and agencies to use radio as a primary medium.

He noted that recently several advertisers have moved into radio for dominant advertising weight, and cited Colgate-Palmolive (Fab) and American Motors as current examples of this trend.

Trade sources estimate that Fab and American Motors are alloting a combined total of about $4 million to radio.

Help Buyers ▪ J. L. Kennedy, advertising manager of the Genessee Brewing Co., Rochester, N. Y., advised station managers to "stop trying to sell us radio and just help us to buy it." He offered these suggestions: bring in tapes of programs and audition them on the spot; bring in tailor-made programs that will help solve a client's specific marketing program; help merchandise a clients' products, particularly through providing assistance in getting floor displays in local stores.

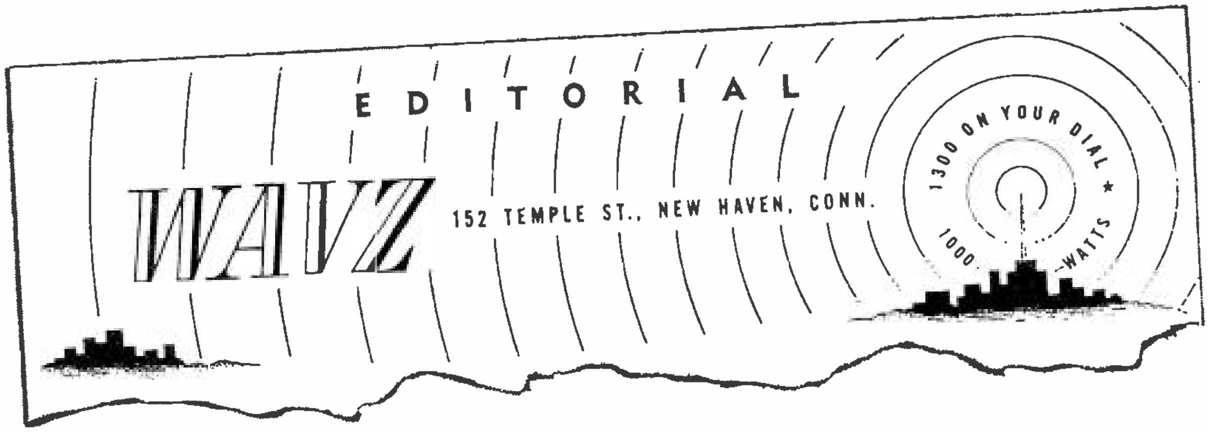
James Sirmons, director of labor relations for CBS, suggested that stations prepare for any personnel contingency

Cox planning a new look in Dayton

WHIO-AM-FM-TV Dayton, Ohio, has announced the launching of a $300,000-plus expansion and remodeling program.

The project will include an additional 4,000 square feet of office space and remodeling another 4,500 square feet of space. On completion, the total area of the station's complex will be 37,750 square feet. The new space indicated by the dotted lines in the above sketch and remodeled area will be used for traffic, bookkeeping, sales, conference rooms and executive offices.

During the last two years WHIO-TV has spent over $500,000 for new equipment enabling the station to telecast both local and network (CBS) shows in color. The Cox Broadcasting Corp. station plans to telecast over 85% of its shows in color by next fall.



Editorial Broadcast

June 2, 1967—12:30 am, 6:30 am, 7:30 am, 8:30 am, 10:30 am, 12:30 pm, 5:30 pm, 6:30 pm, 8:30 pm, 10:30 pm, 11:30 pm.

(We take you now to the Editorial Room of WAVZ for a statement of opinion by this station. Here is Daniel W. Kops, President of Kops-Monahan Communications, Inc., to bring you that statement.)

"Thank you.

We want to talk to you today about a problem that doesn't exist.

Not in New Haven, or the surrounding cities and towns.

And certainly not in your house.

The problem is marijuana and the drugs it leads to.

We have been calling it to your attention in a number of our Sunday morning Eyewitness Programs.

A psychiatrist at the Yale Medical School recently estimated that five percent of the high school population has had some acquaintance with drugs.

The New Haven area's three private schools considered the problem sufficiently serious to convene a joint meeting of parents and students to hear the dangers from a Harvard medical expert.

Perhaps marijuana is a little used word among our teen-agers. That's because they refer to it as "pot."

Some of them are convinced that smoking pot is quite an innocuous thing — that within five years it will be legal.

They don't recognize that it is dangerous in its own right and a step that leads to even more serious drugs.

And perhaps they don't because you older members of the family haven't made them aware.

Possession of marijuana is a crime.

In a growing number of homes the police have come to arrest a teen-age boy or girl they had a case against.

And the first thing the shocked parents usually say is "that can't have happened to my child!"

But it is happening with all too many.

That's why we say it's time to take the blinders off and face reality. You can't depend on school officials or law enforcement officers to do what must be instilled in the home.

It's up to you as a parent to close the communications gap in your house. Face up to the fact that marijuana and even drugs are available. It is up to you to establish the relationship — to engage in candid and earnest discussion to make your son or daughter recognize the danger.

The hour is late.

Thank you for your attention"

(You have been listening to a WAVZ Editorial, a statement of opinion by this station.)

This pricked the consciences of New Haven parents. We're passing it along as a thought provoker for your own attacks on one of the most serious problems threatening our communities

WAVZ Division of **KOPS-MONAHAN Communications, Inc.**

WAVZ New Haven, Conn. | WKCI Hamden, Conn. | WTRY Troy, N.Y. | WDKC Albany, N.Y.

that may occur by implementing a program of what he called "strike training." He recommended that stations take an inventory of all management and supervisory personnel, particularly technical, and train them over a period of time to provide emergency coverage of all union jobs.

To build employe loyalty, Mr. Sirmons stressed, management must make "a real effort to keep abreast of grievances and deal with them promptly." He added:

"To an unusual degree our product depends upon the skill, the spirit and the morale of our employes. If we keep it high, then we have little to fear from a strike or a complicated production."

Ronald B. Peterson, commissioner of the New York state department of commerce, called on radio and television executives to participate actively in the state's industrial development program. He said their background and experience in communications should be helpful in creating a business climate that will attract new industry.

Governor's Appeal ▪ Another appeal for cooperation from broadcasters was sounded by Governor Rockefeller, who asked for their help in explaining the state's proposed $2.5 billion transportation bond issue to the public. The determining factor in passage of this proposal, Mr. Rockefeller stated, is whether the public understands it.

"You have the capacity to bring about this understanding," the governor said. "If it does not pass, then we have a serious problem. And that is why I am here before you today."

Robert K. King, vice president and general manager of WKBW-TV Buffalo and this year's president of the association, presided at the conference. Cochairmen of the meeting were Kenneth M. Johnson, vice president and general manager, WTEN(TV) Albany, and W. Edmund Cramer, program director, WCBS-TV New York.

Changing hands . . .

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

▪ WAVY-AM-TV Norfolk - Portsmouth - Newport News, Va.: Sold by Hunter C. Phelan and group to LIN Broadcasting Corp. for $8 million (see page 39).

▪ WILE-AM-FM Cambridge, Ohio: Sold by Howard A. Donahue to Cloverleaf Broadcasting Corp. for $336,000. Buyers are James G. Granitsas, William R. Coffey, George H. Wolfington, and Nick Theodosopoulos. Mr. Granitsas is attorney. Mr. Wolfington is independent contractor and real estate agent. Mr. Theodosopoulos is owner of fruit and produce company. WILE is daytimer on 1270 kc with 1 kw. WILE-FM operates on 96.7 mc with 1.3 kw.

▪ WIRA-AM-FM Fort Pierce, Fla.: Sold by James L. Howe to publicly-held Airmedia Inc. for $225,000. Airmedia is headed by Hudson Miller Jr. of Cullman, Ala., who will move to Fort Pierce after approval of sale. Mr. Howe will remain consultant to WIRA. WIRA is on 1400 kc with 1 kw days and 250 w nights. WIRA-FM operates on 95.5 mc with 2.5 kw. Broker: Hamilton-Landis & Associates Inc.

▪ WMLO Beverly, Mass.: Sold by United Broadcasting Inc. (James F. Keough, vice president and general manager) to Algonquin Broadcasting Inc. for $180,000. Buyers are Richard Harding Hallet and Frank Thome. WMLO is daytimer on 1570 kc with 500 w.

▪ KGAK Gallup, N. M.: Sold by Merle H. and Mida H. Tucker to Gallup Broadcasting Co. for $165,000. Buyers are Jack B. Chapman, Roy T. Chapman, Theodore R. Bender, and H. T. Etheridge Jr. Mr. J. Chapman is vice president of KTSM-AM-FM-TV El Paso, Tex. Mr. Bender is news director for KTSM. Mr. Etheridge is chartered life underwriter for insurance company. Mr. R. Chapman is executive vice president and part owner of Mithoff Advertising Agency, El Paso. KGAK is on 1330 kc with 5 kw days and 1 kw nights. Broker: Hamilton-Landis & Associates Inc.

APPROVED ▪ *The following transfer of station interests was approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 63).

▪ KRCB Council Bluffs, Iowa: Sold by Abe Slusky and associates to James Conroy for $200,000. Mr. Conroy is retired attorney and has been associated with radio and television in past. KRCB is daytimer on 1560 kc with 1 kw.

NEW TV STATIONS

WCTU-TV Charlotte, N. C. (channel 36) began operating commercially July 9, radiating 1,330 kw from 1,350 foot antenna above average terrain (1,403½ feet above ground). Independent UHF, completely equipped for all-color programing, is managed by Ian Wheeler, and will specialize in movies, sports and local programing. Harold Twisdale is president, and David Steel, vice president. This is Charlotte's fourth commercial TV station; there are two VHF and two UHF outlets operating.

Channel 19, Norfolk, Neb., educational channel will begin telecasting Dec. 1 and will operate with an ERP of 282 kw visual and 56.2 kw aural from an antenna height of 1,110 feet above average terrain, and 1,069 feet above ground. Permittee is Nebraska Educational Television Commission. Station is to be built on site near Carroll, Neb.

Newhouse gets York, Pa., translator

The FCC has granted an application for a 100-w translator station on channel 49, York, Pa., that had been opposed by a commercial applicant for operation on that facility.

The grant went to group-broadcaster Newhouse Broadcasting Corp., which will rebroadcast programs of its WTPA (TV) (ch. 27) Harrisburg-York-Lebanon, Pa. Opposing the translator request was Red Lion Broadcasting Co. Inc., WGCB-AM-FM, which applied for use of the channel in Red Lion, Pa., 15 miles from York.

(The WGCB stations are owned by the Reverend John M. Norris, whose crusade against the commission's fairness doctrine failed a court test in June [BROADCASTING, June 19]. His station-license renewals have been pending for about a year, and his 1965 application for the television station, the commission has said, will not be acted upon without resolving questions about the renewals.)

In arguing that Newhouse must show a need for the proposed translator, Red Lion claimed there was no indication that reception of WTPA's signal in York was unsatisfactory; in effect Newhouse was attempting to obtain two positions on the dial in that city, and their applications were mutually exclusive.

But the commission held that it does not require "every such applicant" for a translator to make a showing of "need"—only when there has been an issue made by an opposing station based on a prima facie showing that there is no need for the translator. Also the commission stated the applications were not mutually exclusive since they are "fundamentally different and are governed by different rules and policies."

Though the commission noted that grant of the translator does not preclude a later grant of the channel for a commercial assignment, it viewed the Newhouse project as a favorable "early inauguration of television service." And should Red Lion receive a grant for its station, the commission suggested that Newhouse could switch its operation over to a UHF assignment in the "upper-14 channel range."

LIN buys WAVY-AM-TV for $8 million

MOVE FOLLOWS $15-MILLION MCLENDON PURCHASE

Within a month after startling the broadcast industry with its $15 million purchase of two AM and one FM stations in Texas, LIN Broadcasting Corp. moved to acquire another radio station and its second TV station—WAVY-AM-TV Norfolk-Portsmouth-Newport News, Va.

LIN is paying $8 million for the tidewater Virginia stations, the same amount that was the price to be paid for the stations by Daily Press Inc., publisher of *Newport News Daily Press* and *Times-Herald*, and owner of WGH there. Reports that the newspaper firm was having difficulty in raising the money (CLOSED CIRCUIT, July 10) spurred LIN executives into making the bid for the stations. The *Daily Press* WAVY negotiations were canceled two weeks ago.

Still pending FCC approval is LIN's purchase of WIL-AM-FM St. Louis for $1,650,000. Just two weeks ago, LIN announced it was selling its WMAK Nashville to George P. Mooney (majority owner of WKGN Knoxville, Tenn., and 25% owner of WBSR Pensacola, Fla.) for $787,500.

Applications for the transfers of KLIF Dallas and KILT and KOST-FM Houston from the McLendon group to LIN are expected to be filed with the FCC this week.

The applications will disclose that the $15 million will be paid with about one-third down, and the remainder to be paid out over a number of years.

LIN also owns WAKY Louisville, KEEL Shreveport, KAAY Little Rock, and WBBF-AM-FM Rochester, N. Y., in addition to WAND-TV Decatur, Ill. It also is a multiple CATV owner, owns the Miss Teen-Age America contest and a mail-merchandising business as well as a motion-picture distribution firm.

LIN is headed by Frederic Gregg Jr.

The company is authorized to issue 4 million shares; there are about 990,000 shares outstanding. It sold 200,000 shares to the public in March 1966, and issued $1 million in convertible debentures last November. These were

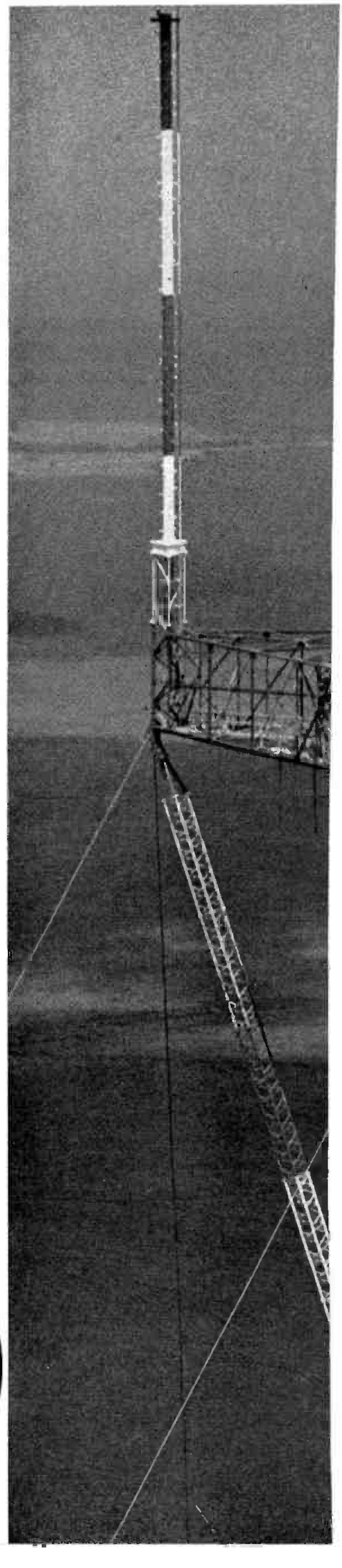
You get more than just an antenna from General Electric.

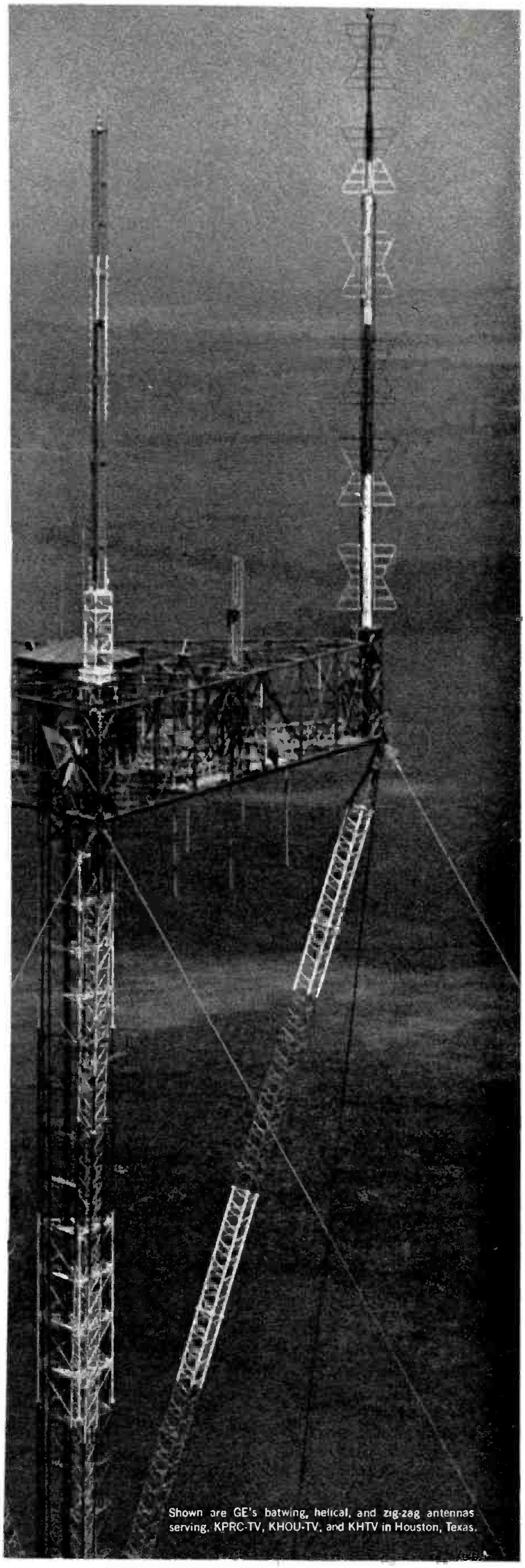
You get GE's 20 years of experience delivering top-rated antenna systems to TV stations throughout the United States.

You get pioneering innovations such as the G-E helical and zig-zag antennas.

You get our proven ability to meet even the tightest specifications. We were the only manufacturer, for example, to meet the specs for the UHF zig-zag at KERO-TV in Bakersfield, California. Our helicals are virtually maintenance free. And our batwings offer the most up-to-date improvements of any in the industry.

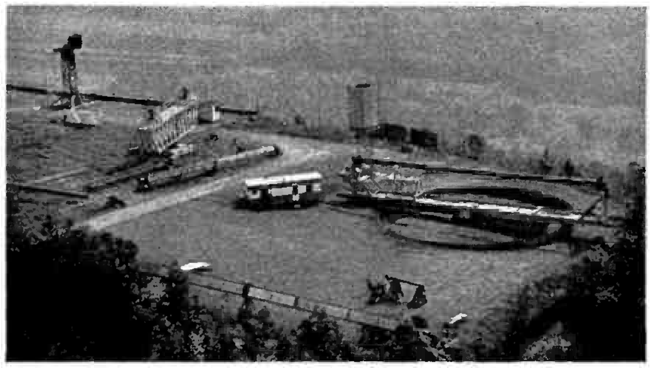
You get planning. Our antenna engineering section works with you and your consultant to determine requirements, specifications and feasibility. The combined experience of this team of professionals assures you optimum predictable performance.




Shown are GE's batwing, helical, and zig-zag antennas serving KPRC-TV, KHOU-TV, and KHTV in Houston, Texas.

You get proving. Once your antenna requirements are determined, vertical and horizontal signal patterns are plotted with a computer. Our engineering section feeds specifications into an inquiry unit. A remote-site G-E computer instantly returns precise, error-free pattern plots.

You get pre-testing. GE's antenna site at Cazenovia, N.Y., is one of the finest test facilities in the United States. Here your antenna is tested against planned requirements. Test results are fed into the computer for checking against the original pattern.



You get performance. General Electric antennas have set new standards of performance. Our zig-zag at WPIX-TV, New York, notably improved transmission. G-E gave KERO-TV the country's first installed zig-zag—plus maximum effective radiated power. And at 7,600 feet altitude. Not hard to understand why General Electric has installed more zig-zag antennas than all other manufacturers combined. To further insure top performance: installation supervision, complete checkout after installation including transmission line, and periodic preventive maintenance services are also available.

Wherever conditions are a little more rugged and problems a little tougher—that's when we consider it a G-E job. You should, too. You'll get the best designed, the best built and the best performing antenna available today. And what's more, you'll get the planning, proving and pre-testing that make you confident you're getting the best. From General Electric. Visual Communication Products Department, Electronics Park, Syracuse, New York 13201. GE-47

GENERAL ELECTRIC

called last April and exchanged for stock.

Asked about financing the recent acquisitions, Mr. Gregg said there were three courses open to the company: It could sell more stock to the public, it could make a private placement of stock, or it could borrow the money.

The 25-year-old WAVY operates fulltime on 1350 kc with 5 kw. WAVY-TV is 10 years old and is on channel 10. Both are affiliated with NBC.

Has FCC hit pay TV answer?

Both camps in knotty issue pleased with equity of FCC proposal

The FCC's committee on pay television appears to have achieved the impossible with its proposal for the establishment of pay television as a permanent service: Antagonists in the long dispute over pay-TV authorization have generally welcomed the committee's plan, though some express reservations about it.

The presidents of two of three pay-TV systems endorsed the report, issued two weeks ago (BROADCASTING, July 17) as an important and valuable step toward the establishment of a service which can become viable without endangering the free-television service.

A spokesman for the Joint Committee Against Toll TV, which represents theater owners who have been pay TV's opponents, says the report represents "an 85% victory" for his group.

Both sides referred to the restrictions that the committee of commissioners would impose on pay-TV operations. They would be limited, for instance, to cities served by the grade A signals of five or more commercial television stations. In addition, pay-TV stations would not (except in limited cases) be permitted to carry movies more than two years old or sports events which had been carried by free television in a community within two years preceding the proposed pay-TV broadcast.

Two out of Three ▪ Joseph S. Wright, president of Zenith Radio Corp., and William C. Rubenstein, president of International Telemeter Corp., indicated they felt the restrictions would not be unduly burdensome. But Solomon Sagall, president of Teleglobe Pay-TV system, while welcoming the committee's report, said the restrictions would be "needlessly harsh."

Marcus Cohn, counsel for the theater-owners group, feels the restrictions provide the theater owners with their 85% victory. He said the report reflects the group's concern over pay-TV siphoning of programing from free television.

He also feels that, although pay-TV stations would be authorized to play first-run movies, "they won't be able to get them." And he feels the restrictions on sports coverage would effectively bar pay TV from audience-attracting events.

Neither Mr. Wright nor Mr. Rubenstein appeared concerned about the restrictions, however.

Mr. Wright, whose company's Phonevision system is being used in the Hartford pay-TV test, foresees subscription television as being available to 75% of the TV homes in the country within five years after adoption of the plan proposed by the committee of commissioners.

Claims Credit ▪ He said "many" of the restrictions proposed by the committee were suggested by Zenith, and he added that the Hartford test has been conducted by RKO General Inc. over its WHCT(TV), "in effect . . . within the committee's recommendations."

"Based on the public acceptance in Hartford," he said, he believes "many millions of viewers when given a choice like the Hartford subscribers will welcome the economy and convenience" of pay television.

Zenith has awarded Phonevision subscription TV rights to RKO General for New York City, Washington, San Francisco, Philadelphia and New Haven, Conn. Similar agreements have been made with Field Communications Corp. for Chicago and with Kaiser Broadcasting Corp. for Los Angeles. The seven markets contain 17-million TV homes and, Zenith notes, the agreements would provide a potentially strong economic base for the expansion of pay television.

Rubenstein's Comment ▪ Mr. Rubenstein, who said the restrictions are unnecessary but also unimportant since pay television poses "no real competitive danger with normal TV," sees the committee report as "an interim measure."

He feels pay television should be given a "widespread test in a variety of situations so that it can develop naturally."

"There's no law," he added, "that says, for example, pay TV ultimately is going to end up selling program by program. Maybe there'll be subscription stations that sell magazines of programs."

Mr. Sagall believes the restrictions proposed by the committee would hold back the development of pay television. He noted that Teleglobe has regarded pay television as "essential to the economic survival of UHF operators.

But, he said, the majority of UHF licensees will not have the $2 million to $2.5 million he estimates they will need to reach a break-even point of 15,000-20,000 subscribers in a given market. And "it is possible that some of the restrictions will discourage" outside investors from providing the needed capital.

Among the opponents of pay television still to be heard from are the networks. Spokesmen for all three declined to comment last week on the committee's report.

An NBC official said the network would file a position statement with the commission by Sept. 15. That is the deadline the commission has set for statements from parties wishing to participate in the oral argument to be held on pay TV in the fall. Sources at CBS and ABC indicated no decision had been made on whether those networks would file comments.

Boston session to study TV as municipal tool

The use of television to train municipal employes and to improve municipal management will be spotlighted at a session of the 44th annual Congress of the National League of Cities in Boston on July 29.

The speakers will include Seymour N. Siegel, director of communications of the City of New York and director of city-owned WNYC-AM-FM-TV; Lieutenant Dennis Carey of the New York City Police Department and Battalion Chief Herbert Whyte of the New York City Fire Department. Also scheduled to speak is FCC Commissioner Robert E. Lee. WNYC-TV is the only noncommercial, municipally-operated TV station in the U.S.

Grandfather CATV's must give protection

Age has it privileges, but in the eyes of the FCC Hearing Examiner Chester F. Naumowicz violation of commission rules is not one of them.

The examiner refuted the claim that age carries with it an "ancient and honored adjudicatory concept" as he delivered an initial decision last week that would issue cease and desist orders against four Pennsylvania CATV systems. The systems either failed to provide program exclusivity or to carry required Scranton-Wilkes-Barre stations in favor of their network counterparts in Philadelphia.

The orders were directed against Ashland Video Co., serving Ashland, to carry a full-time basis and provide program exclusivity for WNEP-TV and WBRE-TV; and Shen-Heights TV Association, serving Shenandoah, Schuylkill Valley Trans-Video, serving Brockton, and City TV Corp., serving Mahanoy City, to provide program exclusivity for WNEP-TV and WBRE-TV with City TV Corp. also to protect WDAU-TV programs as well.

The CATV's claimed that their existence long before the commission had established its rules entitled them to favorable consideration. And the examiner agreed that "great weight" should be accorded to their argument provided they had shown "material prejudice."

The fact that the apparently adverse ruling would not greatly inconvenience either the cable companies or their subscribers nor deprive them of the programs presently available held sway in his view. While the CATV's would experience the inconvenience and expense of installing and maintaining switching equipment, Examiner Naumowicz said: "This is a consideration faced by virtually all CATV operators. The mere fact of long continued existence . . . would not seem to justify excusing [them] from a duty found tolerable by their commercial peers."

Fresh start set in ch. 26 Houston case

The FCC's review board has thrown the long, complex channel 26 Houston proceeding back into the administrative hopper. In concurrent actions last week the board denied an application of one competitor and sent back another for further hearing because of charges made by the losing applicant.

The competitors are Kxyz Television Inc., KXYZ-AM-FM Houston, and Crest Broadcasting Co., owned by local Houston businessmen. Both filed for the facility in 1964. Subsequent hearings resulted in an initial decision by Hearing Examiner Chester F. Naumowicz that recommended denial of the KXYZ application and grant of the channel to Crest.

The examiner found (as did the review board) that KXYZ had failed to meet financial-qualification standards because of the unreliability of its estimates of cost figures and first-year revenues. The company had contended that it would rely for a major portion of these estimates on programs supplied without charge by the Unisphere Broadcasting System. (Owned in part by principals of Vic Piano Associates, a national station representative, UBS was termed by one of its officers as a "network in formation"; the board called it an "unestablished network." In an appeal to have its application turned back for further hearing on the financial question, KXYZ argued unsuccessfully that the status of UBS was no different than that of longtime existent networks who are, through established practices, program suppliers.)

Unreasonable ▪ The examiner and board concluded that KXYZ could not meet required financial qualifications because UBS was wholly dependent upon a program distributor, American Diversified Services, for the bulk of its programs. And under a contingent agreement, UBS could not get the rights to the ADS programs until it had lined up a minimum of 18 affiliates in the top-100 markets. Since UBS could not get enough stations committed to provide

Golden West builds for radio's future

Golden West Broadcasters is casting a $1-million vote of confidence for radio. That's how much the station group organization is spending to move and remodel its key operation, KMPC Los Angeles. "We're out to make KMPC the most modern and efficient radio station in the country," states Loyd C. Sigmon, executive vice president of GWB.

Late last year, Golden West bought the 10.2-acre Paramount Sunset Studio lot in Hollywood for some $5 million (BROADCASTING, Dec. 12, 1966). KTLA(TV) Los Angeles, the group's one television operation (it also owns KSFO San Francisco, KEX Portland and KVI Seattle) already was located on the lot. But KMPC, a leading middle-of-the-road station in the market, was bursting out of its more than 40-year-old, one-story quarters a few blocks from the Paramount studio, also on Sunset Boulevard.

There was a strong motivation to bring the GWB operations under one roof. There also was the classic question that at one time or another faces all station operators: Is radio worth a significant capital investment? Golden West cast its vote for making KMPC a showplace.

Outside on a street lined with palms lights will play at night on a white two-story building. Inside all equipment will be transistorized. There will be three individual studio and control rooms identical in equipment and size so as not to have one area any more adapted than another. Consoles to be used are 20-channel mixers with the ability of high or low level inputs on each mixer. These dual-channel consoles were custom engineered for the station to insure what KMPC hopes will be a longer trouble-free time, high performance and better program control.

TV and radio operations in the new facility will be kept entirely separate. There's no thought of mixing people from the radio and TV stations. KMPC employs 107 people, KTLA 203. Altogether there will be some 400 GWB employes on the Paramount lot. The radio operation hopes to move in and get underway by early fall.

Floor plans for KMPC Los Angeles new headquarters in Hollywood being discussed by (l to r) Al Gray, plant and facilities superintendent; Loyd C. Sigmon, executive vice president, and Norman Boggs, vice president, corporate projects for Golden West Broadcasters.

a network and, in the board's view, there was no "reasonable likelihood" it could meet the contingent agreement, the board denied the KXYZ application.

At the same time the board gave heed to charges made by KXYZ that one of the Crest stockholders, Bernard E. Calkins, could no longer acquire a $250,000 bank loan to fulfill his subscription commitment to the company. Because of conflicting statements made by the bank and Mr. Calkins, the board felt the issues of possible misrepresentations or concealment of the company's financial condition warranted another hearing on the Crest application. The board also ruled that should Crest not receive the grant, then the public interest would be best served by filing of new applications rather than permitting KXYZ to have "a successive retrial."

Board Member Horace E. Slone dissented to the majority opinion of Donald J. Berkemeyer and Sylvia D. Kessler, saying he would continue the consolidated proceeding so that KXYZ could assist in a determination of the hearing issues.

Some hawks want to become doves

A sideshow to the main event of an FCC comparative hearing involving channel 21 Birmingham, Ala., appears ready to close down, with all the participants ready to concede a longer run would serve no useful purpose.

At issue were charges and counter charges involving attorneys, which led the commission to order a hearing on whether the counsel involved should be disqualified from continuing in the case.

The hearing was also to determine what role, if any, the clients, Alabama Television Inc. and Birmingham Broadcasting Co., played in the actions of their attorney. In all, four applicants are competing for the channel (BROADCASTING, June 5).

After nine days of hearings, the parties last week jointly petitioned the commission to vacate the order for the hearing and delete the special issues. They said they were satisfied that, on the basis of the information thus far developed, "no censure, disciplinary action, disqualification, or adverse finding or inference is warranted as to any applicant, party, or past or present counsel or firm."

They also said that any statements or pleadings filed in the proceeding which could be considered adverse to the attorneys are withdrawn.

How It Started ▪ The controversy grew out of an alleged effort on the part of Seymour Chase, then a member of the firm of Philipson, Lyon and Chase, counsel for Alabama, to hire Jason Shrinsky, then an attorney in the firm of Putbrese & Fisher representing Birmingham. Mr. Chase later withdrew from the Philipson firm, which is now Philipson, Lyon, Nellis and Mallios.

Birmingham claimed it had been prejudiced and moved for the disqualification of the Philipson firm and the dismissal of the Alabama application. Alabama, in turn, said Birmingham had raised the issue for the "ulterior" purpose of securing a merger with Alabama.

BROADCAST ADVERTISING

Two TV code issues settled

Special NAB committee agrees on two interruptions for half-hour shows, five for hour programs, adopts stiffer billboard ruling

The interruption standard was approved and a hard line on use of billboards was adopted as the National Association of Broadcasters ad hoc committee on TV time standards met in Washington last Monday (July 17).

The 10-man committee is made up of five members from the NAB's TV code board and five members from the parent television board. It is operating under a resolution adopted by the TV board at its meeting last month to whip the code proposals into shape and present them to a combined code board-TV board meeting no later than Oct. 31 (BROADCASTING, July 3).

After last week's session, it appeared the timetable could be met since the committee set Sept. 21-22 in New York for its next meeting and tentatively picked Oct. 4 for the meeting of the two boards.

The interruption standard, proposed by the code authority and recommended by the code board had called for two interruptions in a prime-time half-hour and four interruptions in a prime-time hour program. There was no trouble with the half-hour standard.

The committee voted, however, to recommend five interruptions in one-hour shows in prime-time. The reasoning appeared to be that the four-interruption standard would penalize full sponsors since the half-hour station break would be counted as an interruption and if the sponsor did not utilize that position, he would get only three other interruptions within the body of the program.

The five-interruption standard would, in most instances, allow the sponsor to spread his spots into two interruptions in each half hour.

No definitive action was taken on interruptions in nonprime time. The code board had recommended four interruptions in any half-hour period outside prime time, and it's believed the committee will adopt this approach.

Tougher Stand ▪ The billboard action seems to be a harder line than either the code authority or code board recommendation. As proposed by Charles Tower, Corinthian Broadcasting, the code would allow billboards only for single, dual or alternate week sponsorships and would limit the billboards to a mention of only the name of the product to be advertised. There would be no slogans and no promotions.

In effect, the billboard would be simply that and not a 10-second ID. Since any billboards, under such a standard, would take up a negligible amount of time, the committee also voted not to count such billboards as nonprogram time. Under current code standards and the ones recommended by the code board billboards are counted as nonprogram elements.

The original code-authority proposal would have restricted billboards to single or alternate sponsors, but allow them to take 10 seconds. The code board's recommendation eliminated the time reference, and said the billboards should be limited only to the products advertised in the program.

The board also heard a letter from the time standards subcommittee of the American Association of Advertising Agencies' Broadcast Policy Committee. The subcommittee, headed by Gene Accas of Leo Burnett Co., recommended the code limit consecutive commercial material in an interruption to 120 seconds and "reluctantly" suggested that the number of consecutive appeals be held at four in prime time and five in all other times (CLOSED CIRCUIT, July 17).

No action was taken on the AAAA's letter.

Attending last week's meeting from the TV board were: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV board chairman and chairman of the code standards committee; Roger Clipp, Triangle Stations; John T. Murphy, Avco Broadcasting Corp., TV board vice chairman; Hamilton Shea, WSVA-TV Harrisonburg, Va., and Mr. Tower.

From the TV code board: Clair McCollough, Steinman Stations, Lancaster, Pa., code board chairman; Ernest Lee Jahncke Jr., NBC; Alfred R. Schneider, ABC, and William Tankersly, CBS-TV. Mike Shapiro, WFAA-TV Dallas-Fort Worth was not at the meeting.

New rules on cigarette commercials

The long-delayed cigarette-advertising guidelines of the National Association of Broadcasters Code Authority go into effect on Sept. 1. To make sure that everyone understands what can and cannot be shown, the code office has issued a clarification of the cigarette-advertising guidelines, which were originally proposed on Oct. 6, 1966 (BROADCASTING, Oct. 10, 1966).

The guidelines, aimed principally at restricting appeal of cigaretes to youth, retain their outright ban on using present or past "prominent" athletes in commercials and they still forbid showing actors in any major and/or contact sports such as football, hockey, soccer. The same ban holds true for some of the recreational-type sports like golf, skiing and tennis, all of which require more physical exertion than tiddling the wink.

However, it would be permissible to depict smokers in the generally passive activities such as boating or fishing, as long as the fisherman is more of a troller than a marlin fighter. Acceptability in these situations, the code authority says, "depends upon the degree of physical exertion depicted."

The guidelines now allow use of props associated with recreational sports or athletic activities if the smoker and props aren't on the playing field. The commercial could show a tennis player holding the racket and smoking, if he's not on the court.

Agency appointments . . .

▪ Whitehall Laboratories, New York, which last May pulled out about $4 million in product billings from J. Walter Thompson Co., last week announced a "split assignment" of one of the products—Dristan Nasal Mist—to Clyne Maxon Inc. and Carl Ally Inc., both New York, effective Aug. 1. Dristan bills an estimated $3.5 million, with roughly 90% in television. Clyne Maxon earlier this month began handling Whitehall's Conquest—another product resigned by JWT. Carl Ally already is the agency for Whitehall's Sleepeeze account.

▪ The Kelvinator appliance division of American Motors Corp., Detroit has appointed Edward H. Weiss & Co., Chicago. Kelvinator advertising had previously been handled by Benton and Bowles, New York.

▪ Rheingold Breweries Inc., New York,

has named LaRoche, McCaffrey & Mc-all Inc., New York, as agency for its Knickerbocker beer, replacing Gumbinner-North Co., New York. The account bills an estimated $1.7 million, of which approximately $1.4 million is allocated to TV-radio.

▪ A & W Root Beer drive-ins, operator of 13 drive-ins throughout Missouri and Illinois, has appointed E. M. Reilly and Associates, Clayton, Mo.

▪ Whitehall Laboratories, division of American Home Products Corp., New York, has appointed Geyer, Morey, Ballard Inc., that city, for marketing and advertising Duplexin analgesic tablets.

▪ Packard-Bell Electronics Corp., Los Angeles, has appointed Sachs, Finley & Kaye Inc., Beverly Hills, to handle all advertising for its home products division. The agency is already planning a national campaign to start in the fall which will introduce the 1968 line of Packard-Bell color television and stereo models. Packard-Bell spent about $2 million on advertising last year.

Rep appointments . . .

▪ WJRT-TV Flint, Mich.: Blair Television, New York.

▪ KRDO-TV Colorado Springs: Peters, Griffin, Woodward, New York.

▪ KDES-AM-FM Palm Springs, Calif.: Grant Webb & Co., New York.

▪ KLIR-FM Denver: Quality Media Inc., New York.

▪ WDEE New Haven, Conn.: William A. Queen, Boston.

4A's says FCC out of bounds

Opposes commission's move to put fairness doctrine into advertising

The nation's leading advertising agencies called upon the FCC last week to withdraw its fairness doctrine from "the field of advertising, an area where the commission has neither authority nor competence."

The call was contained in a resolution adopted by the board of the American Association of Advertising Agencies and the AAAA's broadcast policy committee and in a covering letter from John Crichton, president of the association, to the FCC.

Mr. Crichton "strongly" urged the commission to hold public hearings on the issue, which was raised when the FCC ruled that stations must carry antismoking messages to help offset the impact of cigarette commercials [BROADCASTING, June 5, et seq].

Backs CBS ▪ He said the AAAA's broadcast policy committee, which is headed by Richard A. R. Pinkham of Ted Bates & Co., "gave its unqualified endorsement" to the position taken earlier by CBS. CBS was directly involved because one of its stations, WCBS-TV New York, was named—although the FCC held it had carried enough antismoking messages to escape censure—in the case in which the fairness doctrine was applied.

Referring to CBS's answer [BROADCASTING, June 26], Mr. Crichton said:

"We agree [with CBS] that the ruling is inconsistent with the fundamental objectives of the fairness doctrine, and such a ruling, if allowed to stand, cannot reasonably be restricted to one product alone, and that—as the CBS reply implies—involves the commission in an activity outside its jurisdiction, an area of responsibility which plainly is a congressional consideration."

In calling for public hearings Mr. Crichton said representatives of the broadcast policy committee "stand ready to appear [at hearings] to present more fully the position of advertising agencies in this matter, which so vitally affects the future of broadcast advertising."

To the Point ▪ The AAAA's resolution was short but firm. It "vigorously" protested FCC's "arbitrary and precedent-setting" ruling, denied FCC authority and competence in the field of advertising, said FCC's action "does not reflect the intent of the Congress" and urged the commission to "take prompt action to correct this unwarranted intrusion."

The AAAA protest was the latest of many attacks on the FCC move. Among others taking similar positions have been the Association of National Advertisers, the National Association of Broadcasters, NBC and ABC as well as CBS, and some broadcasters.

Business briefly . . .

Westinghouse Electric Corp., New York, has renewed participations in CBS-TV programs for the fifth con-

BAR network-TV billing report for week ended July 16

BAR network-TV dollar revenue estimates—week ended July 16, 1967 (Net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended July 16	Cume July 1-16	Cume Jan. 1-July 16
Monday-Friday Sign-on-10 a.m.	ABC-TV	—	—	—
	CBS-TV	$ 84.6	$ 189.7	$ 3,282.0
	NBC-TV	185.2	362.7	8,127.4
	Total	269.8	552.4	11,409.4
Monday-Friday 10 a.m.-6 p.m.	ABC-TV	1,105.9	2,181.9	37,875.2
	CBS-TV	2,654.5	5,335.9	89,232.9
	NBC-TV	1,332.5	2,743.6	46,281.6
	Total	5,092.9	10,261.4	173,389.7
Saturday-Sunday Sign-on-6 p.m.	ABC-TV	542.4	1,498.0	22,616.7
	CBS-TV	400.5	1,546.6	23,550.1
	NBC-TV	412.8	1,372.0	13,725.9
	Total	1,355.7	4,416.6	59,892.7
Monday-Saturday 6-7:30 p.m.	ABC-TV	191.3	442.7	7,960.6
	CBS-TV	360.4	769.3	16,148.3
	NBC-TV	722.7	1,403.3	16,675.2
	Total	1,274.4	2,615.3	40,784.1

Day parts	Networks	Week ended July 16	Cume July 1-16	Cume Jan. 1-July 16
Sunday 6-7:30 p.m.	ABC-TV	35.2	122.4	3,344.7
	CBS-TV	83.5	259.4	6,316.5
	NBC-TV	9.8	43.9	4,232.8
	Total	128.5	425.7	13,894.0
Monday-Sunday 7:30-11 p.m.	ABC-TV	3,319.1	7,734.8	136,162.1
	CBS-TV	3,923.1	9,088.2	156,134.8
	NBC-TV	4,457.1	9,704.0	155,182.2
	Total	11,699.3	26,527.0	447,479.1
Monday-Sunday 11 p.m.-Sign off	ABC-TV	217.0	696.7	5,983.2
	CBS-TV	111.2	178.6	1,577.4
	NBC-TV	369.0	642.9	10,635.7
	Total	697.2	1,518.2	18,196.3
Network totals	ABC-TV	5,410.9	12,676.5	213,942.5
	CBS-TV	7,617.8	17,367.7	296,242.0
Grand totals	NBC-TV	7,489.1	16,272.4	254,860.8
all networks		$20,517.8	$46,316.6	$765,045.3

secutive year. Purchases in nighttime programs include *Daktari* (Tuesday, 7:30-8:30 p.m. EDT), *Dundee and the Culhane* (Wednesday, 10-11 p.m. EDT), *Thursday Night Movies, Friday Night Movies, Mannix* (Saturday, 10-11 p.m. EDT), *Smothers Brothers Comedy Hour* (Sunday, 9-10 p.m. EDT), and *Mission: Impossible* (Sunday, 10-11 p.m. EDT). Daytime participations include *Candid Camera, The Beverly Hillbillies, Andy of Mayberry, Dick Van Dyke Show* and *CBS Morning News with Joseph Benti.* Total CBS-TV buy is understood to represent approximately $6 million. Westinghouse agency is McCann-Erickson, New York.

B. A. Bernard & Co., Camden, N. J., maker of Cadillac dog and cat food, has purchased sponsorship of *Dog Tales,* a five-minute radio series on weekdays, for 52 weeks, beginning July 24. The programs are about dog breeding and care, and initially will be on WGBB Freeport, WGSM Huntington and WGSM-FM Babylon, all New York, and on WCTC-AM-FM New Brunswick, N. J. Agency is Elkman Advertising Co., Philadelphia.

Consolidated Cigar Corp., through Lennen & Newell, both New York, will use network TV in the introduction of its new mint and menthol tipped Muriel cigar.

National Biscuit Co., New York (McCann-Erickson, New York), **McDonald's Systems Inc.,** Chicago (D'Arcy Advertising, Chicago), **Campbell Soup Co.,** Camden, N. J., and **Vick Chemical Co.,** New York (both Leo Burnett Co., New York) each have bought one-quarter sponsorship of NBC-TV's color coverage of the Macy's Thanksgiving Day parade on Nov. 23 (10 a.m.-12 noon).

General Telephone & Electronics through Doyle Dane Bernbach, both New York, will sponsor the CBS News special *Gauguin in Tahiti: The Search for Paradise* at its new time on CBS-TV, Tuesday, Nov. 21 (10-11 p.m. EST). Originally scheduled for June 6, the show was pre-empted by coverage of the Middle East crisis.

American Machine & Foundry Co. Special Products Division, New York, through Anderson, Morgan, De Santis & Ball, Hollywood, is preparing a national saturation schedule of more than 2,600 TV spots to pre-sell its Autofun game product to juvenile viewers. The TV campaign gets underway in September and continues through the holiday season. A series of color spots, highlighting the 51-piece motorized race game, will be shown on children's programs on two or more stations in each market.

Proved radio's worth

What was consumated late last year as a temporary transaction between the Toledo Theater Association and WCWA Toledo, Ohio, has developed into an enduring arrangement.

The *Toledo Blade* newspaper strike in November 1966 prompted the association to start a five-day-a-week program, *Theater Page of the Air* with *Blade* Entertainment Editor Ray Oviatt. The 10-minute show, composed of reviews, interviews and scheduled features at each Toledo theater, was continued by WCWA Program Director Garry Miller, but intended only for the duration of the strike. According to the theater operators, however, it turned out to be such a valuable adjunct to the regular advertising campaigns that the program continued after the *Blade* resumed publication in March.

Plymouth Dealers Association of Southern California and Arizona, through Davis, Johnson, Mogul & Colombatto, Los Angeles, has started a new television campaign using the theme: "Your Plymouth dealer . . . the guy who goes all the way." Two 60-second and one 20-second color commercials have been prepared and for the most part are being scheduled on local stations in prime time. In Los Angeles 36 spots a week are being used on KNBC(TV), KNXT(TV), KTTV(TV), KCOP(TV) and KHJ-TV. In Phoenix, 19 spots a week are being run on KOOL-TV, KPHO-TV, KTAR-TV and KTVK-TV. The campaign ends Aug. 15 in Phoenix and Aug. 29 in Los Angeles.

Rich Products Corp., Buffalo, N. Y., has bought into NBC Radio's *Emphasis* and *Monitor* to advertise CoffeeRich, non-dairy food product. Order was placed through Rich Advertising Co., Buffalo.

Sunbeam to cut its TV budget slightly

Sunbeam Corp., Chicago appliance manufacturer that has been placing 98% of its $13 million advertising budget in television, largely network TV, will trim a little off the network budget and put that money into expanded magazine allocations plus increased spot-TV spending later this year.

Sunbeam, however, is not "going back" to print despite recent stories in print-media oriented publications. Sunbeam's TV billings will still be well over the 90% mark, it was learned last week.

Estimates of Sunbeam's spending in 1966 show that the company spent $7.9 million in network TV and $4.2 million in spot TV. Last year only $298,000 went into magazines and $143,000 into newspapers. Sunbeam earlier this month said that in the final quarter of 1967 it will beef up its magazine schedule with the highlight being a 12-page color Christmas insert in the December issue of *Reader's Digest*.

Sunbeam also said it will use "a heavy schedule" in TV this fall. The lineup includes 15 various network programs plus NBC-TV's *Tonight* and *Today* shows. Sunbeam said its use of spot TV will be heavy too. Agency is Foote, Cone & Belding, Chicago.

Whistler's Mother sheds the years with Abolene

A new 30-second commercial for Albolene cream adroitly turns back the clock on Whistler's Mother. Opening on a shot simulating the famous painting, the motherly heroine comments: "The first time you try it, you wonder why they call Abolene 'the younger cream'". Then with the help of Abolene and a series of dissolves, she finds out. Years are shed and wrinkles disappear until Whistler's Mother becomes Whistler's Mom.

Filmed by VPI Productions, Emerson Foote Inc., New York, created the commercial for client Norcliff Laboratories, Fairfield, Conn.

Also in advertising . . .

Acquisition ▪ Biddle Co., Bloomington, Ill., through mergers has acquired two other smaller Midwest advertising agencies. Combined billings are about $18 million. Biddle acquires Potts-Woodbury, Kansas City, and Creative Group, Appleton, Wis. Charles Jones, P-W president, becomes senior vice president of Biddle. Elmer Otte, vice president of CG, takes same post with Biddle.

Settled and ready ▪ Robert Hund Inc. has announced the establishment of operations in Suite 111, 25100 Evergreen Road, Southfield, Mich. Mr. Hund started his own advertising and public relations firm last March, after leaving a Detroit agency. Major accounts include Riker Manufacturing Inc., Toledo, Ohio, a major producer of heavy-duty truck mufflers and exhaust systems and Solventol Chemical Products Inc., Romulus, Mich., formulators and marketers of detergents and cleaners.

FINANCIAL REPORTS

Visual diversifies with KRS purchase

Visual Electronics Corp., New York, last week reported it had acquired the assets of KRS Instruments, Pasadena, Calif., a division of Datapulse Inc. KRS makes high-quality cartridge tape-recording and playback equipment used in both the broadcasting and data instrumentation fields. The companies would not disclose financial details of the transaction.

For Visual, the acquisition of KRS Instruments is a further diversification in operations, which at one time had been confined to the supply of broadcast equipment. Visual is moving into closed-circuit TV and CATV, and has an agreement with A. B. Dick Co., Chicago, that will place Visual in the alphanumeric display-systems field (BROADCASTING, July 3). It has indicated in a registration with the Securities and Exchange Commission that it intends to acquire all issued and outstanding stock of Lake Systems Corp., Newton, Mass., maker of closed-circuit TV systems. Some of the Dick equipment has application in CATV as well as in the broadcast field.

It was noted last week that Visual had helped pioneer the original design and marketing of the KRS "Broadcaster" series, a cartridge-tape product line.

Visual Electronics said it would relocate the new Pasadena operation within 90 days to accommodate increased activity in custom-audio systems for the broadcast and recording industries in addition to the cartridge-tape, radio automation and other equipment currently produced by KRS Instruments. The manufacturer will continue to operate its current plants in Clifton, N. J., and Palo Alto, Calif., where video switchers, amplifiers and video-tape recording equipment are fabricated.

Net sales and net income of Visual Electronics Corp., for the first quarter ended June 30 exceeded those of the same period in 1966, James B. Tharpe, president, reported at the company's annual stockholders meeting last Tuesday (July 18).

Mr. Tharpe told the meeting that substantial progress" has been made during the past year in the sale of the company's broadcast equipment, primarily to radio and TV stations. Visual Electronics designs and produces some of its equipment and obtains the balance from other manufacturers. Its products include TV camera tubes and video tape recorders, audio and visual switching equipment, TV camera-tubes and other communications items.

For the first quarter ended June 30:

	1967	1966
Earned per share	$0.30	$0.24
Net sales	5,766,095	3,215,463
Earnings before taxes	568,176	385,834
Provision for taxes on earnings	262,000	181,231
Net income	306,176	204,603
Shares outstanding	1,030,400	850,000

Capital Cities cites KPOL in big gains

Capital Cities Broadcasting last week reported second-quarter income 18% higher, and first-half income 16% higher, than in the same periods last year. The company attributed about half of the increase to the acquisition and improvement of KPOL Los Angeles, acquired July 27 last year.

In addition to KPOL, Capital Cities owns and operates KTRK-TV Houston; WTEN(TV) and WROW Albany, N. Y.; WCDC(TV) Adams, Mass.; WPRO-AM-FM Providence, R. I.; WKBW-AM-TV Buffalo, N. Y.; WJR-AM-FM Detroit; WSAZ-AM-TV Huntington, W. Va.; WTVD(TV) Durham, N. C., and WPAT-AM-FM Paterson, N. J.

In deals closed last Tuesday (July 18) Capital Cities with FCC approval sold WPRO-TV Providence to John B. Poole, principal owner of WJRT(TV) Flint, Mich., for $16.5 million and acquired KTRK-TV from John Jones and associates for $21.3 million (BROADCASTING, June 19).

For the first half ending June 30:

	1967	1966
Net earnings per share	$1.06	$.93
Net broadcasting income	16,756,201	14,903,419
Income before taxes	5,993,382	5,160,424
Net income	3,007,142	2,592,544

Reeves signs for $7.1 million loan

Reeves Broadcasting has obtained a 15-year, $7,125,000 loan from Mutual of New York, it was announced last week.

The loan, which carries an interest rate of 6⅜%, provides for annual sinking-fund payments over the term. The proceeds will be used to refinance Reeves's current long-term debt of approximately $5.8 million and for internal expansion.

Reeves recently acquired National Manpower Register, a computerized technical-employment service for corporations, and last year acquired Previews Inc., a real-estate brokerage operating through brokers across the country. Hazard E. Reeves, chairman of the corporation, recently revealed plans to broaden the services of the two properties, and create an interlocked computer operation relating employment changes of high-salaried white-collar and technical workers and housing availabilities on a national basis (BROADCASTING, June 19).

Reeves also operates sound and videotape laboratories, radio and television stations and CATV systems.

Capital gains are part of Cox increase

Cox Broadcasting Corp., Atlanta, last week reported second-quarter increases of 49% in earnings, including capital gains, and 23% in revenues.

J. Leonard Reinsch, president of the diversified group broadcast operation, attributed the capital gains of 20 cents a share in the quarter ended June 30 to sale of certain investments in CATV, chiefly Cox's 50% ownership in the system serving Findlay, Ohio.

For the first half of the year, Cox's revenues scored a 27% rise and net income a 44% gain. The company's new program production-distribution division, formed Jan. 1, accounted for 13% of the company's net income in the first six months. Second-quarter revenues of its technical publishing division were ahead of a year ago and its cable-TV systems showed moderate gains.

Mr. Reinsch said that Middle East crisis coverage, occurring during the second quarter, "tempered revenue gains" and that a "realistic appraisal of second-half prospects for our broadcasting division [five TV stations, four AM and FM stations] suggests grounds for continuing optimism, assuming the generally predicted upswing in the last six months."

For six months ended June 30:

	1967	1966
Per share earnings*	$1.46	$1.02
Revenues	22,984,115	18,068,424
Net income	3,895,797	2,700,931

*Includes capital gains of 20 cents a share.

SEC's June report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for June (all common stock unless otherwise indicated):

Avco Corp.—Herman H. Kahn acquired 347 shares through exchange or conversion, giving total of 5,384, plus 1,000 shares beneficially held in trust. James R. Kerr sold 6,000 shares, leaving 25,301. James E. Mitchell bought 333 shares, giving total of 733. Arthur E. Rasmussen sold 5,600 shares, leaving 15,000. Gordon M. Tuttle exercised option on 660 shares, giving total of 4,045. Kendrick R. Wilson Jr. exercised option on 10,000 shares, giving total of 27,000. Herman H. Kahn disposed of $4,000 in 5% convertible debentures through exchange or conversion, leaving none.

Capital Cities Broadcasting Corp.—Donald A. Pels sold 500 shares, leaving 11,000, plus 400 shares beneficially held with wife and children.

Filmways Inc.—Lee Moselle sold 1,200 shares leaving 15,448. L. Douglas Nolan sold 2,300, leaving 3,604. (Messrs. Moselle and Nolan sold on holdings after 2% stock dividend payable May 11).

Four Star Television—Herbert L. Dodell sold 150 shares of capital stock, leaving none. George A. Elber sold 1,100 shares of capital stock beneficially held with wife, leaving 5.

Gross Telecasting—Raymond W. Miottel, personally holding 100 shares, bought 505 shares and sold 950 shares on beneficially held Paine Webber Jackson & Curtis trading account, leaving 136.

A. C. Nielsen Co.—Herbert J. Kaselow sold 410 shares of class A common stock, leaving none. Joseph R. Matthews sold 100 shares of class A common stock, leaving none. Herman W. Stein sold 500 shares of class A common stock, leaving 500. George E. Blechta sold 420 shares of class B common stock, leaving 920 shares plus two shares beneficially held with son.

Official Films Inc.—Louis C. Lerner, holding 595,200 shares personally, plus 885,000 shares beneficially held on Victoria Investment Co., 25,000 shares beneficially held on Lerner & Co. investment account and 2,000 shares beneficially held with wife, bought 2,606 shares and sold 5,200 shares on beneficially held Lerner & Co. trading account, leaving 23,831.

Screen Gems Inc.—Samuel J. Briskin, holding 1,487 shares personally, sold 3,000 shares beneficially held jointly with wife, leaving 1,970, plus 1,235 shares beneficially held with wife. Lloyd Burns sold 1,900 shares, leaving 6 plus 87 beneficially held through retirement fund and 12 shares beneficially held with son. Abraham Schneider sold 7,650 shares, leaving 28,000, and sold 750 shares beneficially held with wife, leaving 118.

Walt Disney Productions—Orbin V. Melton sold 600 shares, leaving 564. Franklin Waldheim exercised option on 195 shares, giving total of 680.

Plough's record growth continues in '67

Plough Inc., Memphis, whose diversified holdings include broadcast properties, proprietary drugs, ethical pharmaceuticals and household products, reported that sales, net income and earnings per share for the first six months of 1967 exceeded all previous records for the like period.

President Abe Plough announced that "gains mark a continuation of the 21-consecutive years of record sales and 15-consecutive years of record income and earnings per share which have established the company's progressive growth."

Six months ended June 30:

	1967	1966
Earned per share	$1.90	$1.61
Net sales	46,000,000	41,500,000
Income before taxes	9,750,000	8,200,000
Net income	5,350,000	4,500,000
Shares outstanding	2,816,154	2,794,674

ITT to pay off debentures

International Telephone & Telegraph Corp., announced last Thursday (July 20) that it will redeem the remaining outstanding 4⅞% convertible subordinated debentures due May 15, 1983 on Sept. 18, 1967.

ITT stated that the debentures, of which about $2.6-million principal amount is outstanding, will be redeemed at 103% of the principal amount plus accrued interest to the date of redemption. They are convertible into ITT common stock at the conversion price of $18.50 a share, equal to 54.05 shares of stock for each of the $1,000 principal amount of debentures. The right to convert will terminate at the close of business on Sept. 18.

ITT noted that the debentures, based on the current market price of ITT common stock, have a conversion value substantially in excess of the redemption price which holders will receive if they fail to take advantage of the conversion rights on or before the Sept. 18 cutoff date.

Warner-Seven Arts makes post-merger moves

The board of directors of Warner Brothers-Seven Arts last week elected Eliot Hyman as board chairman and chairman of the executive committee, Benjamin Kalmenson as president and director, and Jerome A. Newman as chairman of the finance committee.

The action followed approval by shareholders of Warner Brothers and Seven Arts Productions Limited on July 14 of a plan by which Seven Arts Associated Limited, a subsidiary, acquired all assets of Warner Brothers. Including $31.5 million for shares acquired last fall from President Jack L. Warner and related interests and about $80 million for remaining shares, Seven Arts will pay a total of more than $110 million in cash and stock for Warner Brothers (BROADCASTING, June 5 et seq.).

Mr. Newman announced after the board meeting that the First National Bank of Boston is heading up a group of banks in "resetting" the existing bank debt of Warner Brothers-Seven Arts. He said plans call for a new five-year term loan with additional available credit for film-production purposes. It is expected that new financing will provide approximately $90 million, compared with the existing debt of about $68 million.

Time profits down

Time Inc. reported last week that net revenue for the first six months of 1967 rose substantially over the comparable period of 1966, but net income dropped by almost $2.4 million.

For the six months ended June 30:

	1967	1966
Income per share	$2.21	$2.58
Net income	15,383,000	17,730,000
Net revenue	252,892,000	239,212,000

Desilu-G&W merger approved

Shareholders of Desilu Productions Inc., meeting in Hollywood last week, voted overwhelmingly to merge with Gulf & Western Industries Inc. Under terms of the merger each 10 shares of Desilu common stock will be exchanged for one-half of one share of Gulf & Western series A convertible preferred stock and one share of G&W $5.75 sinking-fund preferred stock. With the vote of approval from shareholders it's expected that the merger will be consumated by the end of the month, at which time Desilu is likely to be operated as a division of Paramount Pictures, also owned by Gulf & Western.

Not a boob tube, but a dream machine

A PLEA FOR REALISTIC EXPECTATIONS OF TV

Three top network programing executives, appearing at a concluding panel of a week-long (July 10-14) series of screenings, lectures and discussions on the creative highlights in television's history held at Stanford University, maintained that hopes for a high-standard public-television network is essentially a mirage.

Mr. Lafferty

Asked Perry Lafferty, CBS-TV vice president for programing, West Coast, one of the panel members: "What do you expect to see on it? Who is going to pay for it? Who is going to watch it?" Except for the query about financing, Mr. Lafferty's questions largely went unanswered.

Others on the final panel for Stanford's special television week (BROADCASTING, July 17) were Philip Barry, ABC-TV's West Coast director of current programing; Richard Eastland, West Coast manager of standards and practices for NBC-TV; Dwight Newton, television columnist for the *San Francisco Examiner;* George Willey, television columnist for the *Palo Alto Times* and Nathan Maccoby and Janet Voelker of the Stanford department of communication.

Raising Taste ▪ Mr. Lafferty pointed out that experience has proven to the commercial networks that they cannot raise public taste through programing. "It's not that we don't try," he said. "For the people who watch TV, it's not the boob tube, it's the dream machine."

Specials have relatively small audiences and are resented by fans of the regular shows whose time is pre-empted, Mr. Lafferty continued. Prime-time weekly series with social significance—*The Defenders* and *Slattery's People* were two cited—were carried by CBS-TV at a financial loss until audience apathy was too much to ignore.

Newspaper critic Dwight Newton complained about the network practice of programing specials against each other in the same time period. He also contended that specials are programed so late in the evening that the potential audience is either involved in some other activity or asleep.

ABC-TV's Philip Barry replied that past experience has shown that regular viewers turn off their sets or switch channels when their regular show is pre-empted and the network—and its advertisers—often lose viewers for the rest of the night. He added, however, that ABC-TV plans to try earlier specials next season on a limited basis.

Mr. Barry emphasized that television is not an art form: "Not any more than *Time* magazine is. It's a very important social and cultural force, but it is not and does not try to be an art form."

TV columnist George Willey agreed. He said this is the great misunderstanding in discussing television.

Art Form? ▪ NBC-TV's Richard Eastland—who was to die of an apparent heart attack three days later (see page 63)— said that while commercial television may not be an art form it can take some credit for the sharp increase in response of the American public to graphic-art exhibits.

The two representatives of Stanford on the panel said commercial television has not invested enough in research and development of its potential as an art form. "Commercial television is fine in its own framework, but we need—and must develop—a noncommercial, stabily financed system to complete the picture of what television can and must do." Miss Voelker said.

This led to the network executives' basic question: "What is the public-television system going to do that we aren't already doing?"

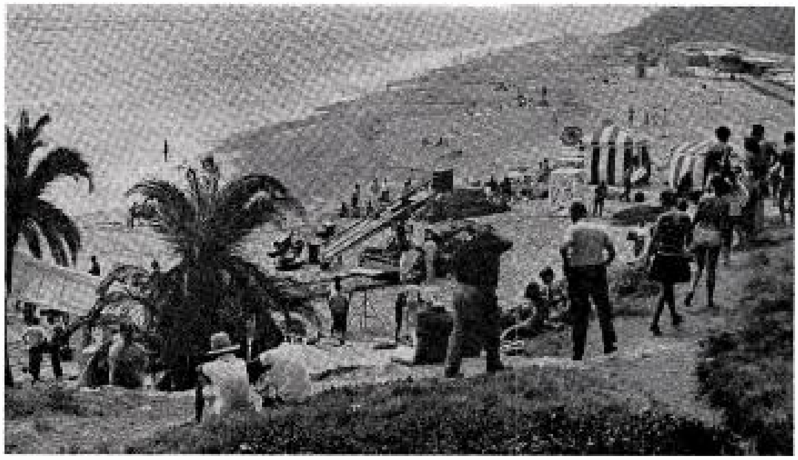
Stanford's Nathan Maccoby suggested that public television would present programs that aren't successful on commercial television because the audience is too limited. Both Stanford teachers think the commercial networks should be required to contribute funds to a public-television system that fulfills this function.

80% of CBS-TV affiliates favor late-night show

CBS-TV officials expect to know by Labor Day, but probably not much before, whether they have enough affiliate support to warrant entry into late-night network programing, it was reported last week.

They told affiliates at their annual convention last month that CBS could introduce competition for NBC-TV's

Majoring in clean-cut sex, music and cars at 'Malibu U'



Location site for ABC-TV's 'Malibu U' on the beach at Malibu

The location site, in the best mod tradition, is wild. Four TV cameras are sprawled on the beach, some dug into sand pits. The combers, full of white, churning water, wash over the beach and swamp a color camera and cameraman. The young men and women, seemingly everywhere in their bright bathing suits, cheer and go into even more animated dances. Teeny-boppers in tiny bikinis look on from ledges on a cliff. All the while, an ABC-TV mobile truck, anchored on a bluff, records the scene on tape.

It's not a bird. It's not a speeding locomotive. It's not even a Jefferson Airplane (although that singing group soon may be invited to be part of the scene). Instead, it's *Malibu U*, the name of a new ABC-TV prime-time summer series (it was to debut on Friday, July 21, 8:30-9 p.m.) and a mythical college on a California beach around which the thematic variety show will center. *Malibu U* is being filmed and taped on location throughout Southern California, with the principal scenes taped at Leo Carrillo State Beach.

Seven programs in the series will be presented this summer. If audience reaction is good, the chances are that *Malibu U* will be called back for another semester as a second-season entry in January. Robert E. Petersen Productions, Los Angeles, producer of the show, in association with Teen-Age Fair Inc. and ABC, is investing heavily on this contingency. The newly formed TV-production house is out to prove to the television industry that it knows what's happening in the youth market. It's hoping to turn out a completely, wild-as-the-sea, fresh-as-the-wind, lose-and-joyous-as-the-beach-life television program pegged for teen-agers but with enough general appeal to win the whole family.

Basic Approach ▪ "We feel that kids are interested in three basics—sex, music and cars," says Robert L. Dellinger, associate producer of the series, vice president and director of communications for Petersen Publishing Co. and formerly an executive for McCann-Erickson and Grant Advertising in Los Angeles. "The show will reflect these interests."

But the sex, he makes clear, will be clean-cut and wholesome. No hippy haircuts and beards are slated to enroll at *Malibu U*. All undergraduates and guests will swing, but they'll swing clean.

The music will be current, so current that production will not be permitted to get too far ahead of showtime in fear of being out of step with the young audience's notoriously fickle tastes. Rick Nelson, as "dean of drop-ins," will be host for the series. Robie Porter, an Australian singer, is making his debut

Johnny Carson and ABC-TV's Joey Bishop by the spring of 1968 if stations representing coverage of at least 85%, "or something very close to 85%," of U.S. television homes would agree to carry it (BROADCASTING, June 12).

They sent out questionnaires shortly afterward and have received returns from about 90% of the stations. Those favoring late-night network programing reportedly exceed 80% of U.S. TV coverage, but fall short of the 85% level. Thus it was considered likely that the remaining 10% will decide the issue. It was also felt that the last returns may not be in before about the first of September.

Whatever the outcome, if the current 80%-plus level of approval is maintained it will represent a gain from a year ago. At last month's convention network officials said last year's survey indicated about 70% clearance.

CBS-TV authorities have been pondering possible late-night formats for months but apparently have not settled on one. They did tell affiliates it would not be a copy of the Carson and Bishop shows. There has been speculation that if there is a late-night CBS entry, it may be some form of variety show.

Pathe's prodigal rooster returns to spot news

Pathe News, a prominent name in the theater-newsreel field for 50 years until it ended its news-coverage activities in the early 1950's, plans to return to the spot-news film field for TV stations in the U. S. and Canada.

Joseph Smith, president of Pathe News Inc., said last week that a subsidiary, Pathe News International, has been formed to supply stations with a range of daily and weekly half-hour news services and twice-a-month one-hour specials.

He said a staff of correspondents is now being assembled in at least 24 countries and accreditation is being arranged at the United Nations and White House. He added that negotiations now are in progress with more than 70 U. S. and 24 Canadian independent stations for the Pathe News International coverage six nights a week.

Barnett Glassman is president of Pathe News International, located at 245 West 55th Street, New York, 10019. Telephone is JUdson 6-8920.

Since Pathe stopped news-coverage functions, it has concentrated on producing documentaries and feature news films from its library of more than 30-million feet of film.

as "president of the student body." The Bob Banas Dancers, 11 refreshingly youthful, wildly energetic boys and girls, are a sort of Greek chorus for the show, and the six girl dancers, joined by five young models, make up the "Malibeauties." At least three recording artists—Don Ho, Frankie Valli, Annette Funicello, Lou Rawls, Dionne Warwick are some—appear on each program as "visiting professors."

Cars, surfing and other teen-age interests will be brought into each show. For *Malibu U* is dedicated to, is almost a paean to, fun. That's where Robert E. Petersen Productions and, better still, parent company Petersen Publishing Co., comes in. For Robert E. Petersen, 40-year-old sole owner and president of both organizations, has built a publishing empire by being with it, knowing what's happening, anticipating every whim and wail expressed by kids.

Like today's kids themselves, Mr. Petersen is a post-World War II product. He started in 1948 on an investment of a borrowed $400. Now his some dozen special-interest consumer and trade magazines such as *Hot Rod, Motor Trend, 'Teen, Guns & Ammo, Skin Diver,* and *Rod & Custom* have a combined circulation of 70 million and gross about $8 million a year.

Start Swinging ▪ Last year, Mr. Petersen decided it was time that network television stopped thinking in terms of *Gidget* and started to go. He formed Robert E. Petersen Productions and produced *Wonderful World of Wheels*, the kickoff special of CBS-TV's 1966-67 season (it was filmed and in the can before being sold). Then, in February, Bob Dellinger was hired from McCann-Erickson to help create new television properties.

Malibu U was the first result. The concept grew out of an editorial treatment in the May issue of *'Teen* that set up the embodiment of the fun side of college life with such subjects as boywatching, sunmanship, lovemanship and beauty. The idea was suggested by Robert F. MacLeod, publisher of the magazine and formerly a vice president of Subscription Television Inc.

The *Malibu U* concept, as essayed in both magazine and on television, is rife with merchandising tie-ins. Clairol Inc., among the advertisers quckily jumping for the magazine promotion, now is a participating sponsor of the television series. Other sponsors on the show, Bristol-Myers, Pepsico, Lehn & Fink Products Corp. and Polaroid, currently all are making strong pitches for the youth market. *Malibu U* sweatshirts, pins, protest banners, bumper stickers, sunglasses, sun-tan lotion and clothing are among the merchandising tie-ins already being distributed.

Malibu U was sold to ABC-TV without a pilot. Petersen Productions is hoping to sell the network at least one other special, is in the final negotiation stage for a special for an advertiser and is preparing a situation comedy series based on teen-age interests for next season.

Programing problems tangle translator

The commission had a change of heart last week when it attached strings to a Kansas translator grant whose proposed operations would have raised serious public-interest questions.

Authorization to construct UHF translators to serve Hays and Russell was granted in April to KAKE-TV Wichita (ABC). However a petition for reconsideration filed by KAYS-TV Hays (ABC, CBS) caused the commission to give ear to that station's alleged predicament. KAYS claimed that though it serves areas not covered by the translators, their operations would jeopardize a working agreement it has with the ABC network.

The station alleged that since it receives the ABC programs by mail and broadcasts them about a week after the network initially airs them, the effect of the translator operation would mean that KAYS would be playing the programs a week late. In effect, KAYS argued, the station would be redundant for ABC purposes unless it could broadcast the programs as they are aired by the network. But the station further claimed it has been unable to obtain live rebroadcast consent from KAKE.

KAKE argued that KAYS is now a CBS affiliate as well and that prior to that affiliation, the stations had an arrangement wherein KAYS rebroadcasts ABC programs, used a combined-rate card with KAKE and shared in that income. KAKE further claimed that once KAYS obtained the CBS affiliation, it terminated their agreement. What that station now wants, KAKE alleged, is to remain a CBS affiliate while "enjoying the privelege of broadcasting selected ABC programs."

But the commission found the KAKE position arbitrary and unjustified because ABC had already given rebroadcast rights to KAYS. Since the station could offer no solution to the problem, and its refusal raised in the commission's mind serious public-interest questions, the commission ordered KAKE to show in 30 days "what steps, if any" it had taken to comply with the KAYS request. And the FCC also prohibited the start of construction of the translators until KAKE had notified the commission it had agreed to permit the ABC rebroadcasts. However the commission also allowed that KAKE could condition its permission upon "the willingness of KAYS to share the legitimate costs of securing the ABC programs."

TVSI taps top five as KTLA(TV) signs

KTLA(TV) Los Angeles this month became the 140th station member—the first in the top-five markets—of TV Stations Inc. The move indicates an expansion of the member-owned programing and counseling organization into all major markets.

Negotiations for KTLA's membership were concluded in Los Angeles on July 12 between Carlo Anneke, general manager, and programing director Loring d'Usseau and Herb Jacobs, TVSI president, and Don Menchel, vice president.

The previous biggest market for TVSI was Washington, were WMAL-TV is a member station. TVSI claims to be the world's largest individual buyer of syndicated product, with program purchases that have exceeded $100 million.

Democrats ask time to answer Reagan

A California legislator, chairman of the Democratic State Central Committee, warned last week that he will complain to the FCC about the alleged refusal of television stations to afford his party equal time to answer regular televised reports Republican Governor Ronald Reagan makes to the people of the state. Assemblyman Charles Warren (D-Los Angeles) claims that Governor Reagan's statewide, periodical *Report to the People* telecasts are "purely partisan attacks" made on television time provided free by stations.

He referred specifically to Governor Reagan's telecast of July 9 that lasted for 15 minutes and reportedly was carried by 22 TV stations in the state. Mr. Warren charged that the telecast originated at KNBC(TV) Los Angeles, and "was completely financed by that station." A spokesman for the Governor, responding to Mr. Warren's charges, explained that the NBC-owned station paid only the production costs of the telecast, while line charges were assumed individually by each of the 22 stations carrying the report as a "public service."

Mr. Warren also revealed that he had made a request to the California Broadcasters Association for television time to respond to Governor Reagan's telecast under the fairness doctrine. He maintained that the telecast contained many negative comments about Democratic legislators.

"The contention of television broadcasters that their regular newscasts can compensate for the type of charges that the Governor regularly makes in his reports is ridiculous," the Los Angeles Democrat said.

Playwrights help plan 'CBS Playhouse'

CBS-TV has set Oct. 17 (Tuesday) as the launch date for next season's *CBS Playhouse* series of original dramas. First production to be seen is the 90-minute "Do Not Go Gentle Into That Good Night" by Loring Mandel.

Other original dramas scheduled for the series are two scripts authored by Reginald Rose and Tad Mosel, shown above in a planning conference with Michael Dann, CBS-TV network senior vice president-programs. Also in the conference with Mr. Dann is Ronald Ribman, author of one of the first *Playhouse* productions—"The Final War of Olly Winter," seen on CBS last year.

L to r: Mr. Dann; Mr. Ribman: Mr. Rose, whose original drama is entitled "Dear Friends", and Mr. Mosel, whose "All the Way Home" is also on the planning board. *Playhouse* is sponsored by General Telephone & Electronics Corp.

Fairness encore after five years

Hearing set for Florida station that had same miseries in 1962

On May 9, 1962, the FCC issued a decisioin which helped establish commission policy in the application of the fairness doctrine as to personal attacks. The decision was known as the Mapoles decision, after Clayton W. Mapoles, whose station, WEBY Milton, Fla., was involved in the case.

Last week there was a new Mapoles case, as the commission, on a 5-to-0 vote, designed WEBY's license-renewal application for hearing on, among other issues, a question as to whether the station violated the fairness-doctrine requirements applying to persons attacked in broadcasts. Mr. Mapoles still owns the station.

At issue in the case are "so-called editorials" the station broadcast on April 22, 1966. Besides the question of the personal-attack principle, the hearing is to determine whether the station complied with the fairness-doctrine requirement applying to candidates opposed in broadcast editorials.

Another issue involves the question of whether the applicant or his agents or employes, in written statements to the commission, made misrepresentations.

Senate Candidate Complains ▪ The case results from a complaint filed by John C. Boles, of Bagdad, Fla., who said that he was attacked in what is described as an editorial broadcast by WEBY when he was a candidate for the state senate.

The commission said that Mr. Boles claimed he had not received any answer to a request for time to reply to the editorial. He also charged that the copy of the editorial which the station supplied to the commission was not the editorial that had been broadcast.

In the 1962 Mapoles decision, the commission held that "elementary considerations of fairness may dictate that time be allocated to a person or group which has been specifically attacked over the station, where otherwise no such obligation would exist."

The commission held then that the station had broadcast attacks of a highly personal nature, impugning the character and honesty of named individuals. But the commission also concluded that the persons attacked knew of the attacks and had been aware of opportunities to respond. Accordingly, the station's license was renewed.

A critical issue in the current Maples case is whether the editorials about which Mr. Boles complained contained a personal attack on him, as he claims they did. The station reportedly submitted a relatively mild editorial which opposed Mr. Boles' candidacy.

In that case the question would be whether the station furnished Mr. Boles transcripts, recordings or summaries of the editorials along with an offer of an opportunity for him or his spokesman to respond.

Radio series sales . . .

Flying Saucers . . . Serious Business (Radiozark Enterprises Inc.): KROS Clinton, Iowa; KALV Alva, Okla.; KXEO Mexico, Mo.; WGFA Watseka, Ill., and WEER Warrenton, Va.

Strangest of All (Radiozark Enterprises Inc.): WBUX Doylestown, Pa.; WMTN Morristown, Tenn.; WHMP Northampton, Mass., and KUBC Montrose, Colo.

Grand Ole Opry (WSM Inc.): WEEW Washington, N. C.; KARK Little Rock, Ark.; WLDB Atlantic City; WZIP Cincinnati, and WBLR Batesburg, S. C.

All Time Heavyweight Championship Tournament (Woroner Productions): KAAA Kingman, Ariz.; CFCN Calgary, Alberta; KWTC Barstow, KBEE Modesto, KMJ Fresno, and KFBK Sacramento, all California; WTTB Vero Beach, Fla.; WBZ Boston, WALE Fall River and WBRK Pittsfield, all Massachusetts; KORK Las Vegas; KOH Reno; KBIM Roswell, N. M.; CJCB Sydney, N. S.; CKEY Toronto; CFPL London, Ont.; CFCF Montreal, and KLBK Lubbock, Tex.

July 4, 1776 (Woroner Productions): KBEW Blue Earth, Minn.

Dream World Series (Triangle Programs): WKAM Goshen, Ind.; KTIP Porterville, Calif., and WCNT Centralia, Ill.

Point of Law (Signal Productions): WTNT Tallahassee, Fla.; KIJV Huron, S. D.; WINA Charlottesville, Va.; WCHS Charleston, W. Va.; KFEQ St. Joseph, Mo., and WSOY Decatur, Ill.

The World of Money (Signal Productions): WREO Ashtabula, Ohio, and WICU Erie, Pa.

Doctor's House Call (Signal Productions): KSAL Salina, Kan., and WCRQ Providence, R. I.

Science-fiction films offered

American International Television Inc., New York, has announced a new science-fiction package of 15 films for sale, including "Die, Monster, Die," starring Boris Karloff, and "The Demon Planet" with Barry Sullivan.

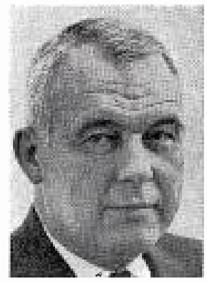
The films, according to AIT, have been sold to WABC-TV New York; WBKB-TV Chicago; WXYZ-TV Detroit; KABC-TV Los Angeles; KGO-TV San Francisco; WSPA-TV Spartanburg, S. C.; WGAN-TV Portland, Me.; KOAT-TV Albuquerque, N. M.; KNTV(TV) San Jose, Calif.; KCPX-TV Salt Lake City; WIIC-TV Pittsburgh as well as to Coastal Broadcasting, Miami, and U. S. Communications Corp., Cincinnati.

Reaping June's greenery

June was a bust-out month for television's film actors. In fact it was the best month ever for them. According to the Screen Actors Guild, the all-time monthly total of $1,556,138 was paid out to members in residuals from TV programs during June. Of this total, $1,410,907 was in residuals for domestic reruns, compared with $1,257,185 in June, 1966. Residuals for foreign showings of TV films amounted to $145,231. Additionally, $34,589 was collected and distributed to actors during the month for post-1960 movies shown on television. Since the first TV residuals were paid some 14 years ago, SAG has disbursed a grand total of $69,065,578 to its members, not including money they earned for film-commercial work.

Syndication step-up at ABC-TV O&O's

An expansion in program development activities, highlighted by a new weekly color series featuring Art Linkletter, was announced last week by the ABC-Owned Television Stations Division.



Mr. Conley

James Conley, president of the division, said six other color projects that have been developed at ABC-owned TV stations will also be placed into syndication.

The prime effort for this fall, he indicated, is the half-hour *The Lid's Off —With Linkletter,* which is being produced by John Guedel Productions in association with the ABC television stations. It will be carried in prime time (either Thursday or Saturday, 10:30-11 p.m., periods with no network service) on WABC-TV New York, WBKB-TV Chicago, WXYZ-TV Detroit, KABC-TV Los

CBS News and Harris split over use of election research

Steps to terminate the contract of pollster Louis Harris and his research organization with CBS News were undertaken last week against a background of charges and denials that CBS News had used Harris's research improperly in its election coverage.

It was learned at the time CBS News announced formation of an internal news research department late in April, that contracts with Mr. Harris's organization for the operation of the Vote Profile Analysis (VPA) system would be terminated, but a spokesman for CBS News believed at that time that Mr. Harris would continue his personal employment as a consultant, analyst and writer for election coverage (CLOSED CIRCUIT, May 1).

But last Tuesday (July 18) Mr. Harris announced his intention to terminate all contractual relations with CBS News.

In a statement issued last week, Mr. Harris said: "Since the 1966 elections, we [Harris Associates] have had serious differences with CBS over the handling of early calls of winners, of calling elections before the polls have closed and of not using our analysis properly on the air.

"Last election, we had to wait until Thursday morning's *Washington Post* and *New York Times*—who used VPA—to see the real analytic potential of this instrument put to proper use."

CBS Reaction ▪ Reached for comment, Richard S. Salant, president of CBS News, said he was "utterly baffled" by Mr. Harris's statement of differences on early calls. "I was with him during election-night coverage, and he voiced no disagreement at that time. As soon as Mr. Harris made the calls, we put them on the air," he said.

As to calling elections while polls are still open, Mr. Salant said: "Sometime in the years we have worked together [Mr. Harris's contract began in 1963], his position regarding our policy would have had to become known, but he never expressed any opposition."

Mr. Salant also said there was not sufficient time on the air to extensively break down the factors that go into election predictions.

He added that shortly after entering its contracts with Mr. Harris and his organization, CBS decided that "sooner or later we were interested in developing our own capability" of making predictions of election results. Mr. Salant thought Mr. Harris desired to be free of his contract so he could sell his polls to other news media.

On that subject Mr. Harris said that "our organization is free to contract for election analysis and model-building with print media—newspapers and magazines. We are exploring that possibility."

Angeles and KGO-TV San Francisco.

The series, which will be syndicated by Paramount Television Enterprises, will spotlight Mr. Linkletter in discussions "on controversial ideas . . . the contemporary scene . . . with the famous and the infamous."

Half-hour programs developed at ABC-owned stations that are being placed into syndication are *Hurdy Gurdy*, produced by KABC-TV and distributed by ABC Films; *Let's Face It*, produced by WBKB-TV in association with the Ralph Edwards organization (no distributor set); *It's Your Move*, a daytime strip program produced by Baer-Jolson Productions in association with WABC-TV and ABC Films, which will handle distribution; *Doctor Loriene Chase*, a daytime strip produced by KABC-TV and distributed by Paramount Television Enterprises; *The Anniversary Game*, a half-hour weekly series produced by Larry Miller in association with WXYZ-TV (no distributor set). In addition to these programs is *Fred Waring*, a one-hour special, packaged by William Morris agency in association with WABC-TV (William Morris will distribute).

TV series sales . . .

Ed Allen Time (All Canada Radio and Television Ltd.): WAST(TV) Albany; WOR-TV New York; WSJV(TV) Elkhart, Ind.; KVTV(TV) Sioux City, Iowa; WAKR-TV Akron, Ohio; WJRT-TV Flint, Mich.; WPRO-TV Providence, R. I.; KVII(TV) Amarillo, Tex.; KVKM-TV Monahans, Tex.; KELP-TV El Paso; WCCB-TV Charlotte, N. C.; WABG-TV Greenwood, Miss.; WKAB-TV Montgomery, Ala.; WBBJ-TV Jackson, Tenn.; WNYP-TV Jamestown, N. Y.; WPTV(TV) Palm Beach, Fla.; KVFD-TV Fort Dodge, Iowa; WIRL-TV Peoria, Ill.; WTCN-TV Minneapolis; KTLA(TV) Los Angeles; WAII-TV Atlanta; KTVH(TV) Wichita, Kan.; KSWO-TV Lawton, Okla.; WSAU-TV Wausau, Wis.; WYTV-TV Youngstown, Ohio; WDHO-TV Toledo, Ohio; WHP-TV Harrisburg, Pa.; WOLO-TV Columbia, S. C.; WCAX-TV Burlington, Vt., and WLCY-TV Tampa-St. Petersburg, Fla.

Firing Line With William F. Buckley Jr. (RKO Pictures Co.): WNYS-TV Syracuse, N. Y.; KHBV-TV Henderson-Las Vegas, and WYES-TV New Orleans.

Program notes . . .

UPI financial wrapups ▪ United Press International, beginning July 31, plans to add to its volume of financial news coverage one-minute hourly reports on the American Stock Exchange, five minutes before the hour during trading. Wrapups will include the Dow Jones averages, the UPI Market Indicator, issues and volume on both exchanges, and three or four of the most active stocks. UPI will also furnish two stock wrapups, both three minutes and 15 seconds in length, transmitted at 4:40 and 5:40 p.m. EDT.

Dramas return ▪ Commonwealth Film and Television Inc. reports it has acquired 44 half-hour dramatic films of the former network series, *Fireside Theater*, for syndication to TV stations. Commonwealth obtained the films from Procter & Gamble and will retitle the series, *Return Engagement*. Program previously had been in syndication via Screen Gems.

Scripps' syndication ▪ Production on *Palm Beach Party*, a one-hour TV variety program to be syndicated by Scripps-Howard Broadcasting Corp., will begin soon in Palm Beach, Fla. Taping of the show will be done by WPTV(TV), the Scripps-Howard station there. Stars of the show will include Ed Ames, The Brothers Four, Bobby Vinton, The Harmonicats, The Les Elgart Orchestra and The Happenings.

Khrushchev repeat ▪ NBC News' documentary, *Khrushchev in Exile: His Opinions and Revelations*, will be repeated Monday, July 31, (8-9 p.m. EDT). First telecast July 11, the show prompted postponement of another NBC project in the Soviet Union by Novosti Press Agency (BROADCASTING, July 17).

Phone job ▪ A new public service program on WBBM-TV Chicago designed to help match jobs and people pulled nearly 9,000 telephone calls and has resulted in finding employment for 859 people. Called *The Opportunity Line*, the program is aired Saturday 1-1:30 p.m. and works in cooperation with the Illinois State Employment Service. Through a special phone number aides help callers. The program began last month and spotlights typical jobs currently available.

Firestone named ▪ Firestone Film Syndication Co., New York, has acquired the TV distribution rights to the *Cartoon Classics* series, and new episodes of *Greatest Fights of the Century* and *Knockout*. Firestone acquired the film packages from William Cayton, president of Cayton Inc., New York advertising agency that controls the cartoon and boxing series.

ABC-TV movie fare ▪ ABC-TV last week named titles of several major motion pictures from previously-announced packages it had acquired of Paramount Pictures and Columbia Pictures. Columbia's "Ship of Fools" (Vivien Leigh, Simone Signoret, Jose Ferrer and Lee Marvin), "The Collector" and "King Rat" were announced, as well as Paramount's "Hud" (Paul Newman, Melvin Douglas and Patricia Neal). The pictures will be shown on one of ABC-TV's two movie nights (Sundays and Wednesdays). ABC spokesman also noted that the network will show "Lily," the Metro-Goldwyn-Mayer film, as one of the stanzas in *Off to See the Wizard* (Friday, 7:30-8:30 p.m. NYT).

Series on mental illness ▪ WRC-TV Washington will present 10 30-minute color programs entitled *The Disabled Mind* on consecutive days beginning Aug. 28. The programs will deal with patients in various therapies as professional staff members and trainees of St. Elizabeth hospital, Washington, work with them. The programs will also be shown on NBC affiliates in New York, Chicago, Cleveland and Los Angeles later in the fall.

Exclusive rights ▪ The National Collegiate Athletic Association has granted exclusive motion picture production and distribution rights to the NCAA Official Film Service, headed by Richard S. Snider, long-time associate of Bud Wilkinson. Mr. Snider has resigned as vice president of Lifetime Sports Foundation to devote full time to NCAA films. NCAA film headquarters will be at 2430 Pennsylvania Ave., N.W., Washington, D. C.

Changes at RSI ▪ Recording Studios Inc., New York, a sound mixing and rerecording company serving TV film and motion picture industries, reports that a group headed by film executive Alfred Markim has acquired a major interest in RSI. Mr. Markim has resigned as vice president of the Landau/Unger Co., New York, independent film producing company, to become executive vice president and chief administrative officer of RSI.

Two city tale ▪ KGO San Francisco, an ABC-owned station, is playing its own version of the tale of two cities. Monday through Friday at 5:30 p.m. the station broadcasts a 15-minute report from both Los Angeles and San Francisco. The program features live coverage of both cities by newsmen from each city. Two-city weather reports also are given to serve the jet-age commuter.

From promotion to production ▪ Dozier Productions Inc., Dallas, originally promoters of concert artists in the Texas area, has expanded into television production. The firm has completed a pilot of four 25-minute tapes featuring the Dave Brubeck Quartet, Pete Fountain and his group, Woody Herman's Fourth Herd and the Ramsey Lewis Trio that will be integrated into a 13-to-26 segmented jazz series. The four-segmented pilot is constructed for adaptability to a 90-minute network spectacular. Dozier production operations are being carried on in the Dallas facilities of KTVT-TV Fort Worth.

Music makers ▪ A *Bell Telephone Hour* special, produced by Wolper Productions, will have author George Plimpton trying his hand as a percussionist with the New York Philharmonic Oct. 10. Leonard Bernstein will conduct Gustaf Mahler's Symphony No. 4 in the special designed to "Probe the Soul of the Philharmonic." Mr. Plimpton also will write the special.

NBC tribute ▪ NBC News will present *The Documentaries of Ted Yates* Sunday, Aug. 6, 6:30-7:30 p.m. NYT, as a tribute to the work of the late NBC News producer-correspondent. Mr. Yates died June 5 of wounds received while covering the Arab-Israeli war.

ETV should entertain while it instructs

Educational television should take a lesson from commercial TV, not try to be an instrument of formal schooling, but serve instead as an adjunct of the classroom, John B. Burns, Metro-Goldwyn-Mayer vice president for television, said last week.

In a speech delivered Friday (July 21) in Honolulu he struck out at critics who belittle commercial television as "entertainment" or an "escape" medium. These aspects, he contended, are "only the umbrella beneath which a host of other elements are presented to the viewer."

So-called entertainment programs also "teach" viewers such qualities as responsibility and initiative and at the same time also deal with human relationships, moral standards and "other lessons of life which are not part of a formal curriculum," Mr. Burns asserted.

Teaching of "facts and information" can best be done with books in a classroom, he continued, and TV should "serve formal education by presenting concepts, forms, shapes, ideas and relationships."

"If educators know what they want to present, in this area of education, entertainment programs can be produced that have a planned educational content . . . Using TV to teach what is now taught in the schools has been tried, but it has not been very successful. Therefore we should consider that TV might perform best in areas of education that are not stressed in schools—or that TV can support what is now taught in schools."

Mr. Burns spoke at a national seminar on innovation, sponsored by Idea, action-oriented school-improvement division of the Charles F. Kettering Foundation, and the U.S. Office of Education.

Sept. 20 blast off for Pacific satellite

A second synchronous Pacific communications satellite will be launched Sept. 20, the Communications Satellite Corp. announced last week.

The launch will be made by the National Aeronautics and Space Administration from Cape Kennedy.

When the second Pacific satellite is placed in orbit over the equator, it will serve as a twin to the present Intelsat II satellite now providing 24-hour commercial service between the U.S. mainland, and Hawaii, Australia, Japan, Philippines, Thailand. Like the others, the new satellite will have four traveling wave transmitting tubes, using three for service, including television, telephone, teletype, data and facsimile communications.

The first Pacific satellite was launched last October, but failed to achieve true synchronous orbit. The second, now in service, was launched last January.

Early Bird, the first Atlantic communications satellite and still in service, was launched in April 1965. The second Atlantic bird, also in the Intelsat II series, was launched last March and is orbiting over the equator off the west coast of Africa.

International film sales . . .

Victory at Sea (NBC Enterprises): Yugoslavia and Monaco (dubbed into French).

Animal Secrets (NBC Enterprises): New Zealand Broadcasting Corp., and Telefis Eirearin, Dublin, Ireland.

Satellite earth station goes to Puerto Rico

Another link in a growing global communications satellite system was approved by the FCC last week. Following hard on the heels of a similar authorized project four weeks ago (BROADCASTING, June 26), the commission gave the go-ahead to a consortium of communications companies to construct a communications-satellite earth station in Cayey, P.R. The station will provide services between Puerto Rico and the U.S. mainland, South America, Europe and other Atlantic-area locations.

Designed for operation with satellites at any altitude between 13,000 and 36,000 miles, in equatorial and stationary orbits, the station is intended initially for use with satellites of the Intelsat II (Lani Bird) and Intelsat III series. The station will provide multichannel telephone, telegraph, facsimile, high-speed data and black-and-white and color-TV services. Completion date is scheduled for the fall of 1968 at an estimated cost of $6.5 million. It has a planned capacity of 1,200 voice channels to meet 1972 traffic demands.

The station will be jointly owned by Communications Satellite Corp., 50%; ITT Cable and Radio Inc.-Puerto Rico, 30%; ITT World Communications Inc., 11.5%; RCA Communications Inc., 4%, and Western Union International Inc., 4.5%.

The commission also dismissed pending applications from several of the companies for earth stations at locations in Barrio Monte Llano and San Lorenzo, both Puerto Rico; Andover, Me., and St. Croix, Virgin Islands.

Drumbeats . . .

'Happening' at Ted Bates ▪ Ted Bates and Co., New York, took over Broadway's Cheetah club for two hours to show its creative wares before 600 guests and members of the press. The presentation was seen and heard on the walls, ceiling and screens, which gave the effect of a "happening." The agency added equipment to Cheetah's lighting system to come up with a total-involvement light show that coordinated with commercial displays. Surprise feature was an original 10-minute film, a spoof on the agency's current commercials that starred members of the agency's creative staff.

Surfing in ▪ KIKK Houston's country-and-western-music station and the Pepsi-Cola Bottling Co. delved into the teen-age market in a big way by sponscoring the Texas surfing championships in nearby Galveston. To draw the crowd of more than 10,000, Pepsi purchased 200 one-minute spots on KIKK and the station chipped in another 200. One of the features of the two-day attraction was the live remote telecast of the *Larry Kane Show* (teen-age dancing) now in its ninth year on KTRK-TV Houston.

Two at Tanglewood ▪ ABC Radio President Robert R. Pauley on July 12 presented $500 fellowships to two students for study at the Berkshire Music Center in Massachusetts as part of ABC's fellowship program. Presentation will be made to two students at Tanglewood, site of the music center.

'New' but not so new ▪ Television viewers in Wisconsin will soon find out what colored margarine is all about. Reason? The state legislature became the last in the nation to legalize the sale of the product. Lever Brothers, manufacturers of Imperial and Sof-Spread Imperial margarine, will use heavy network and spot TV to introduce their product. Lever Bros. will also have an appropriately donned "Imperial Queen" visit homes throughout the state to award $10 bills to those showing an Imperial package.

Upset victory ▪ On July 4, WIP Philadelphia personalities Tom Brown and Bill Hickok were set to "row-off" their

SCBA helps radio to clarify public service goals

Every station in the country has to have a way of checking the community pulse. The FCC is very definite about this requirement. While some stations carry out this responsibility by way of questionnaires or through individual contacts with community leaders or by playing it by ear, radio stations in the Los Angeles market largely have been relying on the Southern California Broadcasters Association.

Each year, since 1962, radio stations of Los Angeles and Orange counties, through SCBA and in cooperation with the University of Southern California Department of Telecommunications have been meeting with community leaders to find out how they can best broadcast in the public interest. This year, however, for the first time, these radio stations have gone a step further to increase the significance of this annual dialogue.

In early January, leaders in 18 different fields of interest in the Southern California community were contacted. They were asked to outline the greatest gains in their fields during the past year and the major problems and goals for the coming 12 months.

Now the results are all in and published by SCBA under the title *1966/1967—Gains & Goals for Southern California*. The 32-page booklet, containing the comments of such men as Dr. William Pickering, director, Jet Propulsion Laboratory, writing about the aerospace industry, and Jack Valenti, president, Association of Motion Picture and Television Producers, writing about the movie industry, is being distributed to all SCBA member radio stations.

The idea of the project is to enable the stations to undertake their public-service efforts with a better, fuller and more incisive understanding of the problems facing Southern California communities. There are indications that this twist to the responsibility of maintaining a meaningful dialogue between community leaders will be continued in the future.

claims to athletic prowess on the Schuylkill River. Neither having rowed before, they gratefully accepted Olympic-sculling-champion Jack Kelly's preliminary coaching and before long were able to remain afloat. Moments before the start of the race, from out the 6,000-plus crowd burst the "Masked Marvel," clad in black cape and leotards. This, then, was the source of the mysterious telegram that the station had received earlier that week, acclaiming superiority and predicting victory over the two feuding personalities. A few yards from the starting point, Mr. Brown and Mr. Hickok tangled oars, enabling the "Masked Marvel," alias Ken Garland of WIP, to gain a permanent lead.

'Heavyweight' promotion ▪ MCA TV has prepared a group of "heavyweight" (65 pounds each) promotion kits for use by TV stations buying its Universal-123 feature film package. Kits include a 26-minute local sales and air presentation adaptable for each of the 123 films: titles, brief story lines, glossy photographs, running times, release dates and cast credits. According to MCA, the kits, designed by Len Gold of Communications Corp., Stamford, Conn., took five months to prepare.

FATES & FORTUNES

BROADCAST ADVERTISING

John Hamlin, with Benton & Bowles, Hollywood, elected VP-manager of that office.

Mr. Hamlin

Norman Vale, VP-account supervisor with Lennen & Newell, New York, joins Needham, Harper & Steers, that city, as VP and senior account director. **Roger P. Laven,** account executive with Tatham-Laird & Kudner, Chicago, and **John W. Lane,** with Leo Burnett Co., Chicago, join NH&S, that city, as account executives. **Darris Bruhn,** art director with Botsford, Constantine & McCarty, Portland, Ore., joins NH&S, Chicago, as art director. **Samuel B. Frank,** assistant account executive at NH&S, Chicago, appointed account executive.

Ted J. Brosseau, account executive with Hogan-Rose & Co., Knoxville, Tenn., named VP.

Thomas V. Belcher, secretary of Tapix Productions in California, appointed director of broadcast commercial production at Compton Advertising, Los Angeles. **Robert Liddell,** director of programing at Doyle Dane Bernbach, New York, rejoins Compton there as associate director of media and programing.

Wesley G. Hotchkiss, head art director, Weightman Inc., Philadelphia, elected VP and associate creative director-art.

Wendell Abern, with Allen, Anderson, Niefeld & Paley, Chicago, joins Leo Burnett Co. there as copy supervisor.

Craig Bachman, head spot buyer and assistant media planner, Campbell-Ewald Co., Detroit, joins Radio Advertising Representatives, that city, as account executive.

William A. Robinson, with WJXT(TV) Jacksonville, Fla., appointed research director. **Joseph William Evans,** with WJW-TV Cleveland, named account executive at WJXT.

Harry E. Goodwin, with WFBM-TV Indianapolis, appointed general sales manager for KTHI-TV Fargo-Grand

Brandt heads new AFTRA slate

New York announcer **Mel Brandt** was elected last week as president of the American Federation of Television and Radio Artists at a three-day (July 17-19) convention of the talent union in San Francisco.

Mr. Brandt, a veteran of 20-years with NBC, has headed the New York local of AFTRA since last year. The convention also elected seven vice presidents: **Bill Baldwin,** Los Angeles annuoncer; **Arwin Schweig,** Chicago singer; **George Herman,** Washington newsman; **Bill Bransome,** Philadelphia announcer; **Joe Yocum,** Los Angeles announcer; **George Eisenhauer, Jr.,** Pittsburgh announcer and **Lou Gillette,** Seattle announcer.

Denver announcer **Howard Beasley,** was chosen recording secretary, and **Jack Costello,** New York announcer, was named treasurer.

Among measures taken at the convention, was a resoultion to include newsmen on the national board of AFTRA and convention delegates.

Forks, N. D.


Mr. Goluskin

Norman Goluskin, account supervisor of Ted Bates & Co., New York, elected VP.

Joseph McCarthy, assistant media director of Sullivan, Stauffer, Colwell & Bayles, New York, named associate media director.

Daniel W. Kristofek, art director for Post-Keyes-Gardner, Chicago, appointed art group head.

Frank De Rosa, Midwest sales manager for NBC Radio Spot Sales, Chicago, appointed sales manager for NBC-owned WMAQ, that city.

Bernard R. Petzoldt, with WINZ Miami, appointed sales manager of WRIZ Coral Gables, Fla.

Lewis C. Greist, account executive at KYW Philadelphia, appointed manager-research and development. **Vincent P. A. Benedict,** New Jersey retail sales supervisor for *Philadelphia Evening Bulletin,* joins KYW as account executive.


Mr. Monsarrat


Mr. Schachte

John Monsarrat and **Henry Schachte,** executive VP's and managers of Chicago and New York offices, respectively, of J. Walter Thompson Co., named group VP's to assist in broad management and direction of agency. Succeeding them will be **Stever Aubrey,** senior VP, named executive VP in New York, and **Robert L. Edens Jr.,** VP, named executive VP to succeed Mr. Monsarrat as manager of Chicago office. **Edward B. Wilson,** senior VP at JWT, New York, named associate manager of New York office.


Mr. King

John T. King II, VP and manager, Metro Radio Sales, Boston, moves to New York as VP and director of special projects.

Frank E. Penny, with Grant Webb & Co., New York, appointed sales manager of WHDH-AM-FM Boston.

Clark A. Campaiola, with The Fletcher Richards Co., Los Angeles, appointed production manager for MacManus, John & Adams, same city.

Norman Saunders, production manager, Wesley Associates, New York, appointed production manager, Gordonweiss Inc., New York. **Karl Zimmerman,** art director, Gordonweiss, named senior art director.

Libbyada Estin, with Behrman/Estin/Inc., New York, joins J. S. Fullerton Inc. there as account executive.

Paul J. Ewing, media supervisor with Knox Reeves Advertising, Minneapolis, joins KSTP-AM-FM St. Paul-Minneapolis, as account executive.

Terry Saidel, media supervisor for McCann-Erickson, Los Angeles, joins KABC-FM there as account executive.


Mr. Leoce


Mr. Metcalf

Frank J. Leoce, sales staff, Avery-Knodel Inc., New York, named radio sales manager, succeeding **Donald F. McCarty,** now with The Katz Agency, New York. **Ernest L. Metcalf,** also on Avery sales staff, named radio sales development manager. **William C. Revy,** Rollins Broadcasting Co., New York, joins Avery sales staff.

Steve Wrath, media buyer for D'Arcy Advertising, Chicago, joins KYNO Fresno, Calif., as account executive.

Vincent T. Wasilewski, president of National Association of Broadcasters, Washington, and **Miles David,** president of Radio Advertising Bureau, New York, named members of 1967-68 NAB-RAB liaison committee. Other committee members: **G. W. Armstrong,** Storz Broadcasting Co., Omaha; **Richard D. Dudley,** WSAU Wausau, Wis.; **Harold R. Krelstein,** WMPS Memphis, and **Lester M. Smith,** KJR Seattle.

Michael B. Berman, with McCann-Erickson, Chicago, joins Earle Ludgin & Co., that city, as media buyer.

Jackie Rivett, assistant director at Fred A. Niles Communications Centers Inc., Chicago, named director.

James A. Ford, account executive for WMAL-TV Washington, appointed to newly created post of national sales assistant. **James B. Hughes,** account executive for WTOP-TV Washington, named account executive for WMAL-TV.

Edward L. Lubin, with KQV Pittsburgh, appointed local sales representative for WJW-TV Cleveland.

W. H. Woody Jr., sales manager of WSSV Petersburg, Va., appointed to local sales staff of WRVA Richmond, Va.

Ed Hawkins, on one-year leave of absence to assist State Department in Central America, returns to national sales division of RKO General National Sales, San Francisco.

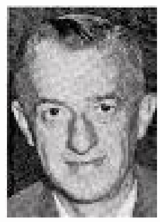

Mr. Guthrie

Jack W. C. Guthrie, president of Buffalo (N. Y.) Bisons baseball club in International League, also named VP in charge of business development for Rich Advertising Co. in Buffalo.

Jeffrey A. Manoff, acting supervisor of media research at LaRoche, McCaffrey and McCall, New York, appointed media research supervisor.

MEDIA

Ronald Irion, with American Federation of State, County and Municipal Employes, Washington, named assistant director of broadcast management for National Association of Broadcasters.


Mr. Hagadone

Roger L. Hagadone, manager of KTOH Lihue, Hawaii, elected executive VP and general manager of KIKI Honolulu.

Philip A. Malkin, VP with United Broadcasting Co., Washington, named VP and general manager of KALI San Gabriel, Calif.

Tony Bell, with WGHQ Kingston, N. Y., appointed general manager, succeeding **William J. Mathews Jr.**


Mr. Mouse

Stanley G. Mouse, general manager of WHIO-AM-FM-TV Dayton, Ohio, named VP.

Burton J. Sherwood, manager of WTRY Troy, N. Y., named to new post of station manager, WNHC New Haven, Conn. **Michael J. Ludgate,** sales manager, WNBF-FM Binghamton, N. Y., appointed manager, KFRE-FM Fresno, Calif., replacing **Robert Oxarart.**

Dale Weber, sales manager for WNAX Yankton, S. D., appointed general manager of KRSI St. Louis Park, Minn. Both are owned by Red Owl Stores Inc.

Frank B. Estes, owner-manager, WKXL Concord, N. H., elected district director, CBS Radio Affiliates Association, succeeding **H. William Koster,** general manager, WEAN Providence, R. I. Also elected district directors are **Robert M. Peebles,** VP and general manager, WROW Albany, N. Y., and **Jack B. Prince,** VP and general manager, WTAR Norfolk, Va. Directors will begin their three-year terms at end of CBS Radio Affiliates Association New York convention Sept. 20-21.

Norman L. Bacon, manager of broadcast operations at KMOX-TV St. Louis, appointed to newly created position of director of business affairs.


Mr. von Stade


Mr. Bolton

Frederick H. von Stade, general manager of WTVN-TV Columbus, Ohio, and **L. D. Bolton**, general manager of WDAF Kansas City, Mo., both Taft Broadcasting Co. stations, elected VP's.


Mr. Wilkin

Eugene W. Wilkin, VP of WGAN-AM-FM-TV Portland, Me., elected VP and general manager of WHYN-AM-FM-TV Springfield, Mass. Both are owned by Guy Gannett Broadcasting Services of Portland, Me.

Don Guthrie, marketing manager of Teleprompter Corp., New York, joins Time-Life Broadcast Inc., that city, in newly created post of CATV marketing director.

Yale Roe, VP and part owner of Harriscope Stations (group owner), Beverly Hills, Calif., named president of New Illinois Committee, Republican-sponsored social action organization founded by Senator Charles H. Percy two years ago.

PROGRAMING

Richard Jenkins, film director for WBZ-TV Boston, appointed to management staff of ABC-TV film department, Hollywood. **Ronald M. Edwards** and **Stephen A. Hope**, both assistants to director, network film department, Hollywood, named operations manager and facilities manager, respectively.

Peter Herman Adler, former musical director of Baltimore Symphony and co-founder and artistic director of NBC Television Opera Theater, named special consultant for music at National Educational Television, New York. Mr. Adler will organize musical production staff for NET which will serve affiliated noncommercial stations as well as carrying out production for network.

Larry Rosen, producer of *The Mike Douglas Show* for Westinghouse Broadcasting Co., Philadelphia, resigns to move to Screen Gems, Hollywood, as producer. **Kay Uebbing**, publicist for Walt Disney Productions, Burbank, Calif., joins Screen Gems, Hollywood, to handle research and contestant contact in development of new properties in daytime programs unit.

Robert A. Penfield, account supervisor for Cunningham & Walsh, San Francisco, appointed sales manager of King Screen Productions, Seattle.

Ed Zack, program director of WOC-AM-FM Davenport, Iowa, appointed program director of WOC-TV. **Don Hanley** succeeds Mr. Zack as program director of WOC-AM-FM.

Tony Thomas, with WIKB Iron River, Mich., joins WJPD Ishpeming, Mich., as program director.

Bob Castle named operations director of WYLD New Orleans. **Ronald O'Quinn** replaces Mr. Castle as program director of WYLD.

Bob Kelly, with KTHT Houston, named operations manager of KOY Phoenix. Both are Southern Broadcasting Co. stations.

Dr. Jack W. Hunter, producer of special projects for noncommercial WETA-TV Washington, named assistant director of programing.

Bill Ferrell, newsman and staff announcer at WSAZ Huntington, W. Va., appointed program director, replacing **Curt Hahn**, who moves to WROW Albany, N. Y. as program director. Both are Capital Cities Broadcasting Corp. stations.

George Burns, assistant national programing director for Susquehanna Broadcasting stations, York, Pa., named assistant program director for KLAC and KMET(FM), both Los Angeles.

Howard Zuckerman, production manager, WTTV(TV) Bloomington-Indianapolis, appointed program manager, replacing **Art Hook**, who resigned.

Jon Ross, station coordinator for *Truth or Consequences* program for KTTV(TV) Los Angeles, named executive producer. **Alvin E. Bowen**, assistant program director for KTTV, named production manager.

Stan Barnes, director and production assistant at WFLD(TV) Chicago, appointed producer-director for WOOD-TV Grand Rapids, Mich.

Harvey Kurtz, director of photography and program director of WCHU-(TV) Champaign, Ill., appointed director at WXEX-TV Petersburg-Richmond, Va.

Russ McCaig, in commercial production activities at Filmfair Inc., North Hollywood, Calif., transfers to new post of producer-director of Filmfair Communications, industrial and documentary film division.

Robert M. Walsh, producer of syndicated Al Capp TV series at WNAC-TV Boston, appointed production manager for KABC Los Angeles.

John C. Orr, production manager, Rose-Magwood Productions, New York, joins Colodzin Productions, New York, in same capacity.

Kyle Rote, former football star and sports broadcaster, named weekday sports reporter, WNBC-TV, New York, as well as commentator on NBC-TV's AFL games and NBC Radio's *Monitor* sports features.

Chuck Burr, executive manager, Miami football Dolphins, joins WNAC-TV Boston as sportscaster.

Harvey Kuenn, former major league infielder and sports director for WVTV-(TV) Milwaukee, joins WOKY there as sportscaster, replacing **Johnny Logan.**

Rodger H. Hess, in television literary department of Ashley Famous Agency Inc., New York, named head of agency's newly formed industrial department.

Vivienne Della Chiesa, host of *The Afternoon Show* on Avco's WLWT(TV) Cincinnati, signed to new two-year contract with Avco Broadcasting Corp.

Len Fabian joins Manhattan Color Laboratory, New York, as account executive.

Nat Greene, motion picture editor, appointed sales representative for Coastal Film Service, New York.

NEWS

Bob Mulholland, producer of Brinkley portion of NBC-TV's *The Huntley-Brinkley Report*, named manager of news on West Coast for network. He replaces **Robert Shafer**, called to New York to produce network's news specials. **Ralph Myers** named regional news manager, Chicago, for *Huntley-Brinkley*, succeeding **Lee Crystal**, now in New York as program's news editor.

Igor Oganesoff, special correspondent on assignment in Japan, appointed CBS News correspondent. He will now be chief of CBS News Tokyo bureau and on general assignment in Far East. **John Meyer**, reporter for CBS News, Washington, appointed correspondent. **Dick Reeves**, executive producer for CBS News, New York, named director of special broadcasts for WCBS, that city.

John J. Skalko, bureau manager of UPI in Providence, R. I., appointed regional executive. **Patrick F. Gilbo**, with UPI national broadcast desk in Chicago, succeeds Mr. Skalko.

Bill Barnard, news director of KBIG Avalon-Catalina, Calif., appointed to news department of WPRO Providence, R. I.

Harold Baker, WFGA-TV, Jacksonville, elected president, Florida AP Broadcasters Association. **Bill Henry**, WFLA-TV Tampa, elected VP.

Charles B. Cleveland, political editor of *Chicago Daily News* since 1949, named chief editorial writer and member of editorial board of WIND Chicago. **James Gannon**, with WIND news staff since 1962, becomes news director. He succeeds **Gerald Udwin**, now national news editor for Washington news bureau of Westinghouse Broadcasting Co.

Steven R. Schatz, newscaster for WPRO-TV Providence, R. I., joins WMAL-AM-FM-TV Washington as reporter-photographer and newscaster.

Chuck Russell, staff announcer-director for KBAK-TV Bakersfield, Calif., named newscaster.

Francis (Biff) Cole, writer-editor for KMOX-TV St. Louis, appointed producer of news.


Mr. Pettit

Tom Pettit, NBC News correspondent, named West Coast correspondent for Public Broadcast Laboratory and noncommercial KCET(TV) Los Angeles.

Dennis Fraser, previously with WNUS Chicago, WJIM Lansing Mich., and WDBQ Dubuque, Iowa, joins WLS Chicago as news writer.

Bob Harper, with WJAS Pittsburgh, joins news staff of WKYC-TV Cleveland.

Beverly Reynolds, news administrative assistant for KNX Los Angeles, named news writer.

David Nuell, with news staff of WLWT(TV) Cincinnati, joins news department of WMAQ Chicago.

Stan Bohrman, in charge of special events for KTTV(TV) Los Angeles, joins KLAC Los Angeles, as on-air commentator.

Raymond Rice, staff announcer, WTIC Hartford, Conn., and **Mike Eisgrau**, news director, WTRC-AM-FM and WSJV-

(TV) Elkhart-South Bend, Ind., join WNEW New York, as correspondent and writer-reporter, respectively.

FANFARE

Mr. Gewirtz

Stanley Gewirtz, special consultant to U. S. secretary of transportation, joins Interpublic Inc., New York, as VP and director of public relations.

Janet Held, with The Rowland Co., New York, named VP-administration.

Sanford H. Kaufman named promotion and publicity manager of KDKA-AM-FM Pittsburgh.

Mark Russell, executive producer of KMOX-TV St. Louis, appointed to newly created post of manager of community relations. **Dave Allen** succeeds Mr. Russell as executive producer.

Dick Howard, from Armed Forces Radio and Television Service, Hollywood placed in charge of publicity for KTLA(TV) Los Angeles.

EQUIPMENT & ENGINEERING

Bruce Walters, VP, products, of Ameco Inc., Phoenix, named to newly created position of director of manufacturing at Anaconda Astrodata Co., Anaheim, Calif.

L. R. (Bob) du Treil, with John H. Mullaney and Associates, Washington, named associate in firm of L. J. N. du Treil and Associates Inc., consulting radio engineers, New Orleans.

Robert E. Cassatt appointed general manager of consumer electronics division of Westinghouse Electric Corp., Edison, N. J.

John C. Wehrle, with Norelco radio department of North American Philips Co., Chicago, named field sales supervisor in Midwest. **John Sciacchitano,** with Norelco radio department in New York, named merchandising manager.

William Kameron, office sales manager for Aerovox Corp., New Bedford, Mass., appointed manager of manufacturing engineering.

Stephen Walsh, sales service specialist, marketing division, Memorex Corp., Santa Clara, Calif., appointed sales engineer for Northern California region.

INTERNATIONAL

Senator Keith Davey, former Canadian Football League commissioner, and **Michael Hind-Smith,** former VP of programing for CTV Television Network Ltd., Toronto, named VP's of Foster Advertising Ltd. of Toronto. **Jack E. Mullen, William Straiton** and **John A. Carpenter,** with Foster Advertising, Toronto, named VP's.

Donald Smith, for 26 months director of administration for NBC International Enterprises television project in Nigeria, becomes director of administration for NBC International's TV project in Saudi Arabia. He will be based in Riyadh.

DEATHS

Richard L. Eastland, 53, NBC-TV manager, standards and practices, West Coast, died July 17 in his Los Angeles home of possible heart attack. Mr. Eastland, veteran of 30 years in advertising-broadcasting business, was VP at both Campbell-Ewald Co. and Needham, Louis & Brorby (now Needham, Harper & Steers) before joining NBC-TV in 1965. He is survived by his wife, son and daughter.

Robert W. Nickles, 58, owner of KFAL Fulton, Mo., died June 2 at DePaul hospital in St. Louis after long illness. Death was caused by lymphosarcoma. Mr. Nickles began in broadcasting with KFRU Columbia, Mo., when station was owned by Stephens College. Later he was with KSD and KWK, both St. Louis. Surviving is his wife, Orpha.

Spencer L. Rose, 60, account executive at WPIX(TV) New York, died July 13, apparently of heart attack while at work. He had been with Grey Advertising, New York, before he joined WPIX. Surviving is his wife, Doris.

Warren Hites, 49, who became news director of WJBF(TV) Augusta, Ga., in 1956 and who remained with that station until October 1966, died July 5 in Augusta after long illness.

Cyril F. Jones, 45, art director for KTTV(TV) Los Angeles, died July 16 at UCLA Medical Center, Los Angeles, following brief illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 13 through July 19, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Hagerstown, Md. — Regional Broadcasting Co. Seeks UHF ch. 25 (536-542 mc); ERP 17.25 kw vis., 2.12 kw aur. Ant. height above average terrain 231.13 ft. P. O. address: c/o Arthur A. Snowberger, Box 481, Hagerstown. Estimated construction cost $121,987.50; first-year operating cost $84,000; revenue $100,000. Geographic coordinates 39° 38′ 30″ north lat.; 77° 43′ 13.5″ west long. Type trans. GE TT202A. Type ant. GE TY-106-C. Legal counsel Fletcher, Heald, Rowell, Kenehan & Hildreth, Washington; consulting engineer Arthur A. Snowberger, Hagerstown, Md. Principals: Warren Adler, president, Arthur A. Snowberger, vice president and John Bozza, secretary-treasurer. Applicant is licensee of WHAG-AM-FM Halfway, Md. Ann. July 18.

INITIAL DECISION

■ FCC Hearing Examiner H. Gifford Irion issued initial decision proposing grant of application of Tri-City Broadcasting Inc. for new commercial UHF television to operate on ch. 65 in Vineland, N. J. Ann. July 17.

OTHER ACTIONS

■ Review board in Los Angeles television broadcast proceeding (Docs. 16679-80). Granted petition filed on July 11 by broadcast bureau and extended to July 20 time to file responsive pleadings to petition to clarify issues filed on June 30 by Fidelity Television Inc. Board Members Slone and Pincock absent. Action July 12.

■ By order, FCC denied Reporter Broadcasting Co.'s, San Francisco, application for review. Reporter had requested review of review board memorandum opinion and order which denied its request to add comparative programing issue in proceeding on Reporter application and that of Bay Broadcasting Co. (Docs. 16831 and 16678) for CP for new televisions on ch. 38 at San Francisco. Action July 19.

■ Review board in Buffalo, N. Y. television broadcast proceeding (Docs. 15254-5). Scheduled oral argument before panel of review board for August 17. Board Members Slone and Pincock absent. Action July 12.

■ Review board in Houston television broadcast proceeding, Docs. 15826-7. Board Members Berkemeyer, Slone and Kessler, Board Member Slone dissenting in part with a statement, adopted decision which denied petition for leave to amend filed on February 24 by KXYZ Television Inc.; dismissed as moot request for acceptance of response and response filed March 27 by KXYZ Television Inc.; dismissed the statement of Crest Broadcasting Co. regarding post-oral argument pleadings of KXYZ Television Inc. filed on April 3; granted in part motion to reopen record, remand proceeding and for enlargement of issues, filed on February 10, by KXYZ Television Inc.; severed from this consolidated proceeding and denied, application of KXYZ Television Inc.; and ordered that record in proceedings is reopened and proceeding remanded to hearing examiner for adduction of evidence and issuance of supplementary initial decision on specified issues concerning financial qualifications of Crest Broadcasting Co. Action July 11.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 13 designated Hearing Examiner Isadore A. Honig, in lieu of Hearing Examiner David I. Kraushaar, to serve as presiding officer in proceeding on TV applications of Rovan Television Inc., and Romac Macon Corp., both Macon, Ga. (Docs. 17316-17).

■ Hearing Examiner Isadore A. Honig on July 13 in proceeding on TV application of Romac Baton Rouge Corporation, Baton Rouge, rescheduled hearing from August 3 to September 11 and exchange of exhibits from July 13 to July 21 (Doc. 17005).

■ Hearing Examiner H. Gifford Irion on July 11 in proceeding on TV applications of Aljir Broadcasting Inc. and South Kane-Kendall Broadcasting Corp., both Aurora, Ill. granted petition to amend of applicant South Kane-Kendall Broadcasting Corp. to reflect financial matter (Docs. 17407-08).

■ Hearing Examiner Jay A. Kyle on July 12 in proceeding on TV application of Lamar Life Insurance Co., Jackson, Miss. received in evidence stipulations 3 and 4 and Lamar exhibit 88 and closed record (Doc. 16663).

■ Hearing Examiner Jay A. Kyle on July 14 Lamar Life Insurance Co. Jackson, Miss. TV renewal proceeding (Doc. 16663). Granted petition of broadcast bureau and extended time for filing proposed findings from July 18 to July 29.

■ Hearing Examiner David I. Kraushaar on July 17 Syracuse, N. Y. Syracuse Television Inc., et al. TV remand proceeding. Granted motion for continuance filed by all parties to proceeding and continued hearing which is scheduled for July 19 without date in order application for approval of proposed merger agreement may be filed by August 3 (Docs. 14368-72, 14444-46).

■ Hearing Examiner Herbert Sharfman on July 18 in Orlando, Fla., Orange Nine Inc. et al. TV proceeding scheduled further prehearing conference for September 29 and hearing for January 8, 1968 (rescheduled from September 18) (Docs. 11081, 11083, 17339, 17341-42, 17344).

RULEMAKING PETITIONS

Upper Marlboro, Md., American Communications Media Inc.—Requests amendment of rules to add commercial television assignment to Upper Marlboro, Md., as follows: Plan I—Assignment of ch. 56 to Upper Marlboro Community. Waldorf, present 56, proposed *66 and Upper Marlboro, both Maryland, proposed 56. Plan II—Assignment of ch. 58 to Upper Marlboro Community. Waldorf, present *56; LaPlata, proposed 56, and Upper Marlboro, all Maryland, proposed 58. Ann. July 14.

Houston, O. J. McCullough—Requests institution of rulemaking proceeding looking toward assignment of UHF ch. 56 to Houston. Ann. July 14.

RULEMAKING ACTIONS

Lakewood, N. J., Mid-State Broadcasting Co.—Denied request for institution of rulemaking so as to assign television ch. 79 to Lakewood. Action July 10.

■ FCC on July 13 granted request of Eugene Television Inc., and extended to July 31 time for filing responses and to August 11 time for filing replies to responses to petition of Cascade Broadcasting Co. for rulemaking (RM-1152). Cascade proposal would amend section 73.606 table of television assignments at Eugene and Salem, both Oregon.

Existing TV stations

FINAL ACTIONS

KINY-TV Juneau, Alaska—Broadcast Bureau granted license covering changes in TV. Action July 17.

KUPK-TV Garden City, Kan.—Broadcast Bureau granted mod. of license to increase aur. ERP to 17.42 kw. Action July 13.

KDNL-TV, Ch. 30, St. Louis—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 7, 1968. Action July 7.

*KTNE-TV Alliance, Neb.—Broadcast Bureau granted license covering new noncommercial educational TV. Action July 13.

*KLNE-TV Lexington, Neb. — Broadcast Bureau granted license covering new noncommercial educational TV, and redescribe trans. location as on U. S. Route 6, near Atlanta, Neb. Action July 13.

*KPNE-TV North Platte, Neb.—Broadcast Bureau granted license covering new noncommercial educational TV. Action July 13.

*KYNE-TV Omaha — Broadcast Bureau granted license covering new noncommercial educational TV. Action July 13.

WKBM-TV Caguas, P. R.—Broadcast Bureau granted license covering new TV. Action July 12.

WRCB-TV Chattanooga—Broadcast Bureau granted CP to change studio location to Executive Park, Stringers Ridge and Interstate Highway #124, near Chattanooga. Action July 13.

KGNC-TV Amarillo, Tex.—Broadcast Bureau granted mod. of license to reduce ERP from 20 kw to 10 kw. Action July 14.

WDTV(TV) Weston, W. Va.—Broadcast Bureau granted CP to change vis. type trans. Action July 14.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KLFY-TV Lafayette and KPCL-TV Lake Charles, both Louisiana. Action July 13.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on July 13 in proceeding on TV applications of RKO General Inc. (KHJ-TV), Los Angeles and Fidelity Television Inc., Norwalk, Calif (C.P.), corrected "Fidelity Exhibit 36" (Docs. 16679-80).

■ Hearing Examiner Charles J. Frederick on July 11 in proceeding on TV applications of Victor Muscat and KTOW-TV Inc. both of Tulsa, Okla, granted request of Victor Muscat and continued prehearing conference from July 14 to September 7 and hearing scheduled for September 7 is postponed without date (Docs. 17523-24).

■ Hearing Examiner David I. Kraushaar on July 13 in proceeding on TV applications of Chapman Radio and Television Co., Homewood, Ala. et al., ordered deadline for filing petition for approval of agreement from July 12 to July 17 and rescheduled hearing from July 17 to July 24 (Docs. 15461, 16760-61, 16758).

■ Hearing Examiner Forest L. McClenning on July 11 in proceeding on TV application of WRIV-TV Inc. Riverhead, N. Y. granted petition to amend of applicant to reflect availability of bank loan commitment (Doc. 16709).

■ Office of opinions and review on July 14 Cosmos Broadcasting Corp. (WSFA-TV) Montgomery, Ala., TV proceeding. Granted motion of Martin Theatres of Georgia Inc. and extended to August 4 time for filing opposition to Cosmos Broadcasting petition for reconsideration and grant without hearing (Doc. 16984).

RULEMAKING ACTION

■ By notice of proposed rulemaking FCC invited comments to proposal (RM-1129) to amend TV table of assignments by reassigning two noncommercial educational channels in Georgia. Changes consist of shifting ch. *9 from Savannah to Pembroke and ch. *28 from Columbus to Warm Springs. Board is licensee of WVAN-TV, ch. *9, and WJSP-TV, ch. *28. WVAN-TV is located about one mile from Pembroke and thirty miles from Savannah. WJSP-TV is located approximately three miles from Warm Springs and thirty miles from Columbus. Identification of WVAN-TV with Savannah and WJSP-TV with Columbus has been confusing to viewers. Shift will also result in plan by board to achieve state-wide coverage. Commissioner Lee not participating. Action July 5.

New AM stations

APPLICATIONS

Piggott, Ark.—Adrian L. White Inc. Seeks 1300 kc, 500 w-D. P. O. address: Box 508, Pocahontas, Ark. Estimated construction cost $16,982.88; first-year operating cost $35,000; revenue $45,000. Principal: Adrian L. White, president (100%). Mr. White is president, director and 100% owner of KPOC Pocahontas, Ark. Ann. July 18.

Warsaw, N. C.—Big D. Radio. Seeks 1560 kc, 10 kw-D. P. O. address: State Road 1900, Warsaw 28398. Estimated construction cost $48,807; first-year operating cost $46,000; revenue $48,000. Principals: Andrew G. Smith, W. B. Belche and C. E. Leeper (each 33⅓% partners). Mr. Smith owns retail farm supplies exchange and owns stock in retail garden supply store. Mr. Belche is 20% stockholder of WIDU Fayetteville, N. C. Mr. Leeper is 40% stockholder of WIDU. Messrs. Belche and Leeper also each own 20% interest in Randolph Broadcasting, Randleman, N. C. Ann. July 17.

Minot, N. D.—KNOX Radio Inc. Seeks 1430 kc, 5 kw-D. P. O. address: 1904 State Mill Road, Grand Forks, N. D. 58201. Estimated construction cost $35,145; first-year operating cost $45,000; revenue $48,000. Principals: Justin D. Hoberg, president and Robert F. Hansen, vice president (each 20%), Alma Bannach (30%) et al. Mr. Bannach has farming interests. Messrs. Hoberg, Hansen and Bannach hold interests in KNOX Grand Forks, N. D. which is owned by applicant. Ann. July 17.

FINAL ACTIONS

Show Low, Ariz. — White Mountain Broadcasters Inc. Broadcast Bureau granted 1450 kc, 250 w, 1 kw-LS-U. P. O. address: Suite 1260, Del Webb's Townehouse, 100 West Clarendon, Phoenix. Estimated construction cost $17,071; first-year operating cost $48,000; revenue $51,000. Principals: Haskell M. Metz (51%), Don E. Jackson (35%), Clyde E. Douglas (10%), Emanuel W. Metz (2%) and E. David Metz (2%). Mr. Haskell Metz has interest in recording and television equipment. Mr. Jackson is newscaster and announcer KTAR Phoenix. Mr. Douglas is lawyer. Mr. E. Metz is editor. Mr. E. David Metz is engineer. Action July 13.

Jackson, Ky.—Intermountain Broadcasting Co. Broadcast Bureau granted 810 kc, 1 kw-D. P. O. address: 1138 Main St., Jackson 41399. Estimated construction cost $21,364; first-year operating cost $38,000; revenue $44,000; Principals: J. F. Howell, Jeff D. Howell, Marie R. Turner, Almo Smith and A. Dale Bryant (each 20%). Principals have no broadcast interests. Action July 11.

Leominster, Mass.—Nashua Valley Broadcast Inc. Broadcast Bureau granted 1000 kc, 1 kw-D. P. O. address: c/o Clarence O. Allain, 19 Water St., Leominster 01435. Estimated construction cost $32,464; first-year operating cost $67,320; revenue $72,000. Principals: Clarence O. Allain (98%), Robert J. Allain and Francis S. Wyman (1% each). Messrs. Allain and Wyman are all public accountants with no other broadcast interests. (Corrected item run in error July 17 as new AM granted to Arthur A. Newcomb d/b as Nashua Broadcasting Co. in Leominster, Mass.) Action July 3.

Quitman, Miss.—A. C. Elliott Jr. Broadcast Bureau granted 1500 kc, 1 kw-D. P. O. address: McLendon Street, Quitman 39355. Estimated construction cost $16,895; first-year operating cost $9,100; revenue $24,000. Principal: Mr. Elliott has two-way radio service. Action July 10.

Wiggins, Miss.—Stone County Broadcasters Inc. Broadcast Bureau granted 1420 kc, 1 kw-D. P. O. address: c/o Clyde Hurlbert, Box 902, Gulfport, Miss. 39501. Estimated construction cost $16,255; first-year operating cost $30,000; revenue $36,000. Principals: Charles Mathis, J. Boyce Holleman and Clyde O. Hurlbert (each 33⅓%). Mr. Mathis is owner of lumber company. Messrs. Holleman and Hurlbert are attorneys. They have no broadcast interests. Action July 11.

Randolph, Vt. — Central Vermont Radio Corp. Broadcast Bureau granted CP to operate on 1320 kc, 1 kw-D. P. O. address: 5 Sargent St., White River Junction, Vt. Esti-

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 20

	ON AIR Lic.	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 20

	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

[1]In addition, two AM's operate with Special Temporary Authorization.
[2]In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

mated construction cost $24,894; first-year operating cost $27,650; revenue $31,200. Principals: Frank M. Gilman (50%), Nelson A. Crawford (49.998%) and Alfred A. Guarino (.002%). Mr. Gilman is in wholesale lumber business and also real estate. Mr. Guarino is lawyer. Mr. Crawford is in radio-TV sales. He is also part owner of WVTR White River Junction, and WRLH-TV Crafts Hill, West Lebanon, N. H. Action July 11.

Forks, Wash. — Forks Broadcasting Co. Broadcast Bureau granted 1490 kc, 250 w, 500 w-LS-U. P. O. address: Route 4, Box 4786-A, Gig Harbor, Wash. 98335. Estimated construction cost $17,151.68; first-year operating cost $30,000; revenue $35,923. Principals: Gordon Otos, president, Bruce J. Elliott, vice president and George J. Campbell, director, et al. Mr. Otos has no other present business interest indicated. Mr. Elliott is employe of Tacoma Vocational Technical Institute and KTPS-TV Tacoma, Wash. Mr. Campbell owns cement and gravel hauling concern. Action July 10.

INITIAL DECISION

■ FCC Hearing Examiner Millard F. French issued initial decision looking toward grant of application of Mount-Ed-Lynn Inc. for new class II 250 w standard broadcast station to operate on 1510 kc, daytime only, with directionalized ant. at Mountlake Terrace, Wash; condition. Ann. July 17.

OTHER ACTIONS

■ Review board in East St. Louis, Ill. standard broadcast proceeding, Docs. 17256-7. Granted in part petition to enlarge issues filed March 29 by Metro-East Broadcasting Inc.; denied request for issues contained in supplement to petition to enlarges filed June 8 by Metro-East Broadcasting Inc.; and enlarge issues as to East St. Louis Broadcasting Inc., to inquire into financial qualifications basis for estimated revenues and likelihood of constructing and continuing operation of the proposed station. Board Member Pincock absent. Action July 14.

■ Review board in South Beloit, Ill. standard broadcast proceeding, Docs. 17209 et al. Denied appeal from ruling of hearing examiner filed May 2, by Archway Corp., Home State Broadcasting Corp., St. Louis Broadcasting Co. and Six-Eighty-Eight Broadcasting Co. Dismissed as moot joint petition to enlarge issues filed March 13 by Great River Broadcasting Inc. and Missouri Broadcasting Inc. Board Member Berkemeyer absent. Board Member Nelson not participating. Action July 17.

■ Review board in Mishawaka, Ind. standard broadcast proceeding, Doc. 14855. Granted motion filed on July 13 by Michiana Telecasting Corp. and extended to Aug. 17 time to file exceptions and supporting briefs to second supplemental initial decision (FCC 67D-24, released June 20. Action July 18.

■ Review board in New Castle. Pa. standard broadcast proceeding, Docs. 17178-80. Granted petition filed on July 13 by Lawrence County Broadcasting Corp., Brownsville Radio Inc. and Shawnee Broadcasting Co. and extended to July 28 time to file replies to Broadcast Bureau's comments to joint request for approval of agreement filed on June 12 by applicants. Action July 18.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on July 13 in proceeding on applications of East St. Louis Broadcasting Inc. and Metro-East Broadcasting Inc., both East St. Louis, Ill., scheduled further prehearing conference for July 17. 1967 (Docs. 17256-57).

■ Hearing Examiner Isadore A. Honig on July 17 East St. Louis, Ill., East St. Louis Broadcasting Inc., and Metro-East Broadcasting Inc. AM proceeding. Granted petition to amend and supplements thereto filed by applicant Metro-East to reflect changes in stockholders; subject to condition comparative position of Metro-East in proceeding shall in no wise be enhanced as result of such acceptance (Docs. 17256-57).

■ Hearing Examiner H. Gifford Irion on July 12 in proceeding on applications of Video Service Co. Atlanta, rescheduled further prehearing conference from July 14 to July 25 (Doc. 16865).

■ Hearing Examiner Forest L. McClenning on July 11 in proceeding on AM applications of L & S Broadcasting Co. Jacksonville. N. C. et al. granted motion of continuance filed by L & S Broadcasting Co. and continued hearing from July 13 to September 11 (Docs. 17148-50).

Existing AM stations

APPLICATIONS

WNYR Rochester, N. Y.—Seeks CP to change hours of operation from daytime to unlimited, increase power from 250 w to 500 w, install directional ant. system (DA-2), change ant.-trans. location to Southeast corner of intersection of Martin and Middle Roads, Henrietta township, New York, install new trans. Request waiver of Sec. 73.28(d), 73.188(b)(2) and 73.37 of rules. Ann. July 19.

FINAL ACTIONS

WTBF Troy, Ala. — Broadcast Bureau granted CP to change from DA-2 to DA-N-D; conditions. Action July 13.

KENT Prescott, Ariz.—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw, and install new type trans.; conditions. Action July 14.

KVWM Show Low, Ariz.—Broadcast Bureau granted CP to increase power from 1 kw to 5 kw, and install new type trans.; conditions. Action July 13.

KOAG Arroyo Grande, Calif.—Broadcast Bureau granted CP to change from DA-2 to DA-N. Action July 13.

KDOL Mojave, Calif.—Broadcast Bureau granted CP to increase power from 100 w to 250 w, 500 w-LS and install new type trans.; conditions. Action July 11.

KVON Napa, Calif. — Broadcast Bureau granted CP to increase daytime power from 1 kw to 5 kw, make changes in day DA system, install new type trans.; conditions. Action July 11.

WGMA Hollywood, Fla.—Broadcast Bureau granted CP to change hours of operation from daytime to unlimited, increase power from 1 kw to 5 kw, install DA-2, change ant.-trans. location to intersection of Palm Avenue and Sheridan Avenue, Broward, install new trans.; conditions. Action July 11.

KPUA Hilo, Hawaii — Broadcast Bureau granted CP to increase power from 1 kw to 5 kw and install new type trans.; conditions. Action July 13.

KNUI Makawao, Hawaii—Broadcast Bureau granted CP to increase power from 1 kw to 5 kw. and install new type trans. Action July 13.

KRPL Moscow, Idaho—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw. and install new type trans.; condition. Action July 13.

KWIK Pocatello, Idaho—Seeks CP to increase daytime power from 250 w to 1 kw, and install new trans. Ann. July 17.

KNCB Vivian, La. — Broadcast Bureau granted CP to increase power from 500 w to 5 kw, and install new type trans.; conditions. Action July 12.

WKPM Princeton. Minn.—Seeks CP to increase power from 500 w to 1 kw, install new trans. (Gates BC-1G), and make changes in ant. system. Ann. July 17.

KPWB Piedmont, Mo.—Broadcast Bureau granted CP to increase power and install new type trans.; conditions. Action July 14.

WTIV Titusville, Pa. — Broadcast Bureau granted CP to increase daytime power from 500 w to 1 kw and install new type trans.; conditions. Action July 17.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KPLC Lake Charles and KSLO Opelousas, both Louisiana. Action July 13.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WSEM Donalsonville, Ga. This grant is subject to condition that transfer of control covered by BTC-5233 be consumated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter; KSTN Stockton, Calif.; WDMG Douglas, Ga.; WJBO Baton Rouge; WMIS Natchez, Miss., and WRFC Athens, Ga. Action July 14.

■ Broadcast Bureau granted CPs to make changes in nighttime DA systems for following stations: WABB, WABB Inc., Mobile, Ala. and WSRF, Van Patrick Broadcasting Inc., Ft. Lauderdale, Fla. Action July 13.

OTHER ACTION

■ FCC has denied request by WWIZ Inc. (WWIZ), Lorain, Ohio, for reconsideration and postponement of commission action of June 13, ordering station to cease operation. Action July 14.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on July 17 Norristown, Pa., Norristown Broadcasting Co., Inc. (WNAR) AM proceeding.

Granted motion of applicant and continued procedural dates including hearing from July 26 to Sept. 11 (Doc. 14952).

■ Hearing Examiner Basil P. Cooper on July 18 Salem, Mass., North Shore Broadcasting Corporation (WESX) AM proceeding. Continued hearing from Sept. 13 to Sept. 14 (Doc. 17559).

■ Chief Hearing Examiner James D. Cunningham on July 10 Radio San Juan Inc. (WRSJ), Bayamon, P. R., AM proceeding. Designated Hearing Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for Sept. 18 and hearing for Oct. 23 (Doc. 17574).

■ Chief Hearing Examiner James D. Cunningham on June 30 designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer in proceeding on AM applications of Azalea Corp., W.G.O.K. Inc. (WGOK), People's Progressive Radio Inc. and Mobile Broadcast Service Inc., all Mobile, Ala.; scheduled prehearing conference for July 25 and hearing for Sept. 20 (Docs. 17555-58).

■ Hearing Examiner Charles J. Frederick on July 12 in proceeding on AM applications of Salter Broadcasting Co. (WBEL), South Beloit, Ill. et al., ordered applicant Prudential Broadcasting Co. shall not be required to exchange exhibits until July 28 and same date shall be exchange date applicable to all other parties for first-phase exhibits (Docs. 17209-15, 17217, 17219).

■ Hearing Examiner Millard F. French on July 12 in proceeding on AM applications of Fine Music Inc. (WFMI), Montgomery, Ala. et al. granted request of applicant Rocket City Broadcasting Inc. and continued procedural dates including hearing from July 17 to July 31 (Docs. 17058-60).

■ Hearing Examiner David I. Kraushaar on July 11 in proceeding on AM applications of Atlantic Broadcasting Co. (WUST) Bethesda, Md. et al. rescheduled further prehearing conference from July 31 to July 28 (Docs. 16706-08).

■ Office of Opinions and Review on July 11 granted joint motion of Iowa State University of Science and Technology and Earle C. Anthony Inc. and extended to August 8 time for filing replies to exceptions to supplemental initial decision in proceeding on applications of Iowa State University of Science and Technology (WOI) Ames, Iowa for special service authorization and CP (Docs. 11290, 16298).

FINES

■ By memorandum opinion and order, FCC in case of E. M. Hoge, licensee of KENA Mena, Ark., ordered forfeiture of $200 for repeated violation of Sec. 73.74 of rules by failing to make equipment performance measurements. Action July 19.

■ By memorandum opinion and order, FCC in case of High Fidelity Stations Inc., licensee of KAHR Redding, Calif. (on information obtained from referee in bankruptcy of High Fidelity) reduced to $200 amount of forfeiture incurred by station for violation of Secs. 73.39, 73.47, 73.57 and 17.38 of rules, including remote ant. was not calibrated; complete prior and/or current set of equipment performance measurements were not available during inspection; operating power excessive; log entries of tower light inspection were not made. Forfeiture of $1,000 had been levied against KAHR by commission's order released Aug. 25, 1966. Action July 19.

New FM stations

APPLICATIONS

*Long Beach, Calif.—Dr. Howard S. Martin. Seeks 88.9 mc, ch. 205, 10 w. Ant. height above ground 77 ft. P. O. address: Radio/TV Department, California State College, 6101 East Seventh Street. Estimated construction cost $2,279.60; first-year operating cost $1,150; revenue none. Principals: Dr. Martin is assistant professor of radio and television. To be administered by board. Ann. July 17.

Independence, Kan.—Pitts Enterprises Inc. Seeks 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 230 ft. P. O. address: 219 Community Insurance Center, Tulsa, Okla. 74103. Estimated construction cost $19,323.50; first-year operating cost $25,753.28; revenue $36,000. Principals: Wayne Pitts, president (58%), William R. Wooton, vice president and Paul N. Pitts, (each 21%). Mr. W. Pitts is in automotive sales and service and employed by common freight carrier firm. Mr. Wooton is self-employed as independent agent for radio and broadcast equipment. Mr. P. Pitts is with Grand River Dam Authority. Ann. July 18.

Hardinsburg, Ky — Brekinridge Broadcasting Co. Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Dr. O. C. Carter, Box 15, Hardinsburg 40143. Estimated construction cost $22,528.72; first-year operating cost $2,400 in addition to AM; revenue $3,000 in addition to AM. Principals: O. C. Carter, Paul Fuqua and Robert D. Ingram (each 33⅓% partners). Dr. Carter is chiropractor. Mr. Fuqua owns farm and is in real estate. Dr. Ingram is chiropractor and has 14% interest in WTCO-AM-FM Campbellsville, and 32½% in WSVL-AM-FM also Campbellsville, both Kentucky. Applicant is also applying for new AM in Hardinsburg. Ann. July 18.

St. Charles, Mo. Lindenwood Female College—Seeks mod. of CP (BPED 798 which authorized new noncommercial educational FM) to change frequency from 90.1 mcs, ch. 211 to 89.9 mcs, ch. 210. Ann. July 14.

Pittston, Pa.—P.A.L. Broadcasters Inc. Seeks 103.1 mc, ch. 276, 0.93 kw. Ant. height above average terrain 500 ft. P. O. address: 85 West Union Street, Wilkes-Barre, Pa. 18702. Estimated construction cost $54.000; first-year operating cost $50,000; revenue $50,000. Principals: Frank M. Henry, president, James F. Ward, vice president et al. P.A.L. is licensee of WBAX Wilkes-Barre, Pa. Ann. July 18.

Watertown, S. D.—Midland National Life Insurance Co. Seeks 96.1 mc, ch. 241. 100 kw. Ant. height above average terrain 171 ft. P. O. address: 104 South Maple Street, Watertown 57201. Estimated construction cost $58,027; first-year operating cost $24,000; revenue $24,000. Principals: William A. Rigsbee, president and Reserve Life Insurance Co., et al. Ann. July 17.

Charlotte-Amalie, V. I. — Warrenville Broadcasting Co. Seeks 101.1 mc, ch. 266, 5.4 kw. Ant. height above average terrain 242 ft. P. O. address: Warrenville State Bank, Warrenville, Ill. 60555. Estimated construction cost $28,685.43; first-year operating cost $35,000; revenue $40,000. Principals: Thomas L. Davis (40%), Robert M. Baker and George J. Jansen (each 30%). Mr. Davis is vice president and station manager of WCIU-TV Chicago, president and 50% owner of KLEE Ottumwa, Iowa and 50% partner of applicant for new TV in Chicago (ch. 38). Mr. Baker is attorney. Mr. Jansen is 13.2% owner and president of bank, 24.25% owner and president of golf course and sole owner of insurance brokerage and property management company. Ann. July 18.

FINAL ACTIONS

Monticello, Ark.—Baker Broadcasting Co. —Broadcast Bureau granted 93.5 mc. ch. 228, 3 kw. Ant. height above average terrain 205 ft. P. O. address: Box 446, Monticello 71655. Estimated construction cost $3,000; first-year operating cost $1,500; revenue $4,000. Principals: Edward Keith Baker is owner, and is also owner and operator of KHBM Monticello. Action July 13.

Redding, Calif.—Shasta Intercom Inc. Broadcast Bureau granted 104.3 mc, ch. 282, 78 kw. Ant. height above average terrain 29 ft. P. O. address: 775 East Cypress Street, Redding 96001. Estimated construction cost $32,550; first-year operating cost $44,160; revenue $29,324. Principals: Lee Hinkle. Harold Shaw, George J. Bower and Sam Bryant. Drs. Hinkle and Bower are physicians. Mr. Shaw is sole proprietor of building designer business. Mr. Bryant is self-employed and owner of contracting business. Action July 13.

Cochran, Ga.—John Hulett tr/as Bleckley County Broadcasting Co.—Broadcast Bureau granted 96.7 mc, ch. 244, 3 kw. Ant. height above average terrain 155 ft. P. O. address: Box 184. Estimated construction cost $8,684; first-year operating cost $5,000; revenue $12,000. Principals: Mr. Hulett is 100% owner of WVMG Cochran; 37.5% owner and station manager of WVOH Hazlehurst, both Georgia; 100% owner of poultry farm, and 50% owner of farm. Action July 13.

Rome, N. Y.—Maurer Broadcasting Corp. Broadcast Bureau granted 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 105 ft. P. O. address: R.D. 1 South Jay Street, Rome 13440. Estimated construction cost $15,175; first-year operating cost $1,000; revenue $2,500. Principals: Maurer Broadcasting is licensee of WKAL Rome. J. B. Maurer, president, R. W. Maurer, secretary-treasurer. Action July 13.

Carson City, Nev.—Carson City Broadcasting Corp. Broadcast Bureau granted 97.3 mc, ch. 247, 58 kw. Ant. height above average terrain minus 580 ft. P. O. address: 3 Topaz Drive, Carson City 89701. Estimated construction cost $35,824.90; first-year operating cost $67,000; revenue $65,000. Principals: Gene W. Robinson, president. Theodore D. Webster, vice president and Delbert T. Landing, secretary-treasurer (each 20%) and Lawrence B. Grant (40%). Action July 12.

Jamestown, N. D.—Triple R. Inc. Broadcast Bureau granted 93.3 mc, ch. 227, 25.0 kw. Ant. height above average terrain 260 ft. P. O. address: Box 600, Jamestown 58401. Estimated construction cost $34,219; first-year operating cost $12,000; revenue $14.000. Principals: Edgar D. Crilly, president and Jack Leonard, program director, both of applicant's station KSJB Jamestown. Action July 12.

Berwick, Pa.—Berwick Broadcasting Corp. Broadcast Bureau granted 103.1 mc, ch. 276, 420 w. Ant. height above average terrain 690 ft. P. O. address: c/o Ritz-Carlton hotel, Atlantic City 08404. Estimated construction cost $13,440.90; first-year operating cost $8,000; revenue $8,000. Principal: Edward R. Newman, president. Applicant is licensee of WBRX Berwick. See other actions. Action July 13.

OTHER ACTIONS

■ Review board in New Britain, Conn. FM broadcast proceeding, Docs. 17405-6. Denied motion to enlarge issues filed May 22 by Central Connecticut Broadcasting Co. Board Member Nelson not participating. Member Pincock absent. Action July 14.

Hardinsburg, Ky.—Blancett Broadcasting Co. Broadcast Bureau rescinded 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 260 ft. P. O. address: Box 147, Hardinsburg 40143, Estimated construction cost $9,500; first-year operating cost $21,600; revenue $27,000. Principal: J. C. Blancett, owner. Mr. Blancett is owner of automobile dealership and housing development and general farming concern. Action July 17.

■ Review board in Grand Haven, Mich. FM broadcast proceeding (Docs. 17470-1). Granted petition filed on July 7 by Broadcast Bureau and extended to July 25 time to file responses to petitions to enlarge issues filed on June 26 by Community Broadcasters Inc. and West-State Broadcasting Co. Board Members Slone and Pincock absent. Action July 12.

(Continued on page 75)

PROFESSIONAL CARDS

Service Directory

CLASSIFIED ADVERTISING

DEADLINE: Monday Preceding Publication Date

- **SITUATIONS WANTED** 25¢ per word—$2.00 minimum, payable in advance. Checks and money orders only. **Applicants:** If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos, etc., addressed to box numbers are sent at owners risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—$2.00 minimum.
- **DISPLAY** ads $25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES,** and **BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate.
- All other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036

RADIO

Help Wanted—Management

Need Sales Manager for most beautiful market in the cool Rockies. Excellent opportunity for experienced man in programing, news, sales. Send resume, picture. Good music station, good compensation. Box G-121, 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 overrride. Tell all in first letter. Box G-196, BROADCASTING.

Solid position—Experienced AM and FM administrator-salesman. Position and salary flexible for the right man. Good job. Good station. Good place to live. Box G-275, BROADCASTING.

Management opportunity with expanding group operation for program manager. If you are college graduate approximately 28-32 with 5 years announcing or production experience, can produce award winning public affairs programing, direct operations, control music policy, supervise aggressive news operation, prepare editorials and are eager to do the job better than required so you'll get more responsibility, you are our man! Salary open. Write Box G-305, BROADCASTING.

Wanted manager or would consider selling part interest and managership, due to health reasons. Daytime operation, C&W format. No. 1 in market. Contact Marion Jenkins, 505-887-5521 or 885-2179. KCCC, Carlsbad, New Mexico.

Listener-supported community station seeks mature idealist. Send resume to Pacifica Manager, KPFK-FM, Los Angeles, 90028.

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.

Sales

Needed—Experienced combination salesman & announcer. Good future, security, living conditions, hours & pay. Excellent recreation. Southeastern location. Box G-12, 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.

Director of Sales Development. Work southern California regional and local clients with expanding multiple group operation. Must be aggressive, creative, imaginative, hard worker. All applicants screened carefully. Box G-228, BROADCASTING.

Sales—(Cont'd)

If you're a sales leader, announce and can do some play-by-play. If you're interested in probably managing one of our stations in a few months. We can start you now at $150.00 per week plus some car expenses. Must be aggressive and have had some small to medium market experience. Especially interested in men from Missouri, Ark., Tenn., Okla., Ky., or Midwest vicinity. Full details to Box G-251, BROADCASTING.

Experienced salesman can make a bundle in our market with our station. Iowa metro market AM FM looking for two hard working salesmen to add to our sales staff. Excellent compensation. Rush resume, Box G-261, BROADCASTING.

Upper midwest sales opportunity—Only AM in county. Orphan account list. Good draw. Paid insurance. Excellent working conditions. Company car. Write sales manager Box G-283, BROADCASTING.

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. KSNN, 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.

Opening for two well experienced, active salesmen, with sales ideas. Unusually good working conditions. Excellent income and opportunity at only AM station in county. Major hospitalization and medical full paid. Company car. Resume, references to Scott Bishop, Manager, WABJ, Adrian, Michigan.

Small market has opening for #1 salesman. Excellent opportunity for hard worker. Delightful community in booming area. You write your own check but it takes hard work. Contact David Sutton, WCSJ, Morris, Illinois.

Good position waiting responsible, experienced, local advertising salesman. Established list of accounts. WCVL. Crawfordsville. Indiana.

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 commission, 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)

An outstanding opportunity for radio salesman. Active account list on aggressive top rated station. Opportunity for advancement. Jerry Papenfuss. Winona, Minnesota.

Add to present income. Sell syndicated tape show. Split profits. 103 Middle Road, Muscatine, Iowa.

Announcers

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.

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.

Announcer with first class ticket for Eastern AM-FM small market. No rock, No roll. Send 7½ tape and experience with your reply. Box G-231, BROADCASTING.

Need experienced announcer-mature voice conversational style. MOR medium market. AM-FM operation in north Alabama. Opportunity for sales, play-by-play sports. Prefer Southerner. Box G-237, BROADCASTING.

Announcers—wanted. Personality morning man, modified top 40 and top C & W for excellent smaller market. Must understand how to talk to rural people. Also night man with first class and personality morning man both wanted mid-September for Florida coast market, middle of road format with bright pop. Must appeal to middle aged group. Send complete resume and tape. Box G-262. BROADCASTING.

Announcers—(cont'd)

Do you have soul? Can you swing? Good voice? Want 50s in top 60 market? Let us hear your tape! Write Box G-264, BROADCASTING.

Iowa metro market AM FM C & W needs experienced anncr. and anncr.-salesman. Excellent, opportunity with growing organization. Send tape and resume. Box G-265, BROADCASTING.

Announcer—Southeastern major market has opening. For experienced announcer with production ability and 3rd ticket. Top 40 swinger. Send tape and photo. Box G-280, BROADCASTING.

Morning man—MOR/pop—topical—humorous—first phone helpful—salary open—medium market—tape, resume. Box G-316, BROADCASTING.

Night man—rock—medium market—salary open-university nearby—first phone helpful—tape, resume. Box G-320, 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 programing. 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.

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.

Third class phone broadcast endorsement announcer with good news and commercial delivery. Sports play-by-play desirable but not necessary. Automatic equipment in use. KVWM AM/FM., Show Low, Arizona.

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.

Anncr/PD—Production minded. First ticket—top salary and bonuses. Must have solid commercial background. Send resume, references, audition tape to WCLU, Attn., Gen., Mgr. 1115 First Nat'l Bank Bldg., Cinti., Ohio.

Flint, Michigan's quality contemporary station seeks announcer with third to grow with expanding group. WGMZ, 740 S. Saginaw.

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.

Progressive Southeast Georgia Station has opening for a bright, versatile sign on man with third class endorsed ticket. Experience in local news necessary. Send resume, tape, photo and references to: Mr. John J. Bailes, General Manager, Radio Station WJAT, P. O. Box 289, Swainsboro, Georgia 30401.

Expanding to FM and have opening for staff announcer. First phone preferred but third will be considered WJBM, Jerseyville, Ill. 618-498-2185.

Immediate opening for staff announcer, third ticket required. Salary commensurate with ability. Tape and resume to Kevin Hayes, WMGW, Meadeville, Pennsylvania 16335.

Announcers—(cont'd)

Immediate opening for announcer. Opportunity for some selling. Contact Blair Eubanks. General Manager, Radio Station WPAQ, Mount Airy, North Carolina, 10,000 watts, 740 Kc.

"Top 40" announcer or announcer PD. One of Wisconsin's largest markets. Numbers on our side. Send tape and resume to PD. WRIG FM/AM, Wausau, Wisconsin.

Wanted: Morning man mature voice, five years experience. Preferably married. Good salary. Top Forty station. WRBC, P.O. Box 986, Jackson, Mississippi. ph. 362-9669. Herb Guthrie or Jim Mack.

Need announcer who will also handle play-by-play from all sports. Joe Phillips, WSSO, Starkeville, Mississippi.

2 Top 40 jocks-swingin' station. Rush tape, resume. W-WOW, Conneaut, Ohio.

Rapid advancement for management potential announcer-salesman with growing company. Send tape and resume to Boyce Hanna, Box 199, Shelby, N. C. 28150.

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., 68 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.

Immediately, . . . opening for announcer with first phone. . . . Permanent position, 5 kw daytimer, covering Michigan's thumbland. Starting salary based on experience. Phone days 313-664-8555. Nights 313-664-8293.

Tired of going to all the trouble and expense of cutting and mailing a tape to a station, then hearing nothing from them? Send that tape, and $6.25, to Professional Critique, 59 Finney Blvd., Malone, New York 12953. We'll point out your weak and strong points. We don't promise miracles, but you might just get that next job. Your tape and our critique returned. It's the soundest investment you can make.

Immediate opening. First phone all night personality. MOR Rock format. Regional clear channel station. 43 hours a week. Opportunity for advancement in chain operation. Many fringe benefits. Salary open. Call 217-446-1314.

Technical

Chief engineer for top-rated 5000 watt CBS network station in state capital city. Many company benefits. Write Box C-137, BROADCASTING.

Experienced maintenance engineer for 5000 watt AM station in northeast. Salary approximately $200 per week. Write Box C-138, BROADCASTING.

First phone 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 bay 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 chief engineer for network station in medium sized Ohio city. Must be qualified to take care of maintenance. State experience. Box G-252, BROADCASTING.

Technical—(Cont'd)

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.

Poverty-stricken listener—supported radio-station needs working First Class Engineer to maintain a great deal of cranky, asthmatic and obnoxious broadcast equipment—most of it older than all of us. Write Lorenzo Milam, KRAB(FM), Seattle 98115. Lousy pay, but a lot of scintillating company.

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.

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, Princton, N. J. 609-924-3600.

Immediate opening for Chief Engineer. Experienced only, Salary open. Many fringe benefits. Call or write. Manager, WITY, Danville, Illinois.

Leading 5kw (directional night) has opening for alert young transmitter engineer. The man we are seeking should have fundamental knowledge transmitter operation and maintenance and capability to learn and advance to chief transmitter engineer under guidance of our technical director. Private apartment available if desired. WSAV Radio and Television, Savannah, Georgia.

Chief Engineer—AM—Send resume to Box 389, Williamsport, Pennsylvania or call 717-322-4676. You'll like our city.

Opening for studio operations and maintenance technician. Reply to Harry Matthews. State University College, Oswego, New York 13126.

NEWS

News oriented announcer with 1st phone. Send resume, references now for challenging job with future. Start $125 or better. Box D-81, BROADCASTING.

Radio—TV news director needed by Midwest group owned VHF. Looking for young aggressive newsman—administrator. Good chance for number 2 man to become number 1. Send photo, audio tape and salary requirements to Box G-221, BROADCASTING.

Excellent opportunity for news-sports man with play-by-play ability. Good pay in small market with high sports interest. Box G-298, BROADCASTING.

Newsman, Illinois. Full responsibility to gather, write, deliver. Well established position. Up to $125.00. Send tape, resume, photo. Box G-306, 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.

September 1st openings, WCVL, Crawfordsville, Indiana, in news-announcing. Send resume, tape, and photo.

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.

NEWS—(Cont'd)

Experienced News Director for award-winning-newsstation. Above average salary to man who has good voice and can keep a top local and regional news. Send tape, picture and resume to Manager, WSKY, Asheville, North Carolina.

Immediate opening for good radio newsman. Congenial working conditions, fringe benefits, in challenging market. Journalism background or experience necessary. No "rip N read". Forward resume, tape, references, soonest to Ralph Allinger, Production Manager, P.O. Box 950, Utica, New York, 13503.

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.

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.

Unusual opportunity for Program Director for Southern California adult music station. Mature voice for morning show. Must excel in production, music choice, sales-oriented. Top multiple group. Box G-225, BROADCASTING.

Production—Announcer—Writer heavy on production—Must be versatile—Major southeastern market, top 40. Box G-281, BROADCASTING.

Director of women's programing. Midwest university educational radio station. On-air, tape and script services. Masters degree preferred, bachelors degree required. Salary open, month vacation. Send resume with inquiry. Write Box G-294, BROADCASTING.

Idea-filled, sales-oriented copywriter to create product moving messages for NBC affiliate in Orlando, the Action Center of Florida. It's great to live in the Sunshine State. Send small photo and complete background to WKIS Radio, P. O. Box 1353, Orlando, Florida.

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

Iowa, Minnesota, South Dakota, Nebraska. . . . Looking for mature, profit-making management? Over 20 years management experience. Excellent record. Employed. Box G-144, BROADCASTING.

Sales Manager only. Youth market oriented. Sales management experience. Outstanding sales record. Currently fulfilling military obligation. Married. Available August 24. Desire Midwest or southern locale. Box G-234, BROADCASTING.

Manager experienced. Currently employed. Qualified. Resume & References on request. Box G-238, BROADCASTING.

Manager heavy sales and promotion over 15 years all phases management. Proven record. Degree, 43, family. Box G-240, BROADCASTING.

Young aggressive hard working employed sales promotion director with radio experience seeks general manager's position. Box G-241, BROADCASTING.

Twenty-three years ownership, management, news, production, programing, personnel selection, supervision, sales. Mature direction of news, programing, production, delivery, thoughtful editorials, inquisitive news. Third. Endorsed. Organize or supervise station departments. Community-active, sober, reliable, dependable. Personal interview at my expense. Box G-276, BROADCASTING.

Management—(Cont'd)

Exceptional general or sales manager. Strong personal salesman. Creative programer and promoter. Now lead, train, sometimes inspire best local sales force in market. Author of sales manual "Finding, Building, Keeping Radio Sales Force". Want one? Please mail $5.00 check to "Radio Sales Manual", care of G-282, BROADCASTING. Former ZIV-TV sales executive. Solid references, proof of ability. Require contract, relocation, $15,000, override. 41 family, college.

Rather switch than fight. No room to grow. Complacent management. Education-abilities being ignored. Only rewarding, progressive, secure stations. Box G-291, BROADCASTING.

Excellent salesman, seasoned manager, leaving own business to return to radio field. Available after September 1 for sales managership medium to large market station. General managership medium to medium small market station. Excellent references from previous radio employer. Extensive background in communications media and in community affairs. Responsible executive. community leader. For personal interview call Richard Noble, day: 734-5965(302); night 736-1741(302).

Sales

Sales manager—He's not only sold radio, but has been national TV sales manager in top ten O & O, station promotion manager for radio and TV, VP of large research company and extensive experience in station research and sales promotion. He's just over 40 and believes that creative selling can earn him more dividends at a radio station in a major market. A letter will bring a most interesting resume. Box G-290, BROADCASTING.

Experienced local salesman desires a sales position in the Baltimore-Washington, area. College graduate. Wants to remain in area for family reasons. Box G-310, BROADCASTING.

MSU Radio—TV grad seeks sales job-Detroit area. Robert Stewart, 14897 Greenfield, Detroit, Michigan 48227.

Announcers

Sportscaster. 5 years experience all major sports. Television experience. Excellent professional background. College graduate. Family. Box G-86, BROADCASTING.

Top 40 announcer, wants to move up, 2 years experience, willing to work, 3rd. Box G-163, BROADCASTING.

Children's emcee-Producer, announcer, salesman, copy. Available, now, Box G-167, BROADCASTING.

Negro air personality, broadcast graduate, DJ announcer, New York trained. Lite experience, dependable, third endorsement. Married. Will relocate. Box G-168, BROADCASTING.

Top production. 5 years, Radio-TV. Medium market. 200 wk. References. Box G-216, BROADCASTING.

First phone Sports Director play-by-play all sports. Double in production. Mature married radio man. $650 minimum. Full information on request. Box G-235, BROADCASTING.

Qualified stable experienced. MOR announcer. 7 years experience. Tape & complete resume on request. Currently employed. Stable organizations only. Box G-239, BROADCASTING.

Washington State University graduate with two years MOR experience. Prefer northwest or west coast medium market. Third phone. Family. Wants to settle. Reserve officer. Fini Army . . . Fini Viet Nam. Pleasant voice, friendly manner. Can sell a spot, carry a format. Box G-242, BROADCASTING.

Experienced DJ announcer desirous relocating within 200 miles New York City. Thoroughly trained in production. News. Personality imagination. Third class endorsed. College graduate. Box G-243, BROADCASTING.

Personality Top 40, now Top 30, markets, wishes to move up. 8 years experience. First phone. Box G-249, BROADCASTING.

1st ticket; production; news; minimum board work; many years experience. Box G-255, BROADCASTING.

Announcers—(cont'd)

Girl Friday, Negro. Light announcing. Radio School graduate. Box G-259, BROADCASTING.

DJ third endorsed, graduate top broadcast school, 2 months experience. Would like top 40 hardrock or R & B. Prefer middle Atlantic locale, consider others. Box G-266, BROADCASTING.

Newswoman - announcer - DJ—experienced. Public relations: writing: advertising. Currently employed. Available ninety days. Will relocate. Tape available. Box G-273, BROADCASTING.

1st phone personality, deferred, very tight board. Good MOR, great rock, solid news. Exceptional news voice. 2 yrs. college radio and TV. Family man, 21, Strong teen personality. Box G-274, BROADCASTING.

Female dj/announcer . . . 3rd endorsed, broadcast school graduate, experience. solid on commercials and news, will definitely relocate. Box G-278, BROADCASTING.

Announcer: Young, experienced, draft free. Presently employed as news director, wants medium market top 40, rock 'n roll. Box G-286, BROADCASTING.

Attention Miami vicinity: First phone, experienced major market personality at big Net affiliate wants to return to former home. Like to have good time and sound like it at swinging easy listening, top 40 or MOR. Hard working company man, humorous and greedy. Available whenever. Box G-289, BROADCASTING.

Negro beginner trained by New York professional more accepted at discotheque than NYC dj's. Will relocate. Box G-295, BROADCASTING.

Young aggressive top market contemporary Radio personality. . . . Proven ratings. . . . College. . . . Experienced in news and music. . . . Tape and resume on request. Box G-303, BROADCASTING.

First phone engineer desires Top 40 announcing position. College graduate. Young, experienced. Box G-315, BROADCASTING.

Very simply . . . I want to move! Am employed (4 years same station) would like position in Top contemporary or country station in town about 100,000 population. Wit, personality, perseverance, creative copy, crack production. voices, lovable nut on air. (no screamer) Feel ready to move. Want more? Drop a line . . . No Hurry . . . But would like to move this summer. Write Rod Church, Box 875, Clinton, Iowa.

First phone announcer with one year experience. Prefer MOR Southwest or Northwest. Stable. Wheelchair no problem. Terry Smith, 206-871-0353.

3rd phone, board exper. Family, 42. Midwest, Northwest. S. Hardtke, 7512 El Cortez, Buena Park, Calif.

Announcer, first phone, experienced, sober, Ohio or South. 614-774-5414.

C & W DJ News — 10 years experience. Good voice. Knows music & artist. Available now! Call 405-FA 6-3134.

Radio school graduate, 3rd endorsed, desire Michigan market. Will take any offer. (517) 479-3534.

Dynamic talk personality. Experienced pro., adult format show. Also does sensational sports telephone talk program. Pete Franklin. 1726 41st St. NW., Canton, Ohio. 216-492-2395.

Available now. 18 years radio knowledge, all facets. can be asset to your station. Require Texas, Arizona, or Colorado area. Ronald Ripley, Box 136, Lovington, N. M., 88260.

Jazz host. 12 years experience. B.A. endorsed third. Relocate anywhere. 103 Middle Road, Muscatine, Iowa.

Technical

First phone experienced AM transmitter operation and maintenance, no announcing, Box G-232, BROADCASTING.

Technical—(Cont'd)

Energetic problem solver wants and will produce the best in quality and reliability. Been called chief engineer twice, now want the "response-ability". Married, college, AM directional FM, automation, remote control. Box G-256, BROADCASTING.

Capable first. 28. Married. Box. G-302, BROADCASTING.

NEWS

Newsman, experienced Broadcaster-Journalist. Seeking good permanent spot in Northeast. Box G-180, BROADCASTING.

Young, sincere, and experienced newscaster-announcer with third phone seeks work New York-New Jersey area. Tape and resume available. Box G-258, BROADCASTING.

Exp. news anncr./writer (D. C. AFTRA) Avail. within 2 weeks T-R-P upon request, Box G-267, BROADCASTING.

News Director—Large Eastern market. Good delivery. Reporting, writing—Weekly interview show—Young aggressive married. Seeking step up, Radio-TV. Box G-318, BROADCASTING.

Experienced newsman seeks newsminded station. Willing to relocate immediately. Larry Moniz, 357 Farm St., New Bedford, Mass.

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 and sports, 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.

DJ, Negro, production minded, 3rd phone. Some experience. Radio graduate. Box G-166, BROADCASTING.

Read this! Objective: Assistant Program Director/DJ. Profitable audience building ideas & promos.-Unique radio "Sellability" "Fantabulous musical knowledge-Mature-College grad.-Korean vet-Professional & Progressive. Quality pop music, personality station only. Prefer Northeast. Box G-227, BROADCASTING.

Free! Comedy and music week-night show. Return tapes. Box G-230, BROADCASTING.

First phone Program Director. Network quality news. Play-by-play. Remotes, talk show mobile news. Production-tight C&W or MOR board man. Married. Full information on request. $150 minimum. Box G-236, BROADCASTING.

Looking for a pro with versatility? Stop! I leave the army in September with four years of experience (civilian) and first phone. Strong on promotion, public relations. Top personality with news, interview and talk background. If you're a Top Top-40 operation in the East. . . . we're in business. Box G-248, BROADCASTING.

Music Director-Top 40 or MOR. Proven track record in medium and small markets. Bright sound production. 1st phone. Box G-250, BROADCASTING.

Program Director, 1st phone, Top-40. Now! Box G-253, BROADCASTING.

Bright morning personality. Diligent Program Director. Professional announcer. 7 years. Seeking advancement with progressive radio/tv organization. Box G-269, BROADCASTING.

Twenty-three years ownership, management, news, production, programing, personnel selection, supervision, sales. Mature direction, delivery, thoughtful editorials inquisitive news. Third. Endorsed. Organize or supervise station departments. Community-active, sober, reliable, dependable. Personal interview at my expense. Box G-277, BROADCASTING.

Production—Programing, Others

Continued

Sales oriented programing-promotion-production man with 10 years proven experience in major markets seek trade of experience and ideas for piece of the action and or salary. Box G-284, BROADCASTING.

Mature announcers tape ten commercials for ten dollars. Box G-313, BROADCASTING.

If your newscasts sound like your competition. . . . You need "Twenty original news Sound effects" Recorded . . . Exclusive per market . . . $10.00 Command Productions Suite 301, 2146 N.W. Johnson, Portland, Oregon.

TELEVISION—Help Wanted

Sales

A great opportunity to join TV sales staff in major market. New UHF station already showing great promise . . . needs to expand staff, . . . Southern Ohio market. Must have broadcast sales experience and reputable background for future promotion. Box G-297, BROADCASTING.

Experienced salesman—TV. Baltimore's newest TV station. Write or Call Ralph Davis, WMET-TV, Baltimore. 542-1021.

Announcers

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.

TV Sports Director. Could be an announcer with keen sports interest and professional TV experience. No play-by-play. Excellent opportunity for mature, handsome, experienced sportscaster at this midwest station. Send video tape audition or reasonable substitute to Box G-304, BROADCASTING.

Announcer, We have an opening with a Full color station that emphasizes live programing for a mature experienced television announcer to handle regular staff announcing duties and occasional sports assignments. We offer an excellent compensation and fringe benefits package. Send a complete confidential resume and video tape to George Resing, Program Director, WLW-D, 4590 Avco Drive, Dayton, Ohio 45401, An equal opportunity employer.

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 replys 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.

Beginner first class engineer. KDUH-TV, Box W, Hay Springs, Nebraska 69347.

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.

Looking for experience. Live color, color VTR and color film with new modern equipment. WREX-TV, Rockford, Ill. has an opening for a first class engineer, TV experience desirable but not necessary. Contact Chief Engineer WREX-TV.

TV transmitter engineer. Immediate opening with pioneer, all color station for quality minded man experienced in operation, maintenance and test of G. E. and RCA. VHF transmitters. Call or write R. L. Renaud, Chief Engineer, WWJ-TV, Detroit 48231. Telephone 222-2182.

Technical—(Cont'd)

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 NAEB, 1346 Connecticut Avenue, Washington, D. C, 20036.

NEWS

New Iowa UHF station, CBS affiliate, needs News Director immediately, Excellent opportunity for man wishing to better himself. Box G-260, BROADCASTING.

Are you the number two or three man in a TV News Department who would like to head your own News Department in a southern VHF station which is going to place emphasis on news? You must be qualified to set up a news operation and run it with strong management backing. If you are qualified, send salary requirements, photo, audio tape, and resume to Box G-300, BROADCASTING.

We are expanding our local news operation and must add another news writer to the staff. Only qualified experienced applicants will be considered. Send full particulars first letter. Vernon Lundquist, News Director, WINK TV, Channel 11. Fort Meyers, Florida.

Newsman—Opening for young news tiger equally adept gathering, writing, and performing news. Journalism background. Top performer could qualify for assignment to one of our prime newscasts. WSAV Radio and Television, Savannah, Georgia.

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

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.

Florida seeking photographer. Creative, yet when time limited can shoot and edit quality footage. Thorough knowledge of equipment. Send recent photo, salary requirements. Box G-222, BROADCASTING.

Art Director position open at Florida ETV for imaginative artist with ambition. Opportunity to try new and exciting ideas in graphics and scene design. Experience important. Ability to originate more important. Send resume and salary requirements. Box G-223, BROADCASTING.

Writer-producer needed immediately. Must have knowledge of TV production. Group owned UHF in medium-large Northeast market. Box G-307, BROADCASTING.

Immediate opening for producer director at new UHF station. Must have at least 3 years experience in all phases of television production and direction. Write: John Clark. WKTR-TV. 1630 East Stroop Road, Kettering. Ohio, 45429.

TELEVISION

Situations Wanted

Management

General manager opening? Qualified broadcaster ready to sell you on himself. Box G-292, BROADCASTING.

Sales

TV Sales Manager, currently employed, 11 years experience in all phases of sales. Looking for larger market with greater challenge and opportunity for General Manager. Box G-319, BROADCASTING.

Announcers

Radio-TV announcer, weatherman, 30's, family, stable. Prefer south or west. Box G-257, BROADCASTING.

Announcer — versatile-dependable-personable-articulate-mature family man-strong newscaster-fifteen years television experience-color VTR. Available—will relocate. Box G-293, 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.

Technician—five years TV, ten years radio experience two stations, seeks challenge lacking in present position. Stable Southeast operation preferred. Box G-233, BROADCASTING.

Director of Engineering of major market VHF desires relocation in south, west or southwest. 45 years of age; aggressive management and highly qualified in color. Box G-244, BROADCASTING.

Production man, 31, military over, just finished college. 2½ years major outlet. Seeking satisfying opportunities in production, programing and writing. Inventive, versatile, reliable. Resume. Box G-270, BROADCASTING.

NEWS

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

Twenty-one years Television and Radio news and announcing. Special events; documentaries; network and overseas experience. Highest quality writing. Box G-229, BROADCASTING.

Young, experienced, R & TV newsman seeks position in medium market television station. Veteran, degree. Box G-285, BROADCASTING.

News ratings down? News production looking tired? News director with extensive major market experience in covering top stories, top rated on-the-air newscaster with production know-how, now available for Fall programing. Excellent references, VTR available. Box G-287, BROADCASTING.

Television Newsman, announcer. Experienced major market. All phases. Box G-299, BROADCASTING.

Photographer-artist seeks opportunity to gain experience. Production Background. Box G-78, 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.

Photographer assistant artist desires creative position with future. Box G-224, BROADCASTING.

Radio operations manager, 25, college degree, Now in Radio TV, wishes to move into Television Production. Box G-245, BROADCASTING.

Production—Programing, Others

Continued

Producer-director. Experienced commercial and educational. Degree. Box G-254, BROADCASTING.

Artist desires opportunity to gain experience. B.S. in Advertising Design 1967. Box G-279, BROADCASTING.

Producer-director-writer has seven years experience in television and film with the credits to prove it. Seeking special project assignment or staff position with production oriented operation. Box G-288, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Used 2000 ft. of 3⅛" transmission line with teflon insulator for Channel 7. Contact John Schuta, Chief Engineer WTVW-TV, 405 Carpenter Street, Evansville, Indiana.

Wanted—1920's type microphone. Will pay top price. Back Stairs, Inc. 516 East Monroe, Suite G-A, Springfield, Illinois.

Wanted good used AM type approved one kilowatt transmitter for stand by use. Please quote all information together with lowest price. Box G-263, BROADCASTING.

Wanted: Used self-supporting tower, 350 or greater, with wind loading 40#. To carry 8 bay BFC or equal antenna on top pole with ⅞ coax; 2.5 GHz omnidirectional equal to TACO EOA-H13 2 4" parabolics at 200" with 1⅝ flexible line. Contact John Krom, Education Center, 120 E. Walnut, Indianapolis.

Towers—350-400 ft: We are interested in purchasing immediately either a 400 guyed or a 350 to 400 self supporting. Contact Jerry Clegg, WSIC, Statesville, N. C. 28677.

Wanted—Lapp type 9863K base insulator for Blaw Knox type N28 tower. Write or call WRIG, 529 Third Street, Wausau, Wisconsin. 54401.

Wanted to buy: Used UHF Channel 21 antenna. Also For Sale: UHF RCA Channel 62 antenna. Contact WANC-TV, 75 Scenic Highway, Asheville, N.C.

FOR SALE—Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Tower lighting control unit—H & P LC-2085 contains flasher, alarm and control units, circuit breakers, auto transformer, ice detector and telephone circuits. New $100.00 each Sierra-Western Electric Cable Co. Willow and 24th Streets, Oakland, California. Phone 415 832-3527.

6 Bay RCA turnstile on channel 9. 6 bay RCA turnstile on channel 4. 1600 feet of 3⅛ coax line with dual hangers. 2000 Mc microwave equipment. Box E-370, BROADCASTING.

Schafer automation 600. Six decks and Brain, Ampex. One-Ampex 351 makeup unit $6,200 complete. KAPT, 212 High Street, N.E., Salem, Oregon.

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.

ITA FM1000C 1000W transmitter with Andrews four bay antenna tuned to 92.5 mc In use only 1½ years. $3500 complete John Tollefson, KQRS, Golden Valley, Minnesota, (612) 545-5601.

Bird Electronics, Termaline - Wattmeter, Model 5025, Power rating 25 KW, D.C. Resistance 53.6 ohms, frequency range 54-108mc. Price $1,000. Box G-268, BROADCASTING.

For Sale: three GE 4PE4C1-3" IO portable camera chains; new IO tubes under 30 hours each, various lenses, if desired. $5,000 each including monitoring and cable. Contact William Woods, Director-Engineering, WTTW-TV, 5400 N. St. Louis Ave., Chicago, Ill. PH: 312/583-5000.

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 strpis, etc.—Broadcast Services, Box 35, Owens Cross Roads, Ala. 35763.

30 minute quickie tape. Sexy gal-voices. $10. Davis Enterprises, P.O. 981, Lexington, Kentucky.

Duebills! Florida, Bahamas, 15% American Advertising Company. 270 Northcrest, Chattanooga, Tennessee.

"365 Days of Laughs" . . . a daily radio gag service . . . may be available in your market. Try a month! $2.00 Box 3736 Merchandise Mart Stn., Chicago, 60654.

"Little girl bits." Gives your show something different. 20 cuts $10.00. Komedy Kids, 117 Mo. Ave., Tifton, Ga., 31794.

Market brochures, coverage maps, custom broadcast sales aids, designed and created by the leader in the field. Noyes, Moran & Company, Inc., Box 606, Downers Grove, Ill. 60515 (312) 969-5553.

Over 100 radio stations in 50 states are using and reordering our program log forms. Designed for easy log analysis. Inexpensive. Imprinted with your call and address. As low as $8.00 per thousand. Write for samples, prices. Fast, complete union printing for the broadcast trade. Biggs-Johnston-Withrow. Box 1309, Beckley, West Virginia 25801—affiliated with WJLS, WBKW, WKNA.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses; resident classes. Schools located in Hollywood, Calif., and Washington, D.C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Hurry—only a few more seats left this year. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for 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).

INSTRUCTIONS—(Cont'd)

"Warning" accept no subsitute, REI is #1 in — success — guarantee — lowest tuition — highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition $295. Rooms and apartments $10-$15 per week Over 95% of REI graduates pass the FCC exams. Classes begin July 31—Sept. 5—Oct. 9. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

R. E. I. Kansas City, Missouri. Five week course for FCC 1st class Radio Telephone license. Guaranteed. Tuition $295. Job placement. Housing available for $10-$15 per week. Located in downtown Kansas City at 3123 Gillham Road. Telephone WE-1-5444. For brochure & class schedules write home office: 1336 Main St., Sarasota, Florida. Telephone 955-6922.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New York City's only school specializing in 1st class license prep. and radio-TV announcing. Active job service coast-to-coast. Veteran approved—licensed by N. Y. State. Contact Announcer Training Studios, 25 W. 43rd St., New York, N. Y. OX 5-9245.

N.Y. City's most famous Broadcast School-NYSAS First Class Phone License. Guaranteed! Famous for tight board work. . . . Famous for good announcers. . . . Famous for best deejays. . . . Approved for veteran training. Licensed by State of New York. New York School of Announcing and Speech. 165 West 46th Street. NYC. (212) LT 1-3471.

JOBS! JOBS! JOBS! This week we have had requests from Stations in Northern N. Y., Southern N. J., Cent. Penn., Western Mich., So. Texas, Hawaii and many other states around the country for Don Martin trained personnel To succeed in Broadcasting you must be well trained and be able to compete for the better jobs in the Industry. Only the Don Martin School Of Radio & TV. with over 30 years experience in Vocational Education, can offer training in all practical aspects of Broadcasting. We have a continuing flow of job opportunities for our students because of it. If you desire to succeed as a Broadcaster call or write the Don Martin School, 1653 No. Cherokee, Hollywood. Calif. HOllywood 2-3281.

First phone in six to twelve weeks through tape recorded lectures at home plus one week personal instruction in Washington, 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

SALES MANAGER WANTED!

L.A./Orange County Station looking for:

- ☆ Experience
- ☆ Aggressiveness
- ☆ Creativity
- ☆ Productivity
- ☆ Leadership

Ambitious men with Big League Abilities apply now!

Salary, commission, bonuses open for discussion.

Complete resume in first letter to:

William H. Weaver, General Mgr.
Radio KWIZ
3101 W. 5th Street
Santa Ana, California 92703

Management—(Cont'd)

RADIO SALES REPRESENTATIVE IN BOSTON

Sales Manager for Radio Representative firm with established stations. Must know New England and New York accounts and have had active station experience. Prefer someone living in Boston area. Sell yourself with full details and sales achievements, with resume, salary requirements to:

Box G-312, Broadcasting.

MANAGER WANTED

C&W Fulltimer; Central California, Three Station Medium Market—Looking for a man with: Proven Capability, A Well Organized Leader, Aggressive, Creative, A Professional at selling Local and National accounts, and who is motivated by a Competitive Challenge . . . Complete Resume, References, Photo in first letter . . . Salary, Commission, Override open for discussion.

Box G-314, Broadcasting.

SALES MANAGER

Florida, AM & FM combination. Medium sized market. Excellent quality image. Needs outstanding sales manager to lift ratings and lift volume. Prefer salesman ready for opportunity or sales manager now living in Florida. State minimum salary, send resume, full details and references to:

Box G-317, Broadcasting.

Help Wanted—Announcers

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.

WANTED NOW!

Distinctive, modern, radio air personality. Start at five-figure salary and grow with us. You know about us now we want to hear about you. Air chex and resume to:

Box G-246, Broadcasting.

Announcers—(cont'd)

PERSONALITIES

If you can be No. 1 in a highly competitive market without playing rock, and you want to make more than $20,000 a year, send tape, resume and rating story immediately to:

Box G-309, Broadcasting.

50 KW MIDWEST

MOR needs real pro air man. Midwesterner preferred. Essentials required: Up-tempo pace, tight board, good production ability, mature voice, enthusiasm, third endorsed. Send air-check, references, (including credit), resume, salary requirement.

Box G-301, Broadcasting.

WTMJ
and
Milwaukee

gained a great air personality when Bob Beasley joined the staff. Bob does 9:30-11:00 AM and 2:00-3:00 PM daily for the Milwaukee powerhouse. Nationwide Broadcast Personnel Consultants of Chicago is happy to have helped Bob, WTMJ and Milwaukee.

Jerry Jackson
Vice President

Technical

BROADCAST TECHNICIANS NEEDED

Nation's #1 Market
Major Group Owner

First phone required. Minimum 2 years production experience in tape editing and board work. Immediate openings. Excellent salary and fringe benefits. Steady employment. Send detailed resume to:

Ralph Green
Director of Operations
WCBS Radio
51 West 52 Street
New York, N. Y. 10019

RADIO—Help Wanted

NEWS

EVENING SHIFT NEWSMAN

Metro Miami area. Must be experienced in all phases of news. Writing, editing, gathering, authoritative voice a must. Send tape and resume to: Les Smith, WVCG-News, 377 Alhambra Circle, Coral Gables, Fla. 33134.

Situations Wanted—Announcers

DYNAMIC TALK PERSONALITY

Experienced Pro, adult format show. Also does sensational SPORTS Telephone Talk Program.

Pete Franklin
1726—41st St. NW
Canton, Ohio
216-492-2395

TELEVISION—Help Wanted—Management

TELEVISION STATION GENERAL MANAGER

We are seeking a proven TV broadcast executive to manage one of our midwestern TV stations. Excellent opportunity. Established personal record of success in TV station management required. Send complete confidential resume and salary requirements to:

V.P. - Administration
AVCO BROADCASTING CORPORATION
140 West Ninth Street
Cincinnati, Ohio 45202

An Equal Opportunity Employer

Production—Programing, Others

METEOROLOGIST

Network owned TV station in rapidly expanding top ten market offers exceptional opportunity for seasoned professional. This is a choice assignment in an excellent location. Rush Videotape and all details. An equal opportunity employer.

Box G-311, Broadcasting.

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.

Technical

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, eight paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill, Camden, N. J. 08101

An Equal Opportunity Employer
RADIO CORPORATION OF AMERICA

TELEVISION—Help Wanted

Technical—(Cont'd)

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.

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
New York, N. Y. 10018

NEWS

NEWSCASTER

We are looking for a TV Newscaster to serve as anchor man in one of the nation's top twenty markets. He must be an experienced news man with a distinctive delivery style and a dynamic personality. He must be young in appearance with age 30-45 preferred. It is most important that he be an aggressive on-the-street hard news reporter who writes and delivers much of his own material. We are an Equal Opportunity Employer. Send a complete resume and video tape which will be held in strictest confidence to:

Box G-272, Broadcasting.

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

BP

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

FOR SALE—Equipment

FOR SALE

RCA color truck—4 TK41C cameras—control room—Top network condition. Serious inquiries invited.

Box G-77, Broadcasting.

(*Continued from page* 66)

■ Review board in New York FM broadcast proceeding, (Docs. 17454-5). Granted petition filed on July 10 by Broadcast Bureau and extended to July 17 time to file responsive pleadings to petition to enlarge and modify issues filed on June 28 by Fairleigh Dickinson University. Board Members Slone and Pincock absent. Action July 12.

Berwick Broadcasting Corp. Berwick, Pa.—Broadcast Bureau rescinded grant of July 13, for new FM broadcast station at Berwick, Pa. since competing application of P.A.L. Broadcasters Pittsten, Pa. was received July 10. Action July 17.

■ Review board in Elizabethton, Tenn. FM broadcast proceeding (Docs 16794-5). Scheduled oral argument before panel of review board for 2:00 p.m., Thursday, Aug. 17. Board Member Berkemeyer absent. Action July 17.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 10 in Gate City, Va. Tri-Cities Broadcasting Corp. and Kingsport, Tenn., Paul Dykes and Basil J. Palmer, db/as Palmer-Dykes Broadcasting Co. FM proceeding. Designated Hearing Examiner Jay A. Kyle to serve as Presiding Officer; scheduled prehearing conference for Sept. 21 and hearing for Oct. 11 (Docs. 17575-76). And on July 11 San Antonio. Waterman Broadcasting Corp. of Texas and Alamo Heights, Tex. National Enterprises, Inc. FM proceeding. Designated Hearing Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Sept. 15 and hearing for Oct. 13 (Docs. 17577-78). And in Warner Robins, Ga. WRBN Inc. and Hawkinsville, Ga. Tri-County Broadcasting Inc. FM proceeding. Designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer; scheduled prehearing conference for Sept. 19 and hearing for Oct. 11 (Docs. 17579-80).

■ Hearing Examiner James D. Cunningham on July 17 in Farrell, Pa. Sanford Schafitz FM proceeding. Continued prehearing conference from July 18 to July 26 (Doc. 17561).

■ Chief Hearing Examiner James D. Cunningham on July 18 in Portland, Ore. Ralph Weagant tr/as Western Broadcasting Co. and King Broadcasting Co. FM proceeding. Designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer; scheduled prehearing conference for Sept. 13 and hearing for Oct. 26 (Docs. 17563-64). And in Corinth, Miss. Corinth Broadcasting Co. Inc., and Elbert A. White III and Charles A. Weeks d/b as Radio Corinth FM proceeding. Designated Hearing Examiner H. Gifford Irion to serve as presiding officer; scheduled prehearing conference for Sept. 15 and hearing for Oct. 24 (Docs. 17565-66).

■ Hearing Examiner Millard F. French on July 17 Boulder, Colo. Russel Shaffer and International Electronic Development Corp. FM proceeding. Continued date for exchange of rebuttal exhibits from July 17 to July 20 and hearing date of July 24 remains same (Docs. 17029-30).

■ Hearing Examiner Isadore A. Honig on July 13 in proceeding on FM applications of Miss Lou Broadcasting Corp. and Romac Baton Rouge Corp., both Baton Rouge, scheduled procedural dates including hearing (Issues 1 and 2) on Sept 11 and (comparative issue) on Oct. 31 (Docs. 17517-18).

DESIGNATED FOR HEARING

Corinth, Miss.—Broadcast Bureau by order designated for consolidated hearing applications for new FM's to operate on ch. 237. (95.3 mc), ERP 3 kw; Corinth Broadcasting Inc. with ant. height of 271 ft. Radio Corinth with ant. height of 209 ft. Action June 30.

Portland, Ore.—Broadcast Bureau by order designated for consolidated hearing applications for new FM's to operate on ch. 270; (101. 9 mc); Western Broadcasting Co., with ERP 28.5 kw, ant. height 210 ft. King Broadcasting Co., with ERP 100 kw, ant. height 1611 ft. Action June 30.

Existing FM stations

FINAL ACTIONS

WJBR(FM) Wilmington, Del.—Broadcast Bureau granted license covering installation of trans. and ant. (former main) at main trans. location for auxiliary purposes only. Action July 13.

WPOR-FM Portland, Me.—Broadcast Bureau granted mod. of CP to change studio and remote control location to 562 Congress, Portland, change type trans., type ant., increase ERP to 5.9 kw. ant. height 520 ft., condition. Action July 14.

WHRB-FM Cambridge, Mass.—Broadcast Bureau granted CP to install new type trans., increase ERP to 3 kw. and decrease ant. height to 110 ft. condition. Action July 13.

WPAT-FM Paterson, N. J.—Broadcast Bureau granted mod. of CP to install new type trans. circular polarization, change ant., increase ERP to 12.5 kw. Action July 13.

WKSN-FM Jamestown, N. Y.—Broadcast Bureau granted CP to change ant.-trans., and studio location to route 238 at Hunt Road, Near Jamestown, and increase ant. height to 300 ft. Action July 13.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: KPLC-FM Lake Charles and KSLO-FM Opelousas, both Louisiana. Action July 13.

Translators

ACTIONS

Sanel Valley Television Assn. Hopland, Calif.—Broadcast Bureau granted CPs for new VHF TV translator to serve Hopland operating on ch. 8, by rebroadcasting programs of KRON-TV ch. 4, San Francisco; and operating on ch. 13, by rebroadcasting programs of KGO-TV, ch. 7, San Francisco. Action July 7.

W13AQ Westerly, R. I. and Pawcatuck, Conn.—Broadcast Bureau granted assignment of VHF TV translator license to Providence Television Inc. Action July 11.

■ FCC granted Pacific Broadcasting Corp., Merizo, Guam, two VHF translators. Waived Sec. 74.732(e)(1) of rules which prohibits licensee-owned VHF translators outside predicted grade B contour of primary station; granted construction permits for two new one-watt translator stations to serve Merizo, operating on ch. 12 and to serve Umatac, operating on ch. 7 by rebroadcasting programs of its KUAM-TV at Agana. Action July 19.

K02EM Des Moines—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 2, 54-60 mc, to ch. 4, 66-72 mc, and change call letters to K04EW. Action July 17.

Harriscope Broadcasting Corp., Havre, Mont.—Broadcast Bureau granted CP for new VHF TV translator to serve Havre operating on ch. 9 by rebroadcasting programs of KFBB-TV ch. 5, Great Falls. Action July 7.

K11AL Las Vegas, N. M.—Broadcast Bureau granted CPs for VHF TV translator to change trans. location to approximately .5 mile southeast of center of Las Vegas, N. M., and make changes in ant. sys. Action July 17.

Community Television Inc. Gold Beach, Ore.—Broadcast Bureau granted CP for new UHF TV translator to serve Gold Beach operating on ch. 77 by rebroadcasting programs of KCBY-TV ch. 11, Coos Bay. Action July 14.

■ Commission granted application by Newhouse Broadcasting Corp. for CP for new 100 w UHF translator to operate on ch. 49 in York, Pa. Application is pending for commercial television to operate on channel at Red Lion, Pa. Translator will rebroadcast programs of Newhouse Broadcasting's WTPA, ch. 27, in Harrisburg, Pa. Action July 19.

K12FL Parowan, Utah—Broadcast Bureau granted license covering new VHF TV translator. Action July 17.

K09AC, K12AD Sundance, Wyo.—Broadcast Bureau granted CPs for VHF TV translators to change type trans. and make changes in ant. systems. Action July 17.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translators: K77AQ, K80AU. Cap Rock Translator System Inc. Memphis, Tex. Action July 17.

■ Broadcast bureau granted renewal of licenses for following VHF TV translators: K05AD Ashland and Otter Creek, both Montana; K11CP, K13CO Lava Hot Springs, Idaho; K09BU Del Norte, Colo.; K09AC, K12AD Sundance, Wyo. Action July 17.

CATV

APPLICATIONS

■ Design Management Inc.—Requests distant signals from WCBS-TV, WABC-TV, WNEW-TV, WOR-TV and WPIX(TV) all New York to Walnutport, Pa. (Wilkes-Barre-Scranton, Pa.—ARB 69). Ann. July 17.

■ Perfect TV Inc.—Requests distant signals from WBAL-TV and WJZ-TV, both Baltimore; WTTG-TV Washington and KWY-TV, WFIL-TV, WKBS-TV, WCAU-TV, WPHL-TV and WIBF-TV, all Philadelphia to boroughs of Marysville, Steelton, Highspire, Middletown, Royalton, and township of Lower Swatara, Pennsylvania (Harrisburg-Lancaster-Lebanon-York, Pa.—ARB 29). Ann. July 17.

■ Radio Hanover Inc.—Requests distant signals from KYW-TV, WFIL-TV, WKBS-TV, WCAU-TV, WPHL-TV and WIBF-TV.

all Philadelphia; WRC-TV, WMAL-TV, WTOP-TV, WDCA-TV, and WOOK-TV, all Washington and WMET-TV, Baltimore, to Conewago township, Penn township, Mc-Sherrystown borough, and Hanover borough, all Pennsylvania (Harrisburg-Lancaster-Lebanon-York, Pa.—ARB). Ann. July 17.

OTHER ACTIONS

■ By memorandum opinion and order, FCC in case of Central California Communications Corp., licensee of KSBW-TV Salinas, Calif., petition for reconsideration of action of Jan. 4, dismissed. Central California had opposed action by commission granting petition by Teleprompter Corp., operator of CATV system at Santa Cruz, Calif., for limited waiver of carriage and program exclusivity requirements of Sec. 74.1103(a) and (3) of its rules with respect to signals of KNTV(TV) San Jose and KSBW-TV Salinas, both California. Action July 19.

■ By memorandum opinion and order, FCC in case of University City Television Cable Inc., Gainesville, Fla., denied request for waiver of program exclusivity requirement of Sec. 74.1103(e) of commission's rules. University, operator of CATV system at Gainesville, Fla., had requested the waiver which would have relieved it of obligation to provide program exclusivity for WFGA-TV Jacksonville. Florida-Georgia Television Inc., licensee of WFGA-TV had filed letter opposing waiver. Action July 19.

■ FCC on July 17 in Multivision Northwest Inc. Dalton, Ga. CATV proceeding granted joint petition of Rust Craft Broadcasting of Tennessee Inc. (WRCB-TV) and Martin Theatres of Georgia Inc. (WTVC), both Chattanooga for temporary stay of effectiveness of commission's memorandum opinion and order (FCC 67-751) pending disposition by commission of petitions for reconsideration and/or clarification to be filed by licensees of WRCB-TV and WTVC, or until further order. By Commissioners Hyde (Chairman), Bartley, Cox, Wadsworth and Johnson (Doc. 17066). (The Memorandum Opinion and Order released July 10 had granted Multivision Northwest's "Request for Information," which would permit inspection of the 1962-66 annual financial reports filed by television stations WRCB-TV and WTVC.)

■ By memorandum opinion and order, FCC in case of Valley Television Service Inc. Pikesville, Ky., denied request for waiver of program exclusivity requirement of Sec. 74.1103(e) of commission's rules. Valley, operator of CATV system at Pikeville, had requested waiver with respect to protection of the signal of WCYB-TV Bristol, Va. Appalachian Broadcasting Corp., licensee of WCYB-TV Bristol, Va., had opposed request for waiver. Action July 19.

■ By order to show cause, FCC in case of Willmar Video Inc., Willmar, Minn., directed to show cause why it should not be ordered to cease and desist from further violation of commission's requirements relating to distribution of television signals by CATV systems (Sec. 74.1103). Central Minnesota Television Co. of Alexandria, had objected to duplication of programing of its KCMT (TV) by Video, operator of a CATV system at Willmar. Action July 19.

■ Big Sky TV Cable Inc. Sidney, Mont.—CATV task force dismissed as moot, a temporary waiver request filed May 16, under Sec. 74.1109 of commission's rules. Action July 6.

■ Office of opinions and review on July 14 Syracuse, N. Y., CATV proceeding, granted request of Newchannels Corp., Eastern Microwave Inc. and General Electric Cablevision Corp. and extended to July 21 time within which to file consolidated reply to oppositions to petitioners' application for review. Oppositions were filed by Channel 9, Syracuse Inc. and Meredith Syracuse Television Corp. (Docs. 17131-17136, 17273-17278).

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on June 20 designated Hearing Examiner Millard F. French to serve as presiding officer in proceeding on applications of Mesa Microwave Inc. (renewal) Station KLH82 Muenster, Tex. and Vumore Company (C.P.) for new Microwave Point-to-Point Radio Station to provide service at applicant's CATV system at Ardmore, Okla.; scheduled prehearing conference for July 31 and hearing for Sept. 11 (Docs. 17521-22).

■ Hearing Examiner Forest L. McClenning on July 13 in proceeding in matter of CATV petitions by Taft Broadcasting Co. (WKYT-TV) and WLEX Inc. Lexington, Ky., cancelled hearing of July 17 with hearing to resume on August 1 (Doc. 16990). And in proceeding on CATV petition by Multivision Northwest Inc. Dalton, Ga. granted request of petitioner and continued hearing from July 19 to Oct. 9 (Doc. 17066).

■ Hearing Examiner Herbert Sharfman on July 14 Bluefield Television Cable Bluefield, W. Va., CATV proceeding (Doc. 17469). Rescheduled hearing from July 25 to Sept. 11.

Ownership changes

APPLICATIONS

KUZZ Bakersfield, Calif.—Seeks transfer of control from Gerard T. Hill and Doris M. Griffiths d/b as Thunderbird Broadcasting Co. to Alvis Edgar Owens Jr. Principal: Mr. Owens is president and 100% owner. Consideration $37,961.50. Ann. July 14.

WGRI Griffin, Ga.—Seeks assignment of license from Mid-West Georgia Broadcasting Corp. to WGRI Radio Inc. for $49,231.73. Principals: Clyde V. Farnan Jr., president. John Biery and Edward G. Senecal, both vice presidents (each 33⅓). Mr. Farnan is general manager of amusement center, has 50% partnership in another amusement center. 50% interest in air taxi service, owns amusement rides company and has real estate. Mr. Biery is assistant manager of amusement center. Mr. Senecal is in real estate and investments. Requests waiver of Sec. 1.597 of rules. Ann. July 18.

WJJY-TV Jacksonville, Ill.—Seeks assignment of license from Moyer Television Corp. to Look Television Corp. for $1. Principal: Keith Moyer, president. Ann. July 17.

WERK Muncie, Ind.—Seeks transfer of control from Sidney E. McClellan and H. Tuck Schulhof to Robert J. Poorman. Principals: Robert J. Poorman (25.5% before, 54.8% after) and Betty J. Poorman (25.5% before. 44.8% after) and others. Consideration: $60,000. Ann. July 14.

KOKX Keokuk, Iowa.—Seeks assignment of license from Keokuk Broadcasting Inc. to KOKX Inc. for $165,000. Principals: G. Dale Cowle, president (15%). Francis J. Stadler, vice president (4%), Gertrude I. Flambo, vice president and secretary (29%) et al. Mrs. Flambo is housewife and in real estate. Mr. Cowle is president and manager of KASI Ames, Iowa. Mr. Stadler is wholesale and retail tobacco distributor. Ann. July 17.

WJAB Westbrook, Me.—Seeks assignment of license from Greater Portland Radio Inc. to Chandler Broadcasting Inc. for $160,000. Principals: Chester C. Steadman Jr., president (100%), Karen Kay Steadman, treasurer. Mr. Steadman is sole owner of Chandler Enterprises, licensee of WCNL Newport, and C. S. Enterprises, licensee of WBRL Berlin, both New Hampshire. Mrs. Steadman is housewife. Ann. July 14.

WMLO Beverly, Mass.—Seeks assignment of license from United Broadcasting Inc. to Algonquin Broadcasting Inc. for $180,000. Principals: Richard Harding Hallet, president and director, Frank Thome, treasurer and director (each 12.5%) and others. Mr. Hallett is 50% owner of real estate and building firms. Mr. Thome has no other business interests indicated. Ann. July 14.

KCCC Carlsbad, N. M.—Seeks assignment of license from Marion Jenkins to Kolob Broadcasting Inc. Principals: Marion Jenkins (100% before, 49.9% after), Mary Jo Jenkins (none before, 49.9% after) and Ernest W. Simpson (none before, 0.2% after). Ann. July 18.

KGAK Gallup, N. M.—Seeks transfer of control from Merle H. and Mida H. Tucker to Gallup Broadcasting Co. Principals: Jack B. president (30%) and Roy T. Chapman, vice president (20%), Theodore R. Bender, vice president (30%) and H. T. Etheridge Jr., secretary-treasurer (20%). Mr. J. Chapman is vice president of Tri-State Broadcasting Co., licensee of KSTM-AM-FM-TV El Paso. Mr. Bender is news director for same. Mr. R. Chapman is executive vice president and part owner of Mithoff Advertising Agency, El Paso. Mr. Etheridge is chartered life underwriter for insurance company. Consideration $165,000. Ann. July 18.

WILE-AM-FM Cambridge, Ohio — Seeks transfer of control from Howard A. Donahoe to Cloverleaf Broadcasting Corp. Principals: James G. Granitsas, president, William R. Coffey, executive vice president and general manager. George H. Wolfington, vice president and sales manager and Nick Theodosopoulos, secretary-treasurer (each 25%). Mr. Granitsas is attorney and 51% owner of Cambridge G-T Corp. Mr. Coffey has no other business interests indicated. Mr. Wolfington is independent contractor and real estate agent. Mr. Theodosopoulos is 49% owner of Cambridge G-T Corp. and 33.3% owner of fruit and produce company. Consideration: $336,000. Ann. July 14.

KREK Sapulpa, Okla.—Seeks assignment of licenses from KREK Inc. to Claude H. Hill, receiver (100%). Mr. Hill has interests in KOCW-FM and permittee of KCEB-TV, both Tulsa, Okla. Ann. July 18.

ACTIONS

KCRT Trinidad, Colo.—Broadcast Bureau granted assignment of license from KCRT Inc. to Merlyn J. Hedin. Mr. Hedin is sales manager of KGHL Billings, Mont. Consideration $84,500. Action July 17.

WSEM Donalsonville, Ga.—Broadcast Bureau granted transfer of control of licensee corporation, WSEM Radio Inc., from W. M. Forshee, Esther W. Forshee and Maxine E. Robinson (33⅓% each before, none after) to Hudson J. Owen, Dale Smith and D. F. Wurst (none before, 33⅓ each after). Mr. Owen is owner of retail furniture and appliance store. Mr. Smith is general manager of WSEM. Mr. Wurst is owner of insurance agency. Consideration $90,000. Action July 11.

***WFCR(FM) Amherst, Mass.** — Broadcast Bureau granted assignment of licenses and SCA to University of Massachusetts; no consideration. Assignee is licensee of *WMAU(FM), Amherst. Principal: John W. Lederle, president. Action July 11.

WPRO-TV Providence, R. I.—Broadcast Bureau granted assignment of CP to Providence Television Inc. Action July 14.

KEBE-AM-FM Jacksonville, Tex.—Broadcast Bureau granted transfer of positive control from John E. Ballard to Dudley Waller. If approved. Mr. Ballard will resign as officer and director and Dorothy Reid Waller will replace him. Mr. Waller is president of Wells, Waller & Ballard Inc. and general manager of KEBE-AM-FM (CP only). Consideration $40,000. Action July 13.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through July 19. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

■ **Paris and Boonville, both Arkansas**—Western Arkansas Telephone Co., Russelville, Ark., has been granted a franchise for the two towns. Construction contract has been awarded Comm/Scope Division of Superior Cable Corp., Hickory, N. C. The $200,000 contract will involve over 40 miles of cable and system installation. (Note: Report that Comm/Scope Division of Superior Cable Corp., had received a franchise for Hickory, N. C. [BROADCASTING, July 3] was in error).

San Carlos, Calif.—Signature Homes Inc. has applied for a franchise to serve its New Brittan Heights subdivision.

Colorado Springs, Colo.—RKO General Inc., (group broadcaster and multiple CATV owner), has applied for a franchise.

Larimer county and Loveland, both Colorado—Fort Collins Video Inc., a subsidiary of RKO General Inc. (multiple CATV owner), has applied for franchises. Larimer county would receive 4% of the monthly receipts and $4 monthly for use of utility poles. Installation and monthly rates would be $14.95 and $4.95, respectively. The system would offer 19 TV channels plus 24-hour news and weather stations.

■ **Atchison, Kan.**—Paul Allingham, president of Atchison Cablevision Inc., has been granted a franchise for his firm. For the distribution system 46.5 miles of cable will be strung.

Natick, Mass.—National Cablevision Inc., a Delaware-based firm, has applied for a 10-year franchise.

Middletown, Mount Hope, Wallkill and Wawayanda, all New York—Middletown Cable Vision Inc. has applied for a franchise.

■ **Ossining, N. Y.**—U. S. Cablevision Inc., a Poughkeepsie-based firm and subsidiary of Highway Displays (multiple CATV owner), has been granted a franchise. Plans include construction of a 40-foot antenna. Installation and monthly fees will be $20 and $5, respectively.

Rebellion leads to 'Dodge fever'

WHEN A. C. Thomson whips out his slide rule to check the comparative figures of a TV schedule for Dodge, you can be sure the man knows his medium as well as his math.

In the past five years under his direction Dodge once again has embraced television with a passion as robust as the "Dodge rebellion." The ad campaign theme of the 1966 and 1967 model years made a Hollywood star of bit-player Pam Austin and compelled the entire auto industry to take notice of the new young look in Dodge cars. It did the same to more Dodge prospects than ever before too.

Manager of passenger-car advertising for the Dodge Division of Chrysler Corp. since 1962 and assistant advertising manager for six years before that, Mr. Thomson often has found that his early training in engineering and mathematics is much more useful than he expected when he gave them all up for advertising.

Dubbed "Arnie" by his close friends, Mr. Thomson has won the respect of his business associates for his incisive analysis of media propositions. His insight is not disciplined by the slide rule alone, however, for it includes a keen appreciation of the more subtle but equally significant factors such as program quality or prospect selectivity as well as the hard data of ratings or cost efficiencies.

$30-Million Budget ▪ It's a handy talent, he readily will admit, when one must ride herd on many varied and frequently changing car-advertising budgets. Collectively they are estimated to run to nearly $30 million, including allowances for dealer advertising. The biggest slice of the Dodge dollar goes to television, both network and spot. But radio also continues to enjoy substantial billings from Dodge.

Exact media spending presently is available only for parent Chrysler Corp. in 1966, but the Dodge Division runs in about the same proportions. Last year Chrysler Corp. and its dealer groups spent $77.4 million in the major media with nearly $31.4 million (40%) of this going into TV. Radio got nearly $17.4 million.

As the corporate field commander who helped lead the "Dodge rebellion" into one of the most provocative advertising campaigns in automotive history, Mr. Thomson is a strong believer in getting quick product attention. He supports the opinion that the broadcast media, especially TV, provide the fastest public impact and response to auto advertising.

Dodge has reaped response. For four consecutive years (1963 through 1966 models), Dodge marked up all-time record sales. Sales for the 1967-model year have been somewhat less than a record-breaker for all the auto makers, but Dodge continues to hold its market share and is enjoying a summer sales spurt felt in Detroit.

"The cost of a new car, compared with almost any other product, creates a greater need to show product details and values," Mr. Thomson notes. "Despite time limitations, TV allows a 'show me' scope that is invaluable to auto makers," he explains.

"Television's immediacy and intimacy are the next best thing to actually driving a new car into the living room for a demonstration," he says, "because it quickly conveys impressions of color, size, style, 'feel,' special features and performance."

Executives at BBDO, Detroit, which handles the Dodge account, cite the "Dodge rebellion" theme as "unquestionably the most talked-about campaign in the auto trade" during the past two years. Dodge is switching to a new theme of "Dodge fever" for the 1968-model year partly because where can you go from up with the "rebellion" theme, Mr. Thomson indicates, and partly because the commercials' Miss Austin now is under an eight-year contract with Universal.

Just a few weeks ago the Detroit chapter of the Sales Promotion Executives Association gave its first Golden Link award to Dodge for completely and effectively combining sales promotions and advertising in a campaign.

The "Dodge rebellion" was natural for a kickoff in television, but it also was the heart of the selling theme in the balanced mix of print advertising, sales promotion and other tie-in merchandising. It scored very high with dealers, Mr. Thomson recalls, and blended well with the "Dodge boys" theme used so successfully at the dealer levels.

"Without audio and video interpretations neither the 'rebellion' nor the 'Dodge boys' themes would have been so effective in so short a time," Mr. Thomson feels. It has been during his five-year tenure as Dodge advertising manager that the auto maker has transformed the image of Dodge from that of a nice comfortable and dependable car for conservative older people to the more lively car for a broad range of buyers including the youth market.

Radio Backup ▪ In recent years Dodge has introduced its new line in September or October with heavy use of all media but radio. The pattern has been to use radio as a follow-up push in November and December that is repeated in late spring.

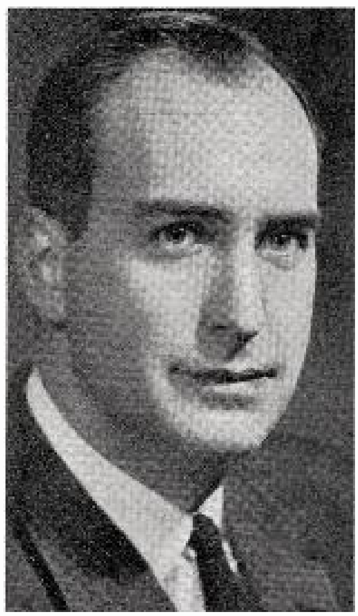
As recently as mid-June Dodge kicked off a major six-week network and spot-radio drive involving 500 markets to promote special-package models.

Mr. Thomson notes that 80% of all cars sold now are factory-equipped with radios and that dealers usually add more equipment before the car actually is delivered to the customer. Stereo-tape decks will be factory equipment in the 1968 Dodge, he says, and he predicts a good market for stereo FM in cars in the next few years.

Dodge's TV spots have been in color for four years now and Mr. Thomson feels that because of the realism of color, "it has to be a lot more effective." Color in TV will expand now only as local stations add color, he observes.

Mr. Thomson grew up in the Detroit area and one of his early memories was listening to the comedy team of Joe Gentile and Ralph Binge on CKLW Windsor, Ont., during the early 1930's. He hired them for Dodge radio spots in 1957-58 and they won the Radio Advertising Bureau's top-10 award. He feels it just proves you never know what will develop into a key idea.

WEEK'S PROFILE



Arnold Campbell Thomson — advertising manager, passenger cars, Dodge Division of Chrysler Corp., Detroit; b. July 13, 1925, Cadillac, Mich.; U. S. Navy, 1943-46; BS mathematics, 1948, Western Michigan University; insurance salesman, 1948; joined Kenyon & Eckhardt, Detroit, 1949, becoming assistant media director, 1953; joined Dodge in July 1955 as dealer cooperative advertising manager; named assistant car advertising manager for Dodge, April 1956; promoted to manager of advertising for all Dodge cars, January 1962; m. Barbara Knowles of Kalamazoo, Mich., July 1, 1949; children —Tom 15, Rod 13, Cami 12 and Bobbie 6; hobbies—photography and golf.

The trap is set

WE have no doubt that there will be much argument on both sides in the FCC's final consideration of proposals to authorize subscription television. On one point, however, everybody ought to agree: If pay TV is to be approved, the FCC has no business prescribing the nature of the programing it may carry.

It is shocking that the three FCC members who acted as a special committee to prepare a pay-TV report would assume that the government has the constitutional power to fix the age of feature films and types of sports events that pay TV could broadcast and to outlaw for pay-TV use the whole immense category of series programing with ongoing plots or continuing casts. Yet that assumption must have been made, for those program restrictions were carefully spelled out in the report that the committee submitted a fortnight ago. A latent danger of consequence far beyond its relevance to pay TV now confronts the whole broadcasting system.

Here were three commissioners of presumably widely differing philosophies agreeing to the propriety of issuing explicit rules on program content. One of them, Kenneth A. Cox, was acting in character; he has consistently taken the view that the government can and should tell all kinds of broadcasters what to broadcast. The other two, however, have never before indicated anything like that attitude. If Robert E. Lee and James J. Wadsworth understood that section of the report, the appearance of their names on the document is a chilling sign of future trouble. (Mr. Wadsworth, it is true, has reserved the right to vote either way in final consideration of pay TV, but in no way has he indicated disagreement with the concept of program control expressed in the committee's report.)

The problem here, of course, is that if a majority of the full commission were to impose on an eventual pay-TV system the programing stipulations that its committee recommended, the way would be open for the imposition of stipulations on the programing of the advertising-supported system or the noncommercial system. Variations in the method of financial support could hardly constitute a logical reason for saying that the FCC has the power to control the content of one kind of service and not that of the others.

Whatever else they may say about the subject of pay TV, the commercial broadcasters, in their own interest, must unite in opposing the programing approach of the FCC's pay-TV committee. If the FCC can tell pay TV not to play movies that are more than two years old, it can tell commercial broadcasters not to play movies that are newer or older—or perhaps not to play movies at all.

Priority assignment

ALL that needs to be said about the political broadcasting law was said last week in less than one sentence in a bill introduced by Senator Vance Hartke (D-Ind.). The bill, in its entirety, read: "That Section 315 of the Communications Act of 1934 (47 U.S.C. 315) is repealed."

Much more than that was said about Section 315 during hearings last week before the Senate Communications Subcommittee, and much, much more will have to be said before Senator Hartke's bill becomes law. But in the long run the only accommodation possible between the desire of broadcasters to practice responsible journalism and the determination of politicians to get exposure on the air will come from the solution Senator Hartke has submitted.

The principal representatives of broadcasting who appeared before the subcommittee last week agreed on that long-range solution. All, however, recognized the political difficulties that stand in the way, and all suggested temporary expedients.

Perhaps the broadcasters were being realistic about present prospects. Certainly it would take a legislative assault of unprecedented proportions to gain repeal of Section 315 at this session of the Congress. But whatever the broadcasters must settle for now, they ought to be organizing for a decisive showdown. Section 315 will never be repealed if it is attacked only by fits and starts.

There is, of course, a chance that Section 315 may be eliminated by court attacks upon the fairness doctrine, which is contained within the section. As reported in past issues, the Radio and Television News Directors Association and other clients of the law firm of Pierson, Ball & Dowd have announced their intention to test the constitutionality of the FCC's adoption of parts of its fairness doctrine as formal rules. That test may be extended to the whole of the political broadcasting section.

Meanwhile, however, broadcasters must also beef up their campaign for legislative relief. Senator Hartke has defined their mission.

The lottery flop

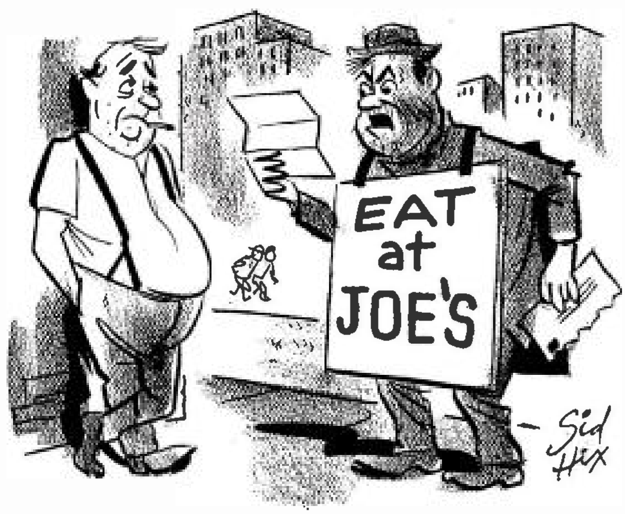
THERE may be a simple reason for the failure of the New York lottery in its very first month.

No radio-TV exposure.

Billboards, car-cards, point of sale and other media were used for the build-up. Use of radio-TV is illegal because broadcasting is forbidden by the federal criminal code to carry information on lotteries and other games of chance.

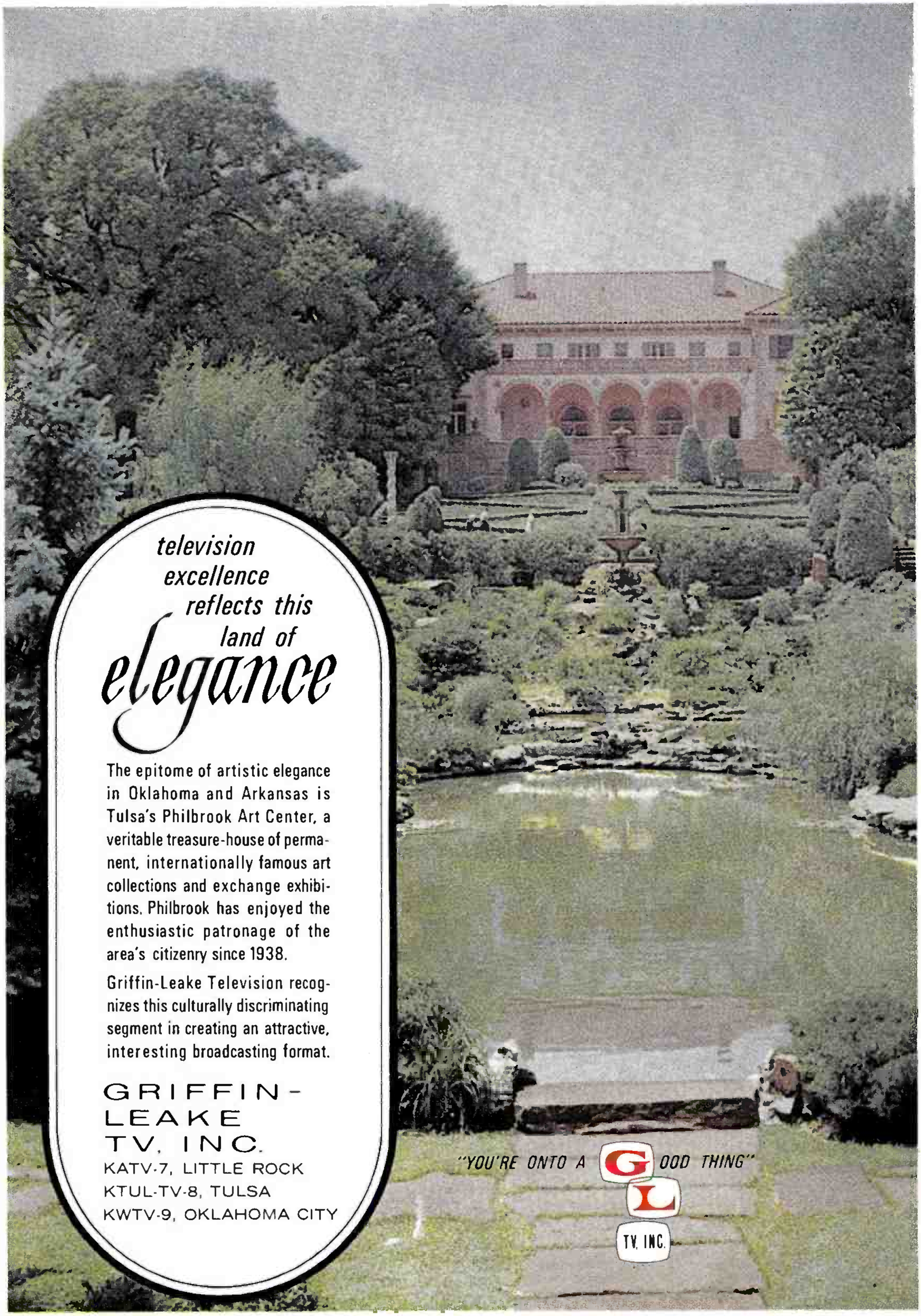
It's a pretty good guess that if the same amount of money had been used for radio-TV spots on New York state stations, the first month's predicted sale of $30 million in $1 lottery tickets would have been surpassed instead of falling about $24 million short.

It's necessary to change the federal law to make the use of broadcast time legal for lotteries that are legalized by state governments. Stations are now gambling with the law even if they broadcast news pertaining to lotteries or lottery winners, however laudable the cause. And in New York that cause is education.



Drawn for BROADCASTING by Sid Hix from idea by Bob Walton WRBL-TV Columbus, Ga.

"It says I gotta give equal time to a little old lady who claims she got sick eating at Joe's!"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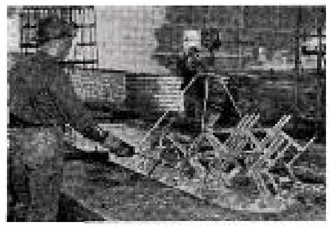

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