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9/17

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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TO EXP 12 / 8
56560

Cigarette issue burns hot on Capitol Hill and in courts. p31
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Call to action for news freedom is made at RTNDA convention. p66

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Spot radio reminds them buy your product

You are reaching them with your message—now! Most major advertisers sell this active, young adult audience with Spot Radio.

RADIO DIVISION

WARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON
DALLAS • DETROIT • LOS ANGELES
PHILADELPHIA • SAN FRANCISCO • ST. LOUIS

Courtesy of Florida State News Bureau





**THIS KID JUST PRODUCED A GREAT COMMERCIAL WITH
THE CRC MONEY MAKER AND NEW WORLD PRODUCTION LIBRARIES.**

While these two professional production libraries are most valuable in the hands of "old pros", either one can make a Production Man out of that local boy who has gone ape over music. Everything your sales staff needs to produce selling radio spots is at your fingertips. Call or write CRC, Box 19726, or World Broadcasting System, Box 19246, Dallas, Texas. Phone (214) 748-8004.

CRC

Now watch. KTRK-TV has appointed Blair Television!

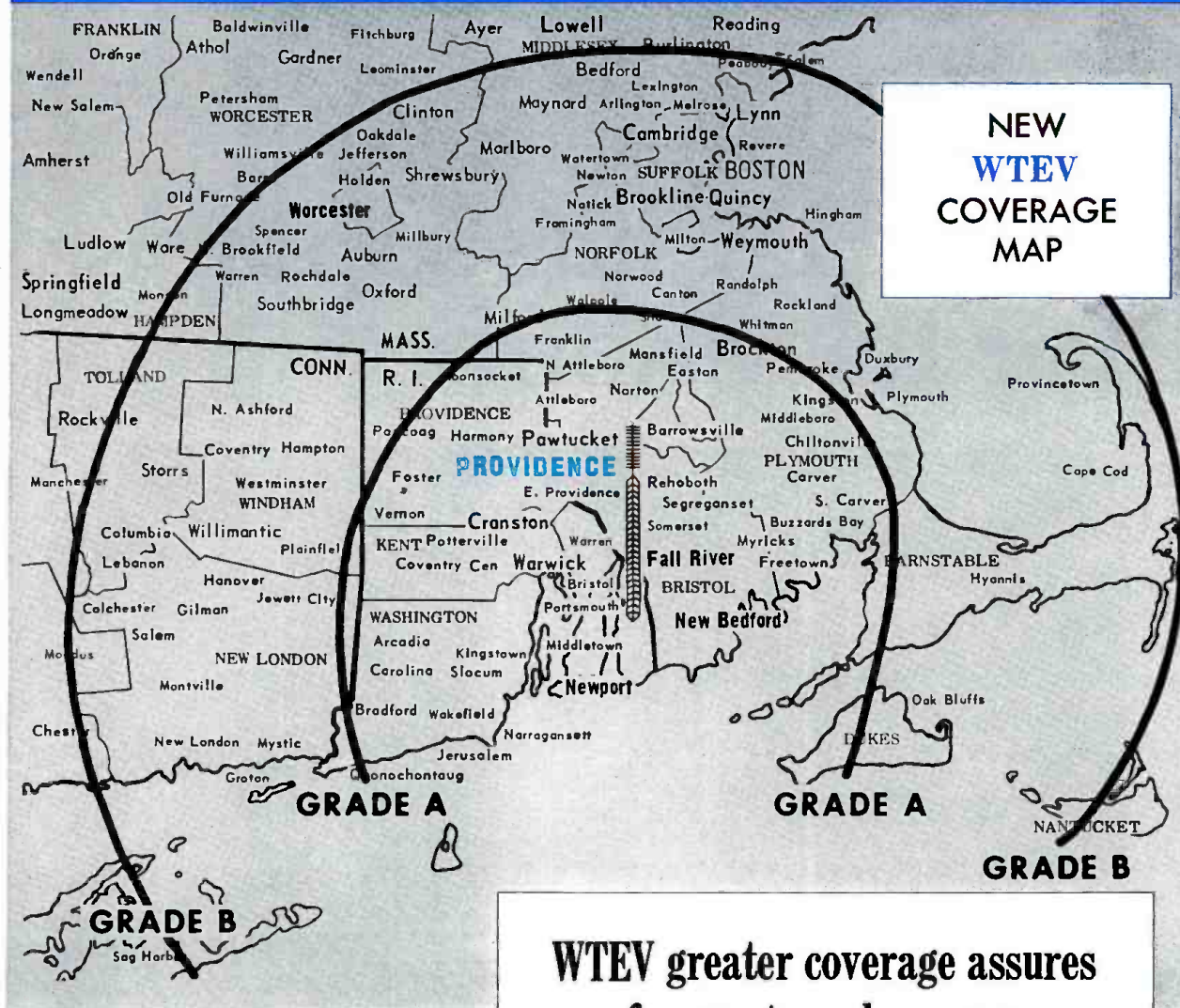


On-the-go KTRK-TV, the Capital Cities station in growing and dynamic Houston, has appointed Blair Television to represent the station nationally. Already there is a new look in programming and advertiser opportunity. Now watch this winning combination. On the go!



BLAIR TELEVISION

Serving the Greater Providence Area



WTEV

Providence, R.I.
New Bedford-Fall River, Mass.
Vance L. Eckersley, Sta. Mgr.



Serving the Greater Providence Area

WTEV greater coverage assures far greater sales power

The NEW WTEV antenna reaching 1049 feet above sea level which achieves 100 Kw ERP has greatly increased the WTEV coverage area and audience reach. The entirely new antenna system plus transmitter, as well as aggressive, skillful programming and a never-ending desire to serve viewers in the Greater Providence Area, assures advertisers a much larger, sales-responsive audience.

Represented by



STEINMAN TELEVISION STATIONS • Clair McCollough, Pres. • WTEV Providence, R.I./New Bedford—Fall River, Mass.
WGAL-TV Lancaster—Harrisburg—York—Lebanon, Pa. • KOAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

Fire power

Missionary teams of agency executives have fanned out to visit all members of National Association of Broadcasters' special 10-man committee on TV time standards. Mission: to sell "practical" approach to code revisions before committee meets in New York this week (Sept. 21-22). Teams are urging overturn of billboard restrictions already adopted and support of proposals submitted by subcommittee of American Association of Advertising Agencies' Broadcast Policy Committee. These proposals include ceiling of 120 seconds of consecutive commercial material, with four (but no more) consecutive appeals in prime time and five in non-prime (BROADCASTING, July 24). There's good chance agency field work will be backed by telephoned support from leading members of Association of National Advertisers.

Heavy weight being brought to bear can be judged by composition of AAAA delegations. Far as possible, teams try to pair spot and network experts from different agencies. Gene Accas of Leo Burnett Co., chairman of AAAA subcommittee, and its other members, Richard A. R. Pinkham of Ted Bates & Co. and William Hylan of J. Walter Thompson, are leading campaign. Other participants said to include Tom Wright of Burnett, Marvin Antonowski of Thompson, Harold Miller and Jerry Feniger of Grey, Frank Kemp of Compton, Harold Bennett of Ayer, Frank Reed of Sullivan, Stauffer, Colwell & Bayles, Don Leonard of Bates, Bern Kanner and Dick Gershon of Benton & Bowles.

Fine points

There's indication that AAAA missionaries may be having some effect. Charles Tower, of Corinthian stations, author of restriction that would confine billboards to name of product and that was adopted, 7-3, by broadcasters' committee on time standards last July, may submit modified proposal to committee this week. New Tower version reportedly would limit billboard copy to 10 words (no slogans) plus product names, prohibit adverbs but allow adjectives. On other criterion: Any word containing more than eight letters would count as two words.

Edge for Miami?

Houston may be fading as possible site for Democratic national convention next year. President Johnson, who would like to see convention in his home state (CLOSED CIRCUIT, Sept.

11), is said to have conceded that Houston lacks hotel space. As result, Miami, which has already landed Republican convention of 1968, and Chicago, with its Democratic stalwart, Mayor James Daly, appear to be strong contenders. However, one factor site selection committee and President will undoubtedly consider is possibility of racial disturbances or anti-Vietnam war demonstrations erupting in connection with convention.

New force in town

Broadcasters' fears that CATV's will compete for program product has foundation in Seattle area. Northwest Cablevision, operator of 1,500-subscriber system in Seattle and nine other systems with total of 3,500 subscribers in suburbs, has begun programming 4:30-5 p.m. daily of Trans-Lux's syndicated TV series, *Mack and Myer for Hire*. Northwest paid \$25 per film for 200 films for two-year unlimited use. System has also talked with Warner Bros.-Seven Arts about one or two of its feature-film packages, but at moment W-7 package cost is beyond its means. Seattle system originates nearly five hours daily and is installing 3-V color film chains. When subscriber list reaches 5,000 in Seattle system intends to start selling time.

No smoking

Wave of antismoking comment and legislative threats may lead to tightening of cigarette-advertising provisions in NAB television code. There's talk of banning act of smoking in cigarette commercials (as code now bans act of drinking in beer or wine commercials). Last February code board rejected same proposal by vote of 6 to 3, but sentiment reportedly has changed. Code board and NAB television board meet Oct. 4 in New York.

On the verge

Sherril Taylor, vice president for radio at National Association of Broadcasters, may leave to rejoin CBS Radio, where he worked some years before joining NAB. Mr. Taylor is second NAB executive to get involved in outside negotiations in recent weeks. Paul Comstock, NAB vice president in charge of government affairs, is still talking with Florida banking organization (CLOSED CIRCUIT, Sept. 11).

Cranking up

Broad-gauge probe of pay TV by House Communications Subcommittee is moving slowly from realm of conjecture to status of sure thing. Committee insiders say first phase of investigation—involving FCC's plans for subscription television—could get underway by next week or week of Oct. 1.

Race between raters

Ding-dong battle is going on between A. C. Nielsen Co. and American Research Bureau to sign up agencies for local-TV ratings services for new season. ARB offered agencies discounts as what it calls incentives for long-term contracts, which could cut unit rates as much as 40%. Nielsen countered that it would "meet the competition," reportedly has begun to stem what for while looked like strong ARB tide. Among latest big clients indicating they'll stick with Nielsen are Compton, one of Procter & Gamble's key agencies, and Ted Bates & Co., biggest spot agency.

Stations meanwhile wonder who'll pay. ARB has put in new station-price formula that it says raises price for some stations, lowers it for others. Nielsen says it hasn't changed station pricing either way, though presumably if costs go up, someone will have to pay.

New ANA man

Television committee of Association of National Advertisers is about to get new chairman. Sanford Buchsbaum, advertising vice president of Revlon, has been designated to succeed Alfred L. Plant of Block Drug, who's giving up chairmanship after three years but will remain on committee. Mr. Buchsbaum has been active committeeman, was in charge of programs for ANA's color-TV workshop in 1965 and its future-of-TV workshop this year.

Looking for bait

Commercial Film Producers Association of Hollywood, in effort to swing more business its way from East Coast, has asked Hollywood AFL Film Council for various labor concessions. Idea is to make economics of West Coast production more attractive. Of total of some \$100 million of commercial business estimates are Hollywood is getting 28%.

WAYS, Charlotte

**reaches more people each
quarter hour than any station in San Diego,
Miami, New Orleans, Akron, Portland,
Tampa, Phoenix, Columbus, San Antonio,
Rochester, Dayton, Louisville, New Haven,
Toledo, Syracuse, Salt Lake City,
Sacramento, Nashville, and Fresno.**

***(Does your list of the first 40
markets need some revising?)***

WAYS reaches 85% of the 18-24 year old men and women, 1/3 of the 25-34 year old men and women, 1/3 of the 35-49 year old men and women, and 1/4 of the 50-64 year old men and women. In fact, WAYS reaches a whopping 42% of the total adults in the Charlotte market*, a market of two million people that can truly be delivered by the most dominant station in the South — WAYS.

**Contact your East-Man...
or call WAYS Radio,
704/392-6191 today!**

*Audience data based on ARB estimates, April-May 1967, subject to qualifications which WAYS Radio will supply on request.

WEEK IN BRIEF

World Conference on Smoking and Health hears Banzhaf pitch for more money to fight broadcasters on cigarette ruling, Senator Kennedy lash out at tobacco industry for "total inattention" to public responsibility. See . . .

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U.S. Supreme Court is asked to review personal attack-fairness case by Red Lion Broadcasting, WGCB-AM-FM, who claims that FCC ruling is "amorphous" doctrine that violates four amendments of U. S. Constitution. See . . .

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Joint session of ANA and AAAA hear sales representations for and weigh relative merits of three electronic computerized commercial monitoring systems: BAR, AMPS and Sangamo Electric Co. See . . .

COMPUTER PITCH . . . 44

House Rules Committee paves way for Corp. for Public Broadcasting bill to reach possible floor vote this week. But battle royal looms in subsequent conferences between Senate-House as differences are ironed out. See . . .

CPB RULED . . . 50

FCC Commissioner Lee Loevinger takes Los Angeles by storm in two-day whirl of public appearances; provides avalanche of weighty opinion on mass communications appeal; says he'll leave his post next June. See . . .

LOEVINGER . . . 54

Broadcasters and CATVers, undaunted by FCC's rejection of Philadelphia CATV test, looking for new market—and it may be Goshen, Ind. with 4,000 homes. System could be operable by year's end. See . . .

NEW TEST CITY . . . 60

RTNDA members at Toronto convention search for ways to defend news freedom and extend its scope. NBC's Bill Monroe says good solid reporting is RTNDA's best weapon in battle against government encroachment. See . . .

FIGHT FOR FREEDOM . . . 66

Another broadcast case comes up for U.S. Supreme Court review: landmark CATV copyright ruling, United Artists vs. Fortnightly Corp. CATV appellant asks whether cable operation is "performance." See . . .

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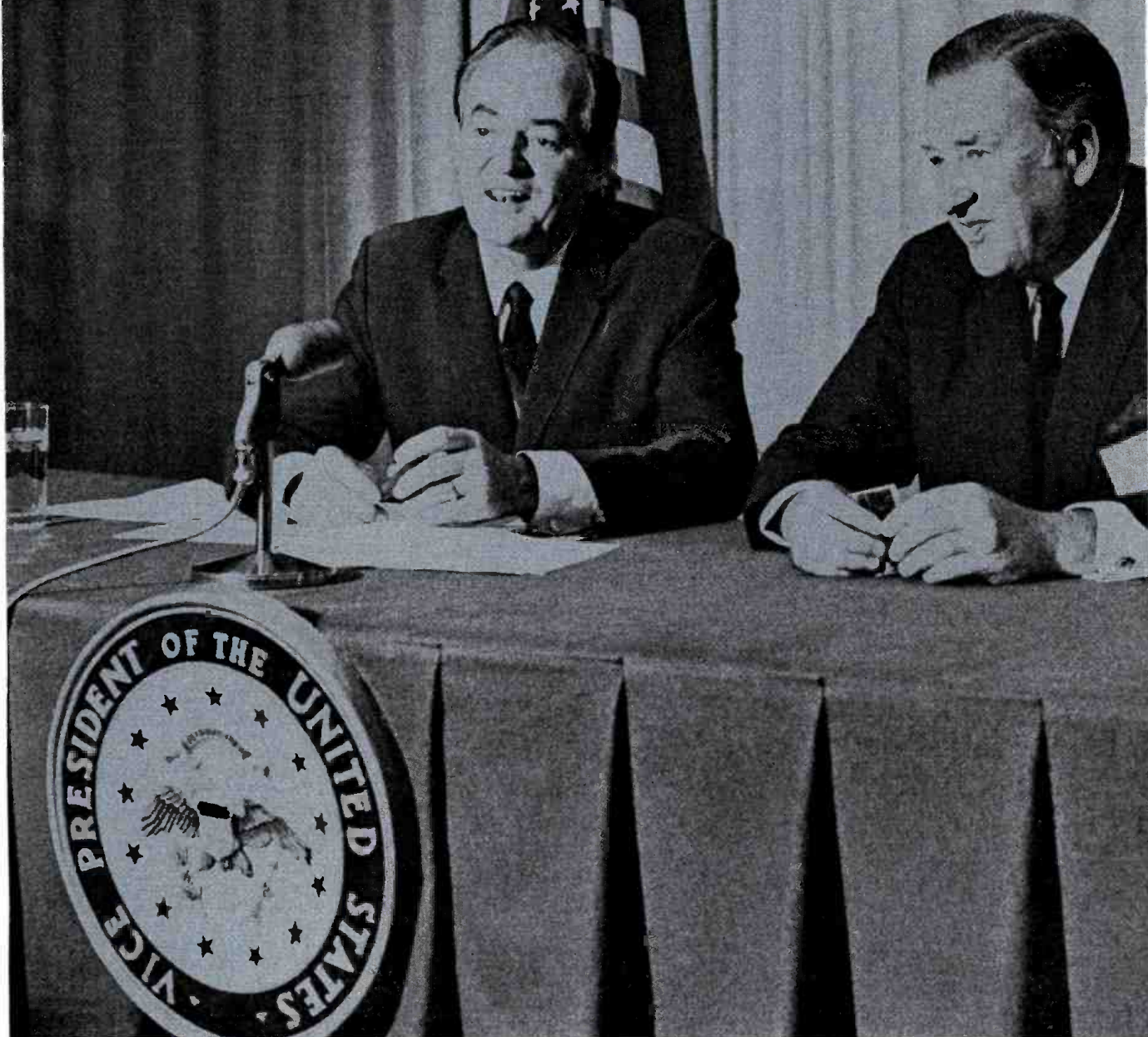
Broadcasting

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...WASHINGTON PRESS CONFERENCE?



Take a second look!

Vice president Hubert H. Humphrey and Henry Ford respond to reporters following dedication of northern Minnesota's new Eveleth Taconite Company . . . a \$45,000,000 investment by Ford and Oglebay Norton Company. Eveleth Taconite is part of what **Nation's Business** calls "the billion dollar comeback." Taconite plant construction in the Duluth-Superior market is the largest program of privately-financed construction in the history of the world.

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

KDAL
INC.
Television 3 / 610 Radio

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

Film producers anti pay TV; labor for it

FCC's pay television inquiry, now into its twelfth year, saw some new faces emerge Friday (Sept. 15). That was deadline for filing comments or proposed arguments with intentions to appear at Oct. 2 FCC oral proceeding (BROADCASTING, Aug. 7).

Among newcomers were Motion Picture Association of America (to be represented by nationally prominent New York attorney, Louis Nizer), AFL-CIO Executive Council (which will not appear) and Hollywood AFL Film Council (which will).

Despite certain reservations about FCC's pay-TV committee report (BROADCASTING, July 17), both labor organizations lent their endorsement to commission proposal.

MPAA, voice of major Hollywood film producers-distributors, attacked FCC's pay-TV regulation on constitutional grounds as violations of First Amendment and of Section 326 of Communications Act—both laws prohibiting restraints on free speech.

MPAA also alleged that regulation would constitute restraint of competition since it discriminates in favor of free TV over pay-TV. Actually, MPAA said: "It is the owners of the motion pictures who would be the principal victims of the discrimination."

There were many familiar faces among Friday's filings as well. Pay-TV proponents contended that proposal would provide still another diversified programing source. Opponents, on other hand, contended that commission was encouraging, in ABC's words, "the creation of a system which is both anti-progressive and antisocial in its implications."

Opponents indicated they will oppose pay-TV on constitutional grounds and FCC's jurisdiction to establish subscription system. Many felt that entire question should be left up to Congress.

Generally opposition felt that whole pay-TV issue is out-of-step with today's major film distributing practices and network airing of major professional sporting events. Need for pay-TV was further questioned in light of growth of CATV and educational television and satellite-to-home broadcast potentialities.

Among those who filed with intention to appear were: TeleGlobe Pay-TV System Inc., Subscription Television Inc. (which conducted pay-TV opera-

tion in California prior to public referendum in 1964), Zenith Radio Corp. and Teco Inc. (principals in Hartford, Conn. pay-TV experiment), Nationwide Communications Inc., Motorola Inc., Teleprompter Corp., Hubbard Broadcasting, Joint Committee Against Toll Television and National Association of Theatre Owners, International Telemeter Corp., Association of Maximum Service Telecasters, ABC and CBS.

House faces CPB bill

House debate on administration's public television bill is set for this week—probably Wednesday (Sept. 20).

House leadership lost no time in pushing measure. Notice posted Friday (Sept. 15), only hours after Rules Committee had approved bill (see page 50), shows bill scheduled third on Private Calendar, which House will turn to tomorrow (Sept. 19).

Measure, passed by Senate but differing in detail from House proposal, will be vulnerable to amendment on floor; faces stiff conference-committee battle after House passage. Bill is not counted as sure thing for passage but consensus is that administration has lopsided majority for measure.

Color set sales peaking

Record distributor sales for color TV sets was reached week of Aug. 26-Sept. 1 when 157,737 units were sold, according to Electronic Industries Association. Previous high week had been Sept. 22-29, 1966, when 144,000 sets were sold. Sales have been on upswing since year's low of 39,000 sets was hit on week ended June 2.

New show rankings

from 30-market MNAs

"Fast" Nielsens on 30-market area, new service this season, were available Friday (Sept. 15) for week ended Sept. 10. Period includes most of new shows by ABC-TV and CBS-TV and two of NBC-TV's. Top 17 new-show rankings in Nielsen Multi Network Audience (MNA) report, as released by NBC:

- 1 Second 100 Years (ABC)
- 2 N.Y.P.D. (ABC)
- 3 High Chaparral (NBC)
- 4 Flying Nun (ABC)
- 5 Mothers-in-Law (NBC)
- 6 He & She (CBS)
- 7 Dundee and the Culhane (CBS)
- 8 Garrison's Gorillas (ABC)
- 9 Will Sonnett (ABC)
- 10 Judd (ABC)
- 11 Gentle Ben (CBS)
- 12 Hondo (ABC)

Broadcasting helps tell it like it is: Culligan

Communications industry, especially broadcasting, may well be major cause of "the generation gap," Matthew J. Culligan, Mutual's president, said in speech prepared for Friday (Sept. 15) session of annual Radio-Television News Directors Association meeting in Toronto.

Mr. Culligan described closing of communications gap and widening of generation gap as "supreme irony." He said:

"There has always been injustice in the world, but today, as a result of our modern communications techniques, everybody knows it—including our youngest children . . . it is the effect of these revelations—from which most of us were insulated when we were young—which may be the root cause of the generation gap."

Mr. Culligan called upon broadcast newsmen to bridge gap and at same time exercise "greater care and self-restraint" than their print counterparts because of the immediacy and potentially explosive power of broadcast news.

Buick breaks with radio

Radio will get heavy play this week through first week of October in helping introduce 1968 Buick, both network and spot campaigns being placed by McCann-Erickson, New York. Debut date of Buick is Thursday (Sept. 21). Drive includes big schedules on both

- 13 Good Company (ABC)
- 14 Good Morning World (CBS)
- 15 Cimarron Strip (CBS)
- 16 Off to see the Wizard (ABC)
- 17 Custer (ABC)

In 26-city Trendex for Thursday night (Sept. 14), shares by half hour:

- 7:30-8—ABC, *Batman* (new programing), 42.3; CBS, *Cimarron Strip* (new), 21.5; NBC, *Daniel Boone* (new programing), 26.4.
- 8-8:30—ABC, *Flying Nun* (new), 50.4; CBS, *Cimarron*, 20.3; NBC, *Boone*, 17.5.
- 8:30-9—ABC, *Bewitched* (new programing), 42.2; CBS, *Cimarron*, 20.0; NBC, *Ironside* (new), 29.7.
- 9-9:30—ABC, *That Girl* (new time), 24.7; CBS, movie (new programing), 44.4; NBC, *Ironside*, 26.5.
- 9:30-10—ABC, *Peyton Place* (new time), 24.3; CBS, movie, 47.4; NBC, *Dragnet* (new programing), 20.4.
- 10-10:30—ABC, *Good Company* (new), 12.7; CBS, movie, 48.7; NBC, *Dean Martin* (new programing), 32.2.

Comparable Trendex report for 10:30-11 p.m. was not available because period was station time on ABC's lineup.

WEEK'S HEADLINERS



Mr. Page



Mr. Masini

E. C. (Ted) Page, VP and national sales manager, Edward Petry & Co., television division, named to new post of VP and general manager of division as part of realignment of unit. **Alfred M. Masini**, VP and group sales manager of division, named to new post of VP and manager of television sales administration. **Len Tronick**, with Petry as TV salesman for five years, becomes television group sales manager. **Mike Levinton**, group research manager, named to new post of director of pro-

gram analysis. **William Nugent**, coordinator of television sales presentation, replaces Mr. Levinton as group research manager.

Fred Ruegg resigns as VP of CBS Radio division, effective immediately, after almost 30 years with CBS and its stations. He will announce plans in near future. Mr. Ruegg was VP for station administration for CBS Radio from 1961 until reassignment to general executive duties last month (BROADCASTING, Aug. 14).

Leonard S. Gruenberg, president, Sigma III Corp., New York, elected board chairman, Filmways Inc., New York, following Filmways' formal acquisition of Sigma as motion picture production subsidiary (BROADCASTING, June 26). **Martin Ransohoff**, former Filmways chairman, elected president and chief executive officer; and **Lee Moselle**, former president, to vice chairman. Mr. Gruenberg continues as Sigma's presi-

dent. Sigma's acquisition, valued at \$2.5 million, involved exchange of 85,880 shares of Filmways common stock for all Sigma outstanding shares. Additional Filmways shares may be issued (up to 12,268) based on potential TV income from Sigma's film library.



Mr. Spielvogel

Carl Spielvogel, executive VP, Interpublic, Inc., New York, named president and chief operating officer, The Market Planning Corp., marketing communications management company of Interpublic. He succeeds **O. G. Kennedy**, named executive VP, Norwich Pharmacal Co., New York. Mr. Spielvogel, during his eight-year association with Interpublic, was responsible for writing plan for Market Planning.

For other personnel changes of the week see FATES & FORTUNES

ABC and MBS plus nearly 12,500 spots on over 200 stations in more than 100 markets. TV campaign breaks with network bowl games late in December, then major push in prime participations on all three TV networks mid-January to June.

'Teleproof' service described to ad men

Jordan Ross, president of Talent and Residuals, Chicago talent-payment firm, and proponent (with Sangamo Electric Co.) of "Teleproof I" system of automated commercial monitoring, made presentation Friday (Sept. 15) to estimated 140 agency executives at New York Hilton (see page 44).

Mr. Ross quoted prices for various services which he said would be offered by his organization on partial basis by next July, nationwide by January 1969. Costs to agencies of proof of commercial performance would be computed as percentage of agency's broadcast billings, on sliding scale from 6/100 of 1% of billings for agency with \$100 million or more broadcast billings per year, to 4/10 of 1% for smallest agencies.

Cost of agency talent-payment serv-

ice would be flat 10¾%, which would cover all employer-withheld taxes (federal and state income, unemployment compensation, etc.), since service would

Before and after tests

For first time, NAB's special TV time standards committee this week will see exactly how proposed code changes look in practice. NBC has picked two shows, one participating (*Please Don't Eat The Daisies*) and one under alternate week sponsorship (*Get Smart*), which appeared back-to-back last season. Thus committee will see how full hour shapes up under present standards. Then, on same programs, NBC has revised billboards to conform to Tower plan endorsed by committee, so members can judge difference.

Similar before-and-after treatment has been given 11:30 p.m. news-sports-weather show on WNBC-TV New York. Demonstration was prepared at suggestion of Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV board chairman, chairman of code standards committee and also member of NBC-TV Affiliates Board.

operate on "single-employer" basis. Mr. Ross said pure cost "boils down to about 2¾%."

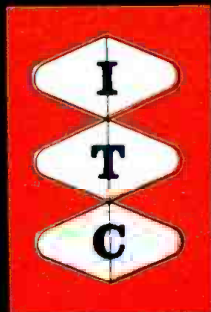
"Teleproof" service could be rendered by sending affidavits to stations involved for attachment to their invoices, Mr. Ross said. He emphasized previous suggestion (BROADCASTING, Sept. 11) that this cost be passed along to stations, and added that "as advertisers and agencies are able to put pressure on stations to subscribe to service, rates to agencies will be reduced accordingly, eventually to zero."

Mr. Ross also mentioned possibility of computerized logging service for stations that would be acceptable to FCC and said formal proposal was being prepared.

WXUR seeks review

U.S. Supreme Court review of lower court's refusal to interfere with FCC order designating license-renewal hearing has been asked by Faith Theological Seminary Inc., (WXUR-AM-FM Media, Pa.) headed by Dr. Carl McIntire.

WXUR owners say U. S. Court of Appeals for District of Columbia erred in not recognizing Constitutional questions in case prompted by citizen's groups complaints alleging biased programming (BROADCASTING, June 5). Also attacked is FCC's fairness doctrine.



INDEPENDENT TELEVISION CORPORATION

Most experienced, most successful distributor
of dubbed, import features; packager of

**THE
EXPLOITABLE
13**

20 *The
DeLuxe
Twenty*

a record of sales and audience acceptance
unmatched in the industry. . .

NEW YORK, New York • • • • • SAN ANTONIO, Texas
LOS ANGELES, California • • • • • ROANOKE, Virginia
CHICAGO, Ill. • • • • • PORTLAND-POLARIS-SPRINGFIELD
PHILADELPHIA, Pennsylvania • • • • • OMAHA, Neb.
BOSTON, Massachusetts • • • • • PHOENIX, Arizona
DETROIT, Michigan • • • • • ROCHESTER, N.Y.
SAN FRANCISCO, California • • • • • WICHITA, Kansas
PITTSBURGH, Pennsylvania • • • • • TULSA, Oklahoma
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PROVIDENCE, Rhode Island • • • • • LITTLE ROCK, Arkansas
DALLAS-FT. WORTH, Texas • • • • • ROCKFORD, Illinois
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BUFFALO, New York • • • • • YOUNGSTOWN, Ohio
MILWAUKEE, Wisconsin • • • • • LAFAYETTE, Louisiana
KANSAS CITY, Missouri • • • • • FT. WAYNE, Indiana
HOUSTON, Texas • • • • • SPOKANE, Washington
IDAHO FALLS-POCATELLO, Idaho • • • • •
ALBUQUERQUE, New Mexico • • • • • COLUMBUS, Ohio
DULUTH, Minn.-SUPERIOR, Wisc. • • • • • SYRACUSE, N.Y.
AUSTIN-ROCHESTER, Minn.-MASON CITY, Iowa • • • • •
PROCTOR, Ill. • • • • • SACRAMENTO-STOCKTON, Calif.
CEDAR RAPIDS, WATERLOO, Ia. • • • • • BINGHAMTON, N.Y.
HONOLULU, Hawaii • • • • • MEMPHIS, Tennessee
SIOUX CITY, Iowa • • • • • JOHNSTOWN-ALTOONA, Pa.
TALLAHASSEE, Fla.-THOMASVILLE, Ga. • • • • • DENVER, Colo.
CHARLESTON, S.C. • • • • • GRAND RAPIDS-KALAMAZOO, Mich.
TUCSON, Arizona • • • • • NEW ORLEANS, Louisiana
MONROE, La.-EL DORADO, Ark. • • • • • PORTLAND, Oregon
WICHITA FALLS, Tex.-LAWTON, Okla. • • • • • SAN DIEGO, Calif.
GREENVILLE-Spartanburg, S.C. • • • • • ASHEVILLE, N. C.
WAUSAU, Wisc. • • • • • ALBANY-SCHENECTADY-TROY, N.Y.
COLORADO SPRINGS, PUEBLO, Colo. • • • • • DAYTON, Ohio
SAVANNAH, Ga. • • • • • SALT LAKE CITY-OGDEN-PROVO, Utah
BAKERSFIELD, Calif. • • • • • SPRINGFIELD-HOLYOKE, Mass.
SALINAS-MONTEREY-SANTA CRUZ, California • • • • •
CHARLOTTE, N. C. • • • • • FLINT-SAGINAW-BAY CITY, Mich.
HARRISBURG-LANCASTER-LEBANON-YORK, Pa. • • • • •
LAS VEGAS, Nevada • • • • • RALEIGH-DURHAM, N. C.
TAMPA-ST. PETE, Fla. • • • • • MANKATO, Minn.

Proudly Presents → →



DEATH IS NIMBLE, DEATH IS QUICK



ENTER INSPECTOR MAIGRET



THE HUNCHBACK OF SOHO



SPY TODAY, DIE TOMORROW



A LOTUS FOR MISS QUON



EPITAPH FOR A FAST GUN



HIGH SEASON FOR SPIES



REBELS ON THE LOOSE



THE SINISTER MONK

TITLE	COLOR OR B/W	RUNNING TIME	RELEASE YEAR
1. DEATH IS NIMBLE, DEATH IS QUICK	COLOR	90	1967
2. SPY TODAY, DIE TOMORROW	COLOR	93	1967
3. REBELS ON THE LOOSE	COLOR	92	1967
4. ENTER INSPECTOR MAIGRET	COLOR	90	1967
5. A LOTUS FOR MISS QUON	COLOR	92	1967
6. SO DARLING, SO DEADLY	COLOR	93	1967
7. GUNS OF NEVADA	COLOR	93	1967
8. COUNTDOWN TO DOOMSDAY	COLOR	86	1967
9. KILLER WITH A SILK SCARF	B & W	82	1967
10. TRAP FOR SEVEN SPIES	COLOR	90	1967
11. THE HUNCHBACK OF SOHO	COLOR	87	1967
12. HIGH SEASON FOR SPIES	COLOR	92	1967
13. THE SINISTER MONK	B & W	87	1967
14. EPITAPH FOR A FAST GUN	COLOR	82	1967
15. AS LONG AS YOU LIVE	B & W	92	1964



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TO BE THE BEST QUALITY, AMERICAN DUBBED FEATURE FILM PACKAGE EVER RELEASED TO TELEVISION

The Magnificent 15

MAJOR CO-PRODUCTIONS with the most talented, creative moviemakers in Europe and ITC exercising approval of script, cast and director for guaranteed American audience acceptance; all modern, fresh; 14 are brand-new 1967 productions.

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SUPERLATIVE DUBBING BY ITC that has to be seen to be believed; every detail meticulously supervised by ITC's New York staff of trained specialists, from selection and approval of writer, script, director and performers to recording, interlock, mix and answer print; the results: television's best dubbing—guaranteed!



KILLER WITH A SILK SCARF



GUNS OF NEVADA



AS LONG AS YOU LIVE



We serve
a very special dish
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Drake Hotel.

Until now,
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a steak secret.

It's called Steak Nino and it's one of the many delights served at the Hotel's Drake Room, long one of New York's favorite restaurants.

The Drake Hotel, which has been newly refurbished, centrally air conditioned and completely modernized, is as renowned for the Drake Room and Steak Nino as it is for its new velvet walled lobby, its big, high ceilinged rooms; its warmth and personal attention, and its telephone ladies who worry about your messages.

There's never been a secret about the Drake Hotel's fascination for the world's most discriminating travelers. But, until now, Nino, our maitre d' would never part with his special steak recipe. We've finally persuaded him to share it. So come to the Drake and try it first hand, and if you like it, Nino will tell you how to make it at home.



A Loew's Hotel • Preston Robert Tisch, President

DATEBOOK

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

■Indicates first or revised listing.

SEPTEMBER

Sept. 17-20—Fall meeting, West Virginia/Mid-Atlantic CATV Association. Greenbrier hotel, White Sulphur Springs, W. Va.

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

Sept. 18—Extended deadline for filing further comments on Communications Satellite Corp. proposal with FCC for a pilot demonstration program for domestic communication satellite system.

Sept. 18—Deadline for comments on FCC proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.

Sept. 18—Fall meeting, New York State Community Television Association. Otesaga hotel, Cooperstown.

Sept. 18-23—102d semiannual technical conference and equipment exhibit of the Society of Motion Picture and Television Engineers. Edgewater Beach hotel, Chicago.

Sept. 20—Southern California council, American Association of Advertising Agencies dinner meeting. Presentation of in-depth study of Southern California market. Beverly Wilshire hotel, Beverly Hills, Calif.

Sept. 20-21—CBS Radio affiliates convention. New York Hilton hotel, New York.

Sept. 21—Annual president's luncheon of the Chicago chapter, Broadcast Pioneers. Speaker will be Senator Charles H. Percy (R-Ill.); subject will be communications and advertising. Pick Congress hotel, Chicago.

Sept. 21-23—Annual broadcast symposium, sponsored by group on broadcasting, Institute of Electrical and Electronics Engineers. Featured speakers will be Sir Francis McLean, director of engineering, British Broadcasting Corp. on "Color TV in the U.K. and Europe," and Dr. Joseph V. Charyk, president of the Communications Satellite Corp. Also scheduled is a panel discussion on "CATV and Its Relation to Broadcasting" with Warren L. Braun, Harrisonburg, Va., consulting engineer, as moderator. Mayflower hotel, Washington.

Sept. 22—FCC luncheon sponsored by the International Radio and Television Society. Speaker is Rosel Hyde, FCC chairman. Waldorf-Astoria hotel, New York.

Sept. 22-23—Meeting of the Hawaiian Association of Broadcasters. Speakers include Vincent Wasilewski, NAB president. Sheraton Maui hotel, Kaanapali.

Sept. 22-23—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—Seventh annual conference of the Institute of Broadcasting Financial Management. Speakers include Vice President Hubert H. Humphrey and Walter W. Heller, chairman of the President's Council of Economic Advisers from 1961 to 1964. Sheraton-Ritz hotel, Minneapolis.

Sept. 25-27—International electronics conference and exposition sponsored by Canadian region, Institute of Electrical and

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.

Electronics Engineers. Automotive Bldg., Exhibition Park, Toronto.

Sept. 25-Nov. 27—Weekly Monday meetings of the time buying and selling seminar sponsored by the International Radio and Television Society. Chemical Bank New York Trust Co., 277 Park Ave., New York.

Sept. 26-27—Executive committee meeting, National Community Television Association. Washington.

Sept. 27-28—Fall meeting of National Association of Broadcasters Radio Code Board. Waldorf Astoria hotel, New York.

Sept. 27-29—Meeting of the Tennessee Association of Broadcasters. Speakers include FCC Commissioner Robert E. Lee; William Walker, NAB director of broadcast management, and Morgan Beatty, NBC, New York. Mountain View Lodge, Gatlinburg.

■Sept. 28—Meeting of the Broadcasting Executives Club of New England. Top attraction will be television star Danny Thomas. Hotel Somerset, Boston.

Sept. 28-29—Second annual management and programming seminar of TV Stations Inc. 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—Deadline for comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

Sept. 29-30—Fall meeting of Utah Broadcasters Association. Speakers include Vincent Wasilewski, NAB president. Provo.

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

OCTOBER

■Oct. 1-2—Fall meeting of Nevada Association of Broadcasters. Sarah Tahoe, Lake Tahoe.

Oct. 2-3—Annual fall meeting of New

■Indicates first or revised listing.

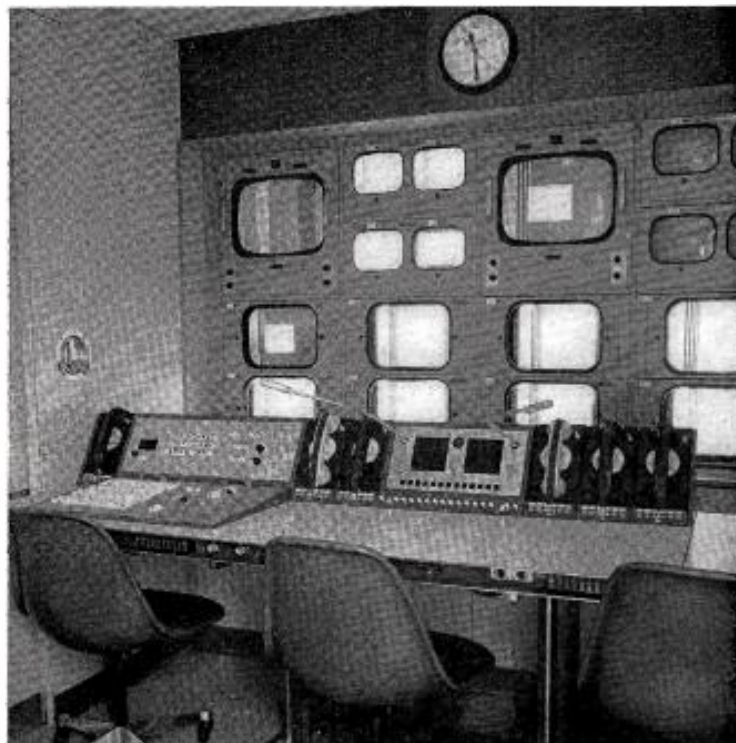
BROADCASTING, September 18, 1967



SOPHISTICATED ROUGHNECKS

FROM TWO TO TWELVE CAMERAS

The only TV broadcast vans built by broadcasters for broadcasters! Each van is made to order — big, small, or in-between — to fit the needs of each station. And each van (as well as the equipment inside) is built to last long after others are dead and gone.



Only CBS Laboratories now makes a rolling TV studio that can scramble around in the roughest places — yet carry the most sophisticated equipment imaginable. The interior shown is a portion of the production area of the van above. Not shown are the audio, video, and other control areas that can handle virtually any kind of broadcast needed . . . film, tape, color — you name it. But any van can be designed from the bottom up to handle what you need. Write for details. Or phone (203) 327-2000.

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

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE "5 CONTINENTS TROPHY" FOR CINEMA FILMS

2 GRAND AWARDS FOR TELEFILMS



The International Film, TVfilm and Documentary Market (MIFED) will hold its sixteenth Cine-Meeting from 14 to 22 October 1967.

This Film Market is reserved solely for producers, renters and distributors of feature and documentary films for cinema and TV presentation.

MIFED has twenty projection studios fully equipped for every requirement: ten for cinema films and ten for telefilms. Its Club premises, which provide all necessary facilities and services, are among the most elegant and attractive of their kind in Europe.

For clients who are unable to attend the whole Autumn Cine-Meeting there is a special assistance bureau which undertakes to represent their interests.

Information from: MIFED Largo Domodossola 1 Milano (Italy)
Telegrams: MIFED - Milano

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☐ Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

- Sept. 18-19—Hilton Inn, Dallas
Sept. 21-23—Hilton Inn, Atlanta
Sept. 27-28—White Plains hotel, White Plains, N.Y.
Oct. 16-17—The Dearborn Inn, Detroit
Oct. 19-20—O'Hare Inn, Chicago
Oct. 23-24—Hyatt House, San Francisco

Jersey Broadcasters Association. Speakers include Howard Mandel, NAB vice president for research. Cherry Hill Inn, Camden.

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

Oct. 3—Deadline for reply comments on FCC proposed rulemaking that would amend commission rules to permit a longer daily experimental period for FM stations for testing and maintaining apparatus and to permit experimentation, upon certain conditions, for improvement of the FM station's technical facilities.

Oct. 4—Hearing on Federal Trade Commission trade regulation regarding deceptive advertising of number of working transistors in radio receiving sets. FTC Building, Washington.

■ Oct. 5-6—Annual fall meeting, Kentucky CATV Association. Continental Inn, Lexington, Ky.

Oct. 6—Television ball sponsored by the New York chapter of the National Academy of Television Arts and Sciences. New York Hilton hotel, New York.

Oct. 9—Deadline for comments on FCC's proposed rulemaking concerning the power to be permitted for presunrise operation by class II stations on U.S. I-A clear channels.

■ Oct. 9—Newsmaker luncheon sponsored by the International Radio and Television Society. IRTS, in collaboration with the Country Music Association, will present "A Salute to National Country Music Month." Waldorf-Astoria hotel, New York.

Oct. 10—Salute to communications industry sponsored by Los Angeles Chamber of Commerce. Keynote speech by Robert Sarnoff, president of RCA. Ambassador hotel, Los Angeles.

Oct. 11—Annual meeting, Pennsylvania Community Antenna Television Association. Warwick hotel, Philadelphia.

Oct. 11-13—Indiana Broadcasters Association convention. Vincent Wasilewski, National Association of Broadcasters, will be main speaker. Sheraton hotel, French Lick, Ind.

Oct. 12—Thirteenth Wisconsin FM station clinic sponsored by the University of Wisconsin. University of Wisconsin, Madison.

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

Oct. 14-22—International Film, TV film and Documentary Market (MIFED). Milan, Italy.

Oct. 15—Thirteenth annual promotional seminar sponsored by Edward Petry & Co. Royal York hotel, Toronto.

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

Oct. 16-17—Organizational convention of the National Religious Broadcasters to create a new Midwest chapter. Moody Bible Institute, Chicago.

Oct. 16-20—The general supervisors short course sponsored by the Georgia Institute

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Every ounce a studio.



Every inch an Ampex.

ONLY THE AG-500 WILL PACK TRUE STUDIO QUALITY INTO 0.8 CU. FT. In your rack that means an Ampex studio recorder only 12¼" high, 6" deep. As a portable it means the finest you can carry—any way you measure it. First, the new AG-500 packs a true studio transport with all-electric push-button solenoid operation, full remote control capability, and a solid die-cast top plate precision-milled to keep tracks accurately aligned. It will maintain its performance well above broadcast studio specifications, even after years of heavy use.

Then, the cool-running solid state electronics are arranged professionally—for instant adjustment and service; easy channel add-on and head changes: One-channel, full or half track. Two-channel, two or four track. Input controls can mix two incoming signals per channel. You can choose speeds 3¾ and 7½; or 7½ and 15 ips. Go portable with a rugged Samsonite* case. And enjoy silken-smooth tape handling that is pure Ampex.

Ask your Ampex distributor, or send the coupon, for an AG-500 demonstration—measured to your needs.

Our AG-500 demonstration offer: Send your name. Ampex will demonstrate the new AG-500 and show how it is used as a studio or field recorder. Write: AMPEX, Room 714a, Redwood City, California 94063.

☐ Demonstrate ☐ Send Literature Only

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AMPEX

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If there's news there,



UPI will get it for you.

What's
at the bottom
of the
"Top of the Mark"?

The new Hotel Mark Hopkins Number One Nob Hill San Francisco

Now that it's a Loew's Hotel wonderful things have happened to it. Like its famous sister hotels, the Regency and Drake in New York City and the Ambassadors in Chicago, a delightfully new and gracious "Mark" is ready to welcome you.

Completely refurbished and beautifully redecorated, the guest rooms and suites will give you the kind of comfort and luxury you expect in a Loew's Hotel.

You'll enjoy Loew's style of service everywhere, as well as the superb food and drink in the intimate bars and exciting restaurants, including the world famous "Top of the Mark".

Next time you come to San Francisco, stay at our new "Mark", high atop Nob Hill in the city's most picturesque and convenient location.



The New
Hotel Mark Hopkins
Number One Nob Hill, San Francisco
A Loew's Hotel • Preston Robert Tisch, President

of Technology. For more information, contact: Director, Department of Continuing Education, Georgia Institute of Technology, Atlanta 30332. (404) 873-4211, Ext. 343.

Oct. 17-18—Conference on news coverage of race relations, being sponsored by Community Relations Services, Department of Justice, American Civil Liberties Union and American Jewish Committee, Columbia University school of journalism, New York.

■Oct. 18—"Man of the Year" luncheon sponsored by The Pulse Inc. honoring Gordon McLendon, president of the McLendon Corp. Plaza hotel, New York.

■Oct. 18—Newsmaker luncheon sponsored by the International Radio and Television Society. Speaker will be John Chancellor, national affairs correspondent for NBC News. Waldorf-Astoria hotel, New York.

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

Oct. 20—Deadline for reply comments on FCC proposed rulemaking that would establish pay television system performance capability standards. FCC has proposed a set of criteria for type acceptance of pay-TV systems, similar to conventional TV station operation, including requirements that spectral energy in transmission shall not exceed certain limitations; no increase in TV broadcast channel width (6 mc) shall be required; visual and aural power shall not be in excess of that now authorized; internal modifications to subscribers' receivers shall not be required; interference to conventional TV and subscription TV, co-channel and adjacent channel, black-and-white and color, shall not exceed that occurring from conventional television broadcasting, and susceptibility to interference of any kind shall not be greater than with conventional television broadcasting.

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

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

Oct. 20-22—Biannual meeting of the trustees of the National Academy of Television Arts and Sciences. Beverly Wilshire hotel, Beverly Hills, Calif.

■Oct. 21-22—Presentation of prize winning films from the International Film & TV Festival of New York. Gallery of Modern Art Auditorium, New York. Full details about the festival can be obtained from Industrial Exhibitions Inc., 121 West 45th St., New York 10036.

■Oct. 22-25—American Association of Advertising Agencies western region conven-

NCTA Regional Meetings

- Oct. 9-10—Warwick hotel, Philadelphia.
- Oct. 16-17—Regency hotel, Atlanta.
- Oct. 19-20—Netherland Hilton hotel, Cincinnati.
- Oct. 23-24—Raddison hotel, Minneapolis.
- Oct. 26-27—Prom Sheraton hotel, Kansas City.
- Nov. 9-10—Marriott motor hotel, Dallas.
- Nov. 13-14—Vacation Village, San Diego.
- Nov. 16-17—Portland Hilton hotel, Portland, Ore.

tion. Del Monte Lodge, Pebble Beach, Calif.

Oct. 23-25—Fall meeting of the Kentucky Broadcasters Association. Jenny Wiley State Park, Prestonsburg.

■Oct. 23-25—23rd annual National Electronics Conference & Exhibition. International Amphitheatre, Chicago.

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

■Oct. 24—New deadline for comments on FCC's proposed revamping of VHF translator rules and policies regarding competitive problems increased effective service.

■Oct. 24—Fall convention of the Connecticut Broadcasters Association. Speakers include William Carlisle, NAB vice president for television. Hotel America, Hartford.

Oct. 26-27—Annual fall meeting and election of officers of Ohio Association of Broadcasters. Neil House, Columbus.

Oct. 26-27—First meeting of television news directors of Europe, United Kingdom, U. S. and Canada, sponsored by Time-Life Broadcast in cooperation with the Radio-Television News Directors Association of the U. S. and Canada. Tentatively scheduled are detailed presentations of TV news department operations in large and medium-sized European systems and U. S. stations, discussions of common problems relating to access to news, legal questions and technical advances in newsfilm. Salon des Champs Elysees, Paris.

■Indicates first or revised listing.

OPEN MIKE®

Memo printed in the 'Record'

EDITOR: I thought you would be interested to know that Senator Gale McGee (D-Wyo.) inserted the Monday Memo by Don Nathanson [BROADCASTING, Aug. 28] in the *Congressional Record* of Aug. 31. I think this is a nice compliment to both BROADCASTING and Mr. Nathanson.—Thomas L. Harris, vice president, North Advertising, Chicago.

FM, AM are equal competitors

EDITOR: Thanks for your story on the second annual sales seminar sponsored in New York by the National Association of FM Broadcasters [BROADCAST-

ING, Aug. 28].

Your story correctly interpreted the optimism prevalent among FM operators, who are now having their individual stations bought as "radio" in competition with AM.

The most encouraging aspect of the seminar was the strong feeling voiced by advertising-agency leaders that their shops are now ready to weigh all radio—FM and AM—on the same scale.—Elmo Ellis, chairman, National Association of FM Broadcasters, and general manager, WSB-AM-FM, Atlanta.

EDITOR: Your story on National Association of FM Broadcasters' seminar gave some good over-all viewpoints of how different members of the industry feel about FM.

I liked Mr. Lee's remark that FM

BROADCASTING, September 18, 1967

television excellence reflects this land of

adventure

Curiosity about our world and universe inspires a spirit of adventure among all men that is never fully satisfied.

Seated in Oklahoma City's Kirkpatrick Planetarium, an interested viewer is artfully sent on a scientifically correct and breathtaking adventure among the celestial bodies in the sky.

It's only natural that this same viewer, when at home, also appreciates the spice of other adventure in television programming... such as Griffin-Leake Television, Inc., provides in proper amount and taste.

**GRIFFIN -
LEAKE
TV, INC.**

KATV-7, LITTLE ROCK

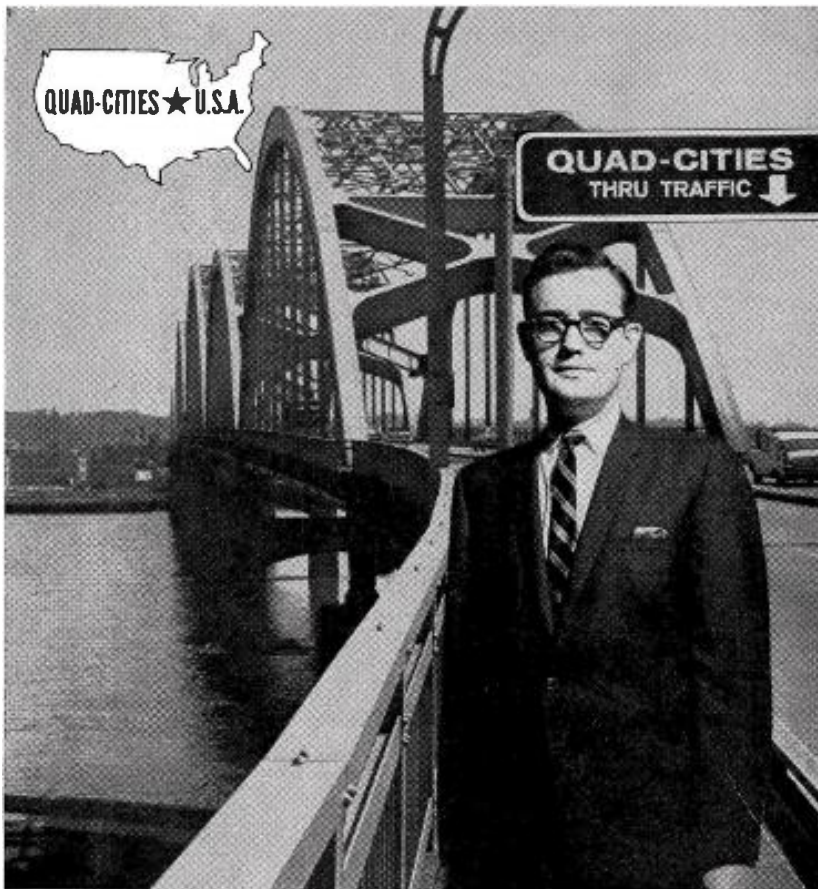
KTUL-TV-8, TULSA

KWTU-9, OKLAHOMA CITY

"YOU'RE ONTO A OOD THING"



TV, INC.



"WOC-TV bridges the entire Q-C mini-megalopolis"

says Harold Heath, WOC-TV Sales Manager

Several bridges cross the Mississippi at the Quad-Cities,* knitting them as closely together as the boroughs of New York. More than 65% of the Q-C residents work in cities other than where they live, which means daily commuting back and forth across these bridges, much as in New York. Yet it doesn't take a complicated media mix to effectively cover this trading area of 1½ million people. WOC-TV bridges the entire market, the largest between Chicago and Omaha, Minneapolis-St. Paul and St. Louis.

Whether you plan a test market or a total market campaign, you'll get the highest possible coverage by letting WOC-TV deliver the Q-C market with your sales messages.

*Davenport-Bettendorf, Iowa - Rock Island-Moline-East Moline, Illinois

WOC-TV ... where the NEWS is
WOC-TV ... where the COLOR is
WOC-TV ... where the PERSONALITIES are



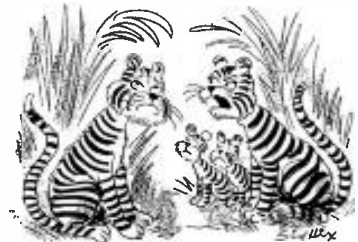
SERVING THE
QUAD-CITIES
FROM
DAVENPORT, IOWA

Exclusive National Representative — Peters, Griffin, Woodward, Inc.

throws in the class at no extra charge. Moreover, Messrs. Torbet, Allspaugh and Greenwald implied that FM must conform to AM standards to gain national dollars. This is partly true. Nevertheless, perhaps the old yardsticks that agencies use to evaluate stations (such as cost per thousand, image, etc.) are outdated and superficial when applied to FM, compared to more detailed consumer characteristics and response patterns.—*Brian Cobb, program director, KNEV(FM) Reno.*

Tiger cartoon tickles Humble

EDITOR: Your Aug. 14 issue of BROADCASTING showed a tiger cartoon that we thought excellent humor and especially adaptable for publication in our



Drawn for BROADCASTING by Sid Hix
"You've been in somebody's gas tank all this time . . . You expect me to believe that?"

monthly employe publication, *Enco Hesperian*.

Would we be permitted to reproduce the cartoon if we gave credit to BROADCASTING? . . . —*R. A. Barragar, public relations department, Humble Oil & Refining Co., Los Angeles.*

(Ed. note: Permission granted.)

Air checks by the handicapped

EDITOR: It seems that three companies . . . are willing to provide essentially the same type of computerized air-check services, at very great costs, beginning in late 1968 (BROADCASTING, Sept. 11).

I submit that the American Association of Advertising Agencies and the Association of National Advertisers could save money and aggravation and kill two birds with one stone by utilizing the great untapped resource of the homebound handicapped, blind, mentally retarded and retired labor force, just as we do, for this important work.

Monitoring could begin within a short time, and many thousands of persons could be gainfully employed. . . .

Our firm has successfully utilized handicapped, blind and retired personnel from all 50 states and has, in fact, provided monitoring services for the National Association of Broadcasters radio and television codes on a continuous monthly basis for over five

McGAVREN-GUILD-PGW RADIO, INC.

AMERICA'S FOREMOST EXCLUSIVE RADIO STATION REPRESENTATIVES.

In addition to
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distinguished stations,
we are now selling...

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WHO Des Moines, Iowa

WRVA Richmond, Virginia

WOC Davenport, Iowa

WIRE Indianapolis, Indiana

WSJS Winston-Salem, North Carolina

WSIX Nashville, Tennessee

KLVI Beaumont, Texas

WCSC Charleston, South Carolina

WIS Columbia, South Carolina

KRYS Corpus Christi, Texas

WDsm Duluth, Minnesota

KORK Las Vegas, Nevada

WDBJ Roanoke, Virginia

WDZ Decatur, Illinois

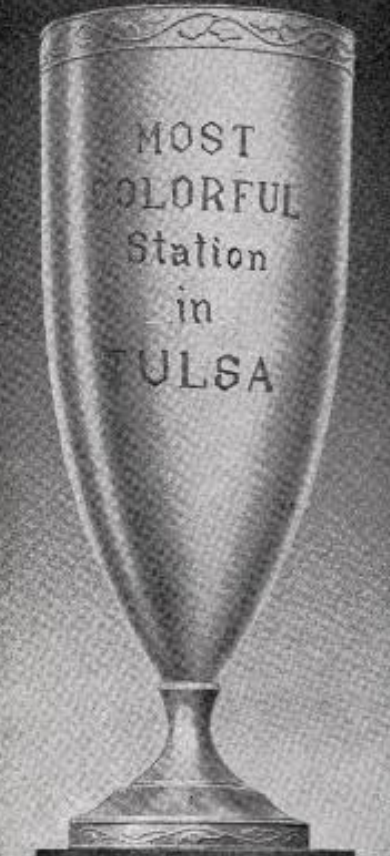
KOLO Reno, Nevada

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...our fans love us for it!

Ask anyone in Tulsa, "What station has the most color?" and they'll tell you "KVOO TV." With the finest color facilities available anywhere, KVOO TV is Tulsa's undisputed leader in color television. Call your Petry man.

KVOO 2 TV
TULSA, OKLAHOMA

Represented by  Petry & Co., Inc.
The Original Station Representative

years.

I respectfully suggest that the AAAA and ANA consider our firm. . . —
Richard A. Drost, president, Air Check Services Corp. of America, Chicago.

Help needed to find old series

EDITOR: Back in about 1946 or 1947 there was a radio series, *In His Steps*, based upon a book by the same title written by a Topekan, Dr. Charles M. Sheldon. I recall that we purchased the series at KTOP and KTSJ (FM), both Topeka, Kan. That's about all I remember.

I wonder if someone in the field can tell me the name of the producer—*Thad M. Sandstrom, vice president-general manager, WIBW-AM-FM-TV Topeka, Kan.*

Pleased by Group W's ads

EDITOR: I must say that the Group W (Westinghouse Broadcasting Co.) series of ads in the Aug. 28 issue of BROADCASTING made me feel lots better about being born a woman. . . . Women are able to zero in on interesting, off-beat subjects that will be highly noticed by viewers. I think it has something to do with our not being so structured, organized and efficient as men—instead, we often have the ability to relax and see the essence of a problem. . . . —*Natalie Waters, assistant director, department of Communications services, Metropolitan Church Federation of Greater St. Louis.*

BOOK NOTE

"Electronic Journalism," by William A. Wood. Columbia University Press, New York and London. 175pp. \$5.

Mr. Wood, a professor at the Graduate School of Journalism at Columbia University with experience as a news executive and broadcaster at ABC, CBS and NBC, covers all aspects of broadcast journalism, network as well as local, in his book. He expresses the view that television "has become the most important single news voice of them all and especially underlines its impact on nonreaders."

He visited 44 stations in 25 cities to gather material and includes examples of initiative and ability demonstrated by local stations throughout the country. Although he presents a generally favorable view of the ability of electronic journalism to cope with its responsibilities, Mr. Wood also analyzes the medium's shortcomings and the challenges of the future.

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BROADCASTING, September 18, 1967

FIRST AGAIN IN '67!



SIGN-ON^{TO} SIGN-OFF

WSYR-TV is No. 1 in Homes
Delivered in the Syracuse Market:

*NSI • Feb. 16 to Mar. 15, 1967
Sign-On to Sign-Off.
Sunday thru Saturday.

***24% More Than Station No. 2**

***73% More Than Station No. 3**

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WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

Too much time and research smother the creative spark

What's the biggest difference between selling in print and selling in TV?

Print's *harder*. Print doesn't do anything to help you. It just sits there, staring back. But television walks and talks and laughs and cries and sings and dances. It's alive. It gives you such a wonderful choice of weapons—everything from the sight gag to the nuts-and-bolts demonstration to a kiss on the cheek.

(You can *try* to make love to a prospective customer in print. You can really *do* it in TV.)

About 95% of my time is spent now working in television—conceiving campaigns, working with producers, slaving with editors over a hot moviola. As a matter of fact, a job we're doing now for one of our clients—Sears, Roebuck & Co.—combines two of my loves: television and retail advertising.

What's so fascinating about retail advertising when most agency people will tell you it's such a drag? When you've got to turn the work out every day, day after day, week after week?

Here's what's fascinating: the sheer *speed* of the thing. You write your commercial—it runs almost immediately—and the next day you can go down to the store and count customers. Real people. With real money. They came to buy what you wrote about. Even if they didn't come, you've learned something. And soon enough not to make the same mistake again.

Evanescent ■ Sometimes, on the other hand, when you're in labor on a national package-goods campaign, you begin to get a creepy feeling that the product doesn't really exist. After you've been thinking about it and talking about it and meeting about it for a year, the thing you're supposed to be selling becomes something very strange, very distant—sort of like the Holy Grail.

And then, after the strategy is set and you've made the ads and researched them five different ways and presented them through the different layers of client command and got them approved and finally seen them run, you still have to wait six months to see if anybody would come in to buy the stuff.

I think nine out of 10 national-advertising campaigns would be vastly improved if the agencies involved had less time to turn them out, if the ads and commercials had to be written as fast as retail advertising gets written.

Yes, I know it's part of advertising mythology that a good writer has to

saturate himself in the product—has to spend six months living it before he touches a typewriter. The trouble is, it doesn't work for me. I know my own best chance of writing a campaign that works will come the first month I'm working on something. Or even the first week. When I can still keep it all in proportion. When it's still a package of soap or a can of beans and not the Holy Grail.

If I'm given too much time, I get too darn smart. I begin thinking like an advertising expert instead of like a consumer. Given enough time, it's so easy to lose contact with your own natural, intuitive, spontaneous reactions to a product and what might make another human being want to buy it. It's so easy to learn too much about how that little package-of-something is made, and from what, and where, and the same for all its competitors. Your brain gets swamped with esoteric bits and pieces of research and with technical facts picked up at some parade through the factory. You know all the client and agency taboos and all the sacred cows.

Blocked ■ And suddenly you can't talk about, or think about, much less write about the product in simple English any more. The concept of whiteness vs. the concept of brightness have become great philosophical issues to you; or you've begun to count the number of seconds devoted to "reason-why" in your commercial vs. the number of seconds devoted to "appetite appeal." And that's when your campaign is going to turn out absolutely dead.

Mind you, I'm not arguing in favor of jumping on board any superficial idea that comes to mind and calling it a campaign. Too much advertising is like that today. I don't think a fast wisecrack is a headline. I don't think a rid-

dle is a headline. And you noticed how many recent campaigns have headlines that are just plain insults? (I mean, really *insults*. Things you wouldn't dare say to somebody.)

What I am saying is, for best results, work as fast as you can. Get your information together fast. Find out who at the client has the least time to waste—he's the one who'll probably tell you what you need to know in unbelievably short order. If you need research, make them do it for you fast. (You'd be surprised how quickly a research department can move if it wants to.) Sure, study the competition—but you can read a lot of advertising and screen an amazing number of reels in a couple of days. And then get your campaign out fast—while you're still thinking like a consumer and not an advertising know-it-all, and before too many people have a chance to help you.

Extra Baggage ■ Because that's another danger of taking too long on a campaign. A slow train takes on a lot of passengers. And the more people involved in creating any advertising, the less likely that advertising will talk simply, meaningfully, persuasively to the one person who's got to understand: the one person watching television.

Remember, the voice of the crowd is always a babble. Your campaign has a much better chance of remaining clear and distinct if you keep the crowd away. Helpful hint: It's wonderful how few people will want to be part of your project if they hear there's an almost impossible deadline to meet.

Tell me what you want to sell, tell me all about it, but please don't give me too much time. Give me money instead—a big budget to put your product in television—and we both have a good chance of being very happy.



In 1953, an institutional ad Reva Korda wrote for Macy's in New York caught David Ogilvy's eye, and Mrs. Korda joined the agency as a copywriter. Since then she has contributed to nearly all Ogilvy & Mather accounts, notably Maxwell House, Pepperidge Farm bread, Schweppes and Lever's Dove Beauty Bar. She's the only woman senior VP (and distaff member of the board) at the agency, and the only woman creative director Ogilvy & Mather ever had.

When WTOP talks, people listen . . . and call in, and participate, and identify, and buy!



Washington's only 50,000 watt
talk station offers the largest
cumulative audience in the market*



A POST-NEWSWEEK STATION • REPRESENTED BY CBS RADIO SPOT SALES

*Mediastat: April-May 1967



CBC "big tube" cameras put sharp TV coverage where the action is!

Three color TV mobile units similar to this one near the 18th hole were used by CBC to cover the event.





One of a total of eleven TK-42 cameras in use—located at several strategic points to pick up all the action.

During the Canadian Open Golf Championship at Montreal—an Expo 67 feature which attracted "name" golfers from all over the world—11 TK-42 "big tube" color cameras were deployed, 3 of them around the 18th green and fairway where much of the action took place.

These cameras were operated throughout several days of changeable weather and with widely varying light levels, constantly producing pictures of brilliance and sharp detail. Long shots depicting the milling crowds of spectators watching a long drive, or close-ups showing the details of tense putting sequences were equally effective.

A total of three RCA Victor-built vans, equipped with eleven TK-42 color cameras, was used to give the very

finest coverage from any vantage point. Narrative was simultaneously done in English and French—the usual procedure in Canada. The English program was fed simultaneously to an American network.

Whether you are interested in large-scale remote pickups, such as this out-size one for the Canadian Open Golf Championship, or for local remotes around town, get the facts on RCA's "big tube" color cameras. Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102.



THE MOST TRUSTED NAME IN ELECTRONICS

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \begin{matrix} \text{MOBILE} \\ \text{ALABAMA} \end{matrix}}$$

*PICK A SURVEY---**ANY** SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



A long, hot week for cigarettes

Pattern set by Banzhaf court challenge fits
views aired by World Conference speakers; Kennedy
returns to Senate to file three antismoking bills

The cigarette war erupted in renewed fury last week.

Broadcasters found themselves fighting one battle—the principle of extending the FCC fairness doctrine to cigarette advertising in the courts—while being bombarded by even more stringent legislative proposals that could result in wiping out virtually all of the \$230 million a year revenues from cigarette manufacturers.

The renewed attack on smoking started early in the week in New York at what was called the World Conference on Smoking and Health, and moved the next day to Washington where Senator Robert F. Kennedy (D-N.Y.) introduced three harsh measures aimed at penalizing high nicotine-tar cigarettes and including statutory restrictions on cigarette advertising on television and radio.

The legal battle actually began nine days ago when John F. Banzhaf III, the young New York lawyer who instituted the complaint against WCBS-TV New York that resulted in the FCC's opinion, filed an appeal in the District of Columbia circuit court. He claimed the commission's decision failed to go far enough. He seeks "substantially" equal time to rebut cigarette ads. The commission had ruled that reasonable rebuttal (on a ratio of one to three, according to informal suggestions from FCC staffers) would be sufficient.

Four days after Mr. Banzhaf's move, the National Association of Broadcasters and WTRF-TV Inc., Wheeling, W. Va., filed an appeal against the same FCC opinion, charging violation of the First and Fifth Amendments.

Jurisdiction Undecided ■ One of the first assured issues between the two complainants is the question of what circuit court has jurisdiction. Mr. Banzhaf filed in the D. C. circuit; NAB and WTRF-TV Inc., in the Fourth Circuit in Richmond, Va. The latter already has stressed that its filing must be the proper one, since it was filed

after the FCC's official memorandum and opinion was issued on Wednesday, Sept. 13. Mr. Banzhaf, this opinion implies, filed too early. In some legal circles, the question of whether Mr. Banzhaf has standing to appeal an FCC order is also being debated.

Mr. Banzhaf claimed that the FCC failed to give him the relief he requested. He said that he had asked for "substantially" equal time to that occupied by cigarette advertising for anti-smoking views. The commission, he noted, has decided that it was the responsibility of the broadcasters to determine this ratio, but that he must provide "reasonable" time for anticigarette-smoking messages. An FCC official, at the time the commission issued its original decision last June, had informally suggested that a one-to-three ratio might suffice—one antismoking message for every three cigarette commercials. Mr. Banzhaf wants the court of appeals to require broadcasters to devote equal time to the messages.

In the broadcast industry's appeal, the FCC's decision was attacked on

constitutional grounds. NAB and WTRF-TV Inc. also charged that the commission's opinion is in conflict with the 1965 Federal Cigarette Labeling and Advertising Act, and exceeds the FCC's statutory authority.

More Laws ■ Beyond the litigation, however, broadcasters found themselves on the receiving end of proposed legislation that would impose the most stringent and harsh restrictions on cigarette advertising on the air.

Proposed by Senator Kennedy last Tuesday (Sept. 12), his trio of bills would give to the FCC the power to limit the total volume of cigarette advertising and to prohibit any cigarette advertising during specified hours (aimed at the times TV is viewed heavily by children). Another measure would require stronger health warnings (that cigarette smoking is dangerous to health, as against the present less declarative "cigarette smoking *may* be dangerous . . .") be required on packs and in all advertising.

In a speech on the Senate floor the same day, Senator Kennedy said he

Ban on ads fails to stop smoking increase

There may be good reason to believe that a ban on advertising will not lower the number of smokers.

That conclusion is based on data provided by John Wakefield, director of social research at Christie Hospital in Manchester, England, to the World Council on Smoking and Health last week. His data suggested that despite a ban on television advertising of cigarettes since Aug. 1, 1965, the percentage of young smokers in that country has actually increased.

In 1965, 58% of males ages 16 to 24 smoked cigarettes. In 1966, the number had increased to 59%.

Among males, the ban on TV advertising apparently affected only older (age 35 to 39) smokers. The percentage of cigarette smokers in this category fell from 54.3 in 1965 to 52.8 in 1966. The ban on cigarette advertising on television has only served to increase the number of female smokers. Women consumed 73 million pounds of tobacco in 1960, but in 1966 that figure rose to 82 million pounds.

The Italian government prohibited cigarette advertising in 1962. Yet the number of smokers in that nation has increased, it was reported at the conference.

would favor a ban on radio-TV advertising of cigarettes before 9 p.m., and would support a move to place certain programs (sports, for example) off limits to cigarette spots.

Perhaps the most radical of Senator Kennedy's cigarette proposals was that for imposing a sliding excise tax on cigarettes pegged to tar and nicotine levels. At its top, it would result in a federal tax of 63 cents a pack, as against the present 8 cents a pack. In addition, Senator Kennedy proposed a percentage increase in this tax related to the weight of the cigarette. He acknowledged it is aimed at the growing introduction of longer and longer cigarettes.

Self-Regulation Fails ■ One of the

sharpest attacks on the cigarette advertising code, and inferentially it is presumed against the NAB codes, was made by Senator Kennedy in his speech to the antismoking conference. He called self-regulation of cigarette advertising a "charade," charged that it was largely ineffective and expressed no hope for a change for the better.

He plumped for a complete ban on cigarette advertising on the air before 9 p.m., asked that a more realistic definition be drawn of what programs are watched by young people, and called for a limit on the overall amount of cigarette commercials on TV and radio stations.

Speaking almost directly to broad-

casters, he urged that they begin to scale down their cigarette advertising so it won't hurt too much when a complete ban is imposed.

Referring to the FCC's fairness doctrine decision, he called on the FCC to establish a special monitoring unit to enforce compliance, and urged the public to monitor TV and radio cigarette advertising and antismoking messages so that the one-to-three ratio is maintained.

At the New York meeting, Emerson Foote, until recently president of Emerson Foote Inc., New York advertising firm, urged support of the FCC ruling.

Tussle Develops ■ Perhaps the most unexpected element of the World Conference was the controversy, verging at times on the bitter, that developed between Mr. Banzhaf and leaders of

Radio-TV hit, praised by antismokers

BANZHAF IS PRICKLY SUBJECT THAT SPLITS NEW YORK DELEGATES

Both scorn and praise were heaped on the broadcast industry last week during the three-day World Conference on Smoking and Health held in New York.

Purpose of the meeting, sponsored by the National Interagency Council on Smoking and Health, was to compare experiences and ideas leading to action against cigarette smoking. But while broadcasting took its lumps for carrying cigarette commercials, differences among some of the 475 delegates resulted in a clash that could, as one delegate said, "be detrimental to the anticigarette cause." At the same time, many delegates lauded broadcasters for their "excellent cooperation" in presenting anticigarette messages.

The cause of the conflict was support by antitobacco forces of John F. Banzhaf's legal fight to expand the purview of the FCC decision which requires broadcasters to provide rebuttal time to cigarette commercials (see page 31). A complaint by Mr. Banzhaf, a young New York attorney, prompted the FCC ruling in June.

Among the recommendations made by various work and discussion groups were:

- That immediate steps be taken to stop cigarette advertising during programs watched by children.

- That warnings be inserted in cigarette advertisements as well as on packages.

- That public and private agencies should support the FCC.

- That newspapers, magazines and

outdoor advertising adopt "fair space" policies.

- That antismoking messages be made more effective.

- That television and feature-film producers be asked to eliminate cigarette smoking in their productions.

The resolutions were described by conference officials as "guidelines and suggestions" for use by national and local antitobacco groups. They hoped that the recommendations and their dissemination would stimulate a greater awareness of the dangers of cigarette smoking.

Banzhaf Asks Help ■ In various discussion groups, Mr. Banzhaf requested support of his fight to support the FCC ruling and, if possible, to modify that ruling so that broadcasters would have to give equal time to antismoking forces. Under present FCC guidelines, stations are required only to offer "reasonable" time for messages warning of cigarette dangers to health.

Mr. Banzhaf, citing "the war chest" amassed by the National Association of Broadcasters to fight the FCC ruling, said he had neither the money nor the experience to tackle the batteries of lawyers that the NAB and the tobacco interests could hire. He said that his original complaint to the FCC was drafted by himself, as a private citizen, with no outside legal help.

Health organizations such as the National Interagency Council, American Cancer Society and the American Heart Association will lend only verbal support to his fight against the broadcast-

ers, he said. The health agencies have not filed supporting papers with the FCC.

Why, he asked, have the health agencies failed to support his fight? One reason, Mr. Banzhaf said, is that these organizations depend on broadcasters free time to assist them in their fund-raising drives. "Therefore they are not about to offend them," he claimed.

Mr. Banzhaf told the conference that the attitude of the health agencies is both "outrageous and incorrect." He claimed that "broadcasters themselves are looking for an excuse to get rid of cigarette advertising which is hurting their public image," and that death resulting from smoking is sufficient reason to support his battle and to insist that broadcasters offer equal time to antitobacco groups.

Mr. Banzhaf said the FCC ruling was the best weapon available in the fight against smoking. "How, I ask you, can the public health organizations of this country ask for more regulation or more legislation when they haven't the guts to defend or enforce what they have?"

Health Groups Fight Back ■ The public health groups were quick to respond to Mr. Banzhaf's attack. Dr. Ashbel C. Williams, president of the American Cancer Society, said that his organization was not "in an adversary position" with respect to broadcasters, and that, in fact, since the FCC ruling, the society has offered its material to the industry. He said that while Mr. Banzhaf had made a great contribution

major health organizations.

Mr. Banzhaf inaugurated the argument when he chided health organizations for not supporting him in his battle to expand the scope of the FCC ruling. He told the conference that he had neither the money nor the experience to carry the fight alone. He charged that the health groups were lending him only verbal support because they feared offending the broadcasters and losing the free time they receive from TV and radio in their fund-raising drives.

Leaders of several organizations at the conference protested Mr. Banzhaf's charges. Expressing fear that the charges would bring harm to the entire antismoking campaign, health group leaders told of furnishing antismoking material to TV and radio stations and

assured Mr. Banzhaf that they would certainly help his litigation by furnishing experts to testify.

The conference ended its three-day deliberations with these recommendations aimed at broadcast medium: Stop cigarette advertising in programs watched by young people, require health warning to be included in cigarette advertising as well as on individual packs, seek the adoption by newspapers, magazines and outdoor firms of a "fair space" policy, and strive to persuade TV and motion picture producers to eliminate cigarette smoking in their productions.

FCC Reasoning ■ Meanwhile, broadcasters can expect to receive soon a copy of the FCC's memorandum issued last Wednesday in which the commission turned down a score of peti-

tions seeking reconsideration of the June decision. The vote last week was 6 to 0, with Commissioner James J. Wadsworth absent.

Perhaps the most intriguing part of the commission's order last week was the obviously ambivalent attitude of Commissioner Lee Loevinger. On the one hand, Mr. Loevinger expressed serious doubts of the legality of the FCC's stand; on the other, he termed as "something very close to wickedness" the use of broadcast facilities to suggest cigarette smoking to young people in the light of present knowledge.

Calling Mr. Loevinger's qualms unwarranted, Commissioner Nicholas Johnson said that no automatic immunity from the fairness doctrine should be given advertising.

to public health by prompting the FCC, his public attack on the health groups could only be harmful.

Dr. Lewis E. January, president of the American Heart Association, said that "in any legal action that may be necessary, regarding the FCC ruling, the American Heart Association feels that it can best fulfill its proper responsibility to the public by calling upon competent scientific authorities within its membership to testify. . . . Any suggestion that the association's course has been, or will be, influenced by fund-raising considerations, is utterly without foundation."

But Mr. Banzhaf's attack had split delegates concerned with the problem into two factions. A top official of a major health group muttered throughout the imbroglio that "the guy (Banzhaf) is a nut. But we gotta live with him. He's going to hurt us, hurt us bad with the broadcasters and the public who'll think we're afraid to practice what we preach."

The clash, however, was patched up before the conference ended with, among other things, a statement by Dr. Luther Terry, chairman of the National Interagency Council and former surgeon general of the U. S., which said that "members of the NIC are now actively considering all possible legal and other means by which they individually and collectively can support the FCC ruling."

David in Battle ■ Antismoking sources indicated the statement was prompted by grass-roots support among delegates for Mr. Banzhaf's battle. "How can they resist?" one official asked. "There he is, like David, fighting the Goliaths of the NAB and the large health groups all by himself. The public will think we've [health agencies] got a deal going with the broad-

casters if we don't support him."

In any event, the conference broke up on a note of cooperation among the various health groups and factions. The most direct and, perhaps, potentially most powerful attack on cigarette advertising was made by Sen. Robert F. Kennedy (D-N.Y.), who spoke during the first meeting of the conference.

Sen. Kennedy lashed out at the tobacco industry by saying it has "demonstrated a total inattention to public responsibility. . . . We have witnessed a charade of purported self-regulation for some years. The codes of self-regulation have been largely ineffective, and I see little hope for change."

"Recently, for example, the Federal Trade Commission reported that the average youngster watches more hours of cigarette-sponsored television than the average adult," he told the conferees. "So I do not think anyone can be impressed with self-regulation up to now."

To television networks and cigarette companies, Mr. Kennedy suggested three steps that he thought should be taken. The first would be a ban on cigarette advertising before 10 p.m.; the second, a more realistic definition of programs which young people are likely to watch, and third, a limit on the overall amount of cigarette advertising.

Supports Senate Bill ■ Mr. Kennedy said he supported a pending senate bill to require disclosure of tar and nicotine content on packages and in advertising. He also announced that on the following day he would introduce bills that would (1) require a warning in all cigarette advertising; (2) authorize the FCC to regulate the times and types of programs on which cigarette advertising may appear as well as the overall volume of advertising; and (3) establish a sliding tax on cigarettes. (See

page 38.)

Mr. Kennedy said that there has been one important and encouraging development in regard to cigarette advertising—"the FCC's ruling . . . [but] like all laws, this wise and constructive ruling will be of less than full effect unless enforced."

Mr. Kennedy said he agreed with Emerson Foote, until recently chairman of Emerson Foote Inc. (BROADCASTING, Aug. 28) and an opponent of smoking, who recently wrote the senator a letter which said that since "cigarettes kill people . . . it is not morally justifiable to encourage people to kill themselves therefore, cigarette advertising on television should be banned."

Foote Opinion ■ Mr. Foote was also among the speakers at the conference. He said that when he first learned of the FCC's ruling, he thought it was an "improper application of the fairness doctrine to compel broadcasters to run free health advertising against the cigarette advertising for which they were being paid. I was actually questioning the FCC action on ethical grounds." But later, after some consideration, he came to the conclusion that "I've been worrying about philosophical and ethical considerations—on the side of the tobacco industry—when cigarettes are killing around 300,000 Americans a year."

Mr. Foote told a discussion group on communications and media that "if further legal action ensues with regard to the FCC ruling on cigarette advertising, I hope that our major health organizations, and indeed members of the legal profession at large, will aid—in every way possible—in helping to keep the FCC decision from being overturned."

Senator Frank E. Moss (D-Utah) in

a speech to the concluding session of the conference said he strongly supported the recommendation of the conference and commended the FCC ruling. Mr. Moss indicated he felt the way to cut down smoking among the young was to place emphasis on instruction and on exposition of cigarettes' dangers.

Reaction by broadcasting and tobacco interests to the conference recommendations was difficult to assess since the resolutions themselves do not have the force of law and are simply guidelines which national and local health societies are urged to follow in their campaigns against smoking.

NAB Appeal ■ Broadcasters did, however, react to the reaffirmation on Sept. 8 of the FCC's cigarette ruling (BROADCASTING, Sept. 11), in the form of an appeal to a Richmond, Va., Federal court by the National Association of Broadcasters and WTRF-TV Wheeling, W. Va., to overturn the FCC ruling (see page 36).

Mr. Kennedy's speech, coming from a member of the U. S. Senate, drew an

immediate response from the tobacco industry. The institute said that "the industry has grave doubts about the accuracy of some of the statements and allegations."

The institute also disputed Mr. Kennedy's assertion that the tobacco industry has shown "inattention" to "public responsibility," by pointing out that the industry has "not only been attentive to responsibility, but has invested its time, talent and funds in an effort to meet that responsibility."

The institute said it has pledged \$10 million to the American Medical Association's education and research fund; has granted more than \$12 million for basic research in smoking and health through the Council for Tobacco Research—U.S.A.; and has made a major contribution in meeting the industry's responsibilities through its self-imposed cigarette advertising code, "charges by Senator Kennedy notwithstanding."

Anti-smoking forces criticized the institute's reply to the senator by pointing out that the American Medical Association is not a member of the National

Interagency Council on Smoking and Health; that the Council for Tobacco Research is an industry-funded organization, and that the cigarette code is slowly being rendered useless by defections from the code by major tobacco companies.

Individual cigarette companies had no comment to make on the Kennedy speech, nor did the Cigarette Advertising Code.

FCC's cigarette order is issued

Unanimous decision upholds original ruling applying fairness to tobacco ads

Five days after it had announced its decision the FCC last Wednesday (Sept. 13) issued the order rejecting a score of petitions for reconsideration of its June order applying the fairness doctrine to cigarette advertising (BROADCASTING, Sept. 11). In a unanimous decision (6-0 with Commissioner James J. Wadsworth absent) the commission affirmed that "the [original] ruling is really a simple and practical one, required by the public interest."

That the commission was preoccupied with a host of government statistics showing a correlative rise in cigarette consumption and teen-age smoking, and the portrayal in cigarette ads of attractive adult conduct with attendant influence on young people, is evident throughout the 43-page order. That the moral questions raised by the issue and the procedures the commission took to resolve them represented "a subjugation of judgment to sentiment," pervaded Commissioner Lee Loevinger's reluctant concurring opinion. The commissioner said that though he had doubts the action "is procedurally and substantively consistent with controlling legal rules," he voted with the majority because "my opinion cannot change the result" and because "of a strong feeling that suggesting cigarette smoking to young people, in the light of present knowledge, is something very close to wickedness."

Prompted by the Loevinger statement, Commissioner Nicholas Johnson issued a concurring opinion in which he termed these qualms "unwarranted."

FCC View ■ On eight counts the commission dismissed the various contentions of the petitioners saying:

- The fairness doctrine does not violate the First and Fifth Amendments of the U. S. Constitution;

- Application of the doctrine to ciga-

Radio sacrificed by cigarette companies?

The future of radio as a medium for cigarette advertising has been kissed off by the major cigarette companies in the opinion of one leading station representative.

In a confidential memo to its clients the New York-based rep pointed out that American Tobacco and R. J. Reynolds, which put a total of \$20.3 million in spot radio and \$3.2 million in network radio in 1966, have already dropped all radio advertising except for 12 stations which have commitments through the end of the year. In the first quarter of 1967, according to Radio Advertising Bureau figures, Reynolds put \$2.1 million of cigarette advertising in spot and \$419,000 in network, and American put \$1.5 million in spot and \$280,000 in network.

Regardless of RAB and other reps' opinions about possible resumption of cigarette advertising next year, the memo said: "Our personal opinion is not optimistic—at least unless or until the climate in Washington takes a dramatic turn away from the subject." It adds that the federal government pressure rather than lessening, "seems to be stepping up."

The memo calls one of radio's "great strengths," that of giving all

copy equal exposure, "an albatross in this situation" since the tobacco industry would not be able to advertise cigarettes and give an extensive health warning equal importance. The manufacturers, the memo adds, feel they can "bury health warnings" in small type at the bottom of print and outdoor advertising and maybe even in a "small crawl" at the bottom of TV commercials.

The action by Reynolds and American, the memo continues, is being used by the cigarette firms to get some leverage from the government to gain "modification of the advertising restrictions" by showing that they have already given up radio and should be allowed to continue to advertise in some manner.

RAB figures showed Liggett & Myers put \$2.7 million in network and \$2 million in spot last year, \$629,000 in network and \$556,000 in spot in the first quarter of 1967; P. Lorillard spent \$7 million in spot and \$1.5 million in network in '66, \$1 million in spot and \$592,000 in network in the first quarter; Brown & Williamson spent \$71,000 in spot last year, \$11,000 in the first quarter. (B&W's radio advertising is confined to Spanish-language stations.)

At 4:46 p.m. in Pittsburgh, Miss Sally Brown watched your coffee spot.



She thought
it was very pretty.

Too bad her mother didn't see it.

At 4:46 p.m. on any weekday in Pittsburgh, more women* are watching WIIC-TV than any other station. For this you have to pay a premium, right? Wrong. For less than the cost of one late afternoon spot on Station B, you can buy two spots on WIIC-TV. And at much less cost-per-thousand (including toddlers)!

Maybe you're thinking "4:46 p.m. is the exception." Okay, you pick a time. Any time. But don't be surprised when you discover that, in Pittsburgh, WIIC-TV

is your most efficient television buy.

Unless, of course, you really want to talk only to the Sally Browns of Pittsburgh.

Demographics: Who sees your sales message is often much more important than how many see it. For your most effective TV buy, look behind the numbers. Consider demographics and CPM, frequency and impact. For some eye-opening facts about selling to Pittsburghers **efficiently**, contact WIIC-TV's Len Swanson or your Blair Television man.

*ARB November 1966 TV audience estimates. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



FULL COLOR WIIC-TV 11



Basic NBC Television Affiliate

rette advertising is "plainly reasonable" in view of a broadcaster's statutory obligation to operate in the public interest;

- Its ruling is not precluded by, but rather implements the policy stated in the Cigarette Labeling and Advertising Act of 1965. The commission took pains to point out its ruling does not require a health warning "in or adjacent" to cigarette ads, that this matter is left up to the broadcaster's "good faith [and] reasonable judgment." And that the ruling "does not preclude or curtail presentation by stations of cigarette advertising which they choose to carry."

- The argument is "neither realistic nor persuasive" that the commission has invalidly made a blanket ruling that any cigarette advertising per se presents a controversial issue of public importance when in fact no such issue can be offered when a lawful business is advertising a lawful product. In the same manner the commission dismissed the contention that in the absence of any health claim in a cigarette commercial, there is no viewpoint to oppose.

- The ruling is not a substitution of "commission fiat" for licensee judgment.

- The ruling is limited solely to cigarette ads and not to ads of other products. The commission dismissed a "parade of horrors" conjured up by the petitioners who said the rule would apply to other product advertising.

- The ruling will not cause any substantial reduction in or the elimination of cigarette ads over the broadcast media.

- The ruling is procedurally valid since "it is not the commission's normal procedure or usual practice" to grant the public an opportunity to be heard in fairness complaints directed against a particular licensee.

The commission also refused to grant a stay of its order saying the petitioners have not shown "any substantial likelihood of ultimately prevailing on the merits of their position" and the public interest would require denial of the request on "injury grounds." The commission said that "any injury to the affected industries is outweighed by the danger of irreparable injury to the public. Indeed, if our ruling will contribute to the avoidance of one untimely death, the public interest would not be served by any delay in its effectiveness."

Loevinger the Critic ▪ Commissioner Loevinger rapped his fellow commissioners for their eagerness to take a stand on the issue, particularly without giving CBS an opportunity to comment on the Banzhaf complaint and without bothering to "secure or ex-

amine the text of the advertisements in question." These procedural defects "would plainly invalidate the action," he said, if the issue before the FCC, on reconsideration, were "merely the validity of the original letter to CBS."

He questioned the applicability of the fairness doctrine to cigarette ads saying that "the commission has not been given a roving mandate by Congress to do whatever it may regard as socially desirable, i.e. 'in the public interest.'" Noting that the commission cannot act without some "definite statutory basis," he said the fairness doctrine is rooted in a 1949 policy statement on programing and a 1959 amendment to the Communications Act: "Neither contains the slightest suggestion that the principle [of fairness] has anything to do with advertising . . ."

And despite the commission statement distinguishing cigarettes from other types of advertising, he said: "It is establishing the principle that the fairness doctrine applies to commercial advertising, as distinguished from paid political broadcasting. The commission will be hard pressed to find a rational basis for holding that cigarettes differ from all other hazards to life and health."

The commissioner struck out at the underpinnings of the ruling that relied so heavily on the Cigarette Labeling Act saying the commission opinion "is strained and unconvincing." The basic difficulty, he said, "is that Congress was obviously ambivalent on this subject that there is no unequivocally clear congressional intent to be derived from the act or its history." In his mind, he said, are "serious doubts that the action taken now by the commission is legally sound or practically effective."

The Other Johnson ▪ Commissioner Johnson claimed that "advertising messages should no more be granted automatic immunity from considerations of fairness than any other category of advocacy." And that since broadcasters, licensed to serve the public interest, "devote significant amounts of their prime time to encourage Americans" to incur the risks posed by smoking, the commission should require them to present warnings "of those responsible citizens who believe cigarette smoking to be dangerous . . ."

Even if he shared Commissioner Loevinger's conclusion that the Cigarette Labeling Act is ambiguous, Commissioner Johnson stated that "it would not alter my view of this issue. Elemental principles of public law dictate that forces within the legislature cannot override a major national policy . . ."

Commissioner Johnson also castigated broadcasters who refused to accept "the spirit of the fairness doctrine and this ruling . . . a mild form of regulation." He said that broadcasters must "not only act responsibly but appear to act responsibly. . . ." To promote cigarette consumption, to the tune of \$200 million in advertising revenues, to be associated "with profitable enterprise dependent upon the promotion of disease, death, dismemberment or degradation of one's fellow—especially children—has historically been viewed in most human societies with even less charity than the senseless criminal act which produces the same end."

First court test of rule

NAB, WTRF-TV appeal order in Richmond; Banzhaf files in D.C. circuit court

Two different U. S. federal courts were asked last week to review the FCC's actions requiring broadcasters to give "significant" time to antismoking programs as a counter to cigarette advertising under the fairness doctrine.

The National Association of Broadcasters and WTRF-TV Inc. Wheeling, W. Va., (WTRF-FM-TV), filed its notice of appeal in the U. S. Fourth Circuit appeals court in Richmond last Wednesday (Sept. 13), the same day the commission issued the official memorandum opinion and order denying petitions for reconsideration.

Earlier, on Sept. 9, the day after the FCC announced that it had decided to deny the requests for reconsideration, John F. Banzhaf III, the 26-year-old New York lawyer who instituted the complaint that resulted in the initial FCC decision, filed his appeal in the District of Columbia circuit court.

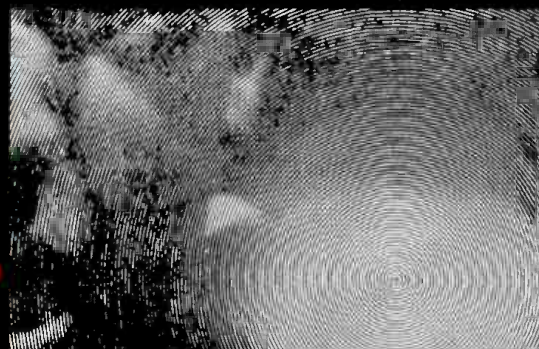
The NAB/WTRF-TV appeal contended that the FCC ruling extending the fairness doctrine to product advertising violates the First and Fifth Amendments, is inconsistent and in conflict with the 1965 Federal Cigarette Labeling and Advertising Act, and exceeds the commission's statutory authority.

Mr. Banzhaf claimed that the FCC didn't go far enough in its ruling. He had asked that broadcasters be required to provide substantially equal time for antismoking programs in relation to the amount of cigarette advertising carried.

The fact that the conflicting appeals were filed in separate appeals courts is taken to mean that there will be a

On Monday Night, September 11th...

**MORE THAN 300 STATIONS
SCORED ALL-TIME HIGH
RATINGS AND EARNINGS
WHEN JACK DEMPSEY
FOUGHT JIM CORBETT IN
THE FIRST FIGHT OF THE
"ALL-TIME
HEAVYWEIGHT
TOURNAMENT"**



YOU CAN STILL GET IN ON THE GREAT SEVEN FIGHT
QUARTER-FINAL, SEMI-FINAL AND CHAMPIONSHIP MATCHES

WRITE... WIRE... OR PHONE...



11205 S. Dixie Highway . . . P. O. Box "H", Kendall Branch . . . Miami, Florida 33156 . . . Phone (305) 238-7721

struggle to determine which one was filed first, since the U. S. court rules require appeals from the same action be heard in the court where the first appeal is filed.

That the NAB and WTRF-TV recognize this problem is clear from the NAB's news announcement pointing out that the NAB/WTRF-TV filing followed statutory procedure "which authorizes an application for judicial review of commission orders only after they are officially and finally released." This is taken to mean that the broadcasters intend to claim that Mr. Banzhaf's filing was too early, since the commission issued its formal and official text only on Sept. 13.

Southern Viewpoint ■ The expectation that this could be vital is seen in the acknowledged, but unspoken, feeling among communication lawyers that the Fourth Circuit, covering as it does Maryland, North Carolina, South Carolina, eastern and western Virginia and northern and southern West Virginia—among them good tobacco-producing states—might be more sympathetic to the petitioners than the D. C. circuit which is considered to be more inclined to sympathize with regulatory agencies.

The NAB/WTRF-TV petition asked the court to suspend the operation of the FCC's order pending final determination of the appeal. A formal request for a stay is due to be filed by NAB and WTRF-TV this week, it was learned.

The NAB/WTRF-TV petition claimed that the commission's ruling deprives broadcasters of the right to determine the programming of their own stations and makes broadcast stations less attractive as an advertising medium for cigarette manufacturers, who would divert their advertising budgets to other media "not affected by the [order]."

Among other points made in the NAB/WTRF-TV filing is that the FCC concluded that cigarette advertising is an expression of a viewpoint on the smoking controversy without a proper record and without factual foundation. The petition also claimed that the FCC adopted the decision without observing required legal procedures. The notice of appeal was signed by Jerome Ackerman of the Washington law firm of Covington and Burling.

In his appeal, Mr. Banzhaf contended that the FCC's decision failed to meet his request for "substantially" equal amounts of time for antismoking programs compared to cigarette advertising carried by broadcasters. He said that the FCC ruling is legally erroneous, contrary to law and established precedent, contrary to "or at least is not in accord with" the public interest,

convenience and necessity, and is unreasonable.

He asked the court to modify the FCC decision to provide that anti-smoking messages under the fairness doctrine "be substantially equal to the time devoted to the broadcasting of cigarette commercials." He also asked the court to affirm the commission's finding that cigarette advertising on the air is subject to the fairness doctrine as a controversial subject, and that broadcasters must present opposing views free of charge.

He also asked that the court refuse to grant any stays of the effectiveness of the FCC's order while the case is awaiting litigation "and make no orders

Other side of smoking

"Enjoy smoking, even if it kills you. This announcement presented in compliance with the FCC fairness doctrine relating to controversial subjects."

That's the way WQIZ St. George, S.C., has "apparently solved the question of the fairness doctrine" relating to cigarette commercials, since the station doesn't have any cigarette advertising.

Clarence Jones, WQIZ president, said the station carries free announcements for the tuberculosis and health associations and feels "obligated" under the fairness doctrine's "present set-up" to offer the other side.

The other side is a "smoke tobacco" public-service announcement in which WQIZ "urges you to go out and buy a pack or carton of your favorite brand of cigarettes, cigars or a pipe or chewing tobacco, and smoke or chew to your heart's desire. Smoke up."

The announcement notes that WQIZ carries no paid cigarette ads.

which would interfere with the effective and immediate enforcement of the decision."

Mr. Banzhaf emphasized that the D. C. circuit court has jurisdiction over FCC appeals. He also stated that he is an attorney representing himself and that he seeks review in the D. C. circuit "in part" because that is the only federal appeals court in which he has been admitted to practice. Mr. Banzhaf was admitted to the D. C. circuit court Sept. 28, 1966.

Of considerable interest to communications lawyers and others who have followed the case is Mr. Banzhaf's

statement in the petition that he wished to reserve the right to "assert that neither decision by the commission [the June 2 letter and the reconsideration denial] is presently reviewable by a federal court." Mr. Banzhaf when asked last week declined to explain this seemingly contradictory position beyond saying that it was a legal tactic that leaves the appealability point open for argument.

Bills back up Kennedy stand

Comes back from New York attack on cigarettes to introduce three measures

For a nonsmoker of cigarettes (he does admit to a very occasional cigar) Senator Robert F. Kennedy (D-N.Y.) had a busy week dealing with the cigarette industry. After appearing as a key speaker at the World Conference on Smoking and Health in New York on Monday, Sept. 11 (see page 32), the senator kept the promises he made there by making another speech on the Senate floor Tuesday, in which he introduced no fewer than three bills to regulate cigarette sales and advertising.

During the rest of the week the senator's office staff kept tabs on incoming correspondence triggered by a spate of letters Senator Kennedy had sent to tobacco-industry and broadcasting leaders earlier in the month (BROADCASTING, Sept. 11).

In his letters the senator gave a rough outline of his legislative plans and asked what self-regulatory steps had been taken, suggesting that timely voluntary action could eliminate the need for his legislation. By late Thursday (Sept. 14), replies had been received from tobacco forces, the National Association of Broadcasters and one network, NBC.

ABC had also sent a letter but it was not available at the senator's office; CBS was reported to have one in preparation and possibly in the mail by Thursday night. At any rate, Senator Kennedy's office decided to withhold the correspondence until all the replies were in and then release them all at once, possibly by early this week.

Other Replies ■ An aide to Senator Kennedy also said some replies had been received from the airlines industry. The senator had asked the industry to stop giving out free samples of cigarettes to passengers.

The three bills, although promised in general outline as early as May

In 336 B.C.

In The Greece of Alexander The Great
This Drachm Was The Dominant Coin



In 1967

In The Television Market of Portland, Oregon

THIS KOIN IS DOMINANT

KOIN-TV



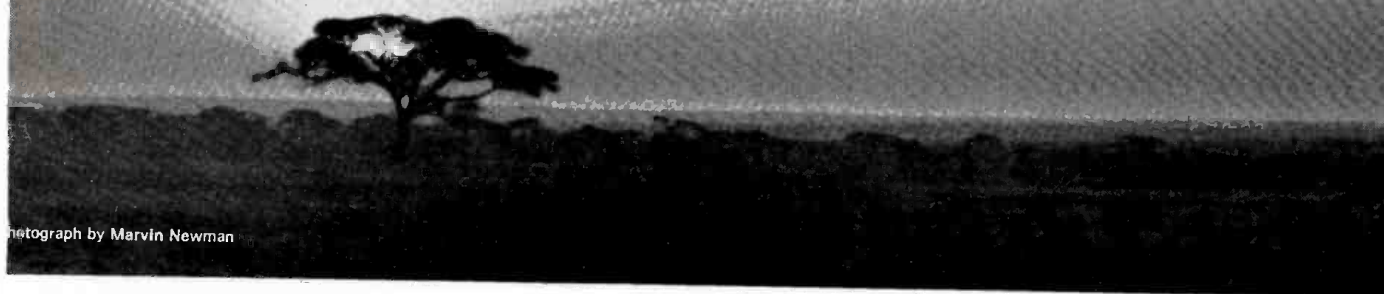
KOIN-TV GUARANTEES to reach more viewers during the total day, sign-on to sign-off, than any other Portland TV station. Any current ARB or NSI Report, subject to their own qualifications, will tell you why.

KOIN-TV CHANNEL 6 PORTLAND, OREGON

One Of America's Great Influence Stations

Represented Nationally by Harrington, Richter & Parsons, Inc.

AFRICA...



Photograph by Marvin Newman

"By any conceivable standard...a landmark."

Jack Gould
The New York Times

An extraordinary primer on the way of life of an entire continent—fascinating and contradictory Africa—was presented last night by the American Broadcasting Company in a dimension without parallel in television.

By any conceivable standard the effort was a landmark in commercial TV, fulfilling a notable educational and informational purpose.

With the "Africa" documentary, the A.B.C. network... have outstepped their network rivals in documentaries.

Jack Gould
The New York Times

An epic venture, covering almost every aspect of the "dark continent," it stood out as a masterpiece of creative electronic journalism.

Make no mistake about this: James Fleming's "Africa" will for years to come be regarded as a landmark of television.

Ben Gross
New York Daily News

... "Africa" was TV in its informative best.

Pete Rahn
St. Louis Globe-Democrat

ABC last week started off right with its \$2,000,000 Africa, a thorough, informative study of the continent's ecology, culture and political life.

Time

ABC turned TV into a magic carpet Sunday night in providing a memorable four-hour visit to Africa, one of the most challenging, expensive and most interesting programs commercial TV has yet done; a wholly absorbing noteworthy TV event that succeeded in both entertaining and informing the viewer.

John Voorhees
Seattle Post-Intelligencer

The entire report was a moving experience. It demonstrated that ABC has opened up a new and exciting avenue for TV's news and public affairs.

Rex Polier
Philadelphia Evening Bulletin

Television reached new heights last night, when ABC-TV... telecast four straight hours of "Africa."

It was one of television's finest achievements—a triumph. In ten years of reviewing I've seen nothing to equal it.

The superb photography, the lucid in-depth examination of tribalism and emerging African independence, the exciting musical score of Alex North, the whole tremendous scope of the presentation was monumental.

Eleanor Roberts
Boston Herald-Traveler

TV's longest documentary needs only the shortest review, the word—magnificent.

It was probably television's finest hour—or four hours.

Percy Shain
Boston Globe

The \$2 million program, broadcast last night, was stunning television: entertaining, informative, superbly written, ably narrated (by Gregory Peck) and backed by a fine Alex North score.

With camera crews headed by photo-journalist Eliot Elisofon, "Africa" knew how to use the medium to put its message across.

Louise Sweeney
The Christian Science Monitor

... must go down as a landmark in TV.

Bevo Baker
Dallas Morning News

"Africa" was a thoroughly interesting and enthralling evening. It was the definitive piece on this still-dark continent, and a document of extraordinary dimensions and of lasting educational value.

For those who missed it, particularly school children, ABC will rebroadcast the program in four parts on four consecutive Tuesday mornings, beginning September 19.

Dean Gysel
Chicago Daily News

The 3M Company served television well by sponsoring this unique and fascinating look at a continent that is too little known in our corner of the world. And the same firm's plan to repeat the program in four hour-long installments during school hours is also to be commended.

Ann Hodges
Houston Chronicle

"Africa"... did give ABC-TV and indeed all of television a new, fresh reason to be proud.

Lawrence Laurent
Washington Post

ABC's "Africa" was a fine achievement, a rich, rewarding program that was worth four hours of anybody's time. It did what certain writers used to predict television would do—open our eyes, stretch our minds and enthrall us at the same time.

Bob MacKenzie
Oakland Tribune

Solid indeed is ABC's "Africa," a richly illuminated examination of the Dark Continent... one of the most challenging documentaries ever made.

Newsweek

No program in recent memory has received more glowing comments in the nation's press, and ABC is deeply appreciative. Most of the reviews stress the program's educational and instructional value. To make "Africa" available to millions of school children who may have missed its original telecast, the program—again sponsored by 3M Company—will be repeated in four one-hour segments, on consecutive Tuesdays, beginning September 19 at 9:30 AM.



(BROADCASTING, May 22), proved on close inspection to be anything but mild. The most innovative proposal, which would levy a sliding excise tax on cigarettes pegged to tar-and-nicotine levels, was a harsh blend indeed. At its maximum assessment it would raise the federal tax on each pack from the present eight cents to 63 cents, or \$6.30 a carton.

The maximum tax would apply a \$15-per-thousand rate to cigarettes testing higher than 30 milligrams of tar or more than 2 milligrams of nicotine. In addition, cigarettes weighing more than 3 pounds per thousand (a provision aimed at 100-millimeter cigarettes) are deemed to be liable to a tax rate 2.1 times that specified for lighter (and hence shorter) cigarettes. (Leaving no stone unturned in its bias against longer-than-long smokes, the bill also provides that cigarettes more than six-and-a-half inches long shall be computed as though each linear two-and-three-quarter inches was a separate cigarette.)

Cigarettes delivering less than 10 mg tar and 0.8 mg nicotine would be liable to a tax of \$4 a thousand (the present rate on all cigarettes). For cigarettes with 20 mg or less tar and 1.4 mg or less nicotine, the rate would be \$7 a thousand. Cigarettes complying to the 15-mg-tar goal cited by health experts during the Senate hearing on "progress toward safer cigarettes" (BROADCASTING, Aug. 28), would fall in this category, with a 14-cents-a-pack tax (unless they weighed more than three pounds per thousand).

Cigarettes with less than 30 mg tar and 2 mg nicotine would rack up a 20-cents-a-pack excise (\$10 per thousand), and those with higher ratings would hit the \$15-per-thousand maximum.

FTC Tests ■ Under the bill (S. 2396), the Federal Trade Commission would "from time to time (but not less often than once each calendar quarter)" test all available brands, including imports, to ascertain the applicable tax rate. The measure has been referred to the Finance Committee.

One of Senator Kennedy's other two bills, which come under the aegis of the Commerce Committee, would require the stronger health warning recommended by the FTC ("Cigarette smoking is dangerous to health and may cause death from cancer and other diseases") to appear on the face of cigarette packages and in all advertising, along with tar and nicotine ratings. The other would give the FCC the authority to limit the total volume of cigarette advertising and prohibit airing of any cigarette commercials between such hours as it may specify (S. 2394 and 2395, respectively).

The senator has noted that he would favor a ban on radio-TV cigarette advertisements before 9 p.m., to limit exposure of children. In addition, certain types of programs could be declared off-limits to the cigarette companies.

The warning-label bill would require the revised text to be included in all advertising as well as appear on packs. It is similar to legislation introduced in the House by John E. Moss (D-Calif.) except that it gives the FTC specific authority to regulate the form and position of the warning and requires it to be placed on the front of the package.

The Commerce Committee chairman, Warren Magnuson (D-Wash.), is already on record as sympathetic to cigarette regulation. He introduced legislation in May, cosponsored by Senator Kennedy, that would require tar and nicotine ratings to appear on packs and in advertisements. He also sent a congratulatory telegram to last week's New York smoking-and-health gathering, but did not appear before it.

Senator Kennedy, a cosponsor with Chairman Magnuson on the tar-labeling bill, also picked up a cosponsor for his three new measures. Senator Jennings Randolph (D-W. Va.) added his name to the bills, although he made no floor remarks in their behalf. It was intimated that he may have some comments on the legislation this week.

In addition, Senator Frank Moss (D-Utah) added his name to the stronger-warning measure.

Red Lion asks fairness review

Supreme Court petitioned to pass on constitutional questions re FCC policy

The U. S. Supreme Court was asked last week to review a three-year-old fairness doctrine case, this one dealing with personal attacks.

A petition for review was submitted to the Supreme Court on Sept. 11 by Red Lion Broadcasting Inc., licensee of WGBH-AM-FM Red Lion, Pa. (CLOSED CIRCUIT, Sept. 11). The Red Lion stations, principally owned by the Reverend John M. Morris, are seeking reversal of a June 13 decision of the District of Columbia circuit court of appeals upholding the FCC's interpretation of its fairness doctrine (BROADCASTING, June 19).

The case goes back to the 1964 elec-

tion campaign when the Reverend Billy James Hargis, in a sponsored program over WGBH stations, allegedly attacked Fred J. Cook, author of an anti-Goldwater book. Mr. Cook demanded time to reply and the stations offered to sell him the time. Mr. Cook demurred at paying and complained to the FCC. The commission, in an Oct. 8, 1965, letter to Red Lion, enunciated its view that time must be made available to a person who has been personally attacked, whether or not the complainant can afford to pay for the time.

The circuit court, with one of the three judges not participating, held that the FCC fairness doctrine is legal and encourages free speech on the air.

Constitutional Questions ■ The Red Lion petition for a writ of certiorari contended that the FCC's fairness policy violates the First, Fifth, Ninth and Tenth Amendments to the Constitution. These deal, respectively, with free speech, due process, other rights retained by the people, and powers reserved to states.

The requirement that a broadcaster seek out persons allegedly attacked, furnish a script, tape or summary, and grant him free time to reply without respect to his ability to pay, "places an obvious and unreasonable burden on free speech," the Red Lion petition said. These requirements, it added, put the broadcaster in peril in carrying any program involving controversial issues. And it also means "onerous" extra expense to the broadcaster in complying with each step.

There's even an element of double jeopardy involved, Red Lion claimed. Referring to the U.S. Supreme Court's ruling in the *New York Times* and the Associated Press cases earlier this year holding that attacks on public figures by news media are immune from libel actions unless malice is shown, Red Lion quotes approvingly from the *New York Times* decision on the "profound national commitment to the principle that debate on public issues should be uninhibited, robust and wide open . . ." and the seeming contradiction by the FCC's insistence that broadcasters following this principle may have to pay for it out of their own pocket. "The inevitable effect," Red Lion said, "is to stifle free discussion."

The fact that the FCC had to issue a "Fairness Primer" to explain its policy is cited by Red Lion as an indication of the "amorphous" nature of the doctrine. And, it continued, the commission has been extending the implications of the fairness policy by interpretations; the personal-attack factor is one example of this. "The commission, in its discretion," Red Lion stated, "adds new provisions to its rule so as to conform the rule with the facts and the result desired."

"This is," Red Lion concluded, "pre-

David gives reasons radio is losing tobacco accounts

Possible government clampdowns on cigarette advertising aren't the reason some major tobacco companies have pulled out of national and spot radio, says Miles David, president of the Radio Advertising Bureau.

"That's an erroneous theory," Mr. David told BROADCASTING. "Any attempt to cut back in one medium in the hopes of forestalling government action would cut off the tobacco industry's opportunities to use other media."

"Besides, radio is more controllable than any other medium if an advertiser is worried, as are cigarette companies, about reaching youth. There are stations and times of the day when young people just don't listen to the radio."

Mr. David attributed recent radio cutbacks by tobacco companies and their agencies to "factors extraneous to media judgment," that is, unrelated to radio's cost-per-thousand, its reach or its ability to carry an effective message.

He indicated that the recent proliferation of brands—king size, menthol, super-king-size, etc. — has prompted some advertisers to opt for TV where they feel maximum "package identification" can be attained.

Moreover, Mr. David said, some advertisers feel the new, longer cigarettes require a visual presentation in order to get the brand's difference across to the viewer.

RAB, said Mr. David, is attempting to dispel that attitude among cigarette advertisers. "We've placed tape recorders at cigarette counters and listened to customers ask for the brands," he said. "It's apparent the brand boom has created some long and complicated names. It's not so much a matter of visual orientation for consumers as it is an oral orientation." Mr. David indicated that now the ear has to be trained as well as the eye since many customers cannot associate with a brand package since it is, more often than not, in a wire rack behind a

counter. Instead, the consumer now asks for "super filter king brand x with mentrol," an exercise in enunciation if there ever was one.

Mr. David indicated RAB has received "encouraging response" to a new presentation given by him and Robert Alter, executive vice president of RAB, to top tobacco officials on the value of radio advertising.

An executive of a tobacco company heavily committed to radio told BROADCASTING he believed advertising cutbacks in the medium reflect the desire of some cigarette companies to acquire interests and subsidiaries outside the tobacco business. "Radio is the easiest to cut back without risking all your business," he said. "Cancelling radio advertising is one way of building up a reserve of ready cash with which to expand in other directions and since no one is sure what's going to happen as far as the government is concerned, it's a good idea to branch out."

cisely the type of broad prophylactic rule which this court [the Supreme Court] has condemned."

The Red Lion petition was signed by Roger Robb, William A. Porter and H. Donald Kistler, of Robb, Porter, Kistler and Parkinson, and by Robert E. Manuel and Thomas B. Sweeney, of Manuel and Sweeney.

Fairness doctrine called 'monstrosity'

Sol Taishoff, winner of the Radio and Television News Directors Association's Paul White Award, last week hailed the RTNDA for the challenge it has raised to the constitutionality of the FCC's fairness doctrine, in remarks prepared for presentation at the banquet winding up the RTNDA 1967's convention in Toronto Saturday night (Sept. 16). (see page 66). Mr. Taishoff suggested that the entire RTNDA membership be named for a future Paul White Award, which is given for over-all contributions to broadcast journalism, "when your fight is won."

Mr. Taishoff, editor and publisher of BROADCASTING and Television magazines, labeled the doctrine, under which broadcasters carrying one side of a controversial subject must air all sides, the

single most important factor inhibiting broadcast journalists in the production of sharply articulated editorials on subjects of significant controversy. He noted that editorializing by stations is on the increase, "but the ventures into really nitty-gritty issues are more the exception than the rule," he said. "It is a rare editorial that endorses an unpopular cause, however just."

A disinclination of the part of station managers to rock the boat is undoubtedly a factor in that situation, he said. But "the real culprit, I hardly need tell this audience," he said, "is that regulatory monstrosity of FCC creation, the fairness doctrine." He pointed to a recent National Association of Broadcasters' survey indicating that 60% of all station managers traced their inhibitions in dealing with controversial subjects to that doctrine.

Accordingly, he said, it is fitting that the RTNDA has attacked head-on the constitutionality of the fairness doctrine. The association and eight station owners have brought suit in the U.S. Circuit Court of Appeals in Chicago to overturn the commission action adopting portions of the doctrine as agency rules. The suit claims the action infringes broadcasters' freedom of speech and press. CBS and NBC have filed similar suits (BROADCASTING, Sept. 11).

"You are entitled to rise as a group and give yourselves a round of ap-

plause," Mr. Taishoff said. "Certainly I applaud you, as anyone who genuinely believes that the First Amendment [which guarantees freedom of speech and press] is worth keeping."

He said there is a risk involved in the course the association has chosen. But he urged association members to proceed and he urged their companies to provide them with whatever funds they need.

"The elimination of the fairness doctrine would emancipate broadcast journalism for larger ventures and greater service to a nation that needs to see and hear what is going on around the corner, in the next country, in the world and in space," he said.

But while cheering broadcast newsmen on in their fight for greater editorial freedom, he suggested they make more imaginative use of their media in expressing their editorial opinions. He endorsed the suggestion of Senator Philip Hart (D-Mich.), at the National Broadcast Editorial Conference at the University of Michigan last month (BROADCASTING, Aug. 7). Senator Hart said then that broadcast editorials could be more effective if their creators borrowed the technique used in effective broadcast commercials.

Most present broadcast editorializing, which borrows heavily from the traditions of print media, Mr. Taishoff said, is "dull."

ANA, AAAA hear computer monitoring pitch

BAR, AMPS SYSTEMS PRESENTED TO JOINT COMMITTEE

Proponents of three electronic, computerized commercial monitoring systems (BROADCASTING, Sept. 11) made presentations to the Association of National Advertisers-American Association of Advertising Agencies joint policy committee on broadcast talent union relations Thursday (Sept. 14) in New York.

Because of prohibitions against the associations' taking any official position on the general question of commercial monitoring, let alone the merits of any individual system, the meeting was closed to newsmen. Presentations were made separately and privately, and committee members were not allowed to ask questions.

Bob Morris and Phil Edwards, respectively president and chairman of the board of Broadcast Advertiser Reports, said last week they had emphasized the "conservative approach" to computer monitoring represented by their Videomatic system.

Citing BAR's loss of more than \$250,000 in the failure of its attempt to extend its present recording-and-manual-transcription monitoring technique to a nationwide basis (BAR now monitors only the top-75 markets), Mr. Edwards said: "We are not seeking capital investment. BAR is merely asking for deposits (from agencies) against services to be rendered."

In its written proposal, BAR requested deposits of \$5,000 down and

\$2,000 a month between November 1967 and March 1968 to be applied against usage of the Videomatic system over a four-year period commencing Jan. 1, 1968. In exchange, "charter subscribers" would be entitled to a continuing 15% discount from "a rate card yet to be published, as applicable to the position" he might otherwise find himself in on such a rate card.

BAR plans to begin Videomatic operations in the top-25 markets by mid-year 1968, in the top-50 by the end of 1968, and in all markets over a period of "several years."

Available ■ Mr. Morris, in an explanation of Videomatic applications, emphasized the system's flexibility in relation to agencies' different procedures and needs, "by producing a data bank from which agencies can draw whatever information is needed."

He added, however, that "the agency would need to be computerized to efficiently handle the mass data Videomatic would produce" on proof of performance, talent payment, spot-TV estimates and competitive data.

BAR's written proposal suggested an annual subscription rate for the complete service to agencies of 50 cents to \$1 per \$1,000 of spot-TV billing.

Mr. Morris also mentioned the eventual possibility of "a standardized system of buying and selling time" to evolve from automated monitoring. And he suggested that "agencies might

require that stations use a print-out from Videomatic as the affidavit or starting point for station invoices. . . . Important income could be had from stations if they were to use the system to render certified invoices."

On the balance, he suggested that "automatic logging could perhaps be of interest to stations. But 100% advertiser cooperation would be needed and stations would still have to prepare advance logs for operational purposes."

Mr. Edwards reported that BAR has "for several years now been planning the possible participation of Marine Midland Grace bank in New York" in the Videomatic system as the source of "a reasonable flow of cash to meet this industry's needs for talent and/or media payments."

Dr. Eli Goldberg, president of Monar Market Planning and proponent of the AMPS (agency-media-performer-sponsor) system, said he had emphasized the importance of "hard and software integration" in the success of any system, and had proposed the formation of an "industry standards committee" to work toward standardization from what he called "the illogic and inconsistencies of agencies' internal systems" as a demonstration of agency interest in the project.

The AMPS project is the only one of the three proposed systems without developed hardware for the actual monitoring operation. Dr. Goldberg said it is "vital" that hard and software "be developed in tandem."

Bankers Trust Co., "significantly involved in the AMPS project," according to Dr. Goldberg, is developing AMPS' software, while its hardware is

BAR network-TV billing report for week ended Sept. 10

BAR network TV dollar revenue estimates—week ended Sept. 10, 1967 (net time and talent charges in thousands of dollars)

Day parts	Networks	Week ended Sept. 10	Cume Sept. 1-10	Cume Jan. 1-Sept. 10	Calendar Month August	Day parts	Networks	Week ended Sept. 10	Cume Sept. 1-10	Cume Jan. 1-Sept. 10	Calendar Month August
Monday-Friday	ABC-TV	—	—	—	—	Sunday	ABC-TV	78.2	130.4	3,903.7	174.7
Sign-on-10 a.m.	CBS-TV	\$ 93.9	\$ 119.8	\$ 4,017.2	\$ 415.2	6 p.m.-7:30 p.m.	CBS-TV	249.1	416.5	7,377.1	435.0
	NBC-TV	310.7	375.4	9,591.8	750.4		NBC-TV	100.0	289.0	4,623.9	68.4
	Total	404.6	495.2	13,609.0	1,165.6		Total	427.3	835.9	15,904.7	678.1
Monday-Friday	ABC-TV	1,093.5	1,296.3	46,641.3	5,024.2*	Monday-Sunday	ABC-TV	4,922.9	6,320.3	164,921.6	15,270.4*
10 a.m.-6 p.m.	CBS-TV	2,649.2	3,180.4	109,915.5	11,824.4*	7:30-11 p.m.	CBS-TV	6,376.8	8,271.1	190,622.7	17,947.7*
	NBC-TV	1,560.8	1,837.5	57,286.7	6,172.9		NBC-TV	4,578.6	6,301.4	187,059.9	17,437.3*
	Total	5,303.5	6,314.2	213,843.5	23,021.5*		Total	15,878.3	20,892.8	542,604.0	50,655.4*
Saturday-Sunday	ABC-TV	711.7	1,152.3	26,704.6	1,925.2*	Monday-Sunday	ABC-TV	210.8	278.5	8,204.7	1,333.1
Sign-on-6 p.m.	CBS-TV	1,280.1	1,841.1	27,696.0	1,507.1	11 p.m.-Sign off	CBS-TV	21.6	363.2	2,897.0	827.0
	NBC-TV	1,245.6	1,869.1	18,776.6	2,021.1		NBC-TV	901.0	993.9	13,589.1	1,394.0
	Total	3,237.4	4,862.5	73,177.2	5,453.4*		Total	1,133.4	1,635.6	24,690.8	3,554.1
Monday-Saturday	ABC-TV	226.3	373.9	9,902.4	930.1	Network totals	ABC-TV	7,243.4	9,551.7	260,278.1	24,657.7*
6 p.m.-7:30 p.m.	CBS-TV	454.4	551.5	19,141.9	1,639.9		CBS-TV	11,125.1	14,743.6	361,667.4	34,596.3*
	NBC-TV	645.3	780.3	21,234.4	2,534.3		NBC-TV	9,342.0	12,446.6	312,162.4	30,378.4*
	Total	1,326.0	1,705.7	50,278.7	5,104.3	Grand totals					
						All networks		\$27,710.5	\$36,741.9	\$934,107.9	\$89,632.4*

*Revised from earlier report.



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THE VISUAL/ALLEN HIGH-BAND VIDEO TAPE RECORDER LINE

VTR Designed and Built from the Operator's Viewpoint

New Precision Long-Life High Band Video Head	New Precision Tape Transport	New "State-of- the-Art" VTR Electronics Systems
New Operations Oriented Console Housing	Full Monitoring and Playback Processing Facilities	Simple, Occasional Maintenance for Routine Excellent Performance

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To fulfill a long standing industry requirement this long-life VTR video head is designed and built as a *precision instrument* to provide a revolutionary new tool for the highest quality color VTR operation.



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being developed at CBS Laboratories. Officers of the bank accompanied Dr. Goldberg at his appearance before the ANA-AAAA committee.

Jordan Ross, president of Talent & Residuals, a Chicago single-employer talent-payment firm, and proponent, with the Sangamo Electric Co., of the "Teleproof I" monitoring system, was not immediately available for comment on his presentation to the joint committee.

Mr. Ross's system is designed for an initial nationwide service of proof of performance to agencies, available by the end of 1968.

Also in advertising . . .

Headquarters switch ■ Botsford, Constantine & McCarty, formerly based in Seattle, has established new corporate headquarters in San Francisco. Led by agency President Joseph Maguire, 21 account, media, research, creative and production personnel have made the transfer from the Northwest.

Another 101 ■ Sylva Thins, a new-100 mm cigarette made by American Tobacco Co., has been introduced in the New York area. The new brand is smaller in circumference than conventional 100 mm cigarettes and is said to contain less tar and nicotine than other brands of that length. TV, newspaper and transit advertising is being handled by Norman, Craig & Kummel, New York.

The unknowns of radio

That's the big problem medium has to solve before drawing advertisers

The chairman of the board of the largest advertising agency based on the West Coast, one that handles the biggest broadcasting account from that area, last week told the Southern California Broadcasters Association that advertiser fear of the unknown audience characteristics and commercial effectiveness of the medium is probably radio's most formidable marketing hurdle. In a luncheon meeting speech, Frederick M. Mitchell Jr. of Erwin Wasey Inc., Los Angeles, agency for Carnation Co., pointed out that radio's audience data and its evaluations of commercial effectiveness are neither readily available nor particularly accurate or comprehensive.

"Who needs radio when we find it so difficult to find out how well we do in the medium?" Erwin Wasey's chairman asked. "We have no reason to crusade for braving the unknown in

radio when there are far more stories of success available in TV," he said.

The radio broadcaster's group, meeting in Hollywood, was urged to get more adequate audience data, underwrite research into commercial effectiveness and also possibly sponsor experimental efforts in radio commercial writing.

Addressing himself to this last point, Mr. Mitchell explained that "most agencies today do not retain top skills in radio writing." He suggested that radio give advertisers and agencies information necessary "to make us knowledgeable or potentially so" and to help "us learn to write effective commercials —ones that are demonstrably so according to sound, objective data."

Earlier in his speech, Mr. Mitchell reported that Erwin Wasey has increased its use of radio by some 250% in the last four years and by 72% since 1965. Commenting about radio's selectivity, he cautioned that television "better be prepared for the gradual change" in its own status as result of a similar evolutionary process. With the proliferation of TV stations and the ensuing wider range of programming made available, "TV is going to lose its mass quality," Mr. Mitchell predicted.

ARB reorganizes, names four as group VP's

A change in the organizational structure of the American Research Bureau, Beltsville, Md., which resulted in the appointment of a new vice president and the promotion of others to head four management groups, was announced last week.

Norman Hecht, assistant to Dr. Peter Langhoff, ARB president, was named vice president in charge of network, agency, film company and advertiser (NAFA) services. He will report to Dr. Mark Munn, formerly vice president, NAFA, who has been named group vice president for sales.

Three other group vice presidents were also named: Rupert R. Ridgeway, operations; Maurice J. McCarthy, administration, and Herbert S. Kaufman, plans.

Dr. Munn came to ARB early last summer from Gardner and Leo Burnett agencies; previously he was with WGN Chicago and in educational radio and television. Mr. Hecht joined ARB earlier this year from the Gardner agency in New York where he was corporate media-research director. Before that he served in media-research positions with Kenyon and Eckhardt and Grey Advertising. C. A. Kellner, as vice president, continues to have responsibility for television-station clients, and Roger Hoeck, for radio-station sales.

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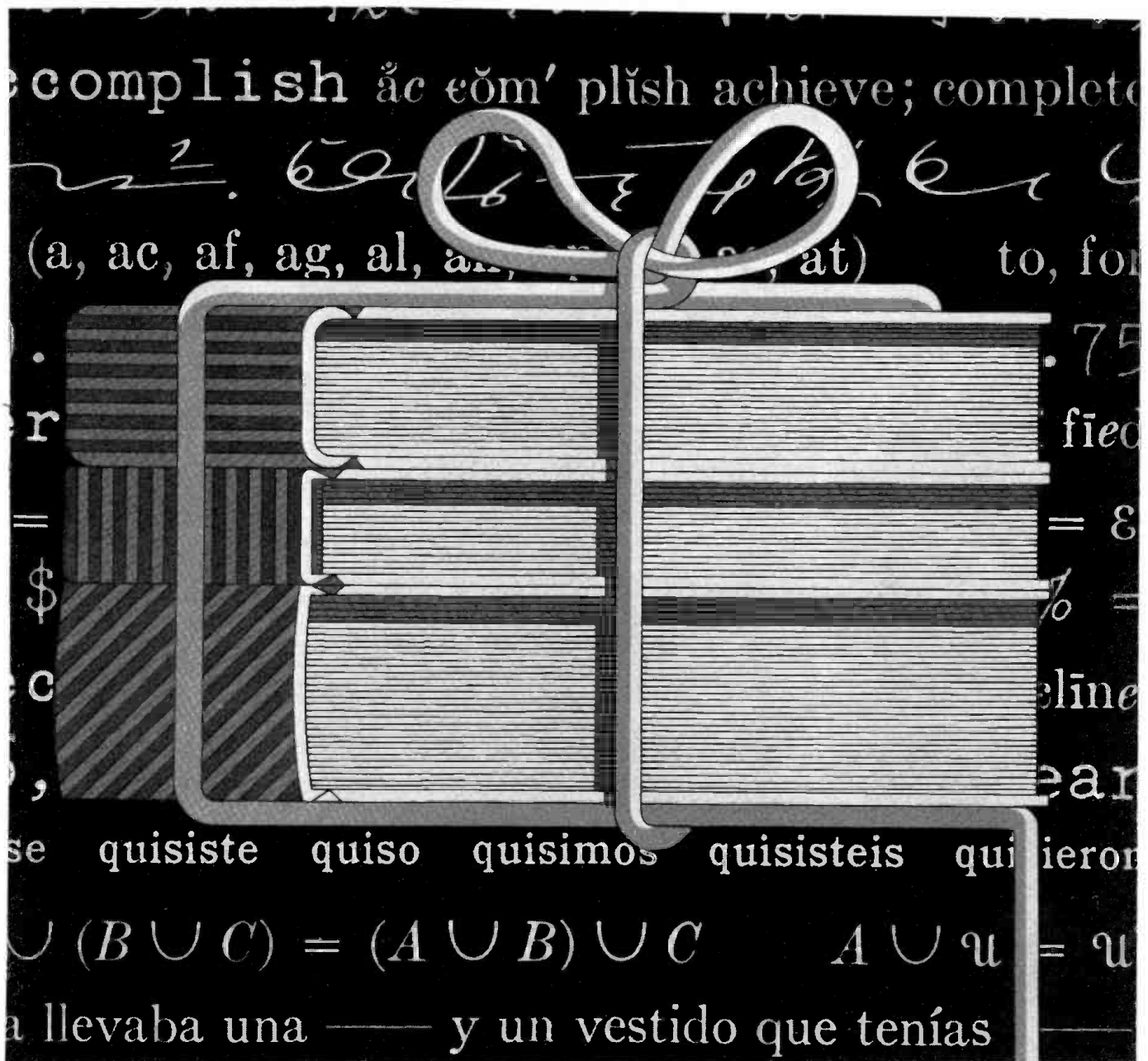
To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1968 BROADCASTING YEARBOOK won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as THE authority for a multitude of facts about television and radio . . . dependable facts they can

translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1968 BROADCASTING YEARBOOK, packed with more data about the broadcast media than ever before, will be delivered to subscribers in December. Your message gets a big bonus of attention and long life at regular BROADCASTING rates. Today's the day to reserve a good spot for it.

Deadlines? Oct. 1 if proofs are needed; Oct. 15, no proofs.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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All-electric buildings and electronic aids to education have already made school surroundings and classroom work more stimulating for students and teachers alike.

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*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, New York, N. Y. 10020.

Liberty Mutual expands TV budget

Liberty Mutual Insurance Co., Boston, is increasing its advertising budget by 35% in 1968 to approximately \$2.6 million. Under the expansion it will sponsor fully two outdoor-sports television series to reach the company's prime target of suburban homeowners ranging from 25 to 45 years old.

Robert Mattox, assistant vice president and advertising manager of Liberty Mutual, said that the company spends more than 90% of its advertising allocation in television, a share that has been growing each year from 1961 when the company ended its reliance on print advertising.

The major color-TV vehicles in 1968 will be *Gadabout Gaddis: The Flying Fisherman*, which Liberty Mutual sponsors in 73 major markets, starting this fall, and *The Outdoorsman: Joe Foss*, a new series that begins the first week in January, initially in 42 key markets and with the expectation that coverage will expand during the year.

Liberty Mutual began with *Gaddis* in 1964 in one market and enlarged its lineup to 28 in 1965, 50 in 1966 and 73 in 1967 as the program demonstrated each year its capability of reaching effectively the selective audience for the insurance company's prime prospects. The host of the program R. Vernon (Gadabout) Gaddis has proved to



Joe Foss with a jaguar during on-location shooting in British Honduras for 'The Outdoorsman: Joe Foss,' which Liberty Mutual Insurance Co. will sponsor in 42 top markets, starting Jan. 1, 1968.

be a highly identifiable and merchandisable spokesman for Liberty Mutual, according to Mr. Mattox.

The success of *Gaddis* prompted Liberty Mutual to add a second outdoor program in 1968 and, according to Mr. Mattox, *The Outdoorsman: Joe Foss* is intended to have wider appeal since it will embrace hunting, conservation and wild life as well as fishing. Mr. Foss, a former commissioner of the American Football League, ex-Governor of South Dakota and a Congressional Medal of Honor winner whose avocation is the outdoors, will appear as host and guide on each of the 26 half-hour color segments. They are being produced in locales including Florida, Wyoming, Texas, Hawaii, British Honduras, Alaska, Canada and Mexico.

The films are being produced by Foss/Halmi Inc., New York, a partnership of Mr. Foss and Robert Halmi, who is the producer and director. BBDO Boston, is the agency for Liberty Mutual.

McCall's Patterns 'sponsors' ETV show

McCall's Pattern's Inc. will underwrite *Smart Sewing*, a National Educational Television series of 10 half-hour shows, again this year.

Last year, the series appeared on 67 NET-affiliated stations across the country, and "received substantial mail. So we decided to do it again this year," Herbert Bijour, McCall's Patterns president, said last week.

This year, the series has a new star, Martha Van Lennep, a McCall's staff member. Its production-budget has been increased from \$40,000 to \$60,000. It will be seen on an expanded line-up of 105 of the 125 NET-affiliated stations, and McCall's will spend \$40,000 promoting the show, according to Mr. Bijour.

"We're putting out a leaflet. We'll be offering a sewing-book premium on the show. The 60 girls we have working with home economics departments in the schools will promote the show. We're putting out a mailing to all the city and state home economics administrators. And we have an extensive advertising campaign aimed at retailers, urging them to promote tune-in," he said.

That campaign was kicked off Sept. 8 with a two-color double-truck advertisement in *Women's Wear Daily*, with the headline, "On television, over 500 hours of home sewing instruction, made possible by a public service grant from McCall's Patterns."

Actually, the grant from McCall's is in the form of a finished series in the

can, and no money is directly involved. *Smart Sewing* is produced for McCall's by Selig Alkon of Score Productions, New York, and prints are turned over to NET, which then distributes the series through its "flexible service."

According to Mr. Bijour, the series enjoys considerable repeat-play by NET stations: "We advertise 'over 500 hours' to the trade. But most of the stations run it twice and some three times, so I estimate we get more than 1,000 hours of television time. Our biggest competitor, Simplicity Patterns, has only nine minutes on *The Ed Sullivan Show* between September and June."

Ad volume growth put at 45% in decade

With considerable balancing of factors and considerations, Dr. Jules Backman, New York University research professor of economics and author of the recent study, "Advertising and Competition," ventured an estimate of the total dollar volume of advertising in 1977 to an Association of National Advertisers advanced advertising management seminar held last week in Hershey, Pa.

Assuming the continuation of the constant relationship between personal consumption expenditures and advertising volume during the last decade (about 3.5%) and a rough balance among several other factors, Dr. Backman estimated advertising volume will increase about 45% over the next decade, from \$16.5 billion in 1966 to about \$24 billion in 1977, in constant dollars. Inflation rates of between 1% and 2% per year would add another \$3 billion to \$6 billion, to bring the total to about \$30 billion by the end of the decade.

In arriving at his projection, Dr. Backman considered most important the expansive effects of a continued flow of new products and steady increases in discretionary income, and the contractive effects of the growth of the service sector of the economy, which employs less advertising than that concerned with goods, and the possibility of government restraints on advertising.

In the last connection, Dr. Backman cited a number of recent British, Canadian and U.S. proposals for restraint, and emphasized: "All these efforts are in one direction. To the extent that any of these proposals are adopted, there will be a tendency for relative advertising expenditures to expand less rapidly."

Other factors cited by Dr. Backman were alternative promotional instruments and more effective use of advertising through changes in the media-mix, both of which might reduce total

Preview: Gravy Train offers Rin-Tin-Tin heroics

Popeye, watch out!

Dogs won't eat spinach, but they will chomp on General Foods' Gravy Train which (according to the company) makes them "feel like Rin Tin Tin."

The latest feat of canine bravery in General Foods' new series of TV commercials is based on the legendary tale of Balto, an Alaskan husky, who reportedly led a team of huskies and sled through a blizzard to deliver serum to people in Nome, Alaska, faced with an epidemic of diphtheria.

The General Foods version spoofs this story by using a German shepherd, called "Cubby," who single-handedly (actually with his mouth) carries the vial of serum to Nome. Employing the old-time movie technique of treadmill-and-moving-back-ground device, GF was able to reenact the dog trek in a Hollywood studio.

Benton & Bowles Inc., New York, in producing the one-minute color commercial, experienced several problems. First, since no treadmill was handy, the camera crew rigged one up out of a hot rod-type motor and a jerry-built Rube Goldbergish system of clutches and gears, running at a 20 mile-an-hour clip. For background, a 40-foot painted drop was "walked" by stagehands past the



camera. Cubby, with encouragement from his handler, finally hopped onto the moving treadmill.

The Alaskan spoof is the third in GF's TV series with the selling point: "Gravy Train makes your dog feel like Rin Tin Tin." The campaign started last spring with a tongue-in-cheek approach to the wild west

where a dog foils a bank robber. This was followed by a scruffy dog who dreams in a series of vignettes of being "super dog."

The TV schedule includes participations on CBS-TV's *Andy Griffith*, *Gomer Pyle* and *He and She*; ABC-TV's *Joey Bishop Show*; and a spot TV campaign in major markets.

dollar volume.

Regarding television advertising, Dr. Backman said that "with network prime time almost fully sold, and with campaigns to restrict the number of minutes of advertising per hour, it may be difficult for network TV to continue the 10% annual rate of growth of recent years. The extent to which new channels are opened will influence significantly the trends in this area."

Dr. Backman cited annual increases in the last five years in local TV and radio advertising of 11.3% and 8.7% respectively as "significant growth areas which would compensate for the lagging growth rate of newspaper advertising" in its effect on the growth of total advertising volume.

He did not discuss spot TV and national radio prospects.

Business briefly . . .

Sunkist Growers Inc., Los Angeles, through Foote, Cone & Belding, Los Angeles, for oranges and Leo Burnett Co., Chicago, for lemons, is switching its media emphasis from print to tele-

vision and nearly doubling its advertising allocations. The combined budget for oranges and lemons promotion for the new season starting in November is \$8,829,000. Network and spot TV will get \$3.6 million or about half of the \$6.3 million that will go for all media and production. The television breakdown shows \$2.4 million earmarked for network TV, \$637,000 for adult spot TV and \$560,000 for children's spot TV. Principally a print advertiser in the past, Sunkist, last year, limited its TV buy to a 10-week spot color campaign amounting to less than \$500,000 in expenditures. This year Sunkist will make considerable use of piggyback commercials, with plans calling for 40 seconds of each 60-second commercial devoted to the promotion of oranges and the remaining 20 seconds sounding off for lemons.

The Benrus Watch Co., New York, plans to repeat its four-week summer radio campaign, this time over a two-month period (Oct. 10-Nov. 29), again using four 60-second and two 30-second spots on ABC, CBS, Mutual and NBC radio networks, plus about 13 ethnic

(Spanish and Negro) stations. Announcements stress Benrus' three-year guarantee. Campaign, which also uses major consumer magazines, is prepared by De Garmo, McCaffery Inc., New York.

Jantzen Inc., Portland, Ore., through Carson/Roberts/Inc., Los Angeles, is allocating a major part of its 1968 budget for women's sportswear to spot television. Jantzen's swimwear and sportswear lines for women, introduced under the title of "Smilewear," will be promoted on TV in two flights, one in the spring, the other in the fall. Basic buys call for a flight of five weeks in 27 primary markets and three weeks in 27 secondary markets. These are to run within the last two weeks of May and the first three weeks of June, with the fall flight including similar buys. Schedules purchased are aimed at getting strong coverage of the 15-25 and 25-39 age groups. All spots will be of 10-seconds duration.

California Cannery and Growers, San Francisco, through Cunningham & Walsh, that city, has scheduled a 15-

week campaign for its four principal canned food brands that gets underway Oct. 1. CCG's nationally distributed Diet Delight line will be featured in 60-second and 30-second color TV spots on five NBC-TV and six ABC-TV daytime shows over an aggregate lineup of more than 400 stations. This effort will be supplemented by a 30-second spot campaign in 11 major markets. Redpack tomato products will be pushed in another spot campaign consisting of 30-second color commercials in 17 Eastern and Midwestern markets where distribution of the brand is concentrated. Heart's Delight apricot nectar, distributed East of the Mississippi, will be promoted in a spot campaign of 60-second and 30-second color commercials in 34 markets. Aunt Penny's sauce products, distributed only in Pacific Coast markets, will be promoted there in 30-second color spots on regional NBC-TV and ABC-TV shows beginning in October and continuing through December. This campaign will be supplemented by 30-second color push through November in San Francisco, Los Angeles and Seattle.

General Food Corp.'s Kool-Aid Division, White Plains, N. Y., through Ogilvy & Mather Inc., New York, plans general distribution of new mild country-style flavor Good Seasons Shake 'n Bake seasoning mix for chicken. Advertising will include a heavy use of daytime and nighttime network and spot TV.

P-K-G expands

Post - Keyes - Gardner, Chicago, acknowledged last week that it has acquired a major interest in the small New York agency, Olshan, Smith & Gould, which was organized earlier in

the year by three former staff members of LaRoche, McCaffrey & McCall, P-K-G President Carl M. Post explained his agency also hopes to set up similar "think group" operations in Chicago and on the West Coast. The New York purchase involved an exchange of stock. Mr. Post said P-K-G should bill a total of \$47 million this year.

Seattle basketball bought by gas company

Atlantic Richfield Co. last week signed a five-year, multimillion dollar agreement to sponsor the games of the Seattle Supersonics professional basketball team on a regional radio network and local television. The package includes radio coverage of the full 82-game regular schedule of the Supersonics, newest entry in the National Basketball League, in addition to 11 live telecasts. The TV games will be carried on KING-TV Seattle. The radio broadcasts, beginning Oct. 13, will be heard on a special Washington regional network consisting of KOMO Seattle, KBBW Aberdeen, KPUG Bellingham, KXLY Spokane, KALE Richland, KPQ Wenatchee and KIT Yakima, all Washington.

Sponsorship of the Supersonics games is the latest in a series of such major sports commitments by Atlantic Richfield, Philadelphia and Los Angeles-based gasoline and lubricant producer. Previously, the advertiser, through Hixon & Jorgensen Inc., Los Angeles, signed long-term sponsorship contracts with the Los Angeles Lakers of the National Basketball Association and the Los Angeles Kings, National Hockey League team.

ABC promises 'relief' for Ford

ABC-TV has agreed to give the Ford Motor Co. "some relief" from its sponsorship of *The FBI* weekly series (Sunday, 8-9 p.m.) after Oct. 1, a spokesman for the network acknowledged last week.

Ford, which has been embroiled in a strike by its employees since Sept. 6, has been seeking concessions from its media advertising commitments where possible (BROADCASTING, Sept. 11). The extent of the relief that ABC-TV would give could not be ascertained.

It was learned from a source close to Ford that ABC-TV had not guaranteed relief but promised to make a strenuous effort to "sell off" Ford's sponsorship in *FBI* in whole or in part after Oct. 1.

Spot radio and TV buys on behalf of Ford for the introductory period are made through dealer associations. In some instances, purchases already have been made for two-to-four-week periods. Some of these buys, one source said, will go on as scheduled, and some will be delayed if permission can be obtained from stations.

A spokesman for Grey Advertising, Ford's corporate agency, said that the automaker will go ahead with plans to sponsor "Mutiny on the Bounty" on Sept. 24 on ABC-TV at a cost of approximately \$2.3 million for the three-and-a-half hour special. A massive promotional-advertising campaign is being mounted on behalf of the telecast, including advertising in newspapers, television supplements and on radio and television, as well as tie-in campaigns with Hertz, Philco-Ford, McDonald Hamburgers and the Goodyear Tire & Rubber Co.

THE MEDIA

CPB ruled onto House floor

Rules Committee approval follows Staggers's promise to keep key changes

The House Rules Committee, acting with unexpected speed on the administration's subsidized broadcasting bill, paved the way last Thursday (Sept. 14) for a possible floor vote this week. But that committee's interrogation of Commerce Committee Chairman Harley

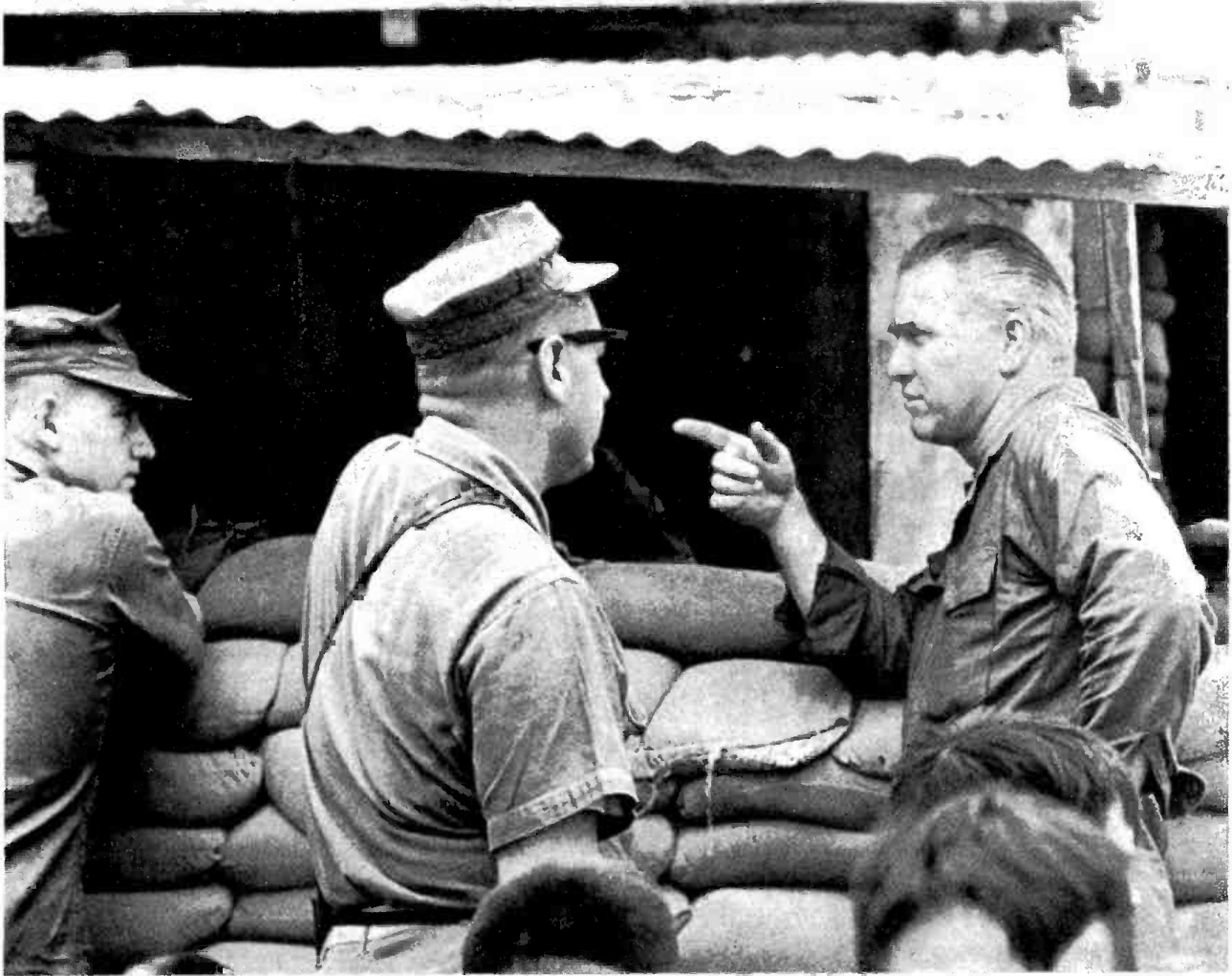
Staggers (D-W. Va.) may also have set the stage for a battle royal in subsequent conference committee action.

On Thursday the Rules Committee gave its approval for floor action on the bill. It was indicated that the administration had put pressure on the committee to report the measure and had urged House leadership to move the bill toward early floor consideration. Two weeks ago it had been predicted that the Rules Committee would not get to the bill until this week, at the earliest (BROADCASTING, Sept. 11).

A Senate-House conference will be needed to iron out differences between the House and Senate versions of the bill. Usually, reconciliation of even widely varying passages in conference is not difficult if both sides are prepared to bend, but if positions are rigid

even a comma can result in a legislative deadlock. And in the dialogue with Rules Committee Chairman William M. Colmer (D-Miss.) Mr. Staggers gave his word that he intends to fight to preserve a key change that was instrumental in gaining minority support in his committee—a requirement that not more than eight of the proposed Corp. for Public Broadcasting's board of directors be of the same political party.

Senate Commerce leaders, while reported generally in opposition to the House change on the grounds that the whole idea to insulate the board from governmental pressures was to make it nonpartisan and not bipartisan, voted their own change in the administration's bill by providing that only nine of the corporation's 15 directors would be appointed by the President, with those



FRONT-LINE REPORT

A news story is where you look for it. WLBW-TV News Director Ken Taylor found stories galore in Viet Nam and interviewed 85 Florida servicemen. Unusual assignments are the order of the day at Colorvision Ten News. That's why more and more South Floridians are getting their news fast — and first, on WLBW-TV.



WLBW-TV

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AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO



That's showbiz

Gordon McLendon, veteran broadcaster who never flinches at new ventures, tried legitimate acting last week.

On Tuesday he opened in "The Voice of the Turtle," playing opposite Terry Moore, in the Little Theater on the Square in Sullivan, Ill.

On Thursday, the darkened theater announced that Mr. McLendon had been called to California by urgent business.

The theater did not post the Wednesday-morning column, in the *Decatur (Ill.) Review*, nearest daily to Sullivan, which said, among other things: "When the audience can hear the prompter more clearly than the actor in a professional stage play, something is wrong."

nine choosing the other six. The House kept the administration's language that would provide for all 15 to be presidential appointees.

Checks and Balances ■ But in the Rules Committee hearing, William L. Springer (R-Ill.), ranking minority member of the Commerce Committee, said that he held the Senate change to be meaningless inasmuch as only five of the presidential appointees as a majority of the nine so appointed could in effect control all remaining 10 choices. Hence the House requirement specifying a party limit would act as a meaningful check on the majority whereas the Senate change still left the appointments process open to abuse, he explained.

In the face of open hostility shown by the rules chairman, Mr. Colmer, to Mr. Staggers's protestations that the legislation had as many safeguards against the provision of biased programming by the corporation as "the English language could provide," Mr. Springer's low-keyed and matter-of-fact approval of the measure seemed to carry considerable weight with the rules panel.

But if attitudes expressed by several of the rules members are any indication of the sort of difficulties that will be raised during floor debate, it seems likely that in order to insure passage the leadership on the bill will find itself even more committed to go into House-Senate conference with rigid bargaining positions.

Mr. Colmer, in particular, asked if Mr. Staggers did not think the measure needed "more study." Later he added that in his long government experience he had learned one thing: Wherever the

federal dollar goes, federal control soon follows. Mr. Staggers replied that the bill had been studied intensively by his committee, which he would match in ability with any panel in the Congress. He answered the charge of federal control by re-emphasizing the safeguards in the bill.

Such safeguards include a flat prohibition against editorializing by non-commercial broadcasters, the political test for directors and a prohibition against the Corp. for Public Broadcasting from contracting directly with common carriers for interconnection services. All of these points are at variance with the measure as passed by the Senate (BROADCASTING, May 22).

Bipartisan Support ■ Mr. Colmer also asked Chairman Staggers if he thought, in the light of current budgetary demands, the bill might be better postponed. Mr. Staggers replied that "the bill would only provide for an appropriation of \$10-million dollars." He added that aid to ETV programming was long overdue. Mr. Springer added support with a swipe at new programming on commercial television.

The bill would actually amount to \$20 million in authorizations for fiscal year 1968. Title I, for construction and facilities grants, authorizes \$10.5 million; Title II provides \$9 million to fund the CPB, and Title III would finance a study of instructional classroom TV at \$500,000.

Chairman Staggers also emphasized the near unanimity of witnesses appearing to testify on the bill and pointed out that CBS had offered a gift of \$1 million as soon as the corporation could be chartered. Later testimony left the impression that most of the future support for the CPB would come from private sources.

Mr. Staggers asked for an open rule (which would permit amendments during floor action) and two hours for debate, as was subsequently granted by the Rules Committee.

Nixon, Schneider to speak at CBS Radio convention

The CBS Radio Affiliates Association will hold its 14th annual convention at the New York Hilton hotel Wednesday and Thursday (Sept. 20-21).

The luncheon speakers will be John Schneider, president, CBS Broadcast Group, on Wednesday, and former U. S. Vice President Richard M. Nixon on Thursday.

Robert M. Peebles, vice president and general manager, WROW Albany, N. Y., chairman of the convention committee, will open the meeting. Lee Fonden, station manager and director of

sales, KLZ Denver, and chairman of the board of the association, will preside over the opening session.

Other speakers include Clark B. George, president, CBS Radio Division, who will be making his first convention appearance and will deliver the president's annual greeting to affiliates; George J. Arkedis, vice president, CBS Radio Division and general manager, CBS Radio Network; David M. Blank, vice president, economics and research, CBS Broadcast Group; Benjamin Lochridge, vice president, network sales, CBS Radio; and W. Thomas Dawson, vice president, information services, CBS Radio Division.

Small stations tell FCC of problems

Members of the Small Market Radio Committee of the National Association of Broadcasters had an opportunity to air their views with three FCC commissioners last week. Meeting with Chairman Rosel H. Hyde and Commissioners Robert T. Bartley and Robert E. Lee, they told the commissioners of the difficulty in testing applicants for third-class engineering licenses and requested aid for stations in markets virtually inaccessible to testing sites.

Committee members who met with the commissioners were: Raymond A. Plank, WKLA Ludington, Mich., chairman; John R. Hurlbut, WVMC Mount Carmel, Ill.; Bob Thomas, WJAG Norfolk, Neb.; Julian F. Haas, KAGH Crossett, Ark.; John W. Jacobs, Jr., WDUN Gainesville, Ga.; Ted A. Smith, KUMA Pendleton, Ore., and Frank Balch, WJOY Burlington, Vt.

D.C. appeals court guards its jurisdiction

The touchiness of the judges of the District of Columbia Circuit Court of Appeals in Washington in matters involving the FCC—as a recent order evidenced—has become a subject of speculative consideration among Washington communications lawyers.

The appeals court on Sept. 6 denied a CATV system's request to dismiss its appeal. The cable company said it had also filed an appeal in the ninth circuit in San Francisco and wished that court to hear the case. But the Washington-based court, with obvious reluctance, agreed only to transfer the case to San Francisco.

Insisting that appeals against FCC cease-and-desist orders properly belong in the D. C. circuit, the Washington court in an unsigned opinion added: "To avoid any possibility of misunder-

"Cheap" food is likely to become very expensive for American consumers

During the past 20 years there has been a major revolution in the American food supermarket. Store sizes have steadily expanded to provide more shelf space for the increasing variety of new foods available to the family food purchasing agents. Never in human history has anyone—including the most powerful of monarchs in ages past—ever had a greater selection of high quality foods than what is offered today in our food stores.

The food choices offered can easily satisfy any variety of tastes and any household budget levels. More and more foods are sold with built-in maid service to cut down sharply the amount of time the busy homemaker must spend in her own kitchen to prepare meals. She buys all this food—and the added services—with a lower percentage of the family's income than ever before.

Food costs have increased in recent years but not nearly at the rate that inflationary pressures have increased many other living costs. While food costs in 1966 were about 14% higher than in the 1957-59 period, medical care costs had increased almost 28%, reading and recreation 17%. Housing in 1966 was 11% above the 1957-59 period while personal care items were up 12%.

It Costs Money to Produce and Process Foods

Today the hired labor involved in processing and distributing foods—and not including the labor hired by the farmer who produces the original product—accounts for as large a share out of the consumer's food dollar as that paid to farmers. This means that wage rates paid to labor today are as important a factor in food costs as what the processor of food pays to the farmer for the original product.

To pay adequate wages to labor, to hire the many other services required to process and distribute food adds to the costs that consumers must pay. No one should expect food costs to remain at the same level they might have been when most families had their own vegetable gardens and bought and butchered a hog or beef animal several times a year.

Yet there persists among the American people the fantasy that for some reason food prices should be held at low levels, no matter what

happens to the rest of the economy. Food is not supposed to increase in cost even though the costs of producing, processing, and distributing food do increase along with all other items that make up the cost of living. This kind of situation can't continue. If it does, the current trend away from agriculture among the competent young farm families is going to mean that we may face serious food shortages in the not too distant future.

Food Producers and Processors Must Earn A Decent Living Too

Not only must the labor income and investment return be more adequate to keep the competent young farm families producing food, but also

what we're really paying for when we buy food. We're buying nutrients essential to good health. We're buying the many pleasures we experience in eating food. We're buying many other attributes as well—convenience in preparation, variety, etc.

Food is very cheap in this country when compared with other products and services we buy. Look at this one example. Milk is the basic food in the American diet. The average cost of a half gallon of milk purchased in supermarkets in the 25 leading cities in this country in early August was about 51 cents. This breaks down to about 12 cents per pound or only six cents per eight-ounce glass of milk. (The range in these cities was from slightly less than six cents per glass to slightly less than eight cents per glass.)

Look now at the graph which shows the percentage of recommended daily dietary allowances (as determined by the Food and Nutrition Board, National Academy of Science—National Research Council) provided by the amounts of milk indicated for each type of person. The 2, 3, or 4 glasses of milk per day suggested for each age-sex group are based on recommendations of the nutritionists who put together the Daily Food

Milk's Contribution To Your Daily Diet				
Man, age 18-35	Woman, age 18-35	Child, age 3-6 years	Boy, age 12-15 years	Girl, age 12-15 years
Protein 26%	Protein 31%	Protein 67%	Protein 48%	Protein 58%
Calcium 72%	Calcium 72%	Calcium 100%	Calcium 82%	Calcium 89%
Vitamin A 14%	Vitamin A 14%	Vitamin A 42%	Vitamin A 28%	Vitamin A 28%
Thiamine 13%	Thiamine 20%	Thiamine 40%	Thiamine 27%	Thiamine 32%
Riboflavin 49%	Riboflavin 65%	Riboflavin 100%	Riboflavin 93%	Riboflavin 100%
Food Energy 11%	Food Energy 15%	Vitamin D 75%	Vitamin D 100%	Vitamin D 100%
2 8-oz. glasses of milk per day	2 8-oz. glasses of milk per day	Food Energy 30%	Food Energy 21%	Food Energy 26%
		3 8-oz. glasses of milk per day	4 8-oz. glasses of milk per day	4 8-oz. glasses of milk per day

there is going to have to be adequate investment return included in the price of food to keep food processors and super markets in business in the years ahead. There are too many more profitable alternative businesses in which to invest today, so there is no incentive to remain in a low-profit or no-profit business. Food production, processing, and distribution is a part of our total economic system. It, too, must be profitable if we expect new efficiencies in food handling and new developments that Americans have grown to expect.

Because we've taken our food supply for granted so long, and because we have expected to buy that food at very low prices, we oftentimes forget

Guide. These recommendations are for people normally active in our temperate climate, and the percentages are, of course, approximate since individual needs vary. This is also based on vitamin D-enriched whole fluid milk.

From this measurement of milk's nutrient contributions, it is apparent that milk is certainly a tremendous bargain as a food as well as being pleasant to drink. It provides a wide range of essential food nutrients at a very low cost of pennies per glass. Incidentally, it provides these essential nutrients at a relatively low cost in calories as well, a point important to those concerned about weight control.



a message from dairy farmer members of

american dairy association

20 N. Wacker Drive, Chicago, Ill. 60606

Loevinger says he'll quit in June

THAT'S BUT ONE DROP IN TORRENT OF COMMENTS LOOSED ON L.A.

Los Angeles was a Lee Loevinger festival last week. The self-styled "Washington bureaucrat" breezed through a two-day whirl of public appearances that included a local television program, an impromptu news conference and a luncheon speech. In his wake the Federal Communications Commissioner left an avalanche of opinion, perhaps the least abstruse of which was his assertion that he will leave the commission next June, when his first term expires. "I don't want to continue," he told reporters, while assuring them that he has no political plans.

At that same news conference, Mr. Loevinger sounded an endorsement for telephone-talk radio programs, a subject of intense controversy in Southern California. He called such programs "a very good thing" that is "expanding the scope of man's faculties." Going still further, Mr. Loevinger suggested that the telephone-talk format may be akin to town-hall meetings of the past, possibly even the best open forum since the beginnings of Greek democracy.

Asked the inevitable question about television as a "vast wasteland," the commissioner quickly

pointed out that the phrase "doesn't mean very much." Earlier on the *News Conference* program of KNBC (TV) Los Angeles, taped for broadcast on Sept. 16, Mr. Loevinger indicated that the "vast wasteland" expression of former FCC Chairman Newton N. Minow was one of the greatest "snow jobs" of all time. "You people," he told the KNBC news panel, "gave him the greatest publicity anyone could ever hope for."

The commissioner's opinions didn't stop there. Among other things he observed that broadcasting is giving the public what it wants, is doing almost as good a job as is reasonably possible, that television did "a magnificent job" in covering the war in the Middle East, that America's form of broadcasting is "the most free system" in the world today, that coverage of the Vietnam war is giving people the facts of the situation, that broadcasters don't have to go beyond the facts of straight news reporting and deliver editorials and that by and large coverage of civil disorders has been well done.

Asked once if indications that a *Dennis the Menace*, for example, attracted more TV viewers than a per-

formance of "Macbeth" would disturb him, he assured his questioner that it really would not make him very unhappy. "I'd be more disturbed if more people were watching 'Mac Bird,'" he joked, making reference to the violently anti-President Johnson play.

Mr. Loevinger's major appearance of his Southern California stay was a speech before a luncheon meeting of the Hollywood Radio and Television Society. In the course of a heavy 50-minute talk, the commissioner managed to review, with ample quotes, just about every opinion he's delivered since becoming a member of the FCC in 1963. He also expounded on five popularly held theories of mass communication from Herbert Hoover's day to the age of Marshall McLuhan. Along the way he dropped some weighty references to William Stevenson's "play" concept of communications, McLuhan's "medium is the message" philosophy and to the methodology of behavioral science.

This circuitous route led Mr. Loevinger to several conclusions of his own: that broadcasting is extremely popular with the public, that it is truly addictive, that the appeal of

standing, our action today in transferring the appeal . . . is in deference to Section 2112 (a) [that section of the U. S. Code that states an appeal from an administrative order should be reviewed only by the court in which the appeal was first instituted] and the need for avoiding unseemly conduct, and does not signal that we are receding from our view that the case properly belongs in the District of Columbia circuit."

Circuit Judges J. Skelly Wright and Harold Leventhal agreed on the opinion; Senior Judge Wilbur Miller did not participate.

The case involves Valley Vision Inc., a CATV firm operating in Placerville, Calif., that was ordered last May to stop carrying San Francisco stations under the FCC's top-100 market rule. It appealed against this order about a week later in the ninth circuit and also filed an appeal in the Washington circuit about a month later in order to protect itself in case the San Francisco court refused to accept jurisdiction.

Shortly after this the ninth circuit granted a stay against the FCC's order and agreed to hear the litigation. Valley Vision then asked the D. C. circuit to dismiss its appeal.

Should the spectrum be opened for bids?

A group of economists, mostly college professors, tossed out some ideas on how the radio spectrum should be handled—and one suggestion was that it should be handled like any other natural resource: sold, leased or rented.

This was one of a number of suggestions, all principally related to a free-market-place economy for radio-spectrum users, made at a two-day conference last week in Warrenton, Va. The conference, which attracted about 40 academicians, government officials and

industry representatives, was sponsored by Resources for the Future Inc. and the Brookings Institution, both of Washington (BROADCASTING, Aug. 7).

Among other theoretical ideas proposed at the meeting was one involving payment for the use of the spectrum. In one case this could be based on the number of people served; in another it could be related to the amount of spectrum space used. In a third instance the idea of auctioning spectrum space was broached.

One participant expressed great surprise at what he termed a substantial acceptance of the idea of pay TV. This was related, he noted, to the fact that the public paid for all other forms of entertainment. Another participant emphasized that no concrete results could be expected from the meeting, but that some of the approaches might find their way into spectrum allocation consideration during the next decade.

FCC Commissioner Nicholas Johnson spoke of the potential for a home information center that would, in the



FCC's Loevinger
Unrestrained in L. A.

American broadcasting is universal, that television arouses quick and violent reactions in viewers and that it is denigrated by intellectuals.

The commissioner concluded with the suggestion of a sixth theory of mass communications, this one the product of his own deductions. He calls it the "reflective projective" theory and indicates that television is the reflection and projection of the viewer.

future, have as great an impact on spectrum users, including broadcasters, as any development forseen. He referred to it as "a cable-video tape library-computer retrieval-closed circuit television combination." Such a system, he said, would make it possible for a television viewer to select his own programing when he wants it.

The basis for the conference was papers by Dr. Harvey J. Levin, Hofstra University; Dr. John J. McGowan, Yale; Dr. Sidney S. Alexander, Massachusetts Institute of Technology; Dr. William H. Meckling, University of Rochester, and Dr. Leland J. Johnson, RAND Corp.

Their papers, plus the discussions on them, are expected to be published in about six months.

Among those attending: James D. O'Connell, telecommunications adviser to the President; William Plummer, telecommunications management, Office of Emergency Planning; FCC Commissioners Kenneth A. Cox and Johnson; Dr. David C. Blank, CBS

Broadcast Group vice president; Nicholas Zapple, communications professional on the staff of the Senate Commerce Committee; Richard P. Gifford, General Electric; William J. Weisz, Motorola; Kenneth A. Norton, Environmental Sciences Service Administration; H. H. Golden, former FCC broadcast economist and now professor at Boston University.

AMST-FCC meetings taken to court

One irate CATV operator, who has been gunning for the Association of Maximum Service Telecasters ever since an AMST delegation visited four FCC commissioners last May, isn't going to let go. Last week, Multivision Northwest Inc., owner of a CATV system in Dalton, Ga., petitioned a federal court in New Orleans for a review of the FCC order holding that the AMST visit did not violate the commission's ex parte rules (BROADCASTING, July 31).

Multivision had asked for a waiver of some of the commission's CATV rules and its waiver request having to do with the Chattanooga market has been set for hearing. It claims that the AMST visitation was in the nature of an off-the-record contact with the four commissioners and that the AMST presentation makes it unlikely that it will receive an unbiased hearing.

The AMST delegation comprised Jack Harris, KPRC-TV Houston, president of AMST; C. Wrede Petersmeyer, Corinthian Broadcasting; Laurence E. Richardson, Post-Newsweek Stations; Lester W. Lindow, AMST executive director, and Ernest W. Jennes, AMST counsel.

They saw FCC Chairman Rosel H. Hyde and Commissioners Kenneth A. Cox, Robert E. Lee and Nicholas Johnson. Henry Geller, FCC general counsel, was present during most of the meeting with Chairman Hyde.

Following news reports of the AMST visit, five CATV systems involved in various proceedings at the FCC filed protests, alleging that the discussions violated the ex parte rules. These rules forbid private discussions in adjudicatory cases.

AMST claimed that the discussions were only on general CATV policy and had not touched on any individual cases. The organization had been a leader in the campaign to regulate CATV.

In denying the protests, the commission held that the ex parte rules don't bar members of regulated industries from discussing general policy with the commission, it added that the commission welcomes this type of information.

The rules bar off-the-record visits involving adjudicatory cases in which the visitors are interested, the FCC stressed.

The commission vote on each of the orders was 6 to 0, with Commissioner Lee Loevinger abstaining. Commissioners Robert T. Bartley and James J. Wadsworth issued separate statements noting that they had not been contacted by AMST officials, but expressing support for the disposition the commission made of each petition.

Precludes Fairness ■ In its appeal to the U. S. Fifth Circuit Court of Appeals, Multivision claimed that the AMST discussion with the four commissioners concerned the commission's policy of handling waivers of CATV rules (the AMST group had contended that the FCC policy was too liberal in granting waivers and that this was eroding the CATV regulations). This, Multivision maintained, violated its "right to a fair trial, to an independent evaluation by the commission . . . arrived at on an open record with the opportunity . . . to find out just what has been said to individual commissioners and the right to refute the arguments of MST."

Multivision seemed particularly incensed at what it understood as the commission's reasoning that a trade association cannot be held to the same accountability as an individual broadcaster. "If financially powerful television broadcasters can group themselves into a trade organization and deliberately reach individual commissioners with arguments," it said, "then the commission's ex parte rules are a farce."

Multivision asked the court to reverse the FCC July order denying the protest and to order the commission to order a full evidentiary hearing to "determine the intent" of AMST in making the presentations to the commission. It also asked the court to determine whether any of the AMST delegation or the commissioners they saw should be disqualified from further participation in its hearing.

NAB moves

It was moving time for the National Association of Broadcasters last weekend. The NAB moved into its temporary quarters at 1812 K Street N.W., Washington 20006; phone number 223-1400. The association will be at that address for about 18 months while a new \$2-million headquarters building is erected on its present site. Sept. 20 has been set as the date for accepting bids to raze the old building and erecting the new one.

Local TV must react to satellite threat

It's going to take tears, sweat, blood and cash, but the only way broadcasters can fend off the impending replacement of their facilities by satellite-to-home transmission is to do better jobs at home. TV stations, particularly, "must avoid the role of being mere conduits between the networks and film producers on the one hand and the public on the other."



Mr. Carlisle

The role for stations, declares William Carlisle, vice president for television of the National Association of Broadcasters, is to become a part of the home community—"integral and indispensable"—if the stations want to protect and advance their positions locally. And the time to start is "right now."

Speaking to the Maine Association

of Broadcasters meeting in Sebasco Estates Friday (Sept. 15), Mr. Carlisle said it is up to broadcasting to prove to the public that scientific progress, such as being able to put up a satellite that will bypass local stations and feed directly to the home, "is not always synonymous with the progress of mankind."

"We must create a new and powerful awareness among the American people that broadcasting is today, and will increasingly be, the premier means of mass communications in the United States," he claimed.

Pointing to the continuing reduction in the number of daily newspapers, he called "broadcasting's thousands of individual voices . . . important as never before in history for the enlightenment of our citizens. The public places its number-one dependence, indeed its number-one confidence, in the news it receives over television and radio."

He maintained that putting the power now delegated to thousands of independent broadcasters in the hands of "the person or persons" who would control the satellite "would constitute a dire potential threat to our national independence."

It will take "even more money, even more people, even more work" than stations now expend in being part of their

communities to ward off this satellite-to-home specter, he charged, "but I am convinced that only such complete involvement can conclusively prove that into-the-home satellite is no substitute for a local-broadcast station."

No one but the local broadcaster, he added, can accomplish the job of getting to his audience and convincing them that the local service offered by the station is as indispensable to the community "in its own way as the local fire and police departments, the telephone system and the city government itself."

Changing hands . . .

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval (For FCC activities see FOR THE RECORD, page 79):

■ **WTTT Port Huron, Mich.:** Sold by F. Granger Weil, president of The Times Herald Co., and associates, to William Charles McMillan, Woodruff Boyd Crouse and associates for \$500,000. The Times Herald Co. is publisher of *Port Huron Times Herald*. Mr. Crouse, president of newly-formed licensee Enterform Inc., is radio-TV supervisor for BBDO, Detroit. Mr. McMillan, chairman of board of Enterform, is shareholder of group broadcaster Scripps-Howard Broadcasting Co. WTTT operates fulltime on 1380 kc with 5 kw.

■ **KNCY Nebraska City:** Sold by Ed Hundley, Sam Burk and Samuel Arnold to Carl M. Adams, president of KNCY Radio Corp., for \$110,000. KNCY is daytimer on 1600 kc with 500 w. Broker: Hamilton-Landis & Associates.

■ **KLME Laramie, Wyo.:** Sold by Les Ware of Fort Collins, Colo., to Marlin Obie, Jack French and William Hutton for \$81,000. Mr. Ware is president of KYRO Potosi and KLPW-AM-FM Union, both Missouri. Mr. Obie owns 51% of KRAD East Grand Forks and also owns KRWB Roseau, both Minnesota. Mr. French is 49% partner in KRAD. KLME is on 1490 kc with 500 w days and 250 w nights. Broker: J. D. Stebbins Co.

NEW TV STATIONS

KPAZ-TV (ch. 21) Phoenix, which planned this past weekend (Sept. 16) to start operations, expected to begin with 12 hours of weekly sports programming in color. The UHF station, owned by Spanish Language Television of Arizona Inc. and represented by Spanish International Network, has an effective radiated power of 650 kw transmitting from a 1,550-foot tower. Its schedule will include half of its prime time devoted to Spanish-language and half to English-language shows, plus up to 100 hours weekly of news in English. SIN's

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stations (also KWEX-TV San Antonio, Tex. and KMEX-TV Los Angeles) were scheduled to transmit the first live color feed from Mexico of that country's Independence Day celebration (Sept. 15-16).

WSBE-TV (ch. 36) Providence, R. I., began telecasting Sept. 11 with an ERP of 479 kw visual. Antenna height above ground is 529 feet. Antenna height above average terrain is 600 feet. Studios for the station are located at Rhode Island College campus. Station broadcasts a daytime schedule of instructional programs for state's 39 school systems. General programming for young people is broadcast beginning 4 p.m. and adult educational programs are telecast from 7 to 10 p.m., weekdays.

Radio broadcasters are named to lead clinics

Radio broadcasters from Atlanta, Los Angeles, Boston, Washington, Oklahoma City and Houston will take part in the National Association of Broadcasters series of fall conferences. They will be giving highlights of the talks they gave at NAB's spring series of radio program clinics.

The conferences begin in Atlanta, Oct. 16-17, and conclude in Chicago, Nov. 20-21.

Ben Hoberman, KABC Los Angeles, will speak in Atlanta; Elmo Ellis, WSB Atlanta, will speak in Dallas and Chicago; Dominic Quinn, WEEI Boston, will speak in Washington; Irv Lichtenstein, WWDC Washington, will speak in Boston; Frank Stewart, KTRH Houston, will speak in Denver; Paul Marion, WBT Charlotte, N. C., will speak in Los Angeles, and Danny Williams, WKY Oklahoma City, will speak in Kansas City, Mo.

Unbrief brief OK

Lawyers of the antitrust division of the Department of Justice breathed a little easier last week after the U. S. Court of Appeals informed that agency that a brief on the ABC-ITT merger not exceeding 125 pages would be acceptable.

The Department of Justice had filed a brief in opposition to the ABC-ITT merger that ran 171 double-spaced, typewritten pages and had asked the U. S. Court of Appeals in Washington for a waiver of the rule that limits briefs normally to 50 printed pages (BROADCASTING, Sept. 11). Department of Justice lawyers say they feel sure they can get most if not all of their typewritten brief into 125 printed pages.

BROADCASTING, September 18, 1967

FCC rejects Philadelphia CATV test

CONGRESSIONAL COPYRIGHT ACTION CITED IN DECISION

There will be no experimental CATV project in Philadelphia this year—or perhaps, even next year if the FCC premises acceptance of such a project on the imminent passage of copyright legislation by Congress. That's the principal reason the commission tendered last week when it denied a major-market test of distant-signal importation proposed by Suburban Cable TV Inc., owned by multiple-CATV-owner Triangle Publications Inc.

But the commission decision was a narrow one, 4-3, which saw Chairman Rosel H. Hyde issue a concurring statement, in which Commissioner Kenneth A. Cox joined, in an attempt to counter in part an acrimonious dissent from Commissioner Nicholas Johnson, in which Commissioner Lee Loevinger joined. Commissioner Robert T. Bartley also dissented. Commissioner Johnson termed the commission's deference to congressional action an example of the government game, "pass the buck."

Suburban Cable petitioned the commission June 1, 1966, to establish for a three-to-five-year period an experi-

mental CATV operation in designated communities of the Philadelphia suburbs (BROADCASTING, June 6, 1966). The company proposed to set up head-ends in Perkasio borough and Upper Pottsgrove township providing local TV signals to 10 communities, and head-ends in Schuylkill township and Downingtown borough providing seven communities not only with local signals but the four signals of New York VHF independent and ETV stations as well. In addition, all systems would provide a cable channel for weather and Associated Press news.

Suburban contended that valuable information could be obtained only from a detailed study of operating systems in a major market that contains viable UHF stations. And though the proposal received a recommendation from the FCC's CATV task force, local Philadelphia broadcasters opposed it principally on the grounds of adverse competitive pressure.

Majority View ■ The commission majority felt that the question of CATV entry into a major market presented "a

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substantial problem which requires exploration in appropriate evidentiary hearings" and that part of its Second Report and Order imposed a hearing requirement on those CATV systems proposing to import distant signals into top-100 markets. "This requirement, it was expected," the commission said, "would provide the information which we indicated was necessary to enable proper commission evaluation of the impact of CATV development in the major markets. We believe it appropriate to continue with that method of proceeding. . ."

The commission also summarily dismissed the proposal on the grounds that "deficiencies" existed, such as inadequate sampling information and techniques to be used. "In any event," the commission said, "we believe that at this juncture and with the possibility of new important development (e.g., in the copyright field), authorization of an experiment of this nature is inappropriate."

Commissioner Johnson charged that the FCC's wait-and-see attitude represents "as well as any an instance of a game that too often afflicts relations among the institutions of our federal government. The game is called 'pass the buck.'"

He claimed that "no one wants to decide this question. It is politically hot, and analytically difficult. It is quite inappropriate . . . for the FCC to play this game, for the FCC to 'defer' to the blind struggle for influence on Capitol Hill," he said.

Finding Solution ■ What the commission should do instead, the commissioner suggested, is to contribute to, "not merely wait for," the solution to issues of national importance. "It is we, not Congress, that should be gathering data, analysis, and expert opinion and pointing up alternative policy courses. If, through wisdom or cowardice, we are to 'defer' to Congress's decision," he said, "the least we can do is

contribute our best efforts to making it a wise decision."

The better action, Commissioner Johnson indicated, would be to encourage such experimentation. Even if the Suburban proposal were inadequate, the commission could aid the company in designing a better one, he suggested, rather than simply noting the deficiencies. Further, the hypothesis underlining current FCC policy that importation of distant signals from strong, well-financed independents would inhibit local UHF growth can only remain a hypothesis, the commissioner offered, until the commission obtains hard facts and empirical data that such an experiment could provide. "By denying this petition," he said, "we serve no cause save ignorance. . ."

In his concurring statement Chairman Hyde emphasized that "we are on the threshold of most significant changes," that legislative copyright developments "will have great impact on CATV's development." And though he would not speculate on the nature of these developments, the chairman said CATV operations in major markets will not "continue to stand outside the program distribution process; that when they are brought within that process, it will mean a significantly different kind of operation." Ultimately, he said, the proposed test would not serve a useful purpose since "it would necessarily be designed to collect data about a situation which would shortly undergo drastic change."

The chairman said at this time, "I do not believe that a limited test in one market which will require substantial time should be substituted for the proceedings in which we are now engaged," that the hearing process would continue to "add to our fund of information in this area."

The FCC action brought a predictable response from the National Cable Television Association: "The FCC dealt cable television another blow. . ."

Campaign funds bill re-enters in Senate

The Senate Finance Committee has finally brought forth its package of legislation that would infuse federal funds into political campaigns. Under a bill reported by the panel, \$28 million would be provided for presidential races and a maximum of \$26,428,000 could go for Senate races. The bill does not provide for House contests on grounds that the Senate should not attempt to provide a formula for "the other body."

Most campaign managers see the bulk of any appropriated funds going for television and radio production and time charges. But observers note that the total spent on broadcast media may not be any more than under previous practices. In some cases it could be conceivably less. But one possibility would be that broadcasters could offer credit while being more sure of later collections.

An earlier proposal sponsored by Finance Committee Chairman Russell Long (D-La.) was enacted into law but suspended after acrimonious and lengthy debate this spring. It would have allowed taxpayers to check off a \$1 contribution on tax returns for a political-campaign fund. At the time the earlier measure was shelved the Finance Committee was charged with the task of contriving an alternative proposal.

Architects pick Stanton, Morgan to judge critics

Two representatives of the broadcast media have been named to the jury of the first architecture Critic Medal and Critic Citation awards program established recently by the American Institute of Architecture. The appointees are Dr. Frank Stanton, president of CBS, and Edward P. Morgan, ABC News commentator.

The purpose of the awards, which will indicate distinguished achievement as an architecture critic, is to "stimulate, broaden and improve the quality of architectural criticism in order to increase the public's visual perception in environmental design." The Critic's Medal will be awarded on the basis of a distinguished career devoted to architectural criticism; the Critic's Citation will recognize the excellence of a single article, program, movie or similar contribution. Critics in all communications media are eligible for the award.

Nominations for the 1968 awards must be submitted by Oct. 5, 1967, to the institute's department of public services, The Octagon, 1735 New York Avenue, N.W., Washington 20006.

Translator allowed to seek funds from public

The FCC has granted the first waiver of its translator rules that will permit a translator station to broadcast visual announcements soliciting public financial support. The announcements, in the form of still slides not to exceed 60 seconds in duration, will be broadcast daily for a seven-day period only, from 7 p.m. to 9 p.m. on scheduled half-hour station breaks.

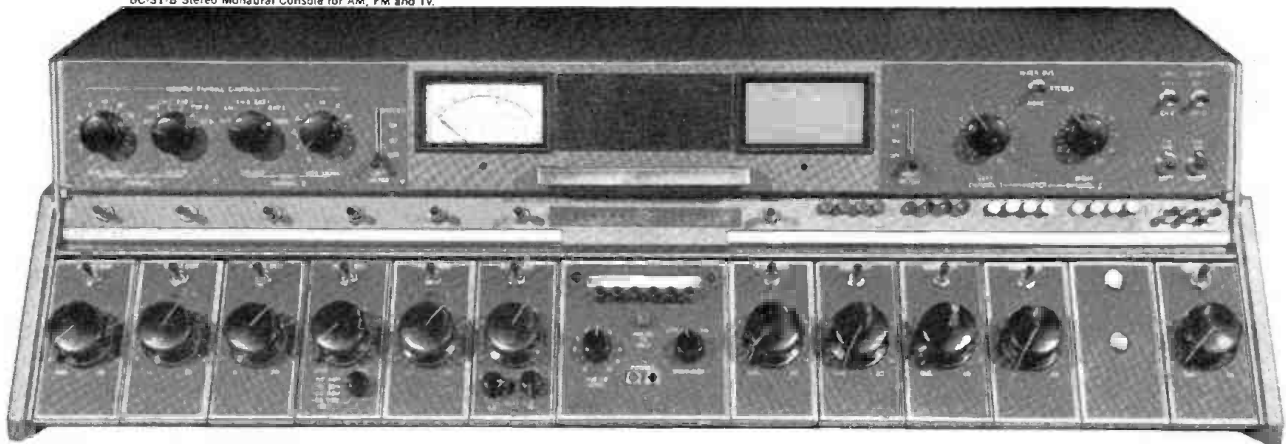
The grant went to Leeco T.V. Inc., for translator station w73AI Fort Myers, Fla. Leeco operates UHF

translator stations w77AC and w79AM at Immokalee, Fla., whose signals are relayed by w70AM and w73AI at Fort Myers. The translators rebroadcast the signals of Miami stations, WCKT(TV) and WLBW-TV.

The purpose of the grant, the commission said, is to provide the commission with information, in the form of a report on viewer reaction, that may be "helpful" in its current inquiry into the distribution of TV signals by CATV systems and related matters.

ZOUNDS! WHAT SOUNDS!

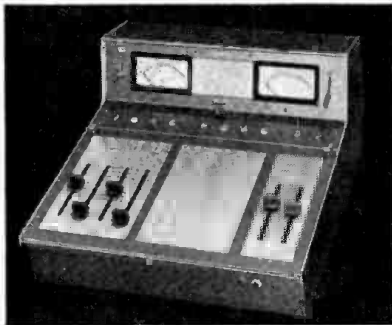
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Not often you'll find consoles that can stand the test of time as well as these can. Thoughtful design and construction is one reason—the best that can be drawn from GE's experience in all phases of broadcast equipment. And then there's the consoles' growth potential—their ability to adapt to your changing needs. For example, take a look at the...

BC-35-A Monaural Console—Maximum flexibility. Its four input mixer amplifier channels will function either



as low- or medium-level inputs—a selector switch chooses. Two mixer buses, two program/monitor amplifiers, built-in cue facility, one VU meter with provision for adding second.

BC-31-T Monaural Console—widest range of inputs, controls and functions. Accepts up to 28 high/low level inputs, up to 14 mixers, depending on the modules you choose. Outstanding unit for TV studio or master control systems, recording, industrial and military uses.

BC-31-B Stereo/Monaural Console for AM, FM and TV. A tremendously versatile unit. Accepts additional modules as required, for up to 12 low-, 33 high-level inputs, 12 mixers. Basic unit accepts 6 each low- and high-level input modules. All with input selector switches to permit selection of various program sources. Intercom, and override to monitor amplifier input as well as many other features are also provided. All mixer modules contain a Ch. 1/Ch. 2 mixer level switch to permit the choice of either channel or bus. Easily converts from monaural to

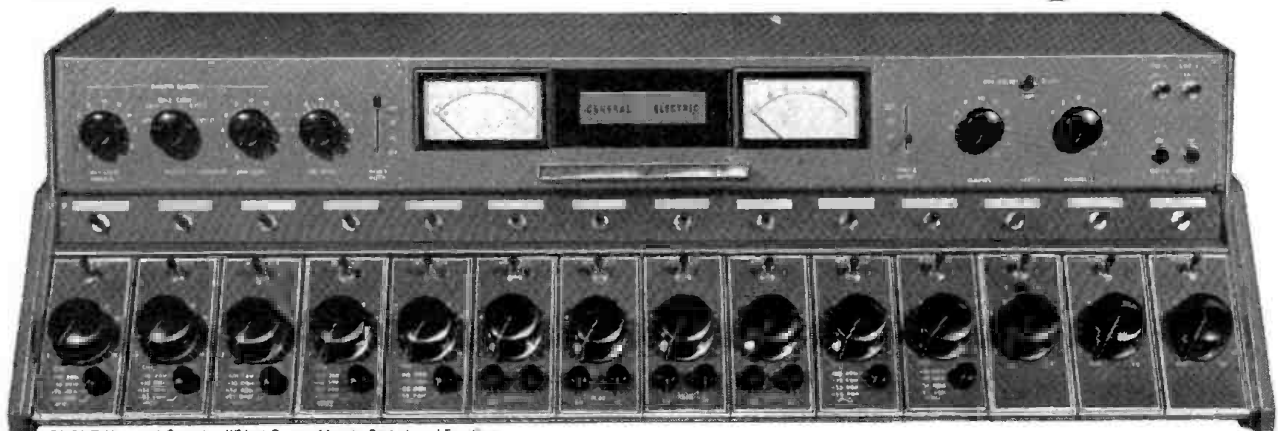
stereo. Stereo modules handle both monaural and stereo modes of operation. Best of all, stereo conversion can be made at any time, even after years of service. Truly one of the most adaptable, useful consoles you'll ever see.

BC-35-B Compact—Ideal for custom installations. Has eight input mixer amplifier channels and eight mixers. Otherwise, identical to BC-35-A.



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New CATV test city sought

Goshen, Ind., rises as new possibility to measure

CATV impact after FCC rejects Philadelphia as site

Goshen, Ind., population 14,000, may be the next site where CATV operators and broadcasters hope to test the economic impact of CATV upon local stations and also audience fragmentation by importing distant signals from Chicago. This was learned by BROADCASTING late Thursday (Sept. 14) following a meeting in Washington earlier in the day between broadcasters—some with CATV interests—and CATV operators in the latest attempt at producing some kind of agreement on which the respective trade associations could place their imprimatur.

The ad hoc committee meeting, headed by George Hatch, A. L. Glassman Stations and multiple CATV owner, and Alfred Stern, Television Communications Corp., multiple CATV owner, was split into six subcommittees in the morning with summations reported to the 19 CATV and 17 broadcaster representatives that afternoon.

In a news conference following the meeting, Messrs. Hatch and Stern issued a statement noting the meeting

was "purely exploratory" and that "no substantive conclusions were expected or reached." However, they pointed out, the subcommittee sessions did generally produce an awareness by each side of the other side's problems and thinking.

They expressed disappointment that the FCC earlier in the week had turned down Triangle Publication's request to conduct a CATV impact test in the Philadelphia suburbs (see page 57) and added that their subcommittee on impact study had been looking at several other possible markets and that one market, with about 4,000 homes, looked like a good bet.

Nearly Ideal ■ The city, they said, was not the major one in its particular market, but it did fall within the grade-A contour of a top-100 market. They also mentioned that the market did not have all the attributes they were seeking—a mixture of VHF and UHF—but that all the broadcasters in the market were in agreement on the test.

The latter point came up after Mr.

Stern said he felt the FCC's action on the Philadelphia case was brought about in part by opposition of some broadcasters in Philadelphia to the test. Westinghouse Broadcasting, which owns KYW-TV Philadelphia, has been opposed to the test there.

Goshen has 4,000 homes, falls within the grade-A contour of the South Bend-Elkhart market, ranked 94th by ARB, and can receive the signals of only three UHF's: WNDU-TV, WSBT-TV and WSJV(TV). All three are co-owners of Valley Cablevision, which holds a franchise for Goshen.

Valley currently has a petition before the FCC seeking a waiver of the top-100 market rule to bring in the seven Chicago stations, including WFLD(TV), WGN-TV, WCIU-TV and WKZO-TV Kalamazoo, Mich.

John F. Dille, Jr., president of the Communicana Group of Indiana (WSJV), a member of the impact study subcommittee, past chairman of the National Association of Broadcasters and current chairman of NAB's Future of Television Committee, confirmed the Goshen test possibility.

He said a plan to use Goshen for a test has been in the works for some time, that Valley had been working on an application to the FCC for the test long before last Thursday's meeting.

"A test of this sort," Mr. Dille said, "would be beneficial to all concerned. It would give us some—perhaps not all—but much empirical data, and would serve all of us, broadcasters and CATV operators, well."

Limitations ■ He added that Valley is willing to accept FCC conditions on the test, including such items as specifications that Valley has no property right in the test system and that at the end of the test, if the commission orders the system killed, Valley will do it. Valley, he went on, would not protest if the right to carry the Chicago stations was taken away after the test.

Mr. Dille also pointed out that Valley would agree to give up profits from the test system during the test period if the commission made that a criterion for approval.

He said the Valley owners are prepared to spend about \$350,000 of their own money on establishing the system but they expect to receive financial help and cooperation from both broadcasters and CATV operators on test portions.

If the FCC acts speedily on the application once it is filed, he added, the test system could be in operation by the end of the year.

Messrs. Hatch and Stern agreed there should be further meetings of the ad hoc committee and one is planned in about three weeks. Following that one, they hope to have a steering committee meet with copyright holders, including the networks.

Both men stressed that all present at

ABC-TV's first commercial was a 'disaster'

In his luncheon speech made in Philadelphia Tuesday (Sept. 12) honoring the 20th anniversary of affiliate WFIL-TV Philadelphia, ABC's President Leonard Goldenson recalled this historic note:

"As a matter of historical record, the first ABC-TV network program was originated at WFIL-TV . . . on April 18, 1948, and was known as *On the Corner with Henry Morgan*.

"Incidentally, as a further matter of more dubious historical record, our very first network commercial, carried on that program and sponsored by a refrigerator company, was a complete and utter disaster.

"The commercial was supposed to show the ease with which anyone—including a 5-year-old child—could remove ice cubes from what was then the latest scientifically produced freezing unit. Of course, in those days commercials were live—when the time came for the commercial it was performed on the spot before the cameras. And you can guess what happened.

"You're right! First the refrigerator door jammed and the stunned

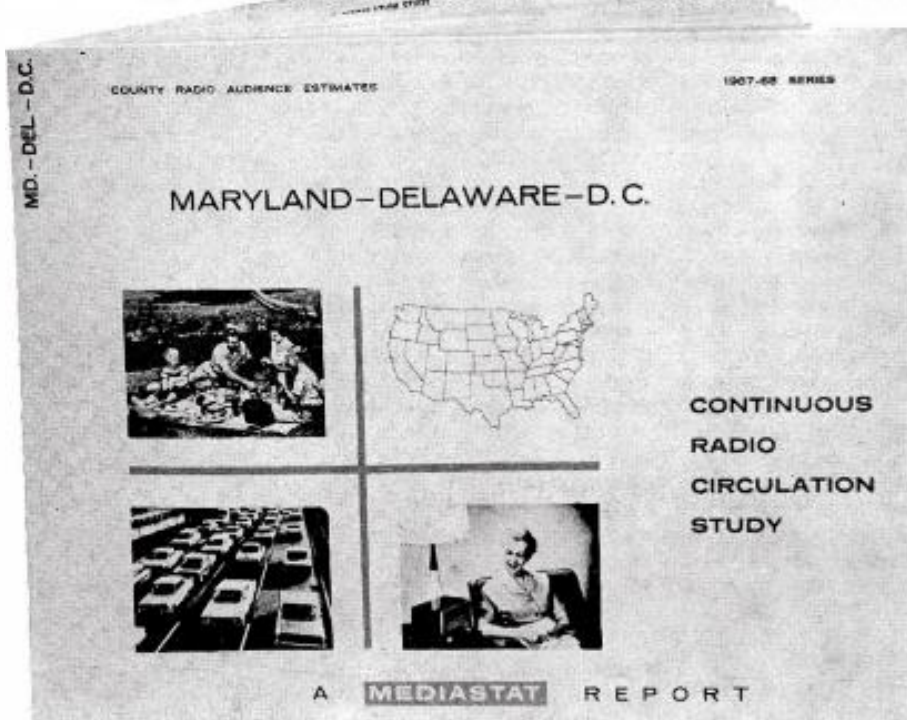
but determined commercial announcer had a desperate hand-to-hand struggle with it. He finally succeeded in forcing it open and, with a smile of relief, reached for the ice cube tray to prove his sales pitch.

"Yes, you're right again! The tray was frozen fast. After another and longer struggle between man and machine, the poor announcer—now past all reasonable poise—was last seen on the air pulling, hammering and even kicking at the tray without success. A kind program director—once he was able to wipe the tears of laughter from his eyes—finally put an end to the announcer's miseries by fading out the pitiful scene and returning to the program.

"I must admit that this was not the last time an ABC network commercial was 'goofed'—but, I assure you, it was the first. Strangely, it was not without some merit. Many of the viewers of that day still think it was the best commercial they have ever seen.

"With a start like that, how could our relationship with WFIL-TV go anywhere but up?"

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FCC gives in a little to AT&T

The FCC last week relented a little in reconsidering its July 5 impositions placed on AT&T (BROADCASTING, July 10).

AT&T's request for an increase in its rate base of \$544 million, which had previously been disallowed, was granted. The increase represents plant under construction. In addition the commission deferred \$20 million of a stipulated \$120 million reduction in interstate rates until May 1, 1968. The balance of the rate re-

duction becomes effective Nov. 1.

Despite AT&T's protestations that the 7% to 7.5% range of permissible return for interstate services represented a "bare bones rate . . . contrary to the law," the commission held to its prior decision. AT&T's complaint also prompted Commissioner Nicholas Johnson to note: "Given its past history at the hands of the FCC, I think there is little likelihood that AT&T is headed for the Biblical valley of bones. . ."

last week's meeting were there as individuals, not as representatives of the NAB or National Cable Television Association (BROADCASTING, Sept. 11). They also noted that both NAB and NCTA had observers at the subcommittee sessions and afternoon summary session.

Proposals ■ They felt that after the next meeting they hope to have something to present to NAB and NCTA and let those associations take over the action. They hoped to come up with some agreement on copyright legislation that would be acceptable to both broadcasters and CATVs.

Messrs. Hatch and Stern stressed that they didn't consider themselves a "third force" working against NAB and NCTA, and said they do not plan to make any recommendations to Congress.

Asked if the meetings weren't really CATVs talking to broadcaster-CATVs (only five of the 17 broadcasters had no CATV interests), Mr. Hatch said that at this point it seemed necessary to get people together who are knowledgeable of each other. He added that the group which met last week had more non-CATV broadcasters in it than the original ad hoc group which met in July (BROADCASTING, July 24).

Mr. Stern noted that a broadcaster, even if he is in CATV, is still a broadcaster first.

Earlier in the week, NCTA President Frederick W. Ford, in a letter to his members, called the Hatch-Stern meetings the possible "touchstone both parties have been seeking" and he expressed hope that the meetings would produce results NAB and NCTA could work with.

Longer licenses granted

Land-mobile forces won a point with the FCC last week that broadcasters have been urging for themselves for years. The commission amended its rules to provide for five-year license

periods in the Domestic Public Land Mobile and Rural Radio Services instead of the present three-year limitations. The new license periods will become effective for rural radio service on Nov. 1, 1968, for telephone companies on July 1, 1968 and for miscellaneous common carriers on April 1, 1969.

Nation Wide Cablevision adds two new franchises

Nation Wide Cablevision Inc., a subsidiary of a California building firm, has acquired two more CATV systems, winning franchises in Redwood City and Montebello, both California. This brings to 17 the number of communities in which Nation Wide has franchises. It has applications pending for CATV permits in 15 more communities.

Major construction programs are underway, Sanford N. Levine, president

of Nation Wide, said, in Belmont, Glendora and Duarte, all California. Belmont will start with 20 channels, Mr. Levine said; the others will begin with 12 channels but are capable of being expanded to 20 channels. Initial operations are expected in all 17 communities within the year, he said.

Nation Wide is a subsidiary of Kaufman & Broad Building Co., Los Angeles. It entered CATV last year when it bought a 60% interest in International Cable Television Corp., Pomona, Calif., owner of five CATV systems; with an option to buy the remaining 40%.

No publicity was given to this interest, Eli Broad, chairman of building firm said, because it was "so terribly minor."

Kaufman & Broad currently has 30 large, popularly-priced housing developments under way in Chicago, Detroit, Phoenix and Southern California. It reported net income of over \$1.5 million (\$2.47 a share) on sales of over \$43 million in the fiscal year that ended Nov. 30, 1966.

Media notes . . .

Cleveland move ■ Noncommercial educational wvuz-TV Cleveland (ch. 25), moved last week to enlarged quarters at 4300 Brookpark Road, S. W.

New York office for Japanese net ■ Fuji Telecasting Co. Ltd., one of the four commercial networks in Japan, has opened its New York office at 41 East 42d Street. According to Nobutaka Shikanai, president of the firm, the New York branch hopes to "contribute to . . . international exchange of television programs, with particular emphasis on news and sports, through the media of communication satellites."

An unpeaceful week at Pacifica's WBAI(FM)

It was a bad week at WBAI(FM).

The noncommercial, listener-supported New York station was knocked off the air last Sunday (Sept. 10) by a vandal who ripped wires from their terminals, gouged out a coil and stole the frequency crystal and a spare from the station's transmitter room in the Empire State Building.

WBAI was back on the air by 9 a.m. Tuesday (Sept. 12), after round-the-clock repairs and phone calls to the 21 FM stations that also are on 99.5 mc for a replacement crystal. Only two of the stations used compatible crystals and transmitters, and only one had an available spare, WTAD-FM Quincy, Ill. The \$25 re-

placement crystal was airmailed to New York.

Operations were disrupted but not halted again Tuesday by telephone and power failures in the station's studios at 30 East 39th Street caused by a fire in the basement.

It was speculated by station personnel that the vandalism and arson were provoked in some way by WBAI's outspoken and controversial talk shows, which have presented spokesmen from both sides.

New York police arrested Jesse Wagner, a paid part-time engineer at the station for the last three months, on a charge of arson Thursday (Sept. 14). He was later released on \$1,000 bail.

15 Years Old and Still Ahead of the Times!

 It may not look revolutionary today, but fifteen years ago the E-V 655 shown here was unique. Then it was the only truly omnidirectional dynamic microphone on the market. And it offered ruler-flat response from 40 to 20,000 cps, plus plenty of output for critical broadcast applications.

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Having proved the point, the 655 inspired a complete series of Electro-Voice omnidirectional microphones that serves every need over a wide price range. The full benefit of our fifteen years of design leadership is lavished on even the most modest model in the line.

For instance, every slim E-V dynamic microphone uses the famed Acoustalloy® diaphragm. This E-V exclusive insures more uniform response while withstanding the effects of high humidity, temperature, corrosion and shock. It makes E-V omnidirectional microphones almost indestructible.

You'll learn the real value of engineering leadership when you put any of these slim E-V dynamics to work in the field. You can do it with the extra assurance of a *lifetime* guarantee against defects in materials or workmanship. See them now at your franchised E-V microphone headquarters, or write for complete catalog today.



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NABET awaits word from rank and file

National Association of Broadcast Employees and Technicians last week mailed out to its members throughout the country the contract proposals offered by NBC and ABC, setting a deadline for today (Sept. 18) for return of the ballots.

The sentiment at the union's executive board and of a cross-section of members polled informally by NABET officials is reported to be against accepting both NBC's offer, which was recommended by the union's negotiating team, and ABC's proposal, which was passed on to the rank-and-file without recommendation (CLOSED CIRCUIT, Sept. 11).

Neither the union nor network officials would discuss details of the contract offers, but NABET-membership discontent was understood to center around network wage proposals, provisions for settlement of grievances and the issue of a paid lunch hour.

It was reported networks have offered a wage formula that would raise the current maximum for most

of the technical employees from \$218 a week to \$232 the first year, retroactive to last April 1; to \$242 the second year, and \$252 the third year. Networks also offered a 42½-hour week with paid half-hour lunch period and a grievance formula under which networks would handle complaints within 10 days and if no disposition was reached, the issue would be turned over to arbitration.

Union sources indicated that wage offers were too meager; the lunch period proposal was too limited since NABET was pressing for a paid one-hour lunch within a 40-hour week, and the recommendation for arbitration in grievances would be too costly and time consuming.

ABC issued a statement on Thursday (Sept. 14) with respect to its offer:

"ABC made a final proposal to NABET in Miami, not a negotiating offer, and the NABET negotiating committee was fully aware of this. This offer conditioned retroactivity on acceptance of the Miami proposals. The offer is not only by far the most liberal ever made to NABET but the most liberal offered by the company to any union in this round of negotiations. If the NABET membership has been led to believe that rejection of the com-

pany's final proposal will secure for them a bigger company offer, they have been misled."

Short-space CP granted in La.

The FCC last week granted a construction permit to Southwestern Louisiana Communications Inc. for a commercial assignment on channel 15 in Lafayette, La., with an effective radiated power of 259 kw visual, 51.3 aural and antenna height of 500 feet. In doing so, the commission waived its UHF adjacent-channel mileage-separation requirements and conditioned the grant on Southwestern's acceptance of whatever interference results should the commission grant in application for operational and educational stations on channel 14 at Morgan City, La.

The commission action brought vigorous dissent from Commissioners Robert E. Lee and Nicholas Johnson. Commissioner Lee in his statement, in which Commissioner Johnson joined, argued that Southwestern's claims that operation from a site meeting spacing re-

GE lamps bring color to TV night games at the Coliseum

Color-TV coverage of nighttime sports at the Los Angeles Memorial Coliseum has brightened considerably with the installation of new 2 kw spotlight lamps manufactured by General Electric Co.'s lamp division, Cleveland. This marks the first such application of the new studio-type lamp, according to GE officials.

The Coliseum's lighting level has virtually tripled from 60 footcandles up to about 180 footcandles, which has allowed the stadium's management to schedule the 12 night football games for colorcasting this season. In the 1966 season, the Coliseum broadcast the same number of night games in black and white.

The new lighting was installed early in August in time for the start of TV coverage in color of the Los Angeles Rams exhibition games. Results reported in the press and by spectators were said to be excellent.

Night games telecast from the Coliseum include those of the Rams (National Football League) covered by KNXT(TV) Los Angeles; and college football contests of the Univer-

sity of Southern California on KTTV (TV) Los Angeles, and the University of California at Los Angeles on KTLA(TV) Los Angeles. The Los Angeles Toros of the newly organized National Soccer League have ended their first season on KHJ-TV Los Angeles with five night games from the Coliseum.

W. H. Nicholas, general manager of the Los Angeles Memorial Coliseum, said the relighting job cost an estimated \$60,000, which represents a \$250,000 saving for his company since no fixtures or rewiring were necessary. A complete new lighting system for color-TV cost about \$310,000, he indicated.

The new GE lamp is a 2 kw Quartzline incandescent lamp that is said to have a nearly constant level throughout its 500-hour lamp life. Some 438 Quartzline lamps were installed at the Coliseum, replacing a like number of 1.5 kw incandescent floodlight lamps. The old type was first put into the stadium some 20 years ago when the fixtures were added.



Perched 106 feet above the field, James W. McCann, (l), General Electric sales engineer, installs a new 2 kw quartzline spotlight, while Robert Bennett, an architect and lighting consultant, holds the glass cover of one of Los Angeles Memorial Coliseum's lighting fixtures.

quirements would result in a marginal city grade service to Lafayette "is inadequately supported."

"Even if adjacent channel spacings were met with equal facilities," he said, each station would provide interference-free service, on a line between stations, to a distance of only 27½ miles. "In view of the fact that our studies show that other channels which would meet all separation requirements are available in this area," the commissioner went on to say, "it would seem shortsighted and inconsistent with the best development of UHF service to permit this rule violation that the commission condones."

Imports account for 48% of radio-set sales

Imported TV receivers are still only a minor element of total U. S. sales, but in the radio field, imports account for 48% of total sales, according to figures for total U. S. TV and radio markets released last week by the Marketing Services Department of the Electronic Industries Association.

In the first six months of this year, U. S. TV set makers produced 4.4 million black-and-white and color units, with another 320,000 units imported under U.S. brand names. This left imported TV sets bearing foreign brand names at 360,000, or about 7% of the total.

In radio, however, the picture is more favorable toward imports. Where U. S. factories produced 7.7 million units, and imports under U. S. brands amounted to 1.7 million, straight imports of radio receivers bearing foreign brand names amounted to 8.4 million units, equal to 48% of total sales.

Foreign-brand imports were overwhelming in the portable and table-clock-portable categories—7.35 million imports vs. 1.9 million U. S. brands in portables, and 8.1 million vs. 5.2 million U. S. brands in table-clock-portable sets.

Listec opens U.S. office

Listec Television Equipment Corp., affiliated with Applied Electronics, Toronto, has opened U.S. offices at 35 Cain Drive, Plainview, N. Y. 11803. Listec will market TV products made by W. Vinten Ltd., England. Vinten's line includes cam-heads, pedestals, cranes and dollies. Jack Littler, vice president and general manager of Listec, was formerly with the Rank Organisation's Taylor Hobson Division and Power Optics Ltd.

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Lapp Insulator Co., Inc.,
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Wire Rope Plant,
Williamsport, Pa.

Gunnar A. Olsen Corp.,
New York, N.Y.

Marshall Construction Co.,
Long Island City, N.Y.

Rubin & Cohen Ironworks, Inc.,
Mount Vernon, N.Y.

Belmont Electric Co., Inc.,
New York, N.Y.

These companies and the men who represent them have gone out of their way to assist in the installation of an antenna to provide our emergency 10 kilowatt service, and currently are ahead of schedule in the restoration of our 50 kilowatt capability.

This is especially welcome news in relation to the recent debut of our new concept of radio news and information, WCBS/NEWSRADIO 88.

WCBS RADIO.

The fight for news freedom

**RTNDA hears call to action from NBC's Monroe;
he says good solid reporting is best weapon
in battle against government encroachment**

Journalistic freedom, or the lack of it, was much on the minds of the 350 members of the Radio-Television News Directors Association who assembled in convention in Toronto last week. But the mood was not so much defensive: The newsmen didn't see calamity staring them in the face. Rather, the mood was positive: They were searching for ways to defend the freedom they have and to extend its scope.

Bill Monroe, head of NBC News in Washington, struck the theme in his keynote address. He called on broadcasters to defend their freedom in the courtroom and in Congress and on their own media. Good, solid reporting, he stressed, is probably radio-TV's best weapon against government encroachment.

RTNDA's outgoing president, Bruce Dennis, WGN-AM-TV Chicago, said the last 12 months had provided broadcasters with an unprecedented battle for the freedom of news reporting. He was referring to the report of the

American Bar Association's committee on free press and fair trial. But he also noted a report of the RTNDA freedom of information committee showing that for the first time in three years, gains were outstripping losses in the battle for freedom of information in broadcasting.

And Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines, in his speech, prepared for delivery at the Paul White memorial banquet Saturday (Sept. 16), hailed RTNDA for its court fight against the FCC's fairness doctrine (see page 43). If that fight is successful, it could lay the groundwork for an assault on the equal-time law, in which the fairness doctrine is now embedded.

As Mr. Monroe sees the issue of journalistic freedom in broadcasting, it is not that broadcasters are faced with a dramatic, clear-cut crisis. There is no dictator in the White House, or demagogue in Congress attacking broadcasters, no FCC commissioner "whose

regulatory zeal grows from sinister motives," he said.

Rather, the danger is in the attitude of those who see a distinction between the freedom of press for the press—and for broadcasting. A political candidate, for instance, might grumble but he wouldn't make any threats if unhappy over a newspaper's coverage of his campaign. But the same candidate, Mr. Monroe believes, might threaten to complain to the FCC or to have a law passed if his unhappiness were caused by a TV station's performance.

Such differences, Mr. Monroe said, are dangerous for the broadcaster and dangerous for the country.

He noted that the U.S. public 20 years ago depended on newspapers for news, a free medium, solidly protected from government pollution by popular tradition and the U.S. Constitution. Today, almost two-thirds of Americans look primarily to television as their source of news.

"They depend on a medium which is not yet firmly established as free either by popular tradition or judicial application of the Constitution. And if this establishment of the electronic media as free does not take place in the next few decades, then press freedom in the United States will have been watered down—especially for the majority of the population depending on television—without anybody paying much attention to what was happening."

He warned that the degree of broadcasting's future freedom is being determined in the traditions being established, the laws being passed and the court decisions being handed down. "Nobody is deliberately out to put chains on us," he said. "But there are people who, for reasons that look wholesome to them, are trying to tie us down one finger at a time."

He urged broadcasters to "fight for the freedom of action of every finger" they own by presenting their case in the courts, before committees of the Congress, in meeting halls and conferences, and on broadcast discussion programs, with a fair representation, of course, for both the powers of light and the powers of darkness.

"Possibly," he added, "the most important thing any of us can do is to practice good journalism, journalism that is a consistent mix of aggressiveness and responsibility. To a substantial extent, we are going to establish our own freedom by using the rights we have, not letting them wither, and by doing a job, at all levels, that will build

RTNDA discovers the word isn't out

The Radio-Television News Directors Association, though now 22 years old and boasting a membership that includes many of the nation's top communicators, appears plagued by a communications problem.

Its members, meeting in convention in Toronto last week, felt, and were given reason to believe, the organization is not well known in the broadcasting industry, let alone outside of it.

A report of a small-markets committee, on a survey which produced a return of 800 questionnaires, notes that a "large number of stations had not even heard of RTNDA." The committee, headed by Keith Cummings, KAYS-AM-TV Hays, Kan., sug-

gested that the organization needs "a better selling job of our organization."

Another sign of difficulty is the plateau that RTNDA membership has reached. The membership committee reported that RTNDA stands at 1,003 members, which includes 206 new or reinstated members. However, RTNDA was forced last year to drop 222 members, the great majority for nonpayment of dues.

Outgoing President Bruce Dennis, WGN-AM-TV Chicago, suggested another reason membership has fallen off. He said the ranks of station news directors has been depleted by "sizeable recruitment" by expanded network operations and all-news stations.

an image, based on a reality of integrity."

The relatively optimistic tone of the RTNDA's freedom of information committee report stems in part from enactment of the federal Freedom of Information Law, which became effective July 4 and which opens to newsmen public records that federal agencies previously had been able to keep confidential.

The report reflects encouragement also over the RTNDA suit seeking court review of the FCC's fairness doctrine. "A decision in our favor could produce a severe challenge to the entire [equal-time law] and its various interpretations by the FCC," the report said.

But the report of the ABA committee headed by Justice Paul C. Reardon of the Supreme Judicial Court of Massachusetts is a continuing source of concern to RTNDA. The Reardon committee proposed stringent restriction on coverage of trials, and recommended empowering courts to take contempt of court action against newsmen as well as court officials who violate the rules.

The house of delegates of the ABA is to meet in Chicago in February to decide whether or not to adopt the Reardon proposals.

The FOI committee, however, found comfort in the "fact that more and more lawyers, judges and public officials are beginning to think through the consequences of some of the proposed restrictions, and have come to the conclusion that perhaps the dangers of the new restrictions outweigh the advantages."

The committee also counted as pluses the success the RTNDA shared with other media representatives in winning a relaxation of the tight restrictions that had been imposed on coverage of the Richard Speck trial in Peoria, Ill., and that local RTNDA groups had in winning greater courtroom freedom in Wake County, N. C., and in causing a modification of tough new rules the Cook county (Chicago), Ill., coroner had imposed on picture coverage of inquests.

The FOI committee noted that the rash of riots that swept through many of the nation's major cities in recent months produced a number of demands that radio-TV coverage of rioting and civil rights be restricted. The demands, which at their peak were joined in by a number of congressmen, never reached the point where legislation seemed likely to result, and the furor has since died down.

Nevertheless, the committee warns that "the mere fact that demands were raised in some number and with some weight behind them indicates that RTNDA members may face serious problems" not only in covering riots in their own areas but in taking network coverage of riots in other cities.

The problems of Vietnam

RTNDA hears panel of newsmen tell of conflicts, contradictions, in coverage

The terrible complexities inherent in the Vietnam war were given fresh meaning for members attending the Radio Television News Directors Association convention in Toronto last week. For a little over two hours on Wednesday (Sept. 13) they heard radio-TV newsmen who had covered the conflict and a Pentagon public-affairs officer discuss the problems they have had in doing their primary function in connection with that war—communicating the truth of it to the American people.

The panel—Mike Wallace, CBS; Dave Snell, ABC; Bill Wordham, NBC; and Daniel Z. Henkin, deputy assistant secretary of defense for public affairs, with the Canadian Broadcasting Corp.'s William Stevenson acting as moderator—revealed conflicts newsmen have had with their New York editors and the Pentagon. Equally important, the reporters appeared to disclose contradictions in their own thinking on the war's coverage.

Such conflicts and contradictions may not be unique to the Vietnam war. But one new element is the extreme lengths to which the administration is apparently ready to go inform name newsmen of its version of the war. Mr. Wallace disclosed that after Harry Reasoner, his colleague, announced on the air that he was leaving to cover the elections in South Vietnam, he was called personally by President Johnson and in-

vited to the White House for a discussion on matters bearing on Mr. Reasoner's new assignment. Mr. Reasoner had the talk. He also saw other top officials.

Mr. Wallace disclosed also that CBS's Eric Severeid within the past two weeks accepted an invitation for what turned out to be a three-hour general discussion with the President. The President, Mr. Wallace said, "is aware of Severeid's standing with the intellectuals" in the country.

Brainwashing? ■ Mr. Wallace reported that on his arrival in Saigon for a two-month tour of duty, General William C. Westmoreland spent an entire day escorting him about the countryside in the general's helicopter and jet, giving him an American-oriented briefing.

"I understand what Romney meant by brainwashing," Mr. Wallace added wryly, in reference to Michigan Governor George Romney's charge that he had been brainwashed by American military and civilian officials on his visit to South Vietnam.

But despite such orientations, and despite the fact that the war is the best-covered ever, the panelists agreed there was doubt the men who had been there didn't think the picture being presented the American public was full, round or complete. Partly the trouble is mechanical and bureaucratic.

Mr. Snell, who had been wounded during his tour and whose right hand was still in a cast, talked of the difficulties of simply getting around the country, particularly with the heavy gear TV news teams must carry.

He also complained of "censorship" by officers who stop enlisted men from answering newsmen's questions.

On both points Mr. Henkin murmured. He said progress has been made in providing air transportation for reporters in South Vietnam, also disclosed that the Pentagon hopes to



The problems of covering the Vietnam story were discussed by (l to r): Dave Snell, ABC; Daniel Z. Henkin, deputy assistant secretary of defense for

public affairs; William Stevenson, Canadian Broadcasting Corp. (moderator); Mike Wallace, CBS, and Bill Wordham, NBC.

reach a decision within 30 days on whether to permit newsmen to participate in air missions over North Vietnam.

And he insisted that while some local commanders may cause reporters trouble the Pentagon policy is to impose no censorship beyond that which reporters voluntarily accept. "We'd have one hell of a mess if we went to censorship," he said.

Other Problems ■ But Mr. Wallace touched on other, deeper problems.

The broadcasting business isn't developing the trained specialist, at least in part because radio-TV reporters don't stay in Vietnam long enough. Six months, he noted, is considered a long tour, whereas newspaper reporters frequently spend twice that length of time in Vietnam. And in six months, he said: "You're just beginning to get to know the situation." And reporters, he said, don't spend enough time covering the Vietnamese, they are too busy with the Americans.

That complaint was given added point, in his mind, by the networks' handling of the South Vietnam elections. They sent their "stars," he said, the men who would command the largest audience, and gave them two weeks to attempt to understand an extraordinarily complex, even "exotic," political situation, and to interpret it for the American people. Mr. Wallace suggested the understanding by the American public, if not the ratings, would have been greater if the networks had relied on the newsmen who had been on the scene.

He took issue with management brass, also, as did Messrs. Snell and Wordham, on what he felt was New York-based editors' preference for combat footage as opposed to thoughtful, analytical pieces on, say, pacification that might be the product of several day's labor. He suspected, he said, that the editors feel there is greater circulation in combat footage, "and we're in a competitive business."

Violence for Dessert ■ This kind of judgment, the panelists implied, led to what Mr. Stevenson called the "dinner-time violence" on which children today are being reared.

But there was at least a partial self-contradiction involved. Mr. Wordham reported that what he considered a particularly bloody piece of action he had covered never was used because, he was told, it had not revealed anything unusual. "Maybe we've been doing almost too good a job in showing violence," he said. But he also reported that officers in Vietnam as well as editors in New York seek to play down pictures of the dead, particularly American dead. Yet such bodies, "bloody, torn, ripped apart sometimes, this is what the war is about," he said.

Westin asks use of network news

PBL's director requests

commercial networks provide film or tape of reports

The nation's networks, which have contributed much to noncommercial television in terms of treasure and equipment, now have been asked for aid of another sort—the loan, on film or tape, of their news reporters and commentators at their perceptive and analytical best.

The request was made last week by Av Westin, executive director of the Ford Foundation-funded Public Broadcast Laboratory of the National Educational Television network, which is cranking up for its inaugural program on Nov. 5.

The PBL, which has been set up to demonstrate there is a possible complement and alternative to commercial television, plans to do a weekly series of two-hour, open-ended broadcasts, in color, which will be carried by 125 noncommercial stations across the country.

The programs will be on public and cultural affairs and, Mr. Westin indicated last week, he has visions of cutting

in a segment from a Chet Huntley or a Walter Cronkite broadcast to illuminate a point in a program—or perhaps, of using pertinent segments from all three networks, and stations as well, on a single broadcast.

Mr. Westin outlined his proposal in a luncheon address at the Radio-Television News Directors Association convention in Toronto. He said he hadn't attempted to clear it with PBL's attorneys yet, although he assumed there would be legal difficulties.

"I feel so strongly about this interchange, with its vast potential, that I wanted to lay it on the table as a human, professional matter; one that could be agreed to extra-legally on the basis of its unparalleled merit for our industry as a whole," he said.

Mr. Westin said nothing about the possibility the networks might feel that were being asked to compete against themselves with some of their highest-paid talent.

Networks' Response ■ Executives of the news organizations of ABC, CBS and NBC indicated they would consider Mr. Westin's proposal but gave no clue to what their decisions might be. Some were obviously miffed by the manner and timing of the "request": They said they they were sent copies of the speech on the eve of its delivery in Toronto. One executive said he hadn't been able to consider it dispassionately but was waiting "to cool off" and did not intend to "hurry" with his decision.

Mr. Westin noticed that a good deal of excellent analysis and reporting is being done on television which the public misses, since it can watch only one program at a time. Thus, the definitive word on a subject might become a "golden piece of analysis or reportage [which] hangs in space, never to be used again; never to be reprised in a total broadcast where all of broadcast journalism addresses itself to one given subject."

His plan would provide a home for such "golden pieces." It would also, he said, permit broadcast journalists, at long last, "to be quoted by their peers in their own medium." (By quote, he made clear, he means use of the actual programing.)

The networks employing the quoted journalist would get recognition. "The Public Broadcast Laboratory guarantees you credit, perspective, acknowledgement and precise on-the-air statement of the circumstances surrounding your broadcasts," he said.

"And, most important, the public would benefit from this significant interchange, based on the comments of some of the best journalists in the world."

Mr. Westin sees the proposal as an



PBL's Westin

outgrowth of what has become the networks' practice of reporting, in video and audio, on news developed on competitors' Sunday news-interview programs.

He hopes the Public Broadcast Laboratory will be allowed to participate in that Sunday exchange. But as he indicated, he hopes for more. He would like to be able to watch a nightly network news broadcast or a network documentary and, as he told the RTNDA convention, feel free "to call the Public Broadcast Laboratory's senior editor and say, '... so and so has just made the definitive statement on the subject we are dealing with on Sunday's broadcast. Let's quote that.'"

Judge backs RTNDA on trial-press issue

For a group of newsmen concerned about efforts on the part of some judges to impose stiff restrictions on coverage of criminal cases, Robert Hansen, chief justice-elect of the Wisconsin Supreme Court, is a congenial judge to have as a speaker. He's on their side.

Judge Hansen demonstrated that last week in a luncheon address at the Radio-Television News Directors Association convention in Toronto. He took issue with the basic principles on which the so-called Reardon report is based.

That is the American Bar Association group, headed by Justice Paul Reardon, associate justice of the Supreme Judicial Court of Massachusetts, which has recommended denying news media much of the information they now get routinely about a case from the time an arrest is made until appeals have been exhausted.

The purpose, Judge Hansen noted, is to assure a fair trial preventing a jury from knowing any details of a case except those presented in the court room. But, Judge Hansen said, the price that would be paid "to plunge an entire community into total darkness" is too high.

He also said it would be better for a court to risk an occasional reversal of a decision on appeal on grounds that the accused had not been given a fair trial "than to commit ourselves to the proposition that secrecy is a boon to the person accused of a crime. People in totalitarian countries," he suggested, "wouldn't agree."

Trust in People ■ To Judge Hansen, the free exchange of ideas by the public, and the constitutional guarantees of free speech and free press necessary to that exchange, are "an area beyond government control." In that connection he said he didn't fear democracy's

avowed enemies, on the right and left, so much as he did those who forget it was the belief of the nation's founders that "we could trust the people and that the streams of knowledge" should not be dried up.

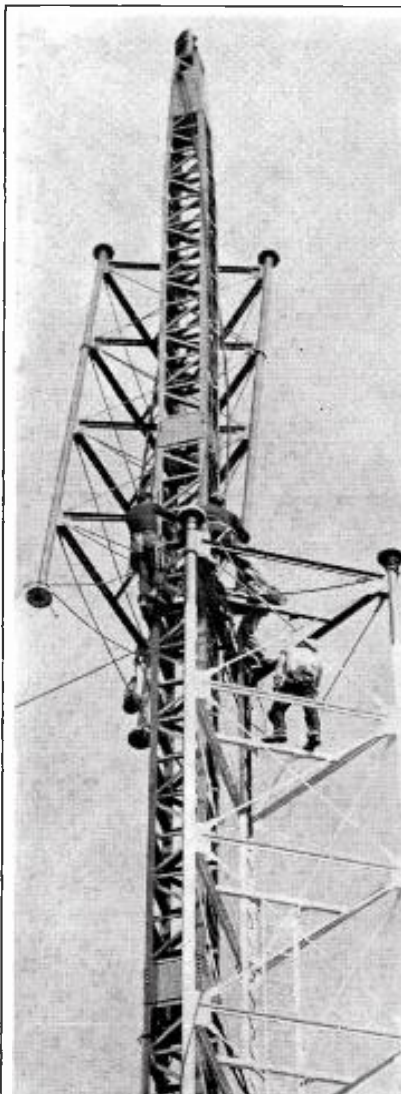
Judge Hansen has more than his views on trial coverage to commend him to radio-TV newsmen. For 15 years he and his successor on a state bench in Milwaukee have permitted TV coverage of trials.

However, he made no claim that the "Milwaukee experiment," as he referred to it, could automatically be followed by courts throughout the country. He said,

for instance, the court normally handled unsensational cases, with the cameras generally focussed on "vignettes," or "slice-of-life" type dramas.

Each judge, he said, is in the best position to know what is suitable for his court, and had worked out a "modus vivendi" with the cameraman which, he said, results in "unobtrusive" coverage.

However, there were some radio-TV newsmen in the audience who felt they would not be eager to accept one of the conditions Judge Hansen laid down—no camera coverage if the defendant or his attorney objects. "That's not equal-



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ity with the pencil and paper reporter," said one newsman after the speech.

Organized Effort ■ Earlier, the convention heard a panel, including RTNDA counsel W. Theodore Pierson, review the steps the association is taking to oppose the Reardon report. Mr. Pierson, along with Elmer Lower, head of ABC News, and J. W. (Bill) Roberts, Time-Life Washington and head of RTNDA's freedom of information committee, urged the RTNDA members to carry on the fight in their home towns.

The panelists said ABA members—particularly members of the House of Delegates, which will act on the Reardon report recommendations in February—should be contacted. Mr. Roberts suggested the newsmen feature the issue in editorials, discussion and phone-in programs.

"If you're not active in this fight," Mr. Lower said, "You're going to get run over."

To the panelists, the Sam Shepherd case—in which the Cleveland doctor's conviction for killing his wife was overturned by the Supreme Court because of the circus-like atmosphere the press created at the trial—is no basis for Reardon-report-type recommendations.

All "Shepherd means," Mr. Pierson said, is that judges should maintain better control of their own venue.

RTNDA has argued, and Mr. Pierson restated the point last week, that the Reardon report would give to those who want to use it the opportunity to manage the news.

Mr. Pierson said the aim of the Reardon report, actually, is to persuade the community at large to presume an arrested man is innocent until proven guilty. He said this is not only unrealistic but undesirable.

"A community of law-abiding citizens is going to infer guilt from an arrest," he said. Furthermore, he said a lid on information surrounding an arrest could leave the public ignorant at the trial that a person police believe is guilty of, say, a series of heinous crimes had been arrested.

Is Joe Pyne the new hero of radio news?

RTNDA RADIO WORKSHOP HEARS TALK RADIO IS IN

Talk radio—free-form radio, two-way radio, you-name-it-just-so-long-as-talk-is-in-it-radio—is the way of the future, if not the present, while thoughtful, quiet, even if controversial, news commentary, is dying art, like calligraphy.

Accurate or not, that is the impression radio-TV newsmen gleaned from a radio workshop at the Radio-Television News Directors Association convention in Toronto last week.

The workshop was broken into two main parts, one on "Talk Radio—Free Form of News?", the other on "News Commentary and Analysis—Extra Added Ingredient." And the contrast was startling.

The first panel was dominated by Jerry Williams, a talk jock for WBBM Chicago, a bumptious type who claims to be a Stevensonian Democrat but who feels intellectuals who look down on his type of show are dreadfully stuffy and who thinks his job is to provoke, entertain and inform, all at the same time.

One of three panelists in the second half of the program was Gordon Sinclair, a crusty, salty-talking exponent of personal journalism, which he has practiced on CFRB Toronto for more than 20 years. He talked of taking off after everyone from provincial politicians whom he dislikes to provincials who file indecent-exposure complaints against marble male statues. But by his own reckoning, he probably won't be around much longer.

Sharing the panel with him was Charles King, vice president in charge of programing and news for Mutual Broadcasting System. He was positively gloomy about the future of radio commentary. Stations, he says, are increasingly reluctant to clear for Mutual's commentary programs because of the burden of providing balance in their programing and because they don't want

to do their own commentary. The other networks, he adds, don't provide commentary because they can't sell it to sponsors.

Switching Sides ■ Meanwhile, back at the first half of the program, panelists, including men whose training and primary responsibility is in news, hailed talk radio not only as the "now" thing but as a public-service thing, as well. It permits, they say, the public to air grievances, and to be informed in an exciting manner.

To Mr. Williams, this does not mean being "as far as the *Christian Science Monitor*." It can mean, he added, "taking on" a woman sufficiently deranged to claim that Ho Chi Minh and the Pope are in league.

Tom Reardon, WTAG Worcester, Mass., who combines his job as a newsmen with that of a talk jockey, expressed the view that "taking on" such a woman doesn't require much talent. But he sees one value of talk radio "as getting people to think" and another "to show bigots listening in what bigots talking sound like."

Dave Crane, news director of KLAS Los Angeles, the place where Joe Pyne dwells, confessed that his thinking regarding talk radio has undergone a drastic change, that he has climbed down from the "high horse" from which he had viewed the concept two years ago.

He also recounted how, after the station adopted the forms and began racing away from competition in the area, he recast the news operations at the station to make sure he'd still have a job. With talk radio, he says, five-minute shows on the hour and headlines on the half hour are superfluous. The emphasis now is on supporting, with facts and accurate backgrounding, the station's on-air personalities.

Hot Air ■ But what of the allegation that talk shows are sensational for the sake of being sensations? "The concern is too much with sensation," Mr. Reardon, the newsmen talk jock began.

Interrupted Mr. Williams: "The issues themselves are sensational. It depends on whether you're responsible." He wouldn't wave a gun on camera during a riot for instance, "but that doesn't mean you have to be dull." Responsibility all by itself isn't enough to get the ratings in talk radio, he suggested. And without ratings, "You're out."

It wasn't an entirely bleak afternoon for newsmen clinging to the belief that commentary—by trained observers, not unhappy housewives—has a future. Richard Wright, also of WTAG and the workshop's organizer, waxed enthusi-

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astically over his job as a commentator.

He related how he had made his own opportunity for that job and how he has managed to take a line independent of that of the station or the parent corporation, which also owns the newspaper monopoly in town, and whose board chairman is one of the founders of the John Birch Society.

He said he has not been afraid to assert his "rights," and urged broadcasters generally not to be afraid to assert theirs. "Any station that won't put on controversy" doesn't deserve to have the RTNDA's support in the fight before Congress and the FCC for greater editorial freedom, he said.

Maybe not. But one had the impression that when the radio-TV newsmen who had been in the audience returned home they would take down their photographs of Ed Murrow and replace them with the likeness of Joe Pyne.

RTNDA gives White award to Taishoff

Sol Taishoff, editor and publisher of *BROADCASTING* and *Television* magazines, is the 1967 winner of the Radio-Television News Directors Association's Paul White award for "his many contributions to the advancement of broadcast journalism."

The award was to be made Saturday night (Sept. 16), at the Paul White memorial banquet, which concluded the RTNDA convention in Toronto. Edward F. Ryan, WTOP-AM-FM-TV Washington, made the presentation.

The citation accompanying the award said Mr. Taishoff had "used the freedom of his own press for its highest

purpose: the preservation and enlargement of our basic guarantee of that freedom itself."

It said he has contributed to the definition and establishment "of the vital journalistic function of modern broadcasting," and has "campaigns vigorously to make sure that broadcast journalists will have the fullest freedom to obtain and report the news."

The award is named for the late western newspaperman who began his career in the 1920's and moved to New York to build and direct CBS News.

RTNDA Saturday also was to honor the memory of the late Ted Yates, the NBC newsmen-producer who was killed covering the Arab-Israeli war in June, with a posthumous award for distinguished service. It was to be presented to his widow by Robert Gamble, WFBM-AM-TV Indianapolis. Earlier in the week, seven radio and television stations were recognized in the association's awards competition. One award was made to KING-TV Seattle for its editorials against U. S. policy in Vietnam. The editorials attracted nationwide attention when they were aired (*BROADCASTING*, Jan. 9).

Other television winners were: KLZ-TV Denver, the Edward R. Murrow award for TV documentary reporting, for a story on juvenile delinquency; WGN-TV Chicago and WCCO-TV Minneapolis for spot news coverage of a tornado and for stories on Minnesota boys in Vietnam, respectively. (WCCO-TV won the same award last year.)

Radio award winners were: KSF San Francisco, the Edward R. Murrow award for a story on the problem of employment for minority groups; KABC Los Angeles, for editorials on revision of a complicated state law; and KYW Philadelphia for spot-news coverage of the Glassboro, N. J., summit conference.

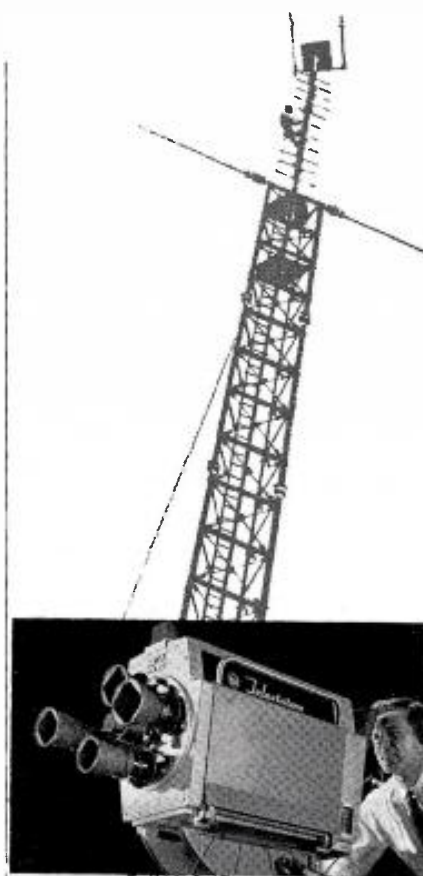
RTNDA sets up fund for journalism study

For years the Radio-Television News Directors Association has talked of establishing a scholarship program for students interested in broadcast news as a career. Last week RTNDA joined action to words and put its money where its mouth has been.

Bruce Dennis, outgoing RTNDA president, of WGN-AM-TV Chicago, announced at the association's convention in Toronto last week the incorporation of the RTNDA Foundation and offered the RTNDA contribution to it of \$5,000 to help get it started. Contributions from the membership, however, will be welcome. The purposes of the founda-

tion are to promote the development and study of electronic journalism, and to encourage and provide financial support "to qualified students who desire to make their careers in the field of electronic journalism."

First members of the foundation are Mr. Dennis, incoming President Jay Crouse, WHAS-AM-FM-TV Louisville, Ky., and Nick Basso, treasurer of WTVN(TV) Columbus, Ohio. Additional trustees elected are Jim McCulla, ABC News; Ron Laidlaw, CFPL London, Ont.; Dr. John Rider, Syracuse University; Professor Mitch Charnley, Minnesota University; Barney Oldfield, Litton Industries, and George Vidal, Sears, Roebuck.



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CATV seeks high court review

Fortnighly appeals lower-court copyright decisions that makes CATV's liable for relay of TV signals

The U. S. Supreme Court last week was asked to review CATV's landmark copyright case—United Artists v. Fortnighly Corp. A petition for a writ of certiorari was filed Friday (Sept. 15) by attorneys for Fortnighly. Following a reply by United Artists—unquestionably it will protest that no review is necessary, since both a federal district judge and a three-judge federal appeals court has upheld its contention that CATV systems must pay copyright fees—the Supreme Court will decide whether to accept the case for review. United Artists has 30 days from last Friday to file its response to the petition for review.

If the Supreme Court accepts the case, it will be argued some time next year. The Supreme Court's present term runs through June 1968.

The initial 1966 ruling by New York U. S. District Judge William Herlands held that CATV's use of copyrighted material contained in television broadcasts they pick up and relay to customers constitutes a "performance" under the copyright law and that this calls for payment of copyright fees. He held that Fortnighly Corp., the then owner of CATV systems in Clarksburg and Fairmont, both West Virginia, had violated the copyright law when it served subscribers with TV programs from five distant TV stations—three from Pittsburgh, and one each in Wheeling, W. Va., and in Stubenville,

Ohio,—without payment of license fees.

Last May, a three-judge New York appeals court panel upheld the Herlands decision, although it varied in some instances—notably in suggesting that copyright infringement might not be involved if a CATV's subscribers could receive the same programs from rooftop antennas (BROADCASTING, May 29).

In its petition last week, Fortnighly presented five issues to the Supreme Court: (1) whether CATV operation is "performance" and whether it is "public" performance within the meaning of the Copyright Act; (2) whether the lower court is imposing law contrary to the Copyright and the Communications Acts; (3) whether the public has the right to receive a TV broadcast from a station properly licensed by a copyright owner through means considered convenient, such as subscribing to a CATV system; (4) whether a distinction should not be made for TV signals from local stations, as predicted by FCC curves, and (5) whether inconsistency may not be involved when a CATV system is held liable for copyright payment when it is obeying an FCC regulation requiring it to pick up a local station.

Same as Antenna ■ In describing the technology of CATV, Fortnighly observed: "The CATV system performs the same function as a homeowner's antenna and the connecting line [lead] to his set, the difference being that a

master antenna and connecting line are made available by an entrepreneur to the set owner for a fee."

Fortnighly noted that Fairmont is within or on the grade-B contour of four of the stations mentioned in the suit, and that Clarksburg is within the grade-B contour of one of them.

In arguing that copyright payment by the TV stations constituted payment for reception by the public, Fortnighly called attention to its offer to prove that the payment by the station, based on individual station's audience, included counting those members of the public who received the programs via CATV. This offer, it noted, was rejected by the court.

Fortnighly found it significant that the appeals court "brushed aside" the district court's opinion that the technology of CATV constituted reproduction. Instead, Fortnighly emphasized, the appeals court found that CATV is a performance because of the "magnitude" of cable-TV's contribution.

These rulings, Fortnighly contended, extend federal copyright restrictions for the first time to reception and viewing of publicly broadcast TV programs. There are, Fortnighly estimated, about 1,700 CATV systems, serving two-million homes, with six-million viewers.

A measure of this threat, Fortnighly said, is that in a single week, an average, five-channel CATV system would receive well over 1,500 telecasts, and about 1,000 of these would involve copyright. If the statutory minimum infringement fine of \$250 per infringement is levied, this would amount to \$250,000 a week or \$1 million per month. And, Fortnighly pointed out, this doesn't take into account music liability, since music is an integral part of most programs.

"Nationwide, the past liability of CATV systems for the three-year statutory period threatens a takeover of CATV by copyright owners as the only means of discharging the liability . . ."

Fortnighly also called attention to the position of the Department of Justice, presented to a House Judicial Committee subcommittee last year, that blanket extension of copyright liability to CATV raises the possibilities of harmful competitive consequences.

Change Old Decision ■ Fortnighly stressed that the lower courts found no infringement by the TV station or by the home viewer, only by CATV, which was the middleman between transmission and reception. Yet in the 1931 case (Buck v. Jewell-LaSalle), Fortnighly said, the court held that the hotel furnished the means for its guests to hear radio music. And, Fortnighly added, CATV does not select, originate or procure programs.

If this is an erroneous interpretation,

ITC package has 15 films new to U.S.

Independent Television Corp., New York, is placing a package of 15 feature films in first-run syndication and is suggesting that local-TV stations buying the motion pictures schedule them as "world premieres."

ITC President Abe Mandell said that 14 of the 15 films, included in "The Magnificent 15" package, were made in 1967 and are being exhibited theatrically in other parts of the world at the same time that they are offered for TV in the U.S. Twelve of the films were coproduced by ITC and European producers and the remainder were bought in Europe.

Many of the films, shot on location throughout the world, feature

American-type characters in the leading roles. ITC exercised control over scripts, casts and directors to insure acceptance in U.S. markets. All are in the action-adventure category, and 12 of the 15 are in color. They were dubbed in New York by the ITC staff.

The package has six suspense films, five of which star detectives unraveling complicated plots; three international spy intrigues; two adventures, shot on location in Africa and the Far East, a Civil-War family drama and a post-Civil War comedy, and two westerns.

ITC's two previous film packages were each sold in over 100 markets.

Fortnightly said, perhaps the court should reconsider the 37-year-old decision.

Fortnightly referred to the lower court's comment on the right of copyright holders to issue exclusive territorial licenses as "a novel and expansive" construction. It also, Fortnightly said, raises serious questions on copyright monopoly in TV and radio and also poses "the anomaly" that whereas an individual TV set owner may take any steps he desires to capture TV signals—including using higher antennas, more sensitive antennas and directional antennas without violating copyright rights—a CATV system may not supply an antenna service to homeowners to accomplish the same thing, without being found liable for infringement.

And where the appeals court referred to the possibility of a different decision were the TV signals receivable by an individual TV-set owner with a "normal" antenna, Fortnightly maintained that the appeals court had not taken into account the FCC's definitions of normal reception and did not define satisfactory reception that, through advances in the technology of antennas and reception, could mean one thing today, and a quite different thing next year or later.

Fortnightly's brief was signed by Robert C. Bernard and R. Michael Duncan, of Cleary, Gottlieb, Steen and Hamilton, and by E. Stratford Smith of Smith, Pepper, Shack and L'Heureux. Both firms are in Washington.

Garrison blasts shows on Kennedy killing

New Orleans District Attorney Jim Garrison took aim at NBC-TV and CBS-TV and let fire with a broadside of criticism on their coverage of his investigation into the sniper killing of President John F. Kennedy.

In an interview in the October issue of *Playboy* magazine, Mr. Garrison criticized a June 19 NBC News special, *The J. F. K. Conspiracy: The Case of Jim Garrison*, during which the network charged that Mr. Garrison's investigators made efforts to bribe witnesses and had tried to plant false evidence in the home of Clay Shaw, who is awaiting trial on charges of conspiracy (BROADCASTING, June 26).

Mr. Garrison said in the interview: "I want to make a proposition to the president of NBC: If this [NBC's] charge is true, then I will resign as district attorney. If it's untrue, then the president of NBC should resign. Just in case he thinks I'm kidding, I'm ready to meet with him at any time to select a

News windfall for Detroit UHF

When WKBD-TV Detroit produced the first program of its new syndicated *Lou Gordon's Hot Seat* talk show, the Kaiser station got national publicity almost beyond the wildest hope of any promotion manager.

Michigan Governor George Romney, interviewed for 35 minutes as part of the 90-minute show, threw out two bombs that drew national attention in all the news media.

The oft-mentioned possibility for the 1968 Republican presidential candidacy mentioned he had been "brainwashed" by generals and diplomats during his trip to Vietnam but that he had since recovered. Mr. Romney also declared he didn't want to be Vice President to anybody on the Republican slate.



Mr. Gordon (l.) and Gov. Romney

The series is also being carried by WKBS-TV Philadelphia and WKBG-TV Boston, also Kaiser Broadcasting stations.

mutually acceptable committee to determine once and for all the truth or falsehood of this charge."

NBC News gave Mr. Garrison 30 minutes of free time on a Saturday evening following its news special to reply to the network's charges.

Mr. Garrison also criticized CBS News's four-part program on the Warren Commission report: "Like the Warren Commission, CBS was scrupulously selective in its choice of evidence. Its broadcast wasn't a hatchet job like the NBC show, but it was equally misleading and . . . unintentionally dishonest. I'm not imputing sinister motives to CBS; it appears that its greatest handicap was its own ignorance of the assassination." The CBS special concurred with the Warren Commission's findings that Lee Harvey Oswald acted alone.

Mr. Garrison also said the late Lisa Howard (ABC-TV commentator) was an intermediary between Fidel Castro and the late President Kennedy. He said she met secretly with the Cuban revolutionary, Ernesto Che Guevara, and that when the President was assassinated, Miss Howard was arranging a conference between the President's brother, Robert F. Kennedy, and Mr. Guevara.

Perin Film starts

Establishment of Perin Film Enterprises Ltd., New York, as a television distribution firm was announced last week by Richard Perin. Headquarters will be at 125 East 71st Street, New York. Telephone is 861-8569. Mr. Perin formerly was national sales manager of Telesynd, a division of the Wrather

Corp., and earlier was on the sales staff of Embassy Pictures' television division.

Two commissioners oppose WHBQ renewals

An FCC decision to grant the license renewal applications of WHBQ-AM-TV Memphis, owned by RKO General Inc., drew fire in part from Commissioners Kenneth A. Cox and Nicholas Johnson last week. The commission granted the applications without prejudice to whatever action may be taken upon completion of an antitrust court suit against General Tire & Rubber Co., owner of RKO General.

Both commissioners agreed with the commission treatment of the pending court action, but parted ways with the majority on what is becoming a quarterly complaint of theirs whenever license renewal applications come up for consideration—alleged insufficiency of public-affairs programming. Commissioner Cox noted in his statement, in which Commissioner Johnson joined, that "RKO General is a very successful broadcast multiple owner, and the stations here involved are desirable facilities in a major market. Yet the renewal application of WHBQ proposes 0.6% public affairs programming, while that of WHBQ-TV proposes to devote 3.8% of its time to news." The commissioners said that the minimal proposals are "prima facie contrary to the public interest," and that the renewal applications should not be granted "unless and until" further information justifying the program levels is obtained.

Wasilewski hits riot-coverage critics

Radio and television have done a "superb, a magnificent job" in covering riots and civil disturbances and some of



Mr. Wasilewski

the criticism of broadcasting in covering the riots represents an ostrich-like attitude—a desperate feeling that if we just play them down, riots will stop; if we will just ignore them, the mad-dog rabble rousers will disappear and their followings will dissipate. This is the sheerest nonsense. "Silly, wishful thinking that is the greatest escape into unreality of all."

Vincent Wasilewski, president of the National Association of Broadcasters last week admitted that news coverage to some degree involves creation of news, but pointed out that this has been true through the centuries in print media and that the "power and immediacy of radio and television only intensify the problem."

In a speech prepared for delivery Saturday (Sept. 16) to the Louisiana Association of Broadcasters meeting in New Orleans, Mr. Wasilewski offered four "clear-cut" rules for riot coverage:

- Accuracy is "absolutely crucial. Every important report should be checked and rechecked. The circulation of deliberately false reports is a part of every riot."

- Cool judgment and balance is required. "This is not the time to get a scoop—to seek an audience by cliff-hanging bulletins or sensationalism. That is the height of irresponsibility. . . . The magnitude of the riots in Watts and Detroit demanded major coverage. A minor disturbance should not be made to look like Detroit by overcoverage. Every street-corner fistfight should not be covered as if it were an incipient riot."

- "We must not exaggerate the importance of fringe-area events which may be sensational, but are outside the main stream of civil rights movements. The extremist point of view deserves no more attention than, in our news judgment, it bears in relation to the entire problem. The word that any broadcaster should carry in his mind during any such disturbance is 'perspective.'"

- The question of holding is indicated. Ideally, police and law-enforcement officers should be given a chance to assess the situation and, hopefully, get

it under control. On the other hand, there comes a time when the news blackout can no longer be maintained. The truth must be told."

Not only is broadcasting bringing the troubled stories of the ghetto to the general public, he pointed out, in many cases radio and television have for years represented the ghetto-dwellers' "only concept of what life is like outside the few square miles in which they spend their lives."

Now broadcasting in operating as a two-way communications street. The ghettos can still look on another life, but for the first time, "the rest of us are getting some concept of not only what life is like in the ghetto but how strongly people feel."

The furious sounds and sights of the riots, Mr. Wasilewski concluded, are "a disturbing experience" to those comfortably entrenched in suburbia. "It is more reality than most people want. Radio and television, however, would be violating their public trust to give them less than the truth."

Colorscope released by Mark Century

Mark Century Sales Corp., New York, last week announced the availability of "Colorscope" a library of animated films and slides designed as TV-program-title packages. The company handles sales for Mark Century Corp., major producer of radio programming services.

Marvin A. Kempner, president of Mark Century Sales, said during a formal presentation to station representatives and newsmen in New York that the new TV service has already been sold in 31 markets, including stations in the RKO General, Taft, Time-Life, Cox and Kaiser groups.

The library comprises animated 20-second program openings in color and matching 15-second closings as well as eight-second promo and matching title slides. According to Mr. Kempner the service makes available 179 segments of material from which stations can select to meet individual needs. (The station's logo is integrated in the film and slide).

Also available are lead-ins for commercials.

Material is produced by Soundac Color Productions Inc., Hollywood, Fla. Prototype material was shown last spring in Chicago at the convention of the National Association of Broadcasters. Rates are based on a market's population and station's coverage. Contracts are standard, permitting a five-year exclusivity in the market. As part of the service, the station receives a catalogue illustrating in color each film unit in the library along with order forms.

LA acts to keep grip on movie-TV lots

A project designed to "anchor" the television and movie film industry in Hollywood, was revealed before the Los Angeles city council last week. Suggested by the mayor's economic development board, it was pushed forward by indications that Metro-Goldwyn-Mayer would transfer its film-making operations outside of Los Angeles county (BROADCASTING, Sept. 4).

The plan to stem what it's feared will turn into an outgoing tide of film-makers, calls for development of a 500-acre world center for the television-motion picture-communication industry. The center would be located in a proposed industrial tract in Hollywood extending from Western Avenue to La Brea Avenue, in a strip less than a half-mile wide. Film production and processing companies and studios already operating in this area include Paramount Pictures, Desilu Productions, Samuel Goldwyn Studios, Technicolor, General Service Studios, Filmways TV and Consolidated Film Laboratories, among others.

Radio series sales . . .

John Doremus Show (Functional Media Inc.): KMYR-FM Denver; WMT-FM Cedar Rapids, Iowa; WMKC-FM Oshkosh, Wis., and WFON-FM Fond du Lac, Wis.

This is the Day That Was . . . (FP Productions): WPON Pontiac, Mich.

Take Five to Laugh (FP Productions): WCNL Newport, N. H.; WAKN Aiken, S. C., and KBND Bend, Ore.

Wonderful World of Sports (FP Productions): KOLM Rochester, Minn.

The All Time Heavyweight Championship Tournament (Woroner Productions Inc.): KYOR Blythe, Calif.; KIUP Durango and KEXO Grand Junction, both Colorado; WCOA Pensacola and Tampa, both Florida; WDAK Columbus, Ga.; KGEM Boise, Idaho; WTAX Springfield, Ill.; WHBU Anderson, WBIW Bedford, WGBF Evansville, WIOU Kokomo, WITZ Jasper, WAZY Lafayette, WKBV Richmond, WTCJ Tell City and WBOV Terre Haute, all Indiana; WIBR Baton Rouge; WRKD Rockland and WTVL Waterville, both Maine; WATZ Alpena, WBCK Battle Creek, WHFB Benton Harbor, WHGR Houghton Lake, WJMS Ironwood, WIBM Jackson, WDMJ Marquette, WCEN Mt. Pleasant and WNBW Newberry, all Michigan; WLOX Biloxi, Miss.; KGHJ Billings and KBOW Butte, both Montana; WDAY Fargo, KNOX Grand Forks and KEYZ Williston, all North Dakota; CJOY Guelph, CHYM Kingston

and CHYM Kitchener, all Ontario, Canada; KLVI Beaumont, Tex., and Radio Guardian, Trinidad, W. I.

Superfun (Mel Blanc Associates): WBBQ Augusta, Ga.; WBN Bowling Green, Ky.; WKDL Clarksdale, Miss.; WEZY Cocoa, Fla.; KTGR Columbia, Mo.; KDJJ Holbrook, Ariz., and KGMB Honolulu.

Grand Ole Opry (Wsm Inc.): KBTA Batesville, Ark.; WVHI Evansville, Ind.; KONO Dodge City, Kan.; KXLF Butte, Mont.; WSTH Taylorsville, N. C.; WGMM Millington, Tenn., and WKYE Bristol, Va.

TV series sales . . .

The Merv Griffin Show (WBC Productions Inc.): WCAX-TV Burlington, Vt.; WIS-TV Columbia, S. C.; WNY-TV Jamestown, N. Y.; WBIR-TV Knoxville, Tenn.; KPTV-TV Portland, Ore.; KGSC-TV San Jose, Calif.; WIBW-TV Topeka, Kan.; KMEG-TV Sioux City, Iowa; WJBF-TV Augusta, Ga.; KTSM-TV El Paso; KTHI-TV Fargo-Grand Forks, N. D., and WEAT-TV West Palm Beach, Fla.

Pat Boone in Hollywood (Firestone Films Syndication Ltd.): KHJK-TV San Francisco; WSBK-TV Boston; KPRC-TV Houston; WSWO-TV Springfield, Ohio, and WRGB-TV Schenectady, N. Y.

Firing Line with William F. Buckley Jr. (RKO Pictures): WJCT-TV Jacksonville, Fla., and KVIE-TV Sacramento, Calif., both noncommercial, and WSWO-TV Springfield, Ohio.

Forest Rangers (NBC Films): WTVJ-TV Miami and WDBJ-TV Roanoke, Va.

Danger Is My Business (NBC Films): WHNB-TV New Britain-Hartford, Conn.

Profiles in Courage (NBC Films): KGMB-TV Honolulu.

Silent Service (NBC Films): WJCT-TV Jacksonville, Fla., noncommercial.

Films of the 50's and 60's (Warner Bros.-Seven Arts): WTRF-TV Wheeling, W. Va.; WITN-TV Washington, N. C.; WICU-TV Erie, Pa.; KCEN-TV Temple-Waco and KIII-TV Corpus Christi, both Texas; KUHI-TV Joplin, Mo. and KMEG-TV Sioux City, Iowa.

The Mean Mr. Firecracker (Wolper Television): WABI-TV Bangor and WSSH-TV Portland, both Maine; WSOC-TV Charlotte and WFMV-TV Greensboro, both North Carolina; WJXT-TV Jacksonville, Fla. and WLVA-TV Lynchburg, Va.

Bullfights from Mexico (Spanish International Network): WWOM-TV New Orleans; KDTV-TV Dallas; WGBS-TV Miami; KPAZ-TV Phoenix; KEMO-TV

San Francisco; WECO-TV Pittsburgh; KJDO-TV Rosenberg-Houston; WBMO-TV Atlanta and WSCO-TV Newport, Ky.-Cincinnati (all permittees).

Shirley Temple's Storybook (RKO Pictures): WITI-TV Milwaukee.

Alfred Hitchcock Presents (MCA TV): WsJV-TV Elkhart-South Bend, Ind.; WMC-TV Memphis; WHY-TV Springfield, Mass., and KUHI-TV Joplin, Mo.

Wagon Train (MCA TV): KGW-TV Portland, Ore.; WJXT-TV Jacksonville, Fla.; KMID-TV Midland-Odessa, and KONO-TV San Antonio, both Texas; KMEG-TV Sioux City, Iowa; WTVJ-TV Durham, N. C.; WESH-TV Orlando, Fla.; WBTW-TV Florence, S. C.; WVEC-TV Norfolk-Portsmouth, Va.; KLFY-TV Lafayette, La., and KERO-TV Bakersfield, Calif.

Program notes . . .

News exchange ■ Ksfo San Francisco, a middle-of-the-road radio station, and Ksol, also San Francisco, which broadcasts 100% Negro programming, have entered into a reciprocal news agreement under which the stations will exchange news programs and items most meaningful to one another. The first exchange, broadcast on Ksol last month, was a 40-minute discussion of rioting, its causes and cures, originated at Ksfo.

Lutheran records ■ The American Lutheran Church's TV, Radio and Films department, St. Paul, has prepared an LP for the 450th anniversary of the Reformation for distribution to 5,000 radio stations. One side features "Cantata of New Life" by Robert Way and John Rydgren, and the other consists of 12 one-minute spots.

Three-way venture ■ Mirisch TV, Danny Kaye's Dena Pictures Inc. and the animation firm of DePatie-Frelang have joined forces to develop a new

animated series for network TV. The projected series is based on the Jules Verne classic, "Around the World in 80 Days." The new title will be *The Further Adventures of Phineas Fogg*.

Educational series ■ Northwestern University, Evanston, Ill., has announced syndication of a new radio program series, *Lessons in Learning*, designed for daily quarter-hour programming or in other variable segments by commercial stations. The series deals with controversy in education and features Dr. Lindley J. Stiles. It will qualify as public affairs-education in FCC logging, Northwestern said, and is priced at \$26 for 13 weeks, \$98 for year. Northwestern since 1934 has produced *The Reviewing Stand* series.

Good pickin's

For the first eight months of this year, the Writers Guild of America has registered a record \$2,744,819 in TV residuals and royalties. Previous high was in 1964 when writers earned a total of \$3,339,000 thanks to reruns.

Breakdown for the current period through August shows writers compiling some \$1.7 million in domestic residuals, \$172,081 in foreign residuals and \$865,000 in royalties. This adds up to about an 80% increase over the same period last year.

144 stations carry Joey Bishop

ABC-TV's *Joey Bishop Show* has added 10 new stations to its line-up, to bring to 144 the number of stations carrying the show live or on a delayed basis. The new stations are: KENS-TV San Antonio, Tex.; KUHI-TV Joplin, Mo.; WJBF-TV Augusta and WRBL-TV Columbus, both Georgia; WPTA-TV Fort Wayne, Ind.; WEMT-TV Bangor, Me.; KBTW-TV Denver; KRDO-TV Colorado Springs; KSHO-TV Las Vegas, and KMEG-TV Sioux City, Iowa.



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Specials confuse ratings in second week

NBC-TV ENTERS NEW SEASON AS SPECIALS DISRUPT REGULAR SCHEDULE

It was difficult to sort out the TV networks' substitutes from the regular-season players in last week's ratings scorecard.

NBC-TV was in the introductory phase for the first time, but ABC-TV took a full evening out to insert a four-hour *Africa* special on Sept. 10. Three out of the six nights covered in the Trendexes that follow, Sept. 8 through Sept. 13, contained "clean" numbers—that is, no interruption of regular programming in the schedules.

On Sept. 8, NBC-TV turned its full evening over to a continuation of its run of pilots, on Sept. 9 it programed another three pilots and swung into its heavily promoted *Miss America Pageant*, and on Sept. 10 "pre-empted" its first new *Bonanza* of the season to make way for a two-hour *High Chaparral*. Some summer or rerun programming appeared on ABC-TV and CBS-TV Sept. 9, though both networks were well into the introductory period.

Monday (Sept. 11) was the first and only night of the new season in which all the networks could be considered to be on something approaching an

equal footing. ABC and CBS had begun their seasons on Sept. 5 (because of Labor Day), and NBC started its new season on Sept. 10.

The attempt to fulfill a role of ratings "spoiler" in the networks' program departments affected the scheduling of movie nights. Selected were box office names and titles, such as Robert Cummings and Frankie Avalon in "Beach Party" on CBS, Sept. 8; Elvis Presley and Ursula Andress in "Fun In Acapulco" on NBC, Sept. 12, and Dean Martin, Elizabeth Montgomery, Carol Burnett and Jill St. John in "Who's Been Sleeping in My Bed?" on ABC, Sept. 13.

Audience shares for network shows, as compiled from network and agency sources, follow:

N—new show
NP—new season programing
NTP—new time period
R—rerun
P—pilot

Friday, Sept. 8	Trendex share
7:30-8 p.m.	
ABC Off to See the Wizard (N)	33.3
CBS Wild Wild West (NP)	30.0
NBC Hardy Boys (P)	22.7

8-8:30 p.m.	
ABC Off to See the Wizard (N)	29.1
CBS Wild Wild West (NP)	34.5
NBC Hardy Boys (P)	22.3
8:30-9 p.m.	
ABC Hondo (N)	27.9
CBS Gomer Pyle (NTP)	36.1
NBC Ghostbreaker (P)	21.1
9-9:30 p.m.	
ABC Hondo (N)	31.4
CBS Movie (NP)	34.2
NBC Ghostbreaker (P)	19.0
9:30-10 p.m.	
ABC Guns of Will Sonnett (N)	33.9
CBS Movie (NP)	38.2
NBC Police Story (P)	13.8
10-10:30 p.m.	
ABC Judd for the Defense (N)	34.4
CBS Movie (NP)	40.1
NBC Three for Danger (P)	12.7
10:30-11 p.m.	
ABC Judd for the Defense (N)	31.6
CBS Movie (NP)	41.8
NBC Three for Danger (P)	15.5
Saturday, Sept. 9	
7:30-8 p.m.	
ABC Dating Game (NP)	24.7
CBS Jackie Gleason (NP)	41.5
NBC Weekend (P)	21.9
8-8:30 p.m.	
ABC Newlywed Game (NP)	29.0
CBS Jackie Gleason (NP)	44.1
NBC Campo 44 (P)	20.1
8:30-9 p.m.	
ABC Lawrence Welk (R)	28.7
CBS My Three Sons (NTP)	32.8
NBC Get Smart (R)	29.8

Opinions vary on TV shows

Critics show wide

range of views

on the same shows

Another 16 shows premiered on the three television networks in the week between Thursday, Sept. 7 and Wednesday Sept. 13. A sampling of opinions of the television critics on these programs follows:

Cimarron Strip (CBS-TV, Thursday, 7:30-8:30 p.m.).

"... plenty of sand and sweat, hot guns and mean, mean baddies... can probably settle down for a long stay." Jack E. Anderson, *Miami Herald*.

"... a slow-take western [which this season] is one in which you can count the bodies..." Bob Williams, *New York Post*.

"... a rather conventional horse opera..." George Gent, *New York Times*.

"... offered spell-binding scenery, beautiful photography, vivid melodramatic acting and an inflated story abounding in mayhem and murder..." Ben Gross, *New York Daily News*.

"... a high-quality show and its future looks bright." Lawrence Laurent, *Washington Post*.

"... would have been a lot better off... minus about 30 of its 90 minutes." Bevo Baker, *Dallas Morning News*.

"Whitman looks appropriately rugged in lawman's clothes." Bernie Harrison, *Washington Evening Star*.

"... left a lot to be desired..." Anthony LaCamera, *Boston Record American*.

"... there was no development; only limp plot devices..." ZZZZZZZZ! Walt Dutton, *Los Angeles Times*.

Flying Nun (ABC-TV, Thursday, 8:30 p.m.).

"... 'cute' is the word [but] may well soar in the ratings..." Anthony LaCamera, *Boston Record American*.

"... better than can be described briefly here." Bob Hull, *Los Angeles Herald Examiner*.

"... doubt whether the Peter Pan bit will hold up [but both Sally Field and the music] were delightful, nonetheless..." Bob Williams, *New York Post*.

"... a viewer can only hope that the business of self-propelled flight does not overshadow all else..." Jack Gould, *New York Times*.

"This flying gimmick is ludicrous and unnecessary. Miss Field is a bright, able comedienne..." Robert Goldsborough, *Chicago Tribune*.

"... a promising show that is all but ruined by its gimmickry." Lawrence Laurent, *Washington Post*.

"... Miss Field will be playing the role for so long that seasons hence they may have to promote her to the rank of Mother Superior." Jack E. Anderson, *Miami Herald*.

"... will get to be a habit with viewers. It will be a smash hit." Vince



9-9:30 p.m.	
ABC Lawrence Welk (R)	34.6
CBS Hogan's Heroes (NTP)	32.4
NBC Rowan and Martin (P)	23.8
9:30-10 p.m.	
ABC Piccadilly Palace (summer prog.)	13.2
CBS Petticoat Junction (NTP)	35.7
NBC Rowan and Martin (P)	40.5
10-10:30 p.m.	
ABC Piccadilly Palace (summer prog.)	10.8
CBS Gunsmoke (R)	27.2
NBC Miss America Pageant (special)	56.4
10:30-11 p.m.	
ABC Around the World (R)	—
CBS Gunsmoke (R)	—
NBC Miss America Pageant (special)	—
Sunday, Sept. 10	
7:30-8 p.m.	
ABC Africa (special)	41.7
CBS Gentle Ben (N)	30.6
NBC Walt Disney (NP)	18.0
8-8:30 p.m.	
ABC Africa (special)	37.8
CBS Ed Sullivan (NP)	32.1
NBC Walt Disney (NP)	23.1
8:30-9 p.m.	
ABC Africa (special)	29.9
CBS Ed Sullivan (NP)	31.2
NBC Mothers-in-Law (N)	34.9
9-9:30 p.m.	
ABC Africa (special)	25.7
CBS Smothers Brothers (NP)	35.6
NBC High Chaparral (N)	35.2
9:30-10 p.m.	
ABC Africa (special)	22.3
CBS Smothers Brothers (NP)	32.9
NBC High Chaparral (N)	44.2
10-10:30 p.m.	
ABC Africa (special)	22.9
CBS Mission: Impossible (NTP)	31.9
NBC High Chaparral (N)	41.3
10:30-11 p.m.	
ABC Africa (special)	25.5
CBS Mission: Impossible (NTP)	31.4
NBC High Chaparral (N)	42.4

Monday, Sept. 11

7:30-8 p.m.	
ABC Cowboy in Africa (N)	25.9
CBS Gunsmoke (NTP)	28.5
NBC The Monkees (NP)	33.1
8-8:30 p.m.	
ABC Cowboy in Africa (N)	28.4
CBS Gunsmoke (NTP)	31.0
NBC Man from U.N.C.L.E. (NTP)	27.7
8:30-9 p.m.	
ABC Rat Patrol (NP)	31.2
CBS Lucille Ball (NP)	31.6
NBC Man from U.N.C.L.E. (NTP)	27.2
9-9:30 p.m.	
ABC Felony Squad (NP)	25.5
CBS Andy Griffith (NP)	29.6
NBC Danny Thomas (N)	36.7
9:30-10 p.m.	
ABC Peyton Place (NP)	32.0
CBS A Family Affair (NP)	29.5
NBC Danny Thomas (N)	30.8
10-10:30 p.m.	
ABC Big Valley (NP)	24.7
CBS Carol Burnett (N)	40.2
NBC I Spy (NTP)	28.1
10:30-11 p.m.	
ABC Big Valley (NP)	22.8
CBS Carol Burnett (N)	46.6
NBC I Spy (NTP)	45.0

Tuesday, Sept. 12

7:30-8 p.m.	
ABC Garrison's Gorillas (N)	33.6
CBS Dakari (NP)	22.9
NBC I Dream of Jeannie (NTP)	31.1
8-8:30 p.m.	
ABC Garrison's Gorillas (N)	30.5
CBS Dakari (NP)	18.9
NBC Jerry Lewis (N)	43.0
8:30-9 p.m.	
ABC The Invaders (NP)	26.9
CBS Red Skelton (NP)	19.3
NBC Jerry Lewis (N)	43.0

9-9:30 p.m.	
ABC The Invaders (NP)	24.7
CBS Red Skelton (NP)	31.9
NBC Movie (NP)	32.6
9:30-10 p.m.	
ABC N.Y.P.D. (N)	28.5
CBS Good Morning, World (N)	22.0
NBC Movie (NP)	42.4
10-10:30 p.m.	
ABC Hollywood Palace (NP)	32.6
CBS CBS News Hour	14.9
NBC Movie (NP)	40.9
10:30-11 p.m.	
ABC Hollywood Palace (NP)	28.5
CBS CBS News Hour	15.0
NBC Movie (NP)	45.0
Wednesday, Sept. 13	
7:30-8 p.m.	
ABC Custer (N)	29.2
CBS Lost in Space (NP)	27.6
NBC Virginian (NP)	26.5
8-8:30 p.m.	
ABC Custer (N)	24.8
CBS Space (NP)	34.3
NBC Virginian (NP)	30.3
8:30-9 p.m.	
ABC Second Hundred Years (N)	30.4
CBS Beverly Hillbillies (NP)	30.6
NBC Virginian (NP)	30.1
9-9:30 p.m.	
ABC Movie (NP)	34.7
CBS Green Acres (NP)	20.6
NBC Kraft Music Hall (N)	30.0
9:30-10 p.m.	
ABC Movie (NP)	39.0
CBS He and She (N)	16.7
NBC Kraft Music Hall (N)	33.4
10-10:30 p.m.	
ABC Movie (NP)	51.6
CBS Dundee and the Culhane (N)	16.2
NBC Run for Your Life (NTP)	23.0
10:30-11 p.m.	
ABC Movie (NP)	51.3
CBS Dundee (N)	16.3
NBC Run (NTP)	21.7

Leonard, *Pittsburgh Press*.

Good Company (ABC-TV, Thursday, 10-10:30 p.m.).

"... pat, contrived and self-conscious." Dean Gysel, *Chicago Daily News*.

"F. Lee Bailey is not an Edward R. Murrow." Bill Irvin, *Chicago's American*.

"... a minor league *Person-to-Person*." Paul Molloy, *Chicago Sun-Times*.

"... producer David Susskind wants a tougher show. I'd appreciate a clearer one." Bernie Harrison, *Washington Evening Star*.

"The smartest move attorney Bailey made was in not trying to be another Edward R. Murrow." Bevo Baker, *Dallas Morning News*.

"Bailey's strong and could carry the lightweight *Good Company*." Vince Leonard, *Pittsburgh Press*.

"Bailey was not better or worse than Art Linkletter would have been in the role of the buttinski host or guest, whichever he is." Larry Williams, *Memphis Commercial Appeal*.

"A half-hour is hardly time enough

for taking a cursory house tour, introducing other family members and conducting a substantial conversation..." Jack Gould, *New York Times*.

"... holds the promise of bringing to viewers many interesting glimpses of public figures." Ben Gross, *New York Daily News*.

"David Susskind... wanted the interviews to be more sensational. Judging from the opening show, Susskind may have a point." Terrence O'Flaherty, *San Francisco Chronicle*.

Off To See the Wizard (ABC-TV, Friday, 7:30-8:30 p.m.).

"... shapes up as something like NBC's Walt Disney series..." George Gent, *New York Times*.

"Reminiscent in many ways of... *Walt Disney's Wonderful World of Color*..." Harry Harris, *Philadelphia Inquirer*.

"... seemed to be nothing more than another movie show with commercials introduced by cartoon figures." Bob Hull, *Los Angeles Herald Exam-*

iner.

"... a series of motion pictures punctuated by cartoon interludes." Bernie Harrison, *Washington Evening Star*.

"Network may score another win..." Bevo Baker, *Dallas Morning News*.

"... designed for children, [The] adults will welcome the opportunity to turn the set over to the kids." Lawrence Laurent, *Washington Post*.

"... inauspicious occasion." Millie Budd, *Houston Post*.

Hondo (ABC-TV, Friday, 8:30-9:30 p.m.).

"... an hour of pure western mayhem..." Bob Hull, *Los Angeles Herald Examiner*.

"... could be a long and tiring winter..." Jack Gould, *New York Times*.

"... another brooding western frontier drifter..." Bob Williams, *New York*

Post.

"... a fair chance for survival..." Anthony LaCamera, *Boston Record*



'Africa' wins good ratings, but loses money

The four-hour *Africa* telecast appeared last week to have paid off for ABC-TV in every way except in money. Though the reviews were rave, the public comment generally laudatory and the rating surprisingly strong, the network dropped a bundle estimated at "over \$2 million" despite a \$650,000 purchase by advertiser 3M Co.

Network authorities said they were "assessing" the results of the in-depth documentary that filled the Sunday hours, 7-11 p.m., on Sept. 10. And, they said, it was quite certain the appraisal would be continued for a time. The biggest item to be worried through: how to make a similar splash but with the bounty of sponsor money.

The program achieved what was regarded as commendable station clearance. *Africa* cleared 158 affiliated stations live, and another three on a delayed basis. Of these stations, ABC said, 145 represented primary affiliates. The shows pre-empted by *Africa* (and their average clearances on a typical Sunday night): 7-8 p.m.—*Voyage to the Bottom of the Sea*, 139 live and 39 delayed; 8-9 p.m.—*The FBI*, 141 live and 57 delayed and 9-11 p.m.—*Sunday Movie*, 151 live and 57 delayed.

ABC at first had 3M committed to half-sponsorship of *Africa*, and a deal pending with another advertiser

for the other half. When the latter fell through at nearly the last minute, ABC sold the whole package to 3M for \$650,000. This payment, said ABC officials, would be dissipated in compensation paid to stations and in making up advertising revenue lost because of pre-emptions, leaving a debit of more than \$2 million.

The ABC News produced program was over a year in the making. For *Africa*, ABC used filmmakers with cinematic credits as opposed to only its own news crews, shot liberal footage in color, hired Gregory Peck as narrator and set loose a barrage of promotion. Early estimates put the cost of the project at \$2.5 million. Production alone amounted to about \$1.7 million, exceeding the original budget by some \$600,000.

If ABC had sold the show to two advertisers as originally anticipated, the network reportedly would have collected about \$1.5 million and thus reduced its losses considerably.

There are various avenues ABC can explore, and much of the record *Africa* achieved can be studied further. For example, since *Africa* was thrown against new-season programming introduction of the other two networks, was its exposure thus helped or hindered? For some time now, ABC officials had been thinking

of South America as their next in-depth study of a continent, but not quite so lengthy, perhaps a two-hour treatment would be preferred (CLOSED CIRCUIT, July 17).

Last week they said this planning had not been crystallized, but an obvious clue to the thinking would be the sales interest generated.

Rating and share of *Africa* started strong at 7 p.m. and held for awhile. In the 26-city Trendex, the show for the full evening had a 16.5 rating and 31.3 share. CBS's average for the night was also 16.5 and 31.3, and NBC's was 17.1 and 32.4. In the 7-7:30 p.m. period, *Africa's* Trendex rating was 19.6 (*Lassie* on CBS had 8.9, and *Preview '67* on NBC had 5.6). The *Africa* share was 48.9 (*Lassie* 22.1 and *Preview* 13.9). Trendex showed *Africa* first in its time period till 8:30 p.m. (for full rundown on shares per half hour, 7:30-11 p.m., see page 77). From that point on it lost rating ground to the entertainment broadside supplied by CBS's and NBC's Sunday night schedules.

As plaudits over *Africa* continued to be received by the network (along with some critical views, mostly because of its length), ABC sought comment of African delegates at the United Nations. This brought a mixed reaction of the ambassadors to the UN Excerpts:

American.

"... one of the new season's more intriguing characters..." Harry Harris, *Philadelphia Inquirer*.

"... looks like the sleeper hit of the season." Bernie Harrison, *Washington Evening Star*.

"Ralph Taeger... came on like gangbusters." Bevo Baker, *Dallas Morning News*.

Guns of Will Sonnett (ABC-TV, Friday, 9:30-10 p.m.).

"... really hammered the theme right into the ground." Bernie Harrison, *Washington Evening Star*.

"... series will depend hugely on Brennan's doughty talent for virtuoso performance." Jack E. Anderson, *Miami Herald*.

"... on first viewing, seems to be on rather shaky

ground." Bevo Baker, *Dallas Morning News*.

"For just a fleeting moment a viewer might have thought that [it] is a comedy. Unfortunately, it isn't" Lawrence Laurent, *Washington Post*.

"It's a pleasure to see Brennan back in the saddle even if he does deliver the corniest talk-song narration in the history of TV..." Millie Budd, *Houston Post*.

"Walter Brennan had a winner..." Vince Leonard, *Pittsburgh Press*.

"... drama in absentia..." Jack Gould, *New York Times*.

"... only 'old pro' Brennan's tricks can keep this going..." Anthony LaCamera, *Boston Record American*.

"... the longtime Grampa of *The Real McCoys* is equally effective as a dead-serious grandfather..." Harry Harris, *Philadelphia Inquirer*.

"It looks as if there'll be a lot of scratchin' in the weeks to come." Terrence O'Flaherty, *San Francisco Chronicle*.

Judd for the Defense (ABC-TV, Fri-

day, 10-11 p.m.).

"Unfortunately, [Carl Betz's] commendable portrayal... could not surmount the incredible aspects of a complicated, extremely contrived murder case..." Anthony LaCamera, *Boston Record American*.

"... convincing [of Carl Betz] was the saving grace of an inordinately complicated story..." Jack Gould *New York Times*.

"Carl Betz registered with impressive authority [but] the premiere otherwise registered as something of a dud..." Bob Williams, *New York Post*.

"Several aspects of the fast-paced, consistently engrossing teleplay couldn't stand close study..." Harry Harris, *Philadelphia Inquirer*.



Ambassador H. L. T. Taswell of South Africa: "... South African section [was] biased and full of half-truths ... distorted version [of our policy] ..."; Endalkachew Makonnen of Ethiopia: "... very worthwhile ... ABC deserves to be congratulated ... would have been more balanced [on Ethiopia] if it had shown more"; A. S. Mhohale of Lesotho: "... about the best I have ever seen ... fair"; Z. K. Matthews of Botswana: "... one of the best presentations of Africa and its problems ... Sound [but] had two unavoidable faults: It tried to do too much and skimmed. It would have been better to take a few countries and do them more thoroughly ..."; John W. S. Malecela (Tanzania): "I wanted to break my set I was so angry ... because *Africa* stressed the primitive side ... Why ... so much attention to the bushmen? ... You did not tell about the political development of Africa which has been so important ..."; Amin Hilmy (United Arab Republic): "... Excellent ... but ... it did not pay enough attention to a civilization of 3,000 years, Egypt. ..."

Burton B. Ladow, KTVK(TV) Phoenix, chairman of the board of governors, ABC-TV Affiliates Association, last Wednesday wired ABC-TV President Thomas W. Moore, congratulating the network on its

Africa presentation, calling it "without a doubt the greatest endeavor ever presented on television."

Africa will be repeated on the

network in one-hour segments on consecutive Tuesdays, 9:30-10:30 a.m. EDT, starting tomorrow (Sept. 19).



Gregory Peck, 'Africa's' narrator saw a familiar face during the four-hour ABC-TV program: His son

Jonathan was seen as a Peace Corps teacher in a village in Tanzania.

Africa (special) (ABC-TV, Sunday, 7-11 p.m.).



"Anyone who could or did sit through ... had to emerge ... a richer, wiser, more sympathetic person." Peggy Constantine, *Chicago Sun-Times*.

"... a thoroughly interesting and enthralling evening ..."

Dean Gysel, *Chicago Daily News*.

"It was as if *National Geographic* magazine had devoted its entire year of monthly issues exclusively to Africa and we had read them through in a single sitting." Jack E. Anderson, *Miami Herald*.

"... excellent as *Africa* was ... now is the time to question the wisdom of programs this long." Millie Budd, *Houston Post*.

"... it was certainly a beneficial, worthwhile undertaking. ... a new

fresh reason [for television] to be proud." Lawrence Laurent, *Washington Post*.

"By any conceivable standard the effort was a landmark in commercial TV, fulfilling a notable educational and informational purpose." Jack Gould, *New York Times*.

"... the sprawling, sometimes exciting, often crude and disquieting, always informative and at times absorbing special did what could be done in the time and space ..."

Larry Williams, *The Memphis Commercial Appeal*.

"... stands up admirably for what it was intended to be, a useful primer on a continent and its peoples, a brilliant visual presentation which, for the mere inclusion of so much fresh film on the subject, was outstanding." Bernie Harrison, *Washington Evening Star*.

"... a highly impressive piece of broadcasting work ... much, much too long to digest at one sitting without going a bit foggy." Rick Du Brow, UPI.

Gentle Ben (CBS-TV, Sunday, 7:30-8 p.m.).

"... some fine [wildlife] sequences to spice a series that is in most essentials exactly like *Lassie* and the long line of animal epics going back to *Rin-Tin-Tin* ..."

George Gent, *New York Times*.

"... fairly entertaining ..."

Ben Gross, *New York Daily News*.

"... an exciting Chapter One ..."

Harry Harris, *Philadelphia Inquirer*.

"... a fit companion for *Lassie* ..."

Percy Shain, *Boston Globe*.

"... another TV animal soap opera ..."

Rex Polier, *Philadelphia Bulletin*.

"... just another story about a boy and his bear (dolphin, collie or what have you)." Walt Dutton, *Los Angeles Times*.

"... has some built-in ingredients

Pete Seeger again sings censorship blues

Controversial folk singer Pete Seeger made his first appearance in 17 years on commercial television on Sept. 11 and immediately afterward complained that CBS-TV had censored one of his songs from *The Smothers Brothers Comedy Hour* (Sun., 9-10 p.m.).

Mr. Seeger said the song, "Waist Deep in the Big Muddy," had been taped as part of his 20-minute appearance on the program, but that before the telecast CBS-TV officials asked him to drop the sixth verse. When he refused, he said, the entire song was dropped and, with other cuts, his appearance was reduced to about 10 minutes.

A CBS spokesman in New York confirmed the song had been dropped from the program, but denied that Mr. Seeger had been asked earlier to omit the sixth verse. The CBS official said that it was felt that other

music would make a better contribution to the program.

The song deals with a soldier in 1942 who drowned because his commanding officer forced him to walk in water without knowing how deep it was. The sixth verse relates the song to the present and says:

"Now every time I read the papers/That old feelin' comes on/We're waist deep in the big muddy/And the big fool says to push on."

(Copyright 1966, Melody Trails.)

Critics say the verse could be construed as derogatory to President Johnson.

Mr. Seeger was convicted in 1961 of 10 counts of contempt of Congress for refusing in 1955 to answer questions of the House Un-American Activities Subcommittee. The conviction was reversed in 1962. Mr. Seeger's last U.S. appearance on network commercial TV was in 1950.

for success." Bill Irvin, *Chicago's American*.

"... another apparent Ivan Tors winner for children." Rick Du Brow, UPI.

"... likely to be a hit. The bear performs well." Lawrence Laurent, *Washington Post*.

"Beth Brickell and the bear were the most interesting to watch... in that order." Vince Leonard, *Pittsburgh Press*.

Mothers-in-law (NBC-TV, Sunday, 8:30-9 p.m.).

"The players are as attractive as the jokes are predictable." Lawrence Laurent, *Washington Post*.

"... looms as a strong entry. Ed Sullivan is in for his roughest season." Bernie Harrison, *Washington Evening Star*.

"... came off rather well despite a less than hilarious script." Vince Leonard, *Pittsburgh Press*.

"... a comedy that one somehow associates with synthetic lawns." Rick Du Brow, UPI.

"... seems to be a one-joke affair..." George Gent, *New York Times*.

"... a hurricane of laughs." Ben Gross, *New York Daily News*.

"... off to an uncertain start [but]

before it was over there was plenty of reason for... guffaws..." Percy Shain, *Boston Globe*.

"... stupid and undeserving of exposure..." Rex Polier, *Philadelphia Bulletin*.

"... the high comedy flavor of the old *I Love Lucy* series..." Eleanor Roberts, *Boston Herald Traveler*.

"... was childish, predictable and nowhere near as funny as it could have been." Walt Dutton, *Los Angeles Times*.

"... the laughs just weren't there..." Bob Hull, *Los Angeles Herald Examiner*.

"... only new comedy... that does what a comedy is supposed to do—make you laugh." Terrence O'Flaherty, *San Francisco Chronicle*.

High Chaparral (NBC-TV, Sunday, 10-11 p.m.)

"Too many little things and not enough big ones happening in two hours." Vince Leonard, *Pittsburgh Press*.

"... a solidly professional, rousing and red-blooded frontier piece..." Rick Du Brow, UPI.

"... long on action... a strong show."

Lawrence Laurent, *Washington Post*.

"... by far the best new western series of this season..." Ben Gross, *New York Daily News*.

"... had the feel of a 'B' movie but the quality of a medium 'A' feature..." Percy Shain, *Boston Globe*.

"... after *Bonanza* [it] could be too much shooontemup on NBC Sunday nights..." Bob Williams, *New York Post*.

"... all the earmarks of success..." Eleanor Roberts, *Boston Herald Traveler*.

"... best new western of the season..." Rex Polier, *Philadelphia Bulletin*.

"... formula cowboys-and-Indians stuff [but] done with considerable slickness..." Harry Harris, *Philadelphia Inquirer*.

"... pace was so agonizingly slow that even the fight sequences were not enough to set one's pulse going." Hal Humphrey, *Los Angeles Times*.

"... was too long and composed of incidents, most of them action-ful or predictable expositions of frontier philosophy." Bob Hull, *Los Angeles Herald Examiner*.

"If a show can make it on slam-bang action and authentic western setting, [it] has a lot going for it." Bill Irvin, *Chicago's American*.

Cowboy in Africa (ABC-TV, Monday, 7:30-8:30 p.m.).

"Mark [it] for a fast ride to the cancellation trail. Africa itself, will survive." Lawrence Laurent, *Washington Post*.

It's all very pat. It's all very pretty. And it's all very petite." Millie Budd, *Houston Post*.

"ABC probably has a long-runner..." Jack E. Anderson, *Miami Herald*.

"... came up out of woodwork... and, depressingly, probably can't miss." Larry Williams, *Memphis Commercial Appeal*.

"... dismal dialogue... not particularly exciting..." Bob Williams, *New York Post*.

"... As TV series go, this one may hold together." Kay Gardella, *New York Daily News*.

"... television's first eastern western. But otherwise it is pretty familiar stuff..." Percy Shain, *Boston Globe*.

"Contains... elements which figure to keep the kiddies watching quite regularly..." Anthony LaCamera, *Boston Record American*.

"... script was feeble... is superbly photographed and handsomely produced." Don Page, *Los Angeles Times*.

"Producer Ivan Tors has a winner..." James B. Flanagan, *Cleveland Plain Dealer*.



Danny Thomas (NBC-TV, Monday, 9-10 p.m.).



"... a fair share of laughs to balance the pallid interludes..." Jack Gould, *New York Times*.

"... generally a bright and funny show..." Anthony LaCamera, *Boston Record American*.

"... had its high moments despite a melange of material that

goes back to antiquity..." Percy Shain, *Boston Globe*.

"... a lively, amusing and often spectacular camp opus..." Harry Harris, *Philadelphia Inquirer*.

"... nicely paced hour..." Kay Gardella, *New York Daily News*.

"... leaned for premiere purposes on a threadbare idea..." Bob Williams, *New York Post*.

"... the fourth special that Danny has done around the theme... so one had a feeling of watching a summertime replay." Pete Rahn, *St. Louis Globe-Democrat*.

"A fast paced and entertaining evening." Clay Gowran, *Chicago Tribune*.

"... lively, fast-paced hour full of nostalgia..." Mary Wood, *Cincinnati Post & Times-Star*.

"Hopefully, there are better things ahead." Aileen MacMinn, *Los Angeles Times*.

"Give Danny a B-plus on his report card." Dwight Newton, *San Francisco Examiner*.

"... again, burlesque died ignominiously." Dean Gysel, *Chicago Daily News*.

"... the total effect is far, far greater than the sum of its parts." Lawrence Laurent, *Washington Post*.

"... pretty and amusing, but strictly no-cal, dietetic burlesque." Jack E. Anderson, *Miami Herald*.

"... could be a valuable addition to the schedule, but probably will turn out to be more like the late *Bob Hope Theater* than any innovative exotic pleasure." Larry Williams, *Memphis Commercial Appeal*.

Carol Burnett (CBS-TV, Monday, 10-11 pm.).

"... if the show polices impromptu, risqué ad libs more closely, it may be more entertaining than pre-premiere expectations." Millie Budd, *Houston Post*.

"Carol Burnett is still not strong enough to carry a show... the most certain loser... in the new season." Lawrence Laurent, *Washington Post*.

"... [it was] Carol Burnett's amateur hour..." Bernie Harrison, *Washington Evening Star*.



"She is funny and talented and promises to have good help along the way." Larry Williams, *Memphis Commercial Appeal*.

"If the show's inspiration doesn't falter in the coming weeks, this will be one of the enduring hits of the season." Jack E. Anderson, *Miami Herald*.

"... contributed a bright promissory note to an otherwise gloomy new TV series-show season..." Bob Williams, *New York Post*.

"... warm, comfortable hour of good fun..." Kay Gardella, *New York Daily News*.

"... fast-paced, fun-filled hour..." Harry Harris, *Philadelphia Inquirer*.

"... Miss Burnett's multiple talents... may not be enough if she doesn't get some help from her writers." George Gent, *New York Times*.

"... a truly welcome addition..." Clay Gowran, *Chicago Tribune*.

"... a bright, saucy hour of variety entertainment." Pete Rahn, *St. Louis Globe-Democrat*.

"... her opening show is not likely to give *I Spy* and *Big Valley* any cause for concern." Mary Wood, *Cincinnati Post & Times-Star*.

"... should be great once her writer recognizes she... doesn't need second-rate comedy sketches..." Bob Hull, *Los Angeles Herald Examiner*.

"... it seemed to me that the star was in top form." Terrence O'Flaherty, *San Francisco Chronicle*.

"... lots of light fun, no high pressure production." Dwight Newton, *San Francisco Examiner*.

"... hardly a good laugh in the whole 60 minutes." Aileen MacMinn, *Los Angeles Times*.

Jerry Lewis (NBC-TV, Tuesday, 8-9 p.m.).

"... still a big bore..." Eleanor Roberts, *Boston Herald Traveler*.

"None of it jelled into anything mirthful..." Percy Shain, *Boston Globe*.

"... a wan and drab variety offering..." Jack Gould, *New York Times*.

"... television just doesn't seem to be the medium for [him]..." Anthony LaCamera, *Boston Record American*.

"Milton Berle suffered from that same compulsion to be in everything on his shows..." Clay Gowran, *Chicago Tribune*.

"With some sharper writing and ideas

... could brighten the TV season considerably." Hal Humphrey, *Los Angeles Times*.

"With better writing and judicious editing... should make a go of it..." Bob Hull, *Los Angeles Herald Examiner*.

"... has a grand opportunity for his first television success." Lawrence Laurent, *Washington Post*.



"One program doesn't make a season but the promise was there. A pro has returned." Bernie Harrison, *Washington Evening Star*.

"... isn't a fiasco... but it's no entertainment blockbuster either..." Harry Harris, *Philadelphia Inquirer*.

"... an hour of foolproof characterizations of several fools..." Dwight Newton, *San Francisco Examiner*.

"If Lewis can be restrained... the series has a chance." Dean Gysel, *Chicago Daily News*.

"... we expected something better..." Bill Irvin, *Chicago's American*.

"... an appeal that seems to be strictly for his fans." Frank Judge, *De- troit News*.

Kraft Music Hall (NBC-TV, Wednesday, 9-10 p.m.).

"... crisp and eminently professional..." Jack Gould, *New York Times*.

"... proved disappointing..." Harry Harris, *Philadelphia Inquirer*.

"... composed of antithetical elements that clashed [but] provided a good shakedown... that could

benefit future appearances." Percy Shain, *Boston Globe*.

"... pleasant, entertaining, classy..." Eleanor Roberts, *Boston Herald Traveler*.

"... fast-paced tasteful show..." Ben Gross, *New York Daily News*.

"... out of the ordinary..." Clay Gowran, *Chicago Tribune*.

"... a musical treat that was a harbinger of good things to come..." Bill Irvin, *Chicago's American*.

"... passed for a very pleasant hour..." Bernie Harrison, *Washington Evening Star*.

"It was a good show." Lawrence Laurent, *Washington Post*.

New Emmy rules on news awards

**CBS News to compete
in new award system
of five categories**

Changes in the procedures for the Emmy awards for TV news and documentaries were announced last week by Royal Blakeman, president of the National Academy of Television Arts & Sciences.

Richard S. Salant, president of CBS News, commented: "We are persuaded that the new awards system . . . has the strong promise of remedying what we regarded as the defects which led to our withdrawal in 1964."

CBS News will be among the network news organizations submitting entries in the 1967-68 Emmy awards competition. It was withdrawn from the Emmy competition in 1964 by its then-president, Fred Friendly, on the grounds that the awards were "unprofessional, unrealistic and unfair."

The new system is the result of a three-year effort by a news and documentary subcommittee of the academy, which included all three TV-network news presidents and John White, president of National Educational Television.

Other members of the subcommittee were producers Burton Benjamin, Louis Hazam and John Secondari; correspondents Walter Cronkite, Chet Huntley and Peter Jennings; Edward W. Barrett, dean of the Columbia University Graduate School of Journalism, and Lawrence Laurent, TV critic of the *Washington Post*. The study was assisted by representatives of Arthur D. Little Inc., a Cambridge, Mass., research organization.

The news and documentary awards structure now includes five categories: outstanding achievements in regularly scheduled news programs; coverage of special events; news documentaries; cultural documentaries and other news and documentary achievements. There may be one or more awards, or no award, in each category.

Nationwide Scope ■ Entries may be submitted by each of the network-news organizations and National Educational Television. Submissions by individual producers, station groups and stations will be considered by a nominations review committee, provided they have been available for reviewing to

50% of the national TV audience.

The review committee will also decide whether any award-worthy achievements have not been submitted, and may enter them in competition. The committee will be composed of critics and members of the academy.

Winning programs will be selected after viewing in their entirety by blue-ribbon panels of prominent individuals in the television press, the academic community and public life—panelists who "are knowledgeable about television journalism, the content and issues involved in the programs, and who are not connected with the companies or individuals whose products are under consideration," according to Mr. Blakeman.

The structure and voting procedures have been ratified by the national awards committee and the board of trustees of the academy.

Triangle enlarges its 'dropout' campaign

The Triangle Stations, with the publicly stated endorsement of Vice President Hubert Humphrey, plan to spread the gospel of "Dropouts Anonymous," a year-round stay-in-school and job-opportunity campaign that met with success at Triangle's KFRE-AM-FM-TV Fresno, Calif., and now is to be implemented on all Triangle stations.

Triangle officials said last week the campaign will be launched nationwide within weeks in a mass-mailing offer to every radio and TV station in the U. S. The mailing features a how-to-do-it kit in volume form explaining the nuts-and-bolts of "Dropouts," which has been running in Fresno since January 1966. A letter from Mr. Humphrey urging its adoption by the broadcaster as a public service accompanies the mailing.

Though Triangle hasn't placed a cost estimate on the project, it was said the printing and mailing of the volumes alone will total some \$30,000.

In an interview in New York last week, Guy Farnsworth, director of special projects, KFRE-AM-FM-TV, who created the project and is consulting with Triangle on the dissemination of its details, described "Dropouts Anonymous" as basically a call-in service. The stations daily broadcast several 20-second spots on TV and 10-second spots on radio urging youngsters to stay in school and providing a phone number to call for free counseling service. Community volunteers, who run the service, refer callers to local agencies for help.

Radio TV get Brotherhood awards

Broadcasters won 10 out of 21 National Mass Media Brotherhood awards for 1967, announced today (Sept. 18) by the National Conference of Christians and Jews Inc., New York, for "important contributions to the cause of better human relations."

Eight certificates of recognition were also awarded for various radio and television programs.

Award-winning productions cited on radio were NBC Radio's "Let There Be Light," part of the *Eternal Light Series*, and "The Present Position of Jewish-Christian Relations," part of the *Catholic Hour Series*; KABC Los Angeles for *Black and White Together*; WCBS New York for *Town Meeting: What Can Be Done To Reduce Racial Tensions?*, and KGO San Francisco for *Open the Door Wider*.

Television winners were NBC-TV's *Mississippi: A Self Portrait*; WKYC-TV Cleveland for *When Ludlow Stopped Running*; University of Michigan TV Center for *Race, Religion, Responsibility*; WGBH-TV Boston for *Voices of Protest*, and Lutheran Film Associates for *A Time for Burning*.

Certificates were given to NBC Radio for *The Dorothy Gordon Youth Forum* for "Are Children Born with Prejudices?"; WNEW New York for *Breakthrough in Selma*, WMAL Washington for *The Neighbor* and WMAQ Chicago for *Unfinished Revolution*.

Television programs awarded certificates were *NET Journal* for "Lay My Burden Down" by National Educational Television; *Meet the Press* "A Special Edition" by NBC-TV; *Leon Sullivan: Restless Giant* by WCAU-TV Philadelphia; *A Question of Values* by WABC-TV New York; *Brotherhood: The New Generation* by KNBC-TV Los Angeles and *Anti-Semitism and the Negro* by WNBC-TV New York.

Drumbeats . . .

Pledges \$7,500 ■ WLWI-TV Indianapolis has donated \$7,500 to the Indiana Convention-Exposition Center fund, established to finance construction of a tri-level building that will include a communications center.

Africa's Animals ■ ABC and Ridge Press will publish an 80-page book, "Africa's Animals," in conjunction with ABC-TV's program on *Africa* (Sept. 10). Eliot Elisofon and Marvin Newman, Time-Life publications photographers on the ABC expedition to Africa, created the book.

FATES & FORTUNES

BROADCAST ADVERTISING

Dan Bingham and **Stanley Lee**, copy group supervisors with Doyle Dane Bernbach, New York, named VP's.

Carl J. Tuosto, account supervisor with Erwin Wasey Inc., New York, elected VP. **Boyd Browning**, formerly with Doyle Dane Bernbach and Young & Rubicam, both New York, joins Erwin Wasey, Los Angeles, as account executive.

Morton A. Barrett, formerly with WCBS-TV and Edward Petry & Co., both New York, named national sales manager for WROC-TV Rochester, N. Y.

Orville W. Case, VP of Woodrum & Staff, Honolulu, named VP and general manager of Lawton & Associates, that city. **David T. Flaumm**, with Compton-Carey Inc., Honolulu, named VP in charge of creative and PR departments of Lawton & Associates, that city.

Edward G. O'Berst appointed to newly created post of manager, sales administration, CBS Radio Spot Sales. **Charles H. Warner**, sales manager, WTOP Washington, succeeds Mr. O'Berst as New York sales manager.



Mr. Boffey

David Boffey, creative VP, J. Walter Thompson, New York, named VP and creative supervisor, Ted Bates & Co., that city.

Claude Fromm, associate media director, Young & Rubicam, New York, joins

Papert, Koenig, Lois, same city, in similar capacity.

James Lineberger, producer-director with Georgia Educational Television, Atlanta, joins McRae & Bealer there as creative director.

R. W. Cavanaugh, manager of KSMN Mason City, Iowa, named radio and television director of Mohawk Advertising Co., that city.

Bruce J. Bloom, with WBBM Chicago, named director of advertising, sales promotion and information services.

Larry Wexler, sales promotion and research director for WMCA New York, named director of sales promotion and advertising.

Jack Fennell, with Sullivan, Stauffer, Colwell & Bayles, New York, joins Gardner Advertising Co. there as associate media director.

Jack Loughmiller, account executive for KCBS San Francisco, named general sales manager. He replaces **Robert**

Price, who joins KGO San Francisco as account executive.



Mr. Miller



Mr. Rosenberger

Irving Miller and **F. Forrest Rosenberger**, VP's with Ketchum, MacLeod & Grove, Pittsburgh, elected senior VP's.

Edgar D. Wade Jr., producer-director for WBTV(TV) Charlotte, N. C., named creative services manager of station's new creative services group.

Jim Munro, PR director of KYW-TV Philadelphia, named advertising and sales promotion manager of KYW.

Kevin Lyons, sales staff member, Metro Radio Sales' Chicago office, replaces **John T. King II** as manager, Metro's Boston office. Mr. King, recently transferred to New York, is now VP and director of special projects.

Arnold W. Weinrib, advertising manager, Brillo Manufacturing Co., New York, moves to Liggett & Myers, same city, as brand manager, Lark cigarettes.

Florentina Johnsen, formerly with KGMB, KGU, and KPOA (now KORL), all Honolulu, appointed broadcast traffic manager of Milici Advertising Agency, that city. **Sylvia Taylor**, with Clenaghan & Richardson Advertising Inc. of Portland, Ore., joins Milici in Honolulu as

copy writer.

William A. Lahrmann Jr. named account supervisor and **John R. Vogrin** named research supervisor at Needham, Harper & Steers, Chicago.

John F. Gahagan, with MacManus, John & Adams, Bloomfield Hills, Mich., appointed group creative supervisor on General Motors corporate advertising.

Milt Lowe, senior copy writer with Warwick & Legler, New York, named copy supervisor.

Merrill Jonas, television commercial agent at Ashley Famous Agency Inc., New York, joins Ogilvy & Mather there as supervisor of casting.

David Huck, account executive, Norman Craig & Kummel, New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as senior account executive.

James E. Albright and **Jerry McPhail**, with Tracy-Locke Co., Dallas, named copy supervisor and art director, respectively.

Robert H. Delehanty, account executive at ABC-owned WBKB-TV Chicago, named account executive at ABC Television Spot Sales, New York.

Cecil M. Hunt, account executive

DRAMATIZE TV WEATHER

Show viewers impending weather—before it happens.

Orbiting weather satellites, such as ESSA II, are now transmitting pictures of daily weather conditions over your entire coverage area.

You can receive these pictures directly on Alden APT facsimile recording equipment—same type now in production for U.S.W.B., U.S.A.F., U.S.N. and others.

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IRVING R. TATRO, Manager, Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Dept. GG-9, Westboro, Mass. 01581 Tel. 617-366-4467.

Newsman pick Barker

Eddie Barker, news director of KRLD-AM-FM-TV Dallas, was elected first vice president of the Radio-Television News Directors Association at annual meeting last week in Toronto (see page 66). Mr. Barker's election automatically slates him to become president of RTNDA next year.

Jay Crouse, WHAS-AM-TV Louisville, VP of RTNDA, assumed presidency succeeding **Bruce Dennis**, WGN Chicago.

Elected directors-at-large for one-year terms were **Ray Miller**, KPRC-AM-TV Houston; **Dick Petrick**, KOEL Oelwein, Iowa, and **Bill Roberts**, Time-Life Broadcast, Washington.

with Cooper, Strock & Scannell Inc., Milwaukee, named account manager.

David Sheehan, with Colgate-Palmolive Co., New York, joins Kenyon & Eckhardt there as account executive.

Carl M. Krampert, media director, Benton & Bowles' Detroit office, moves to N. W. Ayer & Son's Detroit branch as account executive for media services.

David E. Bannister, with Federal Reserve Bank, New York, and **Jack L. Peninger**, with Duncan-Brooks Inc., Garden City, N. Y., join Albert Frank-Guenther Law, New York, as account executives.

James F. Hoffman and **Thomas J. Hollingshead** named account executives, KDKA-TV Pittsburgh. Mr. Hoffman was with NBC, New York; Mr. Hollingshead was with Peters, Griffin, Woodward, same city.

Arthur Levine appointed account executive at WPHL-TV Philadelphia.

Louis A. Severine, with Westinghouse Broadcasting Co., New York, appointed account executive with WABC, that city.

Larry T. Severino, account executive for Procter & Gamble Co., Los Angeles, joins sales department of KABC-TV Los Angeles.

John Page Otting, formerly with WUBE Cincinnati and WCOL Columbus, both Ohio, and WISH Indianapolis, joins WSAI Cincinnati as account executive.

Gordon L. DeCook, with Griswold-Eshleman Co., Chicago, joins Campbell-Ewald Co. there as copy writer.

Nora Curran, media/buyer planner for Rumrill-Hoyt, New York, joins Street & Finney there as media planner.

Gale Gilchrist, media buyer, Gumbinner-North, New York, joins Frank B. Sawdon Inc., that city, as television media buyer.

James W. Kumpf, with Peters, Griffin, Woodward, Dallas, joins H-R Representatives there as radio salesman.

James Charlesworth, with Needham, Harper & Steers, Chicago, joins local sales staff of WMAQ there.

MEDIA



Mrs. Evans

Rosa B. Evans, general manager of WOKY Milwaukee, named VP for administration, Bartell Broadcasters, group owner. Mrs. Evans has been with Bartell since 1947.

Charles G. Slemmons, Aurora, Ohio, elected secretary of Mutual Broadcast-

ing System, New York.



Mr. Crowther



Mr. Sanders

Frank (Red Cross) Crowther retires as general manager of WMAZ-AM-FM-TV Macon, Ga. **Albert H. Sanders Jr.**, assistant general manager of WMAZ-AM-FM-TV, succeeds Mr. Crowther. Mr. Crowther, who joined WMAZ in 1933, will continue to be associated with Southeastern Broadcasting Corp. in advisory capacity.

Art Schreiber, chief of Washington news bureau of Westinghouse Broadcasting Co., appointed assistant general manager of WBC's KYW Philadelphia.

John Cahillane, administrative aide to former Assistant General Manager Zachary Land of WHYN-AM-FM-TV Springfield, Mass., named manager of WHYN.



Mr. Walker

Fred E. Walker, general manager of WLWT(TV) Cincinnati, elected VP.

Don N. Nelson, manager of WQUA Moline, Ill., appointed general manager of WIRE Indianapolis, succeeding William J.

Shuel, who resigned. Both are Mid America stations.

Harold Solding, VP and assistant manager of WTAR-TV Norfolk, Va., resigns after 16 years with station. No future plans announced.

Bill Bayse, radio station consultant, named general manager of KONE Reno.



Mr. Christensen



Mr. Solding

A. H. Christensen, director of corporate communications for KBTU(TV) Denver and KARK-TV Little Rock, Ark., named general manager of KZAZ(TV) Nogales-Tucson, Ariz.

E. Carleton Schirmer, general manager of TV sales for KFEQ-TV St. Joseph, Mo., also named manager of KFEQ-TV.

PROGRAMING

Eugene Pleshette, executive VP of MSG-ABC Productions Inc., New

York, named executive VP of Doi Reid Productions Inc., that city.

Jordan Caldwell, VP and executive producer for Elektra Film Productions New York, named executive VP.

Kenneth Becker, assistant controller of Official Films Inc., New York named controller.

James A. Murphy, controller, Technical Measurement Corp., North Haven, Conn., appointed assistant controller, Paramount Pictures Corp., New York.



Mr. Paull

Manny Paull, with Fred A. Niles Communications Center Inc., Chicago, named VP.

David Raphel, VI of 20th Century-Fox International Corp. New York, elected VI in charge of foreign

distribution of parent 20th Century Fox Film Corp., that city.

John D. Callaway, news and public affairs director, WBBM Chicago, named director of programming and news. **Lei Schlosser**, program director, resigns.

Buddy Holiday, with WQUA Moline Ill., joins KTHI Houston as program director.

Mark Lane, with KENO Las Vegas named program and news director of KONE Reno.

Burt Dark, with WIS Columbia, S. C. named program director of WCKM Winnsboro, S. C., succeeding **Edith Hilton**, who becomes assistant manager of WCKM.

Bill Calder, with KWK St. Louis, appointed program manager.

Louis Abrams, formerly with WFMJ (FM) Chicago and also WBBM-TV there, joins noncommercial WTTW(TV) Chicago as producer-director.

Jerry Wechsler, central division sales manager of United Artists Associated, Chicago, appointed central division sales manager of Allied Artists Television, that city.

Robert M. Michelson, radio syndication specialist at Charles Michelson Inc., New York, joins Triangle Program Sales there as account executive.

James A. Gleason, chief sound engineer for Manhattan Sound Studios, New York, named production chief.

Herb Gold, film director for WFGA-TV Jacksonville, Fla., appointed production manager/film operations manager.

James Duff McAdams, producer for Universal Television, named to staff of producer of *The Virginian* series.

Charles Lisanby, art director for

Jerry Moore, Red Skelton and Jack Benny shows and Carol Burnett specials, joins James Love Productions, New York, as consultant art director.

Vic Sterling, production manager for KRLD(TV) Reno, joins KRON-TV San Francisco as announcer-director.

Brooks G. Leffler, with noncommercial KOAP-TV Portland, Ore., appointed production manager of noncommercial KLRN(TV) San Antonio, Tex.

NEWS

Walt Grisham named manager, news operations, NBC News, Chicago. **John Gibbs** succeeds Mr. Grisham there as supervisor of news.

Gene Pell, WBZ-TV Boston News specialist, named national correspondent, Westinghouse Broadcasting Co.'s Washington news bureau.



Mr. Zenker

Arnold Zenker, manager of program administration for CBS News, New York, who made name for himself by filling in for Walter Cronkite during last spring's 13-day strike against networks by American Federation of Television and Radio Artists, joins WBZ-TV Boston as anchorman on 7-7:30 p.m. daily portion of *Eyewitness News*, effective Oct. 2. **Robert Lape**, news director of WBZ, moves to WBZ-TV as local investigative reporter.

George Zucker appointed AP broadcast news editor at Los Angeles, responsible for radio-TV news report for California and Nevada. **Gavin Scott**, AP news editor, New Orleans, named AP correspondent, Omaha. He succeeds **Edward E. Makiesky**, retiring after 37 years with AP.

Frank Thompson, assistant news director with WSAZ-TV Huntington, W. Va., appointed news director of WTVB(TV) Durham, N. C.

Don Lancer, with WIFE Indianapolis, appointed news director of WKBW Buffalo, N. Y.

Tom Black appointed news director of WPRO Providence, R. I.

Ron Abernathy, with KDWB St. Paul, appointed news director, replacing **Jack Douglas**, now general manager of KANO Anoka, Minn. **Robert Sommer**, formerly with WAYL(FM) Minneapolis, and WGL Superior, Wis., joins news staff of KDWB.

Scott Witt, with WLNA-AM-FM Peekskill, N. Y., appointed news director.

Warren J. Guykema, assistant to executive VP of broadcast division at King Broadcasting Co., Seattle, named

managing director of news for KING-TV, that city.

Steve Keegan, with WFIV Kissimmee, Fla., named director of news and special events.

Henry Walter, director of editorial research for WMCA New York and Straus Broadcasting Group, named director of public affairs for WMCA.

Florence Thalheimer, producer for KCOP(TV) Los Angeles, named public affairs director.

Gary Syver of KTVE(TV) El Dorado, Ark.-Monroe, La., elected president of Arkansas AP Broadcasters Association.

Brigadier General (ret.) S. L. A. Marshall, noted military affairs writer, joins WWJ-TV Detroit as news analyst. He is authority on military history and frequent contributor to leading publications.

William E. McDougall, with WMAL-TV Washington, named reporter-photographer.

Bill Burns, with WIST Charlotte, N. C., joins news staff of WPLO Atlanta.

FANFARE

George Dessart, executive producer of news documentary unit of WCBS-TV New York, named community services director.

Paul F. Cahill, with WBBM Chicago, named director of community relations.

Larry Nightingale appointed director of on-air promotion for WPHL-TV Philadelphia.

Nancy Martin, VP and PR director for Recht & Co. Advertising, Beverly Hills, Calif., will head newly formed consumer services and products division at Shaw & Roberts Public Relations, same city.

EQUIPMENT & ENGINEERING

Frank A. Astrologes, VP of finance for Oak Electro/Netics Corp., Crystal Lake, Ill., named executive VP.

Walter H. Brady Jr., director of manufacturing of Bourn's Manufacturing Co., Riverside, Calif., named VP of color tube division of Admiral Corp., Chicago, succeeding **Marvin W. Rathfelder**, who resigned. **Alfred A. Medica** named to newly created position of operations VP-consumer electronics for Admiral in Chicago.

Donald P. Wise, formerly chief engineer of WHS-TV Boston (now WSBK-TV), named engineering manager, Barkley & Dexter Laboratories Inc., Fitchburg, Mass.

Robert L. Herhusky, program manager for Low Light Television Systems, Belmont, Calif., appointed product manager, instrumentation tape for

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Memorex Corp., Santa Clara, Calif.

E. Nevin Kather, VP of Raytheon Co., Burlington, Mass., named general manager of company's components division.

Charles S. Stromberg, director of engineering for KMSP-TV Minneapolis-St. Paul, appointed chief engineer of WDBO-AM-FM-TV Orlando, Fla.

Edwin W. Casey, administrator, organization development, RCA, New York, appointed manager, special corporate services.

John F. Kearney, regional sales manager for Mallory Distributor Products Co., Boston, appointed marketing manager in Indianapolis.

Harold Herich appointed general sales manager of Isofilm International, Chatsworth, Calif.

Alvin J. Schwartz, with Round Hill Associates Inc., New York, named sales manager, succeeding **Raymond E. Morris**, who becomes manager of industrial products.

ALLIED FIELDS

Harry W. Flannery, radio coordinator for American Federation of Labor & Congress of Industrial Organizations, Washington, retires effective Sept. 29. Mr. Flannery had previously been CBS news correspondent.

Mel Chastain appointed director of educational television program at Texas A&M University, College Station, Tex., succeeding **Dr. Lee J. Martin**.

INTERNATIONAL

George Blaug named European sales manager, Screen Gems International, London, marking return to company after four years as United Artists TV's European sales manager.

Paul L'Anglais of CFTM-TV Montreal, elected president of l'Association Canadienne de la Radio et de la Television de Langue Francaise. Other new officers: **Marcel Provost**, CKVL Verdun, Que., VP, radio; **Jacques Filteau**, CFCM-TV Quebec City, VP, television; **Ben Roberge**, CKCN Sept-Iles, Que., secretary-treasurer.

Keith J. Nighbert, manager of non-commercial WENH-TV Durham, N. H., and New Hampshire Network, appointed visiting lecturer in educational television at University of Edinburgh, Edinburgh, Scotland. He will be on one-year sabbatical to study and research television systems and adult education in Europe.

DEATHS

F. Bruce Wallace, 49, president of WTNS Coshocton, Ohio, died Sept. 12 in Bethesda hospital in Zanesville, Ohio. Mr. Wallace founded WTNS in 1947.

Samuel E. Leonard, 70, who retired in 1962 after over 40 years in radio engineering, died Aug. 25. He was former chief engineer of KYW Cleveland (now WKYC) and was chief engineer of WNBK(TV) Cleveland (now WKYC-TV) from 1948 to 1956. Mr. Leonard left Cleveland in 1956 and un-

til his retirement worked for RCA at Cape Kennedy in Florida. He is survived by his wife, Dorothy, and two daughters.

George A. Pyle, 48, chief engineer for WMBD-AM-FM-TV Peoria, Ill., died of heart attack while at work Sept. 8. He had been with WMBD 28 years and had been station's chief engineer since 1955. Mr. Pyle is survived by his wife, Florence, daughter and son.

Bernie Edelman, 48, senior account executive, Mark Century Sales Corp., New York, died Sept. 12 of heart attack while on sales trip in Pittsburgh. His home was in Buffalo, N. Y. Surviving are his wife, Mildred, and two children.

Arnold Cohan, 56, radio and television consultant for former Mayor Wagner of New York and PR director for Uniformed Firemen's Association, died of heart attack Sept. 7 in his home in New York. He is survived by two sons.

Mrs. Ella Harbach, widow of late Otto Harbach, past president of American Society of Composers, Authors & Publishers (ASCAP), died at her New York home Sept. 6 after long illness. She is survived by daughter and three sons, including William Harbach, *Hollywood Palace* producer.

Sandi Riddell, 22, daughter of James G. Riddell, VP of ABC, Hollywood, killed in automobile collision Sept. 8 at Catterick, England. She is also survived by her mother, Mrs. James G. Riddell, and sister.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 7 through Sept. 13, and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community an-

tenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited

hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

*Los Angeles Unified School District seeks UHF ch. 58 (734-740 mc); ERP 30 kw vis., 18 kw aur. Ant. height above average terrain 2,966 ft.; ant. height above ground 247 ft. P. O. address: 450 North Grand Avenue, Los Angeles 90012. Estimated construction cost \$372,500; first-year operating cost \$500,000; revenue none. Geographic coordinates 34° 13' 35" north lat.; 118° 03' 58" west long. Type trans. Townsend Associates TA30B1. Type ant. Jampro JZZ-4C4B. Legal counsel Marcus Conn; consulting engineer George C. Davis, both Washington. Principals: Georgiana Hurdy, president, Los Angeles City Board of Education, et. al. Ann. Sept. 8.

FINAL ACTIONS

Des Moines, Iowa—Iowa Broadcasting Co. FCC granted UHF ch. 63 (764-770 mc); ERP 295 kw vis., 58.9 kw aur. Ant. height above average terrain 110 ft.; ant. height above ground 219 ft. P. O. address: 1908 Hoyt Drive, Chillicothe, Mo. 64601. Estimated construction cost \$328,000; first-year operating cost \$275,000; revenue \$300,000. Geographic coordinates 41° 35' 08" north lat.; 93° 37' 28" west long. Type trans. RCA TTU-10A. Type ant. RCA TPU-30J. Legal counsel Welch & Morgan; consulting engineer Raymond E. Rohrer & Associates, both Washington. Principals: Kenneth F. Churchill, president, Austin G. Felton, Marion W. Crabtree, William E. Welch and William Charles Young (each 20%). Marion Crabtree is president, director and 50% stockholder of WKTO-TV Nashville. Mr. Welch is vice president, secretary-treasurer, director and 50% stockholder of WKTO-TV. Mr. Churchill is presi-

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dent of Iowa Broadcasting. Mr. Felton is vice president. Marion Crabtree is secretary. Mr. Welch is treasurer. Action Sept. 6.

Vineland, N. J.—Tri City Broadcasting Co. FCC granted UHF ch. 65 (776-782 mc); ERP 36.65 kw vis., 7.33 kw aur. Ant. height above average terrain 506.2 ft.; ant. height above ground 448 ft. P. O. address: Box 99, Vineland. Estimated construction cost \$231,363; first-year operating cost \$125,000; revenue \$150,000. Geographic coordinates 39° 27' 56" north lat.; 75° 03' 23" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-30J. Legal counsel Putbrese & Fisher Washington; consulting engineer G. Russell Chambers, Wilmington, Del. Principals: John F., Frank S. and Josephine Scarpa (51% together), Edward and William D'Appolito, Samuel and Sidney Brody, and Frank Wheaton (31% together) and Joseph and Thomas Tuso, and Philip and James Gruccio (18% together). Mr. Edward D'Appolito is secretary and 16 2/3% stockholder of wholesale and retail oil and gasoline company and president and 25% stockholder in real estate development. Mr. William D'Appolito is vice president and 16 2/3% stockholder in same oil concern and vice president and 25% owner of same real estate concern. Mr. Joseph Tuso is attorney, director of bank, director of real estate firm and 25% owner of investment partnership. Mr. Phillip Gruccio is attorney, director of real estate firm, 25% owner of same investment partnership as Mr. Tuso, director of another real estate corporation, president of guidance center, trustee of hospital and president of library. Mr. Thomas Tuso is attorney, 50% owner of real estate concern, director and 33 1/3% owner of car service and 25% owner with Mr. Gruccio and Mr. Tuso in investment partnership. Mr. Samuel Brody is 50% partner with Sidney Brody in furniture concern. Mr. Sidney Brody also has real estate development and machine parts distributing company. Mr. Wheaton manufactures glass products and is director of gas company. July 17 initial decision became effective Sept. 5. Ann. Sept. 13.

Yakima Wash.—Apple Valley Broadcasting Inc. Review board granted UHF ch. 35 (596-602 mc); ERP 129 kw vis., 25.9 kw aur. Ant. height above average terrain 957 ft.; ant. height above ground 171 ft. P. O. address c/o Wayne F. McNulty, West 500 Boone Avenue, Spokane, Wash. 99201. Estimated construction cost \$348,950; first-year operating cost \$360,000; revenue \$380,000. Studio and trans. both located in Yakima. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Scharfeld, Bechhoefer & Baron, Washington. Principals: The Evening Telegram Co., Superior, Wis. (100%) is owned in turn by Morgan Murphy (97.49%). Telegram is sole owner of Spokane Television Inc. and Spokane Radio Inc., licensees of KXLY-AM-FM-TV Spokane. Telegram also owns 34.8% of Television Wisconsin Inc., licensee of WISC-TV Madison. Board member Nelson abstaining. Board members Slone and Pincock absent. Action Sept. 5.

INITIAL DECISION

Tulsa, Okla.—Victor Muscat. Hearing Examiner Charles J. Frederick issued initial decision for UHF ch. 29 (560-566 mc); ERP 2,099 kw vis., 419.8 kw aur. Ant. height above average terrain 476 ft., above ground 511 ft. P. O. address: Sherwood Ave., Greenwich, Conn. 06833. Estimated construction cost \$723,260; first-year operating cost \$400,000; revenue \$300,000. Studio and trans. to be located in Tulsa. Geographic coordinates 36° 09' 02" north lat., 95° 59' 25" west long. Type trans. RCA TTU-50C1; type ant. RCA TFU-46K. Legal counsel Fly, Shuebruk, Blume & Gaguine, consulting engineer Silliman, Moffet and Kowalski, both Washington. Victor Muscat owns WTVU-TV New Haven, Conn.; KIKS-TV Lake Charles and KIKS-AM-FM Sulphur, both Louisiana; KMYO-AM-TV Little Rock, Ark. and has application pending before FCC for new TV in Memphis. Action Sept. 8.

OTHER ACTIONS

■ Review board in Jacksonville, Fla., television broadcast proceeding, Docs. 10834 et al. granted petition for extension of time filed Sept. 6 by Broadcast Bureau and extended to Sept. 15 time to file responsive pleadings to motion to enlarge issues filed Aug. 21 by Antwin Theatres Inc. Board members Nelson and Slone absent. Action Sept. 8.

■ Review board in Orlando, Fla., television broadcast proceeding, Docs. 11081 et al. denied motions for enlargement of issues and for clarification filed April 27 by Comint Corp. and May 15 by Orange Nine Inc. Board member Kessler abstaining. Board members Nelson and Slone absent. Action Sept. 8.

■ Review board in Savannah, Ga., television broadcast proceeding, Docs. 16976 and

16978 scheduled oral argument before panel of review board for 2 p.m., Thursday, Sept. 26, in room 7134, New Post Office building, Washington. Action Sept. 6.

■ Review board in Syracuse, N. Y., television broadcast proceeding, Docs. 14368 et al. granted motion filed Sept. 7 by Broadcast Bureau and extended to Sept. 20 time to file responsive pleadings to joint petition for approval of merger agreement filed Aug. 25 by Syracuse Television Inc., and six other applicants. Action Sept. 11.

■ Review board in Yakima, Wash., television broadcast proceeding, Docs. 16924-6 granted joint petition for reconsideration or, alternatively, for approval of joint agreement as modified, filed July 3 by Sunset Broadcasting Corp., Apple Valley Broadcasting Inc. and Northwest Television and Broadcasting Co. (a joint venture); approved agreement to extent indicated in board's memorandum opinion and order; dismissed applications of Sunset Broadcasting Corp. and Northwest Television and Broadcasting Co. (a joint venture); granted application of Apple Valley Broadcasting Inc., for new TV to operate on ch. 35 in Yakima, Wash., subject to operation in accordance with offset designator to be specified in subsequent commission order; and terminated proceeding. Board member Nelson abstaining. Board members Slone and Pincock absent. Action Sept. 5.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Aug. 31 in Medford, Ore., TV ch. 8 proceeding designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled prehearing conference for Sept. 26 and hearing for Dec. 4 (Docs. 17680-2). And on Sept. 12 Houston (Crest Broadcasting Co.) TV ch. 28 proceeding denied petition by Crest requesting that remand hearing be held in Houston rather than in Washington as scheduled (Doc. 15827).

■ Hearing Examiner Charles J. Frederick on Sept. 12 in San Francisco (Bay Broadcasting Co. and Reporter Broadcasting Co.) TV channel proceeding, closed record (Docs. 16678, 16831).

■ Hearing Examiner Isadore A. Honig on Sept. 7 in Macon, Ga. (Rovan Television Inc. and Romac Macon Corp.) TV proceeding granted petition by Romac Macon to extent that its statement relating to past

and present broadcast associations of applicant's principals is accepted to be associated with its application (Docs. 17316-7). And on Sept. 5 in Baton Rouge, (Romac Baton Rouge Corp.) TV ch. 33 proceeding granted motion by Romac to extent that its statement relating to past and present broadcast associations of applicant's principals is accepted to be associated with Romac's application (Doc. 17005).

■ Hearing Examiner Forest L. McClenning on Sept. 8 in Jacksonville, Fla. (Florida-Georgia Television Inc. et al.) TV proceeding formalized dates specified at Sept. 8 prehearing conference and continued Oct. 23 hearing to Dec. 4 (Docs. 10834, 17562-4). By separate action, granted petition by Broadcast Bureau for extension of time from Sept. 6 to Sept. 15 to file response to petition by Antwin Theatres Inc. for intervention.

■ Hearing Examiner Chester F. Naumowicz Jr. on Sept. 7 in Houston (Crest Broadcasting Co.) TV proceeding scheduled hearing conference for Sept. 11 (Doc. 15827). By separate action, dismissed as moot petition filed by KXYZ Television Inc. for leave to intervene. And in Memphis, (Gamma Television Corp., Tele/Mac of Memphis and Memphis Broadcasting Associates) TV proceeding granted petition filed by Tele/Mac of Memphis for leave to amend (Docs. 17258-60).

RULEMAKING ACTIONS

■ FCC granted Eugene and Salem, both Oregon, TV rulemaking proceeding (RM-1152) request by Cascade Broadcasting Co. for extension of time from Sept. 11 to Oct. 11 to reply to oppositions to its petition requesting assignment of ch. 3 to Eugene and substitution of ch. 41 at Salem. Action Sept. 12.

■ TV table of assignments proposal (RM-1084), Baytown, Tex. Commission on Sept. 5 granted request by petitioners for rulemaking and extended from Sept. 5 to Sept. 8 time to file comments. Time for filing reply comments was extended from Sept. 15 to Sept. 22 (Doc. 17496). Action Sept. 8.

CALL LETTER APPLICATION

■ Hubbard Broadcasting Inc., Ocala, Fla. Requests WOTG-TV.

CALL LETTER ACTION

■ Alabama Educational TV Commission, Louisville, Ala. Granted *WGIQ(TV).

CCA BROADCAST TRANSMITTERS

MANAGEMENT AND ENGINEERING ARE ENTHUSIASTIC ABOUT CCA's 10 KW FM

HERE IS A TESTIMONIAL BY FRANK W. UNTERBERGER

Chief Engr. Station WDAS
PHILADELPHIA, PA.

Mr. Bernard Wise, President
CCA Electronics Corporation
716 Jersey Avenue
Gloucester City, New Jersey 08030
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We have been using your Type FM 10000D Transmitter since last June 1966. It has proven very satisfactory.

The P. S. Tube 3CX 10,000 A7 has over 8,000 hours on it and still going strong. In fact, the only tube we have changed was a 12AV7 Tube in the whole transmitter since the transmitter has been in operation.

We have been very pleased with the transmitter and its smooth operation and no maintenance problems to speak of.

Another feature I like is the small space the transmitter takes up. It fitted right with our plans in the Control Room.

We appreciate the fine service you have been giving us and we do not hesitate to recommend the transmitter to anyone who is in the market for one.

Very truly yours,

Frank W. Unterberger

Frank W. Unterberger
Chief Engineer



Pictured above is Mr. Max Leon and Mr. Frank Unterberger, President and Chief Eng. respectively of WDAS

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DESIGNATED FOR HEARING

■ Fayetteville, Ark. TV applications for ch. 36 designated for hearing. Commission designated for consolidated hearing applications of Stamps Radio Broadcasting Co. and Noark Broadcasting Inc. for new TV's to operate on ch. 36. Hearing issues include financial qualifications of Noark Broadcasting, and whether Stamps' proposed tower height and location would create hazard to air navigation. Federal Aviation Administration was made party to proceeding. Action by order, Sept. 6.

■ Rochester, N. Y. TV applications for ch. 31 designated for hearing. Commission designated for consolidated hearing applications of Malrite Inc. and Philip Y. Hahn Jr. for new TV's to operate on ch. 31 in Rochester, N. Y. Hearing issues include determination as to financial qualifications of Malrite. Action, by order, Sept. 6.

Existing TV stations

FINAL ACTIONS

WLKY-TV Louisville, Ky.—Broadcast Bureau granted CP to install an alternate exciter unit to operate with authorized trans. Action Sept. 11.

KAAR(TV) San Diego—Broadcast Bureau granted CP to change ERP to 363 kw vis., 72.4 kw aur., and change type trans. Action Sept. 11.

WVNY-TV, Burlington, Vt.—Broadcast Bureau granted mod. of CP to change ERP to 251 kw vis., 37.1 kw aur., trans. location to near top of Mount Mansfield, near Burlington, change ant. structure and increase ant. height to 2,750 ft. Action Sept. 11.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries on Sept. 12. *WCET(TV) Cincinnati; *WGSF(TV) Newark, Ohio; *WGTE-TV Toledo, Ohio; *WMUB-TV Oxford, Ohio; *WOSU-TV Columbus, Ohio; WAKR-TV Akron, Ohio; WBNS-TV Columbus, Ohio; WCPQ-TV Cincinnati, WEWS (TV) Cleveland; WFMJ-TV Youngstown, Ohio; WHIZ Zanesville, Ohio; WILX-TV Onondaga, Mich.; WIMA-TV Lima, Ohio; WJRT-TV Flint, Mich.; WJW-TV Cleveland; WKBN-TV Youngstown, Ohio; WKNX-TV Saginaw, Mich.; WKYC-TV Cleveland; WKZO-TV Kalamazoo, Mich.; WLWD(TV) Dayton, Ohio; WLWT(TV) Cincinnati; WNEM-TV Bay City, Mich.; WSPD-TV Toledo, Ohio; WTOL-TV Toledo, Ohio; WWT(TV) Cadillac, Mich.; WWUP(TV) Sault Ste. Marie, Mich., and WYTV(TV) Youngstown, Ohio.

OTHER ACTION

■ WXON-TV ch. 62, Detroit. Aben E. Johnson Jr., licensee. Commission waived Sec. 73.610(d) of rules. (mileage separation requirements) and granted application of Aben E. Johnson Jr. for mod. of CP of WXON-TV, ch. 62, Detroit, to change trans. location, increase vis., ERP to 525 kw and increase ant. height to 830 ft. Proposed trans. site will be approximately 7 miles short-spaced to ch. *69 reference point at East Lansing, Mich. Commissioners Bartley, Lee and Johnson dissenting. Action Sept. 6.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Sept. 8 in Montgomery, Ala. (Cosmos Broadcasting Corp. WSFA-TV) TV proceeding granted motion by WSFA-TV and modified hearing procedure. Scheduled Sept. 14 for preliminary exchange of engineering exhibits; Sept. 20 for exchange of written affirmative cases and exhibits. Oct. 3 for notification of witnesses, and Oct. 10 for hearing. Also scheduled rebuttal phase as follows: Oct. 27 for exchange of written rebuttal testimony and exhibits, Nov. 7 for notification of witnesses and Nov. 14 for hearing on rebuttal phase (Doc. 16984).

■ Hearing Examiner Jay A. Kyle on Sept. 6 in Minneapolis-St. Paul (WTCN Television Inc. WTCN-TV et al.) TV proceeding granted motion by Midwest Radio-Television Inc. and Twin City Area Educational Television Corp. and extended time from Sept. 6 to Sept. 15 to file proposed findings and from Sept. 19 to Sept. 28 for replies (Docs. 15841-3, 16782-3).

New AM stations

INITIAL DECISION

Mountlake Terrace, Wash.—Mount-Ed-Lynn Inc. Initial decision granted 1510 kc, 250 w D. P. O. address: 22905 56th Avenue West, Mountlake Terrace. Estimated construction cost \$20,371; first-year operating cost \$29,196; revenue \$39,900. Principals: Patrick D. McMahan, Elliott G. Boisen, Marvin E. Smith, Levy S. Johnston, James P. Miller, Joseph B. Wicklund, Frank C. Moffett, Fred Smethurst and William F. Hennessey (each 11.1%). Messrs. Johnston and Hennessey are attorneys and Mr. Boisen is physician. Action Sept. 5.

OTHER ACTIONS

■ Review board in Mishawaka, Ind. standard broadcast proceeding, Doc. 14855 granted petition filed Sept. 8 by Broadcast Bureau and extended to Sept. 15 time to file responsive pleadings to motions to strike exceptions of Broadcast Bureau and Michiana Telecasting Corp., filed Aug. 28 by Northern Indiana Broadcasters Inc. Board members Nelson and Sione absent. Action Sept. 8.

■ Review board in Westwego, La., standard broadcast proceeding, Docs. 16880-1 scheduled oral argument before panel of review board for 10 a.m., Thursday, Sept. 28, in room 7134, New Post Office building, Washington. Action Sept. 6.

■ Review board in Salem, Mass., standard broadcast proceeding, Doc. 17559 denied petition for enlargement of issues filed July 28 by Ottaway Stations Inc. Board member Nelson dissenting in part and voting for programming issue. Action Sept. 11.

■ Review board in Jacksonville, N. C., standard broadcast proceeding, Docs. 17148-50 granted petition for extension of time filed Sept. 6 by Broadcast Bureau and extended to Sept. 14 time to file responsive pleadings to joint petition for approval of agreement and grant of remaining application without further hearing filed Aug. 25 by Roy H. Park Radio Inc. and L. & S. Broadcasting Co. Board members Nelson and Sione absent. Action Sept. 8.

■ Review board in New Castle, Pa., standard broadcast proceeding, Docs. 17179-80 granted petition filed Sept. 6 by Lawrence County Broadcasting Corp., Brownsville Radio Inc. and Shawnee Broadcasting Co., and extended to Sept. 25 time to file replies to Broadcast Bureau's comments on above parties' supplement to joint request for approval of agreement filed Aug. 4. Action Sept. 11.

■ Review board in Edna, Tex., standard broadcast proceeding, Docs. 16572-3 granted joint petition filed Sept. 7 by Cosmopolitan Enterprises Inc. and H. H. Huntley and extended to Oct. 2 time for filing exceptions and briefs in support thereof to initial decision, released Aug. 9. Board member Nelson not participating. Action Sept. 11.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Sept. 6 in Elmhurst-Wheaton, Ill. (Dupage County Broadcasting Inc. and Central Dupage County Broadcasting Co.) AM proceeding granted petition by Central for leave to amend its application to relocate proposed towers of its antenna array (Docs. 16965-6).

■ Hearing Examiner H. Gifford Irion on Sept. 12 in Mt. Carmel, Pa. (Mt. Carmel Broadcasting Co. and K H Radio Co.) AM proceeding granted request by K H Radio for extension of time from Sept. 15 to Sept. 22 to file proposed findings. Reply findings to be filed not later than Sept. 29. (Docs. 17411-2). And on Sept. 11 in Kettering, Eaton and Greenville, all Ohio; Bloomington and Brazil, both Indiana, and Louisville and Shively, both Kentucky (Kittyhawk Broadcasting Corp. et al.) AM proceeding granted petition by Shively Broadcasting Co. for leave to amend its application concerning its financial qualifications (Docs. 17244-50).

■ Hearing Examiner Forest L. McClennan on Sept. 6 in Sioux Falls, S. D. (Sioux Empire Broadcasting Co. and John L. Brece) AM proceeding. On Examiner's own motion, scheduled further hearing conference for Sept. 22 (Docs. 17174, 17636).

CALL LETTER APPLICATION

■ Grand Canyon Aircasters Inc., Williams, Ariz. Requests KCYN.

CALL LETTER ACTIONS

■ North County Broadcasting Inc., Vista, Calif. Granted KMLO.
■ George L. McFarland, Bayard, N. M. Granted KNFT.
■ Medina Broadcasting Co., Hondo, Tex. Granted KRME.

Existing AM stations

APPLICATIONS

KLOK San Jose, Calif.—Requests CP to increase daytime power from 10 kw to 50 kw, make changes in daytime pattern, and install new trans. Ann. Sept. 7.

WMON Montgomery, W. Va.—Requests CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Sept. 7.

FINAL ACTIONS

WMSL Decatur, Ala.—Broadcast Bureau granted mod. of license to move studio location outside the city limits of Decatur, to 1.3 miles south. condition. Action Sept. 7.

KYAK Anchorage, Alaska—Broadcast Bureau granted license covering new AM. Action Sept. 7.

KBIG Avalon-Sanata Catalina, Calif.—Broadcast Bureau granted license covering use of former main trans. as an alternate main trans. at main trans. location. Action Sept. 7.

KMYR Denver — Broadcast Bureau approved data submitted covering operation on a frequency of 95.7 mc. (Doc. 17282). Action Sept. 7.

■ Broadcast Bureau denied petition by Sanford-Seminole Broadcasting Inc. for reconsideration of June 13 actions which had (1) dismissed its application for renewal of license of WFSR Sanford, Fla., and (2) granted mutually-exclusive application of WINT Radio Inc. Winter Haven, Fla., for CP to change from DA-D to nondirectional operation and change studio location. Action Sept. 8.

WZBN Zion, Ill.—Broadcast Bureau granted mod. of CP to make change in ant. system, specify type trans. Action Sept. 7.

WFWR Ft. Wayne, Ind.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Sept. 6.

WKLO Louisville, Ky.—Broadcast Bureau granted license covering change in daytime DA-pattern. Action Sept. 7.

KWCL Oak Grove, La.—Broadcast Bureau granted license covering increase in power, installation of new trans. and changes in ant. system. Action Sept. 7.

WGAN Portland, Me.—Broadcast Bureau granted license covering installation of new trans. as an alternate main trans. at main trans. location. Action Sept. 7.

WCTR Chestertown, Md.—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action Sept. 7.

KXEN Festus-St. Louis, Mo.—Broadcast Bureau granted mod. of license to change licensee name to KXEN Inc. Action Sept. 6.

KHDN Hardin, Mont.—Broadcast Bureau granted mod. of license covering change in hours of operation from unlimited to specified hours. Action Sept. 7.

WENE Endicott, N. Y.—Broadcast Bureau granted license covering installation of an auxiliary trans. at main trans. location. Action Sept. 7.

WMNC Morganton, N. C.—Broadcast Bureau granted license covering change in hours of operation, install DA-N at different location. Action Sept. 7.

WESA Charleroi, Pa.—Broadcast Bureau granted license covering change in ant. trans. location, change ant. system. Action Sept. 7.

WTEL Philadelphia — Broadcast Bureau granted mod. of CP to change ant.-trans. location to Germantown Pike and Potshot Road, Philadelphia, make change in DA system. Action Sept. 6.

WKDK Newberry, S. C.—Broadcast Bureau granted CP to increase daytime power from 250 w to 1 kw, and install new type trans.; condition. Action Sept. 11.

KBHB Sturgis, S. D.—Broadcast Bureau granted license covering change in frequency, ant.-sys., increase power, install new type trans., make change in ground system, specify type trans. Action Sept. 7.

WNOO Chattanooga — Broadcast Bureau granted renewal of license. Action Sept. 7.

WSJT Chesapeake, Va.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to south side of Barnes Road 0.35 miles west of Bainbridge Boulevard, Chesapeake, change type trans. Action Sept. 6.

KPQ Wenatchee, Wash.—Broadcast Bureau granted license covering change in auxiliary trans. location to main trans. location. Action Sept. 7.

■ Broadcast Bureau granted licenses covering following new AMs: KNAB, Burlington Radio, Burlington, Colo.; WJZZ, West Jersey Broadcasting Co., Mt. Holly, N. J.; WCSL, Broadcasting Co. of Carolinas Inc., Cherryville, N. C.; KNDK, Arnold F. Petrich, Langdon, N. D., and KRSP, Holladay Broadcasting Co., Salt Lake City. Action Sept. 7.

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WAKR-FM Akron, Ohio; WAMM Flint, Mich.; WANG(FM) Coldwater, Mich.; WATH-AM-FM Athens, Ohio; WBCH Hastings, Mich.; WBCM-FM Bay City, Mich.; WBCO-FM Bucyrus, Ohio; WBEA(FM) Elyria, Ohio; WBEX-AM-FM Chillicothe, Ohio; WBFQ(FM) Detroit; WBNO-AM-FM Bryan, Ohio; WBNS-AM-FM Columbus, Ohio; WCAR-AM-FM Detroit; WCCW-AM-FM Traverse City, Mich.; WCEN Mt. Pleasant, Mich.; WCEP-FM Charlotte, Mich.; WCHD(FM) Detroit; WBRJ Marietta, Ohio; WBRN-AM-FM Big Rapids, Mich.; WAEF-FM Cincinnati; WCLT-AM-FM Newark, Ohio; WCLV(FM) Cleveland; WCNW-FM Fairfield, Ohio; WCOL-AM-FM Columbus, Ohio; WCOM-FM Urbana, Ohio;

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Sept. 14

	ON AIR	CP's	NOT ON AIR	CP's
Commercial AM	4,118 ¹	18		96
Commercial FM	1,642	74		253
Commercial TV-VHF	488 ²	12		21
Commercial TV-UHF	112 ²	26		144
Educational FM	304	14		27
Educational TV-VHF	60	7		9
Educational TV-UHF	49	12		48

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 14

	VHF	UHF	Total
Commercial	519	276	795
Noncommercial	76	109	185

STATION BOXSCORE

Compiled by FCC, July 31, 1967

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,118 ¹	1,642	600	304	109
CP's on air (new stations)	18	74	25	14	19
CP's not on air (new stations)	96	253	165	27	57
Total authorized stations	4,234	1,969	795	345	185
Licenses deleted	3	1	0	0	0
CP's deleted	0	0	1	0	0

¹In addition, two AM's operate with Special Temporary Authorization.

²In addition, one licensed VHF is not on the air, two VHF's operate with STA's, and three licensed UHF's are not on the air.

WCRM Clare, Mich.; WCSM-AM-FM Celina, Ohio; WCTM(FM) Eaton, Ohio; WCUY(FM) Cleveland Heights, Ohio; WCWA Toledo, Ohio; WDAO(FM) Dayton, Ohio; WDBN(FM) Median, Ohio; WCSR Hillsdale, Mich.; WDLR Delaware, Ohio; WDMJ-FM Marquette, Mich.; WDOK(FM) Cleveland; WDOV Dowagiac, Mich.; WERE-AM-FM Cleveland; WERT-AM-FM Van Wert, Ohio; WERX Wyoming, Mich.; WEXL Royal Oak, Mich.; WFCJ(FM) Miamisburg, Ohio; WFFM(FM) Muskegon, Mich.; WFIZ(FM) Conneaut, Ohio; WFRO-AM-FM Fremont, Ohio; WFUR-AM-FM Grand Rapids, Mich.; WFYC Alma, Mich.; WGAR-AM-FM Cleveland; WGHN Grand Haven, Mich.; WGMZ(FM) Flint, Mich.; WGOH Munising, Mich.; WGRD Grand Rapids, Mich.; WHAK Rogers City, Mich.; WHFB-FM Benton Harbor-St. Joseph, Mich.; WHGR Houghton Lake, Mich.; WHIZ-AM-FM Zanesville, Ohio; WHK-AM-FM Cleveland; WHLS-AM-FM Port Huron, Mich.; WHMI Howell, Mich.; WHOH(FM) Hamilton, Ohio; WIBM-AM-FM Jackson, Mich.; WILE-AM-FM Cambridge, Ohio; WIMA-AM-FM Lima, Ohio; WIOI New Boston, Ohio; WION Ionia, Mich.; WIOS Tawas City-East Tawas, Mich.; WIRO Ironton, Ohio; WITL-AM-FM Lansing, Mich.; WIZE Springfield, Ohio; WJB(FM) Cincinnati; WJEF Grand Rapids, Mich.; WJEH-AM-FM Gallipolis, Ohio; WJER Dover-New Philadelphia, Ohio; WJFM(FM) Grand Rapids, Mich.; WJGS(FM) Houghton Lake, Mich.; WJLB Detroit; WJMO Cleveland Heights, Ohio; WJW-AM-FM Cleveland; WKTN-FM Kenton, Ohio; WKHM-AM-FM Jackson, Mich.; WKLZ Kalamazoo, Mich.; WKNT-AM-FM Kent, Ohio; WKPR Kalamazoo, Mich.; WKZO Kalamazoo, Mich.; WLAV-AM-FM Grand Rapids, Mich.; WLDL(FM) Detroit; WLDL-FM Traverse City, Mich.; WLEN(FM) Adrian, Mich.; WLGK-FM Logan, Ohio; WLKM Three Rivers, Mich.; WLKR-FM Norwalk, Ohio; WLNO(FM) London, Ohio; WLST Escanaba, Mich.; WMAN Mansfield, Ohio; WMER(FM) Celina, Ohio; WMHE(FM) Toledo, Ohio; WMIQ Iron Mountain, Mich.; WMNI-FM Columbus, Ohio; WMPC Lapeer, Mich.; WMPO Middleport-Pomeroy, Ohio; WMRN-AM-FM Marion, Ohio; WMTE Manistee, Mich.; WMUZ(FM) Detroit; WMWM Wilmington, Ohio; WMZK(FM) Detroit; WNCI(FM) Columbus-Worthington, Ohio; WNCO-AM-FM Ashland, Ohio; WNEM-FM Bay City, Mich.; WNIO Niles, Ohio; WNRE(FM) Circleville, Ohio; WOAP-AM-FM Owosso, Mich.; WOHO Toledo, Ohio; WOHP Bellefontaine, Ohio; WOIO Canton, Ohio; WOMC(FM) Detroit; WOMP Bellaire, Ohio; WONE-FM Dayton, Ohio; WPAG Ann Arbor, Mich.; WPAY-AM-FM

Portsmouth, Ohio; WPFM-FM Middletown, Ohio; WPON Pontiac, Mich.; WPTW-AM-FM Piqua, Ohio; WPVL Painesville, Ohio; WQDC(FM) Midland, Mich.; WQMS(FM) Hamilton, Ohio; WQTE Monroe, Mich.; WRBJ St. Johns, Mich.; WRED(FM) Youngstown, Ohio; WREO-FM Ashtabula, Ohio; WRFD Columbus-Worthington, Ohio; WRTS(FM) East Liverpool, Ohio; WSEO-FM Kalamazoo, Mich.; WSHN Fremont, Mich.; WSLR Akron, Ohio; WSOM-FM Salem, Ohio; WSOO Sault Sainte Marie, Mich.; WSPD-FM Toledo, Ohio; WSRW-AM-FM Hillsboro, Ohio; WSTR-AM-FM Sturgis, Mich.; WSWM(FM) East Lansing, Mich.; WTCM Traverse City, Mich.; WTGN(FM) Lima, Ohio; WTIQ Manistique, Mich.; WTOF(FM) Canton, Ohio; WTPS Portage, Mich.; WTTT-FM Tiffin, Ohio; WTTT Port Huron, Mich.; WTVB Coldwater, Mich.; WTVN-AM-FM Columbus, Ohio; WVNO-FM Mansfield, Ohio; WVUD-FM Kettering, Ohio; WWOW Conneaut, Ohio; WWST-AM-FM Wooster, Ohio; WWTW-FM Cadillac, Mich.; WXEN-FM Cleveland; WXTO(FM) Grand Rapids, Mich.; WYON(FM) Grand Rapids, Mich.; and WZIP-AM-FM Cincinnati. Actions Sept. 8.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on Sept. 12: KLOU Lake Charles, La.; KMYO-AM-FM Little Rock, Ark.; WCLC Jamestown, Tenn.; WCKD Shelbyville, Ky.; WGTN Georgetown, S. C.; WHOP-AM-FM Hopkinsville, Ky.; WJIG-FM Tullahoma, Tenn.; WMSK Morganfield, Ky.; WPDF Corydon, Ind.; WPHN Liberty, Ky.; WRIN Rensselaer, Ind.; WSMC-FM Collegeedale, Tenn.; and WVHI(FM) Evansville, Ind.

■ Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliaries on Sept. 11: WABJ Adrian, Mich.; WAOP Otsego, Mich.; WAVI Dayton, Ohio; WBCK Battle Creek, Mich.; WBCM Bay City, Mich.; WCKD Ishpeming, Mich.; WCKY Cincinnati; WCUE-AM-FM Cuyahoga Falls, Ohio; WDBC Escanaba, Mich.; WHFB Benton Harbor-St. Joseph, Mich.; WHTC-AM-FM Holland, Mich.; WING Dayton, Ohio; WKJR Muskegon Heights, Mich.; WLW Cincinnati; WNXT-AM-FM Portsmouth, Ohio; WNYN-AM-FM Canton, Ohio; WOSU Columbus, Ohio; WOUB Athens, Ohio; WPFM Middletown, Ohio; WPOS-FM Holland, Ohio; WSAI Cincinnati; WTAC Flint, Mich.; WTNS Coshocton, Ohio; WTOD Toledo, Ohio; WLKY Cleveland; WKAR East Lansing, Mich.; WCRF(FM) Cleveland; WCWA-FM Toledo, Ohio; WDET-FM Detroit; WFE(FM) Flint, Mich.; WFEN-FM Findlay, Ohio; WFYC-AM Alma, Mich.; WKBN-

AM-FM Youngstown, Ohio; WJBL-FM Holland, Mich.; WJML-FM Potoskey, Mich.; WKLR-FM Toledo, Ohio; WOMP-FM Bellaire, Ohio; WQRS-FM Detroit; WVG(FM) Grand Rapids, Mich.; WZZM-FM Grand Rapids, Mich.; *WAPS(FM) Akron, Ohio; *WUP(FM) Akron, Ohio; *WBGU(FM) Bowling Green, Ohio; *WBOE(FM) Cleveland; *WCBE(FM) Columbus, Ohio; *WCDR-FM Cedarville, Ohio; *WCMO(FM) Marietta, Ohio; *WCMU-FM Mount Pleasant, Mich.; *WDTR(FM) Detroit; *WDUB(FM) Granville, Ohio; *WEMU(FM) Ypsilanti, Mich.; *WGUC(FM) Cincinnati, and *WHPR(FM) Highland Park, Mich.

OTHER ACTIONS

■ Review board in South Beloit, Ill., standard broadcast proceeding, Docs. 17209 et al granted joint request for approval of agreement filed July 12 by Salter Broadcasting Co. (WBEL) and others; approved agreement; dismissed with prejudice application of Salter Broadcasting Co. (WBEL); and retained remaining applicants in hearing. Board members Nelson and Slone absent. Action Sept. 8.

■ Review board in New York standard broadcast proceeding, Docs. 11227 and 17588 granted petition filed Sept. 11 by Midwest Radiotelevision Inc. (WCCO) that time to reply to partial opposition filed Aug. 30 by WMCA Inc., to be fixed as same time that replies are filed to other oppositions to petition to enlarge issues filed Aug. 10 by WCCO. Board member Nelson not participating. Action Sept. 12.

■ Sioux Empire Broadcasting Co., Sioux Falls, S. D., AM proceeding. Commission has denied application by KISD Inc. (KISD), Sioux Falls, for review of review board action of June 26. Board has denied request by KISD to add program reliability issue against Sioux Empire. KISD requested that issue be added due to alleged past variation between proposed and actual programming of KIWA Sheldon, Iowa. Licensee of KIWA is Eider C. Stangland, majority partner in Sioux Empire. Program proposals of KIWA and of Sioux Empire's proposed station are similar (Doc. 17174). Action Sept. 6, by order. Commissioners Hyde (chairman), Bartley, Lee, Cox, Wadsworth and Johnson.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 11 in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co., WCGA), AM proceeding designated Examiner Millard F. French to serve as presiding officer; scheduled a prehearing conference for Sept. 28 and hearing for Nov. 28 (Docs. 17695-6). And on Sept. 11 in Henderson, Nev. (1400 Corp., KBMI, and Joseph Julian Marandola), AM proceeding granted joint motion by applicants and set aside date for exchange of exhibits scheduled for Sept. 11 and hearing for Sept. 25. Further ordered that new dates will be announced following ruling by review board on Broadcast Bureau's pending petition for enlargement of issues (Docs. 16813-4).

■ Hearing Examiner Forest L. McClennen on Sept. 6 in Camden, N. J. (City of Camden, WCAM and L & P Broadcasting Corp.) assignment of license of WCAM to L & P Corp. proceeding. On examiner's own motion, scheduled further hearing conference for Sept. 21 (Doc. 16792).

■ Hearing Examiner Chester F. Naumowicz Jr. on Sept. 11 in Tolleson, Ariz. (E. O. Smith, KRDS), AM proceeding scheduled certain procedural dates and set hearing for Jan. 3 (Doc. 17587).

FINES

■ Broadcast Bureau by letter of Sept. 12, notified KDKO Inc., KDKO Littleton, Colo., that it has incurred apparent forfeiture liability of \$200 for violations of rules, including Sec. 73.47(b) failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture.

■ Broadcast Bureau by letter of Sept. 12, notified Tuscarawas Broadcasting Co., WBTC Uhrichsville, Ohio, that it has incurred an apparent forfeiture liability of \$200 for violations of rules, including Sec. 73.47(b) failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or to contest forfeiture.

New FM stations

APPLICATIONS

Long Beach, California—Associated Students of Long Beach State College. Amendment to BPED-836 (which requests CP for new noncommercial educational FM) to change frequency from 88.9 mcs, ch. #205,

to 89.9 mcs, ch. #210. Ann. Sept. 13.

*Gunnison, Colo.—Western State College of Colorado. Seeks 91.9 mc, ch. 220, 10 w. Ant. height above average terrain 115 ft. P. O. address: none, Gunnison 81230. Estimated construction cost per month rental; first-year operating cost \$15,000; revenue none. Principal: Dr. H. Grant West, secretary of board of trustees et al. Ann. Sept. 12.

Tampa, Fla.—WLCY Inc. Seeks 94.9 mc, ch. 235, 52.29 kw. Ant. height above average terrain 414 ft. P. O. address: 11450 Gandy Boulevard, St. Petersburg, Fla. 33731. Estimated construction cost \$37,539; first-year operating cost \$40,000; revenue \$40,000. Principals: Applicant is licensee of WLCY St. Petersburg and WLCY-TV Largo, both Fla. Ferris E. Rahall, vice president, Sam G. Rahall, general manager, N. Joe Rahall, president et al. Ann. Sept. 8.

Rockmart, Ga.—Georgia Radio Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain minus 20 ft. P. O. address: 602 West Elm Street, Rockmart 30153. Estimated construction cost \$16,410; first-year operating cost \$9,600; revenue \$14,600. Principal: L. E. Gradick, president (100%). Mr. Gradick is licensee of WPLK Rockmart; president of WIYN Radio Inc. in Rome, Ga. and president of Sumter Broadcasting Inc., licensee of WISK Americus, Ga. Ann. Sept. 7.

Vidalia, Ga.—Howard C. Gilreath tr/as Radio Vidalia. Seeks 97.7 mc, ch. 249, 3 kw. Ant. height above average terrain 139 ft. P. O. address: 705 West 2d Street, Vidalia 30474. Estimated construction cost \$27,731; first-year operating cost \$32,000; revenue \$34,000. Principal: Mr. Gilreath (100%) has 60% interest in WPGA-AM-FM Perry; 89.8% interest in WCLA Claxton (which has application for transfer of control on file since July 30); 100% owner of WMAC Mitter, and 50% interest in WKIG Glennville, all Georgia. Ann. Sept. 13.

Irvine, Ky.—Irvanna Broadcasting Inc. Seeks 100.1 mc, ch. 261, 3 kw. Ant. height above average terrain 16 ft. P. O. address: 201 Main Street, Irvine 40336. Estimated construction cost \$7,200; first-year operating cost \$5,000; revenue \$10,000. Principals: James M. (51%) and Sue Davis (48%) Gaskin. Mr. and Mrs. Gaskin are licensees of WIRV Irvine, Ky. Ann. Sept. 12.

*Mansfield, Pa.—Mansfield State College Campus Broadcasters. Seeks 89.5 mc, ch. 208, 10 w. Ant. height above sea level 1,286.5 ft.; below average terrain 320.4 ft. P. O. address: Corner Academy and Elmira Streets, Mansfield 16933. Estimated construction cost \$2,228.55; first-year operating cost \$800; revenue none. Principals: Fred E. Bryan, M.S.C. president, Bruce Davis, technical advisor et al. Ann. Sept. 12.

Donelson, Tenn.—Great Southern Broadcasting Co. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 233 ft. P. O. address: Box 609, Lebanon, Tenn. 37087. Estimated construction cost \$3,000; first-year operating cost \$17,000 with AM; revenue \$36,000. Principal: William O. Barry, owner and chief engineer. Mr. Barry also owns two radio equipment concerns and is radio engineering consultant. He is also applicant for new AM in Donelson. Ann. Sept. 13.

Stephenville, Tex.—Dixie Broadcasters. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 210 ft. P. O. address: Box 102, Stephenville 76401. Estimated construction cost \$11,600; first-year operating cost \$3,500; revenue \$6,000. Principals: Cyril W. Reddock (66%) and Ralph L. Hooks (33%). Mr. Reddock has 51% interest in KDLA-AM-FM De Ridder, and 50% interest in KREH Oakdale, both Louisiana; 66% interest in KSTV(TV) Stephenville, Tex., and 33% interest in WCWR Turpon Springs, Fla., which has application pending for transfer of control. Mr. Hooks has 33% interest in both KREH and KSTV, and 25% interest in KDLA. Ann. Sept. 7.

FINAL ACTIONS

*Northfield, Minn.—St. Olaf College. Broadcast Bureau granted 89.3 mc, ch. 207, 100 kw. Ant. height above average terrain 400 ft. P. O. address: Milford C. Jensen c/o Dow, Lohnes and Albertson. 600 Munsey building, Washington. Estimated construction cost \$71,000; first-year operating cost \$40,000; revenue none. Principal: David E. Johnson, vice president. Action Sept. 1.

Jamestown, N. D.—Robert E. Ingstad. Broadcast Bureau granted 95.5 mc, ch. 238, 56 kw. Ant. height above average terrain 235 ft. P. O. address: 232 North East Third Street, Valley City, N. D. 58072. Estimated construction cost \$54,746.80; first-year operating cost \$15,000; revenue \$25,000; Principals: Mr. Ingstad is president, general manager and majority stockholder of KOVC Inc. licensee of KOVC Valley City. James

River Broadcasting Co. licensee of KEYJ Jamestown, both North Dakota, Interstate Broadcasting Corp., licensee of KBMW Breckenridge, KWAD Broadcasting Co., licensee of KWAD Wadena and KLOH Inc., licensee of KLOH Pipestone, all Minnesota. Other stockholders associated with Mr. Ingstad are his wife Mary Jean, sons Robert E. Jr. and Thomas E., Robert L. Richardson, Richard Grewe, George F. Kaufmann and Glenn Olson. Action Sept. 1.

Lenoir, Tenn.—WLIL Inc. Broadcast Bureau granted 93.5 mc, ch. 228, 2.85 kw. Ant. height above average terrain 165 ft. P. O. address: Box 340, Lenoir 37771. Estimated construction cost, \$8,500; first-year operating cost \$8,500; revenue \$8,000. Principal: Arthur Wilkerson (100%) manages WLIL Lenoir and will serve in same capacity for FM. Action Sept. 1.

Suring, Wis., Paul A. Stewart Enterprises—Broadcast Bureau granted mod. of CP for FM broadcast station to change type ant., increase ERP to 100 kw, decrease ant. height to 500 ft. Action Sept. 6.

OTHER ACTIONS

■ Review board in New Orleans FM broadcast proceeding, Docs. 17607-08 granted motion filed Sept. 6 by Americana Broadcasting Corp. and extended to Sept. 13 time to file oppositions to motion to enlarge issues filed Aug. 21 by Loyola University. Board members Nelson and Slone absent. Action Sept. 8.

■ Review board in Corinth, Miss. broadcast proceeding, Docs. 17565-6 denied petition to enlarge issues filed Aug. 1 by Radio Corinth. Board members Nelson and Slone absent. Action Sept. 8.

■ Review board in Martin, Tenn. FM broadcast proceeding, Docs. 16655-6 granted joint petition for approval of agreement filed Aug. 24 by Jones T. Sudbury and Northwest Tennessee Broadcasting Inc.; approved agreement; dismissed with prejudice application of Northwest Tennessee Broadcasting Inc., granted application of Jones T. Sudbury; dismissed as moot petition to enlarge issues and request for acceptance of late filed petition to enlarge, both filed June 30 by Jones T. Sudbury; and terminated proceeding. Action Sept. 11.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Sept. 8 in Chester, Va. (WIKI Radio Inc.) FM proceeding continued Sept. 12 hearing to date to be specified by subsequent order (Doc. 17494). And in Portland, Ore. (Western Broadcasting Co. and King Broadcasting Co.) FM proceeding continued Sept. 13 prehearing conference to date to be specified by subsequent order (Docs. 17583-4).

■ Hearing Examiner Charles J. Frederick on Sept. 6 in Fort Wayne, Ind. (The Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.) FM proceeding scheduled certain procedural dates and continued hearing from Oct. 23 to Nov. 27 (Docs. 17594-5).

■ Hearing Examiner Isadore A. Honig on Sept. 7 in Baton Rouge (Miss. Lou Broadcasting Corp. and Romac Baton Rouge Corp.) FM proceeding granted petition by Romac Baton Rouge to the extent that its statement relating to past and present broadcast associations of applicant's principals is accepted to be associated with its application (Docs. 17517-8). And in Ellwood City, Pa. (BBPS Broadcasting Corp. and Scott Broadcasting Co. of Pennsylvania Inc.) FM proceeding granted joint petition and extended further hearing scheduled for Sept. 12 to date to be set by later order, if necessary, subsequent to action by review board on joint petition to be filed by applicants about Sept. 15 (Docs. 16861, 16863).

■ Hearing Examiner Jay A. Kyle on Sept. 11 in Gate City, Va.-Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.) FM proceeding granted petition by Tri-Cities for leave to amend its application to show decrease in hours of duplicated programming on its AM and FM stations from 76 to 26 hours and 50 minutes per week (60.3% to 21.3% of total of 126 hours of FM operation proposed each week). By separate action, granted petition by Palmer-Dykes for leave to amend paragraph 25 of Sec. IV-A of its application to reflect maximum percentage of 25% in period of 6 a.m. to 6 p.m., and all hours in lieu of percentages now contained in its application (Docs. 17575-6).

CALL LETTER ACTIONS

■ Shasta Intercom Inc., Redding, Calif. Granted KEWB(FM).

■ Titan Broadcasting Corp., Carrollton, Ky. Granted WVCM(FM).

■ KMMO Inc., Marshall, Mo. Granted

KMFL-FM.

■ Milam & Lansman, St. Louis. Granted KDNA(FM).

■ Lindenwood Female College, St. Charles, Mo. Granted *KCLC(FM).

■ Kearney State College, Kearney, Neb. Granted *KOVF-FM.

■ Colgreene Broadcasting Inc., Hudson, N. Y. Granted WHUC-FM.

■ Trustees of Norwich University, Northfield, Vt. Granted *WNUB-FM.

■ Paul Stewart Enterprises, Suring, Wis. Granted WRVM(FM).

Existing FM stations

FINAL ACTIONS

WFMH-FM Cullman, Ala.—Broadcast Bureau granted CP to make changes in trans. equipment, increase ERP to 87 kw. Action Sept. 8.

*KUSC(FM) Los Angeles—Broadcast Bureau granted to install new type trans., change ERP to 17 kw, ant. height to 155 ft. Action Sept. 7.

KPRI(FM) San Diego—Broadcast Bureau granted CP to install new trans., vertical ant., increase ERP to 50 kw. Action Sept. 7.

WATL-FM Tampa, Fla.—Broadcast Bureau granted CP to replace expired permit to install new auxiliary trans. at main ant.-trans. location for auxiliary purposes only. Action Sept. 7.

WEAS-FM Savannah, Ga.—Broadcast Bureau granted mod. of CP to change type trans., install dual polarized ant. Action Sept. 6.

*KBGL(FM) Pocatello, Idaho—Broadcast Bureau granted CP to change ant.-trans. and studio location to Education Building, East Terry, Pocatello. Action Sept. 6.

WKFM(FM) Chicago—Broadcast Bureau granted CP to install new type trans., dual polarized ant. Action Sept. 11.

KNOC-FM Natchitoches, La.—Broadcast Bureau granted CP to install new type trans., dual polarized ant.; condition. Action Sept. 11.

KAUS-FM Austin, Minn.—Broadcast Bureau granted change in type ant., change ant. height to 930 ft. Action Sept. 6.

KYSM-FM Mankato, Minn.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an auxiliary trans., ERP 41 kw, ant. height 530 ft. Action Sept. 7.

KRST(FM) Albuquerque, N. M.—Broadcast Bureau granted CP to change type dual polarized ant. Action Sept. 7.

WVBR-FM Ithaca, N. Y.—Broadcast Bureau granted license covering installation of new trans., increase ERP to 3 kw. Action Sept. 7.

WAGY-FM Forest City, N. C.—Broadcast Bureau granted CP to install new type trans., dual polarized ant., ERP 100 kw. Action Sept. 7.

*WKCR-FM New York—Broadcast Bureau granted CP to change studio and remote control location to 208 Ferris Booth Hall, Columbia University, N. Y., install new type ant., change ERP to 3.8 kw. Action Sept. 11.

WCSC-FM Charleston, S. C.—Broadcast Bureau granted CP to install new type trans., install circular polarization, new ant., change ERP to 75 kw. Action Sept. 7.

KJET-FM Beaumont, Tex.—Broadcast Bureau granted license covering new FM. Action Sept. 7.

KRSP-FM Salt Lake City—Broadcast Bureau granted mod. of CP to change type trans., add vertical ant., ERP 100 kw. Action Sept. 7.

KGFM(FM) Edmonds, Wash.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location, ERP 34 kw, ant. height 590 ft., for auxiliary purposes only while using old main ant. Action Sept. 7.

*WLFM(FM) Appleton, Wis.—Broadcast Bureau granted CP to install new type trans. Action Sept. 11.

WJMC-FM Rice Lake, Wis.—Broadcast Bureau granted CP to install dual polarized ant.; condition. Action Sept. 11.

WTMJ-FM Milwaukee—Broadcast Bureau granted CP to install circular polarization, dual polarized ant., change ERP to 5.6 kw and decrease ant. height to 910 ft. Action Sept. 11.

CALL LETTER APPLICATIONS

■ KOST(FM), The McLendon Corp., Houston, Tex. Requests KZAP(FM).

■ KADS(FM), McLendon Pacific Corp., Los Angeles. Requests KOST(FM).

Translators

ACTIONS

Rio, Calif., California Northwest Broad-

BROADCASTING, September 18, 1967

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(812) 533-1661

casting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Rio Dell and Scotia, operating on ch. 10 by rebroadcasting programs of KVIQ-TV, ch. 6, Eureka.

Hagerstown, Md., The Hearst Corp. — Broadcast Bureau set aside action of Aug. 30, granting application for new UHF TV translator to serve Hagerstown, operating on ch. 70 by rebroadcasting programs of WBAL-TV, ch. 11, Baltimore. Action Sept. 6.

K08FF Harvey and Fessenden, N. D.—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 8, 180-186 mc, to ch. 7, 174-180 mc, and change call letters to K07HR. Action Sept. 7.

Spartanburg, S. C., Skyway Broadcasting Co.—Broadcast Bureau granted CP for new VHF TV translator to serve Spartanburg operating on ch. 11 by rebroadcasting programs of WLOS-TV, ch. 13, Asheville, N. C. Action Sept. 7.

Broadcast Bureau granted renewal of licenses for following VHF TV translators: K02AG, K09AK and K11AM, Eagle Nest and rural area; K06BJ Farley; K11GL Farley and Farley Rural area, all New Mexico. Action Sept. 12.

CATV

APPLICATIONS

Halifax Cable TV Inc.—Requests distant signals from WMFE-TV Orlando, WUFT(TV) Gainesville, and WJXT(TV), WFGA-TV and WJKS-TV, all Jacksonville, all Florida. Systems also intend to carry WDUV-TV Jacksonville, WORU-TV Orlando and ch. 51, Ocala, all Florida when operational to Daytona Beach, South Daytona and Unincorporated areas of Volusia county, Fla. (Orlando-Daytona Beach, Fla.-ARB 66). Ann. Sept. 8.

Mountain States Video Inc. — Requests distant signals from KTVU(TV) Oakland, KQED(TV) San Francisco, and KTLA-TV, KTTV(TV), KCOP-TV, KCET(TV), KMEX-TV and KWHY-TV all Los Angeles, and KLXA-TV Fontana, and KMTW(TV) Corona, all California, to unincorporated areas of Jefferson county, Colo. (Denver, Colo.-ARB 41). Ann. Sept. 8.

ACTIONS ON MOTIONS

Hearing Examiner H. Gifford Irion on Sept. 8 in Akron, Lorain and Cleveland, all Ohio (Akron Telerama Inc., Lorain Cable TV Inc. and Telerama Inc.) CATV proceeding denied request by Telerama Inc. and Akron Telerama Inc. requesting examiner to take official notice of two trade publications which purportedly showed digest of data taken from forms 325 filed with commission as of Jan. 13. (Docs. 17357-9).

Hearing Examiner Jay A. Kyle on Sept. 12 in Kalamazoo, Mich. (Fetzer Cable Vision) CATV proceeding scheduled oral argument for Sept. 19 on notice of taking of deposition filed by Jackson TV Cable Co.; Broadcast Bureau's motion to quash, and opposition filed by Television Corp. of Michigan Inc. to taking of deposition (Docs. 17200-8).

Hearing Examiner Herbert Sharfman on Sept. 6 in Rockford-Loves Park-Freeport, Ill., Beloit-Whitewater-Jefferson-Janesville, Wis.) CATV proceeding scheduled certain procedural dates and continued hearing from Sept. 18 to Oct. 30.

OTHER ACTIONS

Commission has ruled that plan by Purdue University to install TV distribution system on its campus at West Lafayette, Ind., does not come under the provision of Sec. 74.1101(a). University plans to install coaxial cable to provide TV programs to approximately 1,500 rooms and 300 dormitory lounges. General public would not be offered service nor would University provide signals to any fraternity or sorority buildings. Action by commission Sept. 6 by letter. Commissioners Hyde (chairman), Bartley, Lee, Cox, Loevinger, Wadsworth, Johnson.

Commission has approved dismissal agreement between CATV system and protesting TV station (Docs. 17181, 17182, and 17183). Proceeding involves CATV systems of United Transmission at Russell; KAYS Inc. at Hays; and Cobb & Associates Inc. at Great Bend, Hoisington and Larned, all Kansas; and Kansas State Network Inc., licensee of VHF TV station KCKT, Great Bend, Kan. Action Sept. 8.

Prestonsburg, Ky., CATV system granted waiver of carriage requirements of Sec. 74.1103(a) of rules. Commission granted request of Flanery & Dingus TV and Electronics Inc., operator of CATV system at

Prestonsburg, Ky., for waiver of carriage requirement for WCYB-TV Bristol, Va. CATV operator said there is an inadequate level of signal from WCYB-TV. Appalachian Broadcasting Corp., licensee of WCYB-TV, had opposed waiver request. (By memorandum opinion and order; Commissioner Cox dissenting.) Action Sept. 6.

Commission has denied an application by National Football League and Cleveland Browns Inc. for review of review board memorandum opinion and order, which had denied their requests for enlargement of issues in Cleveland CATV proceeding. CATV operators in Cleveland area, including Akron Telerama Inc. and Telerama Inc., had applied for waiver of hearing provisions of Sec. 74.1107 to carry distant signals, including signal of station WSEE Erie, Pa. Applications were designated for hearing April 11 (Docs. 17357-9). Action by commission Sept. 6 by order. Commissioners Hyde (chairman), Bartley, Lee, Loevinger, Wadsworth and Johnson, with Commissioner Cox dissenting and issuing statement.

Review board in Buffalo, N. Y., CATV proceeding, Doc. 16921 denied appeal from adverse ruling of hearing examiner, filed June 20 by Ultravision Broadcasting Co. Board members Nelson and Slone absent. Action Sept. 8.

FCC has denied petition by Suburban Cable TV Inc., wholly owned subsidiary of Triangle Publications Inc., for authority to establish an experimental CATV operation in Philadelphia suburban communities. Action Sept. 13.

Bluefield Cable Corp., owner and operator of CATV system in Bluefield, W. Va., has been directed by commission to show cause why it should not be ordered to cease and desist from further violations of Sec. 74.1103(a) and (e) of rules. Bluefield has failed to carry and protect programs of WCYB-TV at Bristol, Va. Petition for reconsideration filed by Bluefield Cable on June 13 was denied. Action by commission Sept. 6, by memorandum opinion and order and order to show cause (Doc. 17469). Commissioners Hyde (chairman), Lee, Wadsworth and Johnson; Commissioner Bartley concurring in part and dissenting in part and issuing statement; Commissioner Loevinger concurring in result.

Princeton Telecable, Princeton, W. Va., petition denied. Princeton Telecable, operator of 12-channel CATV system, was ordered to provide program exclusivity and carriage protection for signals of WHIS-TV Bluefield, W. Va. Commission action denied Princeton's request for waiver of Sec. 74.1103 of rules. Princeton had asked for waiver because it also carried signals of WSLV-TV Roanoke, Va. Both stations are NBC network affiliates. Princeton stated that WSLV-TV sends superior color signal into Princeton; that WSLV-TV was first television service in the area, and enforcement of the rules would disrupt established viewing habits; and that there would be technical difficulties in "blackout" WSLV-TV because of its strong signal. Under rules, WHIS-TV is entitled to protection because Princeton is within predicted principal community contour of WHIS-TV, and within predicted grade A contour of WSLV-TV. (By memorandum opinion and order; Commissioner Bartley dissenting and issuing statement; Commissioner Loevinger concurring.) Action Sept. 6.

Ownership changes

APPLICATIONS

KAIR Tucson, Ariz.—Seeks assignment of license from KAIR Broadcasting Inc. to Number One Radio for \$150,000. Principals: Edwin G. Richter Jr., president (28%), Frank Kallil, vice president (11%), H. Lee Druckman, secretary-treasurer (28%) et al. Mr. Richter is vice president of R. C. Crisler and Co., radio-TV brokers in Tucson; president, director and 25% stockholder of WYTV(TV) Youngstown, Ohio; president, director and 20% stockholder in WEHT Evansville, Ind., and president, director and 20% stockholder of KGUN-TV Tucson, Ariz. Mr. Kallil is radio announcer with KTKT Tucson, Ariz. Mr. Druckman is president of Trans-Video Corp., CATV and 40% owner of real estate investments. Ann. Sept. 7.

WSAV-AM-TV Savannah, Ga.—Seeks transfer of control from Harben and Catherine Murray Daniel (deceased), as family unit, to Harben Daniel. Ann. Sept. 13.

WFMD-AM-FM Frederick, Md.—Seeks assignment of license from The Monocacy Broadcasting Co. to James L. Gibbons for \$600,000. Principal: Mr. Gibbons is announcer for WPIK Alexandria, Va. and has been TV announcer for Washington Red-

skins football games. Ann. Sept. 7.

WAAB-AM-FM Worcester, Mass.—Seeks assignment of license from Waterman Broadcasting Corp. to WAAB Inc. for \$650,000. Principals: Atlantic Recording Corp. (100%), Ahmet Ertegun, secretary and treasurer, Nesuhi Ertegun, president and Gerald Wexler, vice president. All three principals are officers, directors and/or stockholders of Atlantic Recording Corp., Atlantic Record Sales Inc., Cotillion Music Inc., Walden Music Inc., Clarion Records Inc., Web IV Music Inc., Pronto Music Inc. and Talentmasters Recording Studios Inc., all New York firms. Assignor (Waterman, Bernard E. Waterman, president) is parent company of KTSa San Antonio, Tex. and applicant for new FM there. Ann. Sept. 13.

WJZB-TV Worcester, Mass. and WENS-TV Pittsburgh—Seeks assignment of CP from Springfield Television Broadcasting Corp. to Capital Communications Corp. Assignee corporation will be operated as wholly owned subsidiary of assignor corporation. Assignor is licensee or permittee of following: WWLP-TV Springfield and WRLE-TV Greenfield, both Massachusetts; WKBF-TV Dayton, Ohio, and WJHF Raleigh, N. C. Ann. Sept. 13.

WTTH Port Huron, Mich.—Seeks assignment of license from The Times Herald Co. to Enterform Inc. for \$500,000. Principals: William Charles McMillan, chairman of board, Hans Gehrke Jr., Robert Joseph Vlasic, Byron John Nichols Jr. and Prewitt Semmes (each 16%), Richard H. Turner (6%), Elliott H. Phillips, secretary (4%) and Woodruff Boyd Crouse, president (10%). Mr. Crouse is radio-TV supervisor for BBDO, advertising agency in Detroit and owns 0.0022% of BBDO stock, but will release holdings upon starting broadcast business. Mr. Phillips is attorney and has other business interests in Michigan. Mr. McMillan is president of investment company and holds 100 shares of stock in Scripps-Howard Broadcasting Co. plus other interests. Mr. Gehrke is president of savings and loan association. Mr. Vlasic is partner in investment company and has other diversified interests. Mr. Nichols is in military service. Mr. Turner is vice president and director of development corporation and also has other interests. Mr. Semmes is chairman of board and 75% stockholder in Oldsmobile dealership plus other interests. Enterform Inc. was incorporated July 1987 to purchase and operate WTTH. Ann. Sept. 13.

KQIK Lakeview, Ore.—Seeks transfer of control from Pauline Walsh, Mr. and Mrs. J. K. Ragland and Mr. and Mrs. W. H. Pate, to Frederick Phillips Jr. (46.3%) and Ernest L. McKinney (53.7%). Principals: Mr. McKinney is employee of Lake county. Mr. Phillips is employee of KSNK Kennewick, Wash. Consideration \$23,665. Ann. Sept. 8.

KFYN Bonham, Tex.—Seeks assignment of license from Ray Wells to Fannin Broadcasting Inc. for \$7,500 cash, plus \$2,500 note and cancellation of assignor's indebtedness to assignee amounting to \$69,500. Principals: Joe C. Denton Jr., president, Dr. W. E. Sisk Jr., vice president, et al. Mr. Denton is undertaker. Ann. Sept. 13.

KSTB Breckenridge, Tex.—Seeks assignment of license from Gene A. Hutto. (70%) Bennie A. Fossen (25%) and John W. Fox III (5%) to Regal Broadcasting Corp. No change of ownership. Ann. Sept. 13.

KONO-TV San Antonio, Tex.—Seeks transfer of control from Mission Broadcasting Co. to The Outlet Co. Board of directors and stockholders of Mission have adopted plan of liquidation under which, following approval and consummation of transfer to Outlet, stock of certain other subsidiaries (Mission East Co., permittee of WRIZ Coral Gables, Fla. and Mission Central Co., licensee of KONO and KITV, both San Antonio, Tex.) will be distributed to one of stockholders, Mr. Jack Roth. Principals: Joseph S. Sinclair, president et al. Consideration \$10,500,000 for stock, subject to adjustment. Ann. Sept. 12.

KCHO-AM-FM Hoquiam, Wash.—Seeks transfer of control from Bruce Vanderhoof (25% before, none after), to Ernest E. Anderson, Ralph Graham and Ernest Linenkohl (each 25% before, 33½% after). Consideration \$1. Ann. Sept. 8.

WFOK Milwaukee—Seeks assignment of license of Fox Broadcasting Corp. to L & P Broadcasting Corp. for \$260,000 in cash for assets only. Principals: Leonard Chess, president and Robert F. Bell, assistant to president. Applicant is licensee of WVON and WSDM(FM) Cicero, Ill. Ann. Sept. 7.

ACTIONS

KRIL-FM and KDMS El Dorado, Ark.—Broadcast Bureau granted assignment of CP from James A. West Jr. and E. M. Risinger, coexecutors of estate of James A.

(Continued on page 92)

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 owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
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Immediate opening for aggressive sales manager to handle regional group sales and manage three man sales staff. Top-rated upper midwest Top Forty station. Award-winning news and forward-looking top management. Here's your opportunity to grow. Box J-119, BROADCASTING.

Immediate opening for FM salesman looking to FM sales management. Midwest, maximum-power small market station. Top salary and other employee benefits. Box J-121, BROADCASTING.

Wanted: Salesman . . . with finances or ability to invest! Multi-minded operator seeks sales manager! Produce and advance. Have money . . . You can invest. Have ability, I'll make your investment. Sizeable ownership guaranteed and required. Under thirty . . . West. Proven producers apply only. Start: \$700.00 Plus. Box J-164, BROADCASTING.

FM stereo good music station in medium Massachusetts market seeks "Take over" manager. Must have strong sales background. Box J-186, BROADCASTING.

Manager for small market Southern Michigan daytime. Salary plus percentage. Good opportunity for the right person. Box J-193, BROADCASTING.

Selling take-charge manager for small market station. First phone helpful. Yes, will consider interest. Box J-210, BROADCASTING.

Sales

\$150.00 week guarantee for experienced radio salesman in small midwest market. Commission should earn you \$10 to \$15 thousand per year. Box J-5, BROADCASTING.

In radio but not in sales? We have a spot open for you. Generous guarantee plus commission. Active protected account list. Salesman looking for faster growing account list. . . . this could be it. Vacation, hospitalization life insurance, sick leave, other fringes. Box J-120, BROADCASTING.

Pennsylvania medium market radio station seeks account executive with proven ability. Salary open, plus commission, fringe benefits. Send resume and latest billing figures to Box J-216, BROADCASTING.

Experienced announcer-salesman good salary and opportunity for permanent position with established station in beautiful Shenandoah Valley. MOR. Clean cut, mature man. Tapes and resumes returned. Station interview necessary, references checked. No collect calls. Contact Ken Gordon, WFTR, Front Royal, Virginia.

"Experienced salesman wanted for leading radio station in the Hudson Valley. Prefer someone with New York, New Jersey or Connecticut background but will consider all candidates. Must have car. Must type acceptably. Basic weekly draw will be a minimum of \$125.00 a week. Total earnings can more than double this for a talented and eager sales representative. Send details of qualifications to Harry M. Thayer, President, WGHQ, Kingston, New York."

Salesman or salesman-announcer for immediate opening, replaces established salesman. Active account list in growing Cape Kennedy area. WRMF, Titusville, Florida, 32780. Phone 305-267-1121.

Announcers

Join the innovators. Midwest station group is looking for creative modern format personalities and dedicated newsmen. If you like challenge, send tape and resume to: Box H-184, BROADCASTING.

The right price for morning man who is topical, friendly and can communicate and get involved with the community. First phone desired, not required. Resume, tape Box J-83, BROADCASTING.

Small market upper Midwest Radio-TV, needs Sports Director. Must do both radio and TV sportscasts and radio play-by-play. Will consider beginner who can shoot film. Box J-87, BROADCASTING.

Need announcer with mature voice and pleasant personality. Easy listening but not sleepy AM-FM Stereo operation in Florida. Send tape and salary requirements to Box J-125, BROADCASTING.

Major market station needs good, bright, tight mature voice DJ. Rush, tape, resume, salary. Box J-148, BROADCASTING.

Excellent opportunity for experienced, savvy newsmen. Top market. Send tape resume, salary. Box J-149, BROADCASTING.

Immediate opening for AM & FM engineer. Capable of maintenance. Some announcing. \$110.00 up. Send complete resume. Box J-154, BROADCASTING.

Manager wanted for FM station, C&W format. Air shift, plus sales. Program and manage station. Network. Opportunity to build your station and listeners. Send complete details Box J-155, BROADCASTING.

Announcer: Eastern station needs man with some experience for nights and Sundays. Good operation, good music, good salary and benefits. No engineering or selling. Box J-159, BROADCASTING.

Ohio major market, full timer, needs talent, immediately, good opportunity. Send tape and resume, Box J-170, BROADCASTING.

Move up! Bright capable announcer wanted by established Illinois kilowatt with upbeat MOR format, fine new facilities. Excellent starting pay, many fringe benefits. Include detailed experience, references in resume, tape, Box J-176, BROADCASTING.

Florida contemporary swinger needs first phone jock maintenance necessary. Submit air-check plus resume immediately to Box J-196, BROADCASTING.

Announcer and combo salesman announcer. Hot 100 (non-screamer) format. New studios in good northern New England market. Minimum 1 year experience. Send tapes, resumes and salary requirements. Good potential. Box J-211, BROADCASTING.

Experienced announcer, excellent salary, near N. Y. City. Box J-221, BROADCASTING.

Immediate opening for experienced airman at CBS affiliate. Tape and resume to Doug Sherwin, KGLO AM-TV, Mason City, Iowa.

MOR/news operation seeks fulltime announcer with production abilities. Five day work week, good pay and fringe benefits. Send resume references and tape to Program Director, KLIK, Jefferson City, Missouri.

We want a man who can develop into a personality. Humorous or serious. MOR station. Must have adult voice. Send tape resume and photograph, to Glenn Bell, KSO, 3900 N.E. Broadway, Des Moines, Iowa.

Announcers—(cont'd)

Immediate opening for a bright experienced staff announcer. Modern western, standards and some gospel. Good starting salary with guaranteed pay raises. Pleasant working conditions. A great potential for a qualified person. Send tape and resume to KKOW, P.O. Box 579, Hot Springs, Arkansas.

Top 40 DJ-Production. No screamers. Good pay, under 40 hours. Send tape or phone Len Cane, WBAZ, Kingston, New York. Immediate.

Morning man, WBEU AM-FM, Middle of road. Start at \$90 and grow with your ability. Heavy news-information in bright music show. Hunt and fish on S. C. coast. Call Steven T. Lindberg, area code 803, 524-3050, Beaufort, S. C.

Immediate opening for good music announcer who holds first class ticket and can do some maintenance. Salary to start \$125. Write Blakey Adams, WBSG, Slidell, Louisiana.

First ticket announcers—WBRY, Waterbury, Conn.—203-753-1125.

Step up to a 5,000 watt operation near Philadelphia. Announcer with 3rd ticket for good music station. Good pay and fringe benefits. WCOJ, 215-384-2100.

Salary, \$10,000 to \$14,000, depending on you. Talented, Top Forty announcer-salesman. For the right man, with plenty of drive and perseverance, we offer \$125.00 weekly base, (not draw) for three hour show, balance in sales on 15% commission. Only true professionals need apply. Are you this bright, young, ambitious man we seek? Write or call Mark Fowler, WDVH, Gainesville, Florida 32601. 904-372-2528.

Top forty announcer with a first class ticket, Contact Fred Davis, WENR, P. O. Box 745, Athens, Tenn.

We need a bright, enthusiastic, contemporary, experienced air personality for our afternoon drive time segment. We are top-rated in Peoria, Illinois, and this opening has come about because of promotion within the organization. Send tape and resume to: Program Director, WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois, 61602.

Experienced air-men for 5,000 watt MOR operation in suburban Phila-New Jersey market. Station is strong on local news and information. Applicants should be able to handle morning or afternoon shift, have a good voice and a professional sound. Send tape, photo, salary requirements and resume to Randolph Gretes, WJJZ Radio, P. O. Box 459, Mt. Holly, New Jersey, 08060.

Announcer-engineer. First class preferred, 3rd endorsed considered. Family man experienced, intelligent announcer who likes radio and wants to work in a nice small market. Good salary, congenial people. Write Arch Harrison, President, WJMA, Orange, Va. 22960.

Experienced staff announcer with third class license for adult station. Send tapes and resume WMBS Radio, Uniontown, Pennsylvania.

Immediate opening for announcer with 3rd phone. Call Jim Buffington, WMPA, Aberdeen, Mississippi.

Immediate opening, Experienced announcer for educational FM. Must have M.A., third endorsed license, good knowledge of classical music, news and board experience. Position will include some teaching. Contact: Glen Bishop, Manager, WMUK, Western Michigan University, Kalamazoo, Michigan. 616-383-1921. Equal Opportunity Employer.

Announcers—(cont'd)

Experienced announcer with First. No maintenance. News or Production experience desirable. Afternoon air shift. WNRK, Box 625, Newark, Delaware.

Immediate opening for announcer with first phone. News and production experience desirable but not necessary. MOR music format. Above average pay for right man. Area 217-893-1460 WRTL, Rantoul, Illinois.

Midwestern regional, AM-FM fulltime needs two good men with experience. One newsman, one announcer for Top 40 night show. 3rd endorsed necessary. Excellent working conditions, benefits. Send tape, complete resume first reply. Call Program Director, WSTR, Sturgis, Mich.

Combo man, first phone, strong on production and music needed now. WTHD, new station on air 9/3/67. Send resume and tape, Box 324, Milford, Delaware. Call 302-422-7575.

Immediate opening for experienced announcer with 1st class license for morning shift on Southeastern Michigan's good music station. Send resume and tape to Irv Laing, Whittier Hotel, Detroit, Michigan 48214.

Immediate opening for morning personality. no rock! Mature approach to copy, friendly approach to listeners, involve yourself in friendly community. Congenial working conditions, fringe benefits. Forward tape, plx resume, salary to Ralph Allinger, Production Manager, P. O. Box 950, Utica, New York 13503.

Wanted announcer with first phone ticket, emphasis on announcing. No maintenance. C&W station, in Virginia. Good opportunity, good pay. Immediate opening. Call 703-629-2509 day, 703-647-9493 night.

For an honest helpful, educated appraisal of your air work, send your tape and \$6.25 to Professional Critique, 59 Finney Blvd., Malone, New York.

Coaching, analysis, consultation. Announcing, newscasting. Personalized, taped. Qualified beginners accepted. Hal Fisher, Broadcast Consultant, 2237 Elsinore, Winter Park, Florida. 32789.

Technical

If you have a first class license, experience and ability, and are worth \$150 per week to start, a well-run East Coast station would like to hear from you. Box G-4, BROADCASTING.

North Carolina daytime needs a first phone man. Will accept good character recent graduate with no experience if willing to learn. Box J-112, BROADCASTING.

Chief engineer—\$200 weekly to start with raises to \$225 in 6 months. East coast suburban station 4 tower directional array. To lead teach and inspire staff of 8 first ticket engineers. Must be able to pass thorough background check. Send resume references and recent picture to Box J-146, BROADCASTING.

Immediate opening for experienced AM transmitter engineer. Good array man. Major market. Send experience and salary to Box J-150, BROADCASTING.

Combo engineer announcer for an AM FM station in South Florida market of 50,000. Good pay (\$135-\$150 weekly). Good benefits. Best climate. Modern equipment to work with. Engineering background necessary, some announcing required. Send resume and audition tape to Box J-171, BROADCASTING.

Chief engineer for medium market midwest AM/FM station. Will pay well above average for above average individual. Send resume and salary requirements to Box J-187, BROADCASTING.

Chief engineer-announcer. Salary open. All benefits. Quality single market station, AM-FM, Midwest, excellent equipment. Tape, photo, resume. Box J-204, BROADCASTING.

Chief engineer. Maintenance and engineering, complete fringe package, salary open. Announcing unnecessary. Excellent midwest small market AM/FM station. Photo and resume. Box J-208, BROADCASTING.

Technical—(cont'd)

Experienced engineer for 5,000 watt directional station located in Eastern Metro market area. Send resume and salary requirements to Randolph Gretes, WJZZ-Radio, P. O. Box 459, Mt. Holly, New Jersey, 08060.

CCA Electronics has immediate openings for sales representatives in choice territories. We are only interested in either experienced manufacturers representatives or knowledgeable technical people who are well known in their areas. We can offer a complete line of broadcast equipment which is the most reliable and competitively priced. The right man with reasonable time can make \$25,000.00 per year. Commissions only—Send resume and desired territory to: CCA Electronics Corp., 716 Jersey Avenue, Gloucester City, New Jersey 08030.

NEWS

Broadcast newswriter to prepare business news summaries in major metropolitan center. Should have at least two years radio or TV newswriting experience. Submit resume and salary desired to Box J-20, BROADCASTING.

Ohio major market, Contemporary full timer, Needs newsmen immediately. Box J-167, BROADCASTING.

Hard-hitting newsmen wanted. Immediately. Excellent opportunity with South's hottest station. Contact Jack Gale, WAYS, Charlotte, North Carolina.

Radio newsmen to join growing Southern New England medium-market radio-TV operation. Good voice and confident brisk delivery a must. Excellent spot for a small-station newsmen to start moving up. Near colleges. Five day shift involves evenings and weekends. Send short news tape, writing samples, and complete resume to Durham Caldwell, WHYD, Springfield, Mass.

Experienced newsmen for top rated department. Immediate opening. Good salary—if you're good! Contact Mr. Bill Hampton, News Director, WINZ Radio, Miami, Florida.

Experienced newsmen who can gather, write, and air same on 5,000 watt heavy local news station in suburban metro market. Applicants must have good voice and ability. Send tape, photo, salary requirements and resume to Randolph Gretes, WJZZ Radio, P. O. Box 459, Mt. Holly, New Jersey, 08060.

2 top newsmen, major market 50,000 watt modern format station wants 2 men. Must have excellent sound and writing ability. Salary to start excellent. Union protection—health plan. Automatic pay increases. Write Don Lancer, News Director, WKBW, Buffalo, New York.

Experienced newsminded News Director. college and with intense interest in community affairs wanted by award winning AM & FM station in Southern Wisconsin. Send resume and tape to WLIP, Kenosha, Wisconsin.

Two newsmen, immediate openings. Experienced in writing, gathering and broadcasting. Fully equipped news room. Call John Speciale, 815-968-2263 or write WRRR Radio, 113 South Court St., Rockford, Illinois 61101.

Production—Programing, Others

Girl Friday for McLendon, Los Angeles beautiful music station. Please send complete resume to General Manager, KADS, California Federal Plaza, 5670 Wilshire Blvd., Los Angeles, Calif. 90036.

If you are young . . . capable of good copy, good commercial production and a two-hour air shift . . . like country and western . . . and are interested in a good salary and a powerful (10,000 watts, full time) station, then you're our man! One more thing—you must be ready to settle down. We're looking for a permanent pro! Contact Mike Lynch or Mike Oatman, KFDI, Box 1402, Wichita, Kansas. 316-TE-8-3377.

RADIO

Situations Wanted Management

Experienced General Manager. Mature, sober, family man. Investigate any size market in Rockies or West. Strong on sales. Community leader. Prefer profit sharing and investment opportunity. Box J-110, BROADCASTING.

Management—(Cont'd)

One last move. Small to medium market. Outstanding program-sales experience for responsible position. Box J-114, BROADCASTING.

Top Ratings, Revenue! See "top ratings" under Programing! Box J-142, BROADCASTING.

Let's talk about station managership calling for administrator, sales producer, broadcaster. Programing and promotion 20 years experience from ground up to sales management and station management. Now employed sales manager in major market earning \$12,000 plus. Box J-183, BROADCASTING.

Manager, network and station experience, in financial and sales areas, desires position that will lead to station management. Married, veteran, degree, dependable. Box J-194, BROADCASTING.

Successful sales manager (1st phone) ready for management! Excellent programing background. Married. Box J-197, BROADCASTING.

Wanted: Position as manager or program director. 12 years experience, 1st phone, engineering ability, top rated Hooper in million market. Currently have 25% increase in sales as manager of small station. Box J-199, BROADCASTING.

Medium-major market station manager seeks challenge. Twelve years announcing, news, sales, and management. Box J-201, BROADCASTING.

Forty years old, 22 years experience, 7 years present manager medium market network affiliate—70% increase in billing—with no major format change—President-elect Kiwanis—Past President Retailers Bureau—Board of Directors Chamber of Commerce—College—Major sports background—Best references—Desire management in nice community—Sales management, major market—No resumes please—Let's meet one another. Box J-220, BROADCASTING.

Sales

Radio and TV sales executive is interested in becoming active investor in radio station where capable salesmanship can contribute to growth. Box J-38, BROADCASTING.

FM station manager seeks change to opportunity for more on-the-street selling or sales management. RAB trained, 38, college graduate, background in AM & FM sales, copywriting, announcing, programing. Now with classical FM. Box J-69, BROADCASTING.

Mature radio account executive seeking sales management position. Experience includes TV sales management, traffic management, agency radio-TV. Top biller in competitive New England market. Box J-169, BROADCASTING.

Salesman-announcer seeks stability in East coast. Others considered with assistance. Box J-209, BROADCASTING.

Announcers

Attention 50 mile radius Washington, D.C. pep up your weekends. Two man part time team available. Combined experience of quarter of century in all phases of broadcasting. One announcer first phone, one announcer newsmen. Reply Box J-100, BROADCASTING.

Now available announcer first phone, 15 years experience. Desire pleasant working conditions. Tape on request. Reply Box J-101, BROADCASTING.

Major market first phone Top 40 personality married with daughter now residing in California. Tops with ratings. Interested only major market stations. Box J-115, BROADCASTING.

Negro 1st phone, top jock—great newsmen-5 yrs. experience. Stable. Great fast, swinging style. Box J-116, BROADCASTING.

Experienced MOR personality, Mature voice, easy delivery. Third, dependable, family. Tape, resume, references available. Box J-162, BROADCASTING.

Announcers—(cont'd)

Professionalism? 18 years top announcer, both media. 13 years present station. MD/assistant PD/deejay, news, production, sales, servicing, promotion. Future limited to attrition. Seriously seeking administration, genuine opportunity, PD/announcer, perhaps investor. Both/ether media. Can give/take direction. Solid background, good character, best references. Community minded. 36. Replies answered. Confidence. Box J-177, BROADCASTING.

Negro announcer, authoritative newscaster, family man, tight board, non floater, non prima donna. Graduate of New York broadcasting school. Have third class ticket. Box J-184, BROADCASTING.

Contemporary stations, 1st phone DJ, major market experience. East South. Box J-185, BROADCASTING.

Top Forty personality in small market wants change . . . 2½ years experience . . . college . . . third endorsed . . . enthusiastic . . . Box J-190, BROADCASTING.

Beginning broadcaster with MA in journalism, 1st phone, and 6 mo. experience in Radio School, wants chance to begin career. I am 26, married, draft exempt, and will work hard to prove an asset to your station. Box J-192, BROADCASTING.

1st phone announcer, no maintenance, 22, two years experience. Draft exempt. N.Y.C. —Long Island area. Box J-195, BROADCASTING.

1st phone! Prefer West Coast or Rockies. Solid background all formats. Box J-198, BROADCASTING.

Dependable DJ. Third endorsed. Tight board. Will relocate. Box J-202, BROADCASTING.

American rock personality-salesman. expirate (in England) looking for big opportunity. Box J-205, BROADCASTING.

Top 40 music director, personality now top 10 market wishes to relocate. 5 years experience, 3rd class, Family man. Very strong teen personality. Great rating. Box J-207, BROADCASTING.

Nations capital area—several part timers available. one to five years experience, some firsts. Detail your needs first letter. Will work as group or singly. Box J-212, BROADCASTING.

Female broadcaster radio/TV single, experienced, good voice, versatile newscaster, DJ, New York and vicinity. Box J-218, BROADCASTING.

Female announcer broadcasting, graduate tight board operator, good news, commercial delivery stable, 3rd phone. Box J-219, BROADCASTING.

Top C&W personality, broadcast major, 8 yrs. exp. PD, sales, news, promoter, Nashville contacts, references, no corn, no scream. (Goal WJJD or KGES type) or smaller management opportunity. Employed. Making good money. Let's talk. 612-252-5922.

Announcer with good background. 712-262-1640, after 6.

1st phone DJ-Announcer, top audience rating and response. Sober C&W, MOR. Top 40. Urban or rural. Phone 317-362-8568 after 3 P.M. CDT. Write P.O. Box 469, Crawfordsville, Indiana 47933.

Medium market jock with talent ready for major market Top 40, Bill Quirk. 712-276-3583.

Technical

Experienced first class engineer desires maintenance or chief job. Fully qualified for any job AM-FM Radio. West Coast preferred. Box J-180, BROADCASTING.

GEM: Good announcer & top CE (AM & FM). Either or both. 15 years experience. MOR or talk format. News. Proof of performance tests. Responsible. Mature. Currently CE major-market FM. Will go where good money is. Box J-161, BROADCASTING. 213-353-3061.

NEWS

Newsman-announcer—1st phone—16 years—all phases. Radio, prefer western states, Alaska, Foreign Service. Box J-60, BROADCASTING.

Versatile professional newscaster-sportscaster now employed with outstanding small market operation desires change to larger market. Authoritative news delivery. Professional play-by-play on football and basketball. Successful sales background. Strong on writing "selling" copy. Will consider combination news-sales or sports-sales position. Prefer Midwest. 26, College education. Married. Professional outlook on Broadcasting. Box J-95, BROADCASTING.

Radio-TV veteran visiting Iceland, Britain, Europe; Seeks work assignment. Box J-103, BROADCASTING.

Production—Programming, Others

Idea factory—program manager—Top forty announcer—First phone . . . Proven ability in capturing audience. Built two stations into the black. Major market experience. Now employed by major network. No daytimers. Box J-41, BROADCASTING.

Top ratings, revenue! Have beaten top 40 by 61%-19% (Pulse) under 5-1 power disadvantage! Put new FM #3 in 11 station market (14.8 Hooper)! Topped major 50 kw's in outlying area (ARB)! Let me advise you . . . new consulting approach. Box J-142, BROADCASTING.

One year with large advertising firm, two years as top forty announcer, currently serving as Program Director medium market television station. Veteran, 24 yrs old. First phone, desires position in public relations with radio and television station. Box J-174, BROADCASTING.

Adult all around efficient radioman desires adult operation. Midwest or East. Detail-minded PD-Staff-News-medium major market. Box J-206, BROADCASTING.

Employed professional woman seeks employment in New York City as Office Manager, copywriter, traffic director. Box J-215, BROADCASTING.

P. D. Fully experienced in contemporary swingin' sound, format and/or personality. Crack copy/production. First phone too! 312-491-1081.

TELEVISION—Help Wanted

Announcers

Need commercial TV announcer capable of news and weather show. Send VTR, audition or substitute plus resume and salary requirements. Box J-179, BROADCASTING.

Technical

Engineer in charge of maintenance. Top 10 market. 1st class license, experienced in all solid state color UHF operation. Good pay. Career with opportunity to advance. Send reply to Box J-50, BROADCASTING.

Experienced crew chief and transmitter operator for California VHF. Send resume to Box J-175, BROADCASTING.

Somewhere there is a young, ambitious engineer with several years experience in video engineering, and he is a sharp technician. This man is ready to move up to the chief engineer position of a small TV station that is growing fast. He would start at about \$750.00 per month. He probably has a wife and children, mature and would like to live in the rocky mountain area. He also has good leadership potential, and would someday like to make much more than wages. This is a great opportunity for somebody. Write Box J-203, BROADCASTING.

Many people, including ourselves, feel that northeastern Iowa is one of the best areas of the country in which to live and raise a family. If you agree, wish to work in the television broadcast industry and have a 1st class license, here is your chance! KWWL-TV, Waterloo, Iowa, has an opening for either an operations or maintenance engineer. Experience desirable, but not mandatory. Contact E. M. Tink.

Technical—(cont'd)

TV Engineer—Immediate opening for man with first phone license. Some experience desirable but will consider man with basic knowledge and ability to learn quickly. Contact C. R. Secrist, KID-TV. Box 2008, Idaho Falls, Idaho.

Experienced TV switcher, with first class license. Good pay. Contact: WBJA-TV. Binghamton, N. Y.

Licensed Engineer with Tech. School training and some experience to maintain TV Broadcast and CATV equipment. Send complete resume to Chief Engineer, WFSU-TV, Florida State University, Tallahassee, Florida.

Western Michigan — Immediate openings for Television control room Engineers. Excellent fringe benefits; good pay; NBC affiliate; full color facilities. Phone collect, or write: Mr. Charles F. Robison, Chief Engineer, WOOD TV, Grand Rapids, Michigan, 616-459-4125.

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.

University Chief with first to maintain CCTV, VTR, FM, \$8630 annually. Dr. Kenneth Harwood, University of Southern California, Los Angeles 90007.

Immediate opening for broadcast engineers, all color station, second class phone license required. Send resume to WNYX-TV, Channel 9, Syracuse Inc., Box 9, Syracuse, New York 13214.

Assistant Chief, experienced, immediately to handle maintenance in beautiful Shenandoah Valley group TV-Radio operation. Phone 703-434-0331 or send complete resume work experience, references, salary requirements and availability to Ira T. "Buddy" Lowe, WSWA-TV-AM-FM, Harrisonburg, Va.

Television technicians—Must have 5 years TV experience. Pay range \$3.97 to \$5.75 per hour. Excellent working conditions. Full government benefits. Normal hours 8:45 a.m. to 5:30 p.m. Mon.-Fri. Jobs in Washington, D. C. U. S. citizens only. Send application to U. S. Information Agency, IPT/R, Washington, D. C. 20547. An Equal Opportunity Employer.

Consulting engineer for CCTV systems higher education. First phone, college degree desirable. Advise college administrators on system design, equipment purchase, supervise installation, Statewide travel. To \$10,000. Immediate opening. M. S. Pierce, Univ. of Nebraska, TV, Lincoln, Nebraska.

First phone engineer for Pennsylvania UHF station. Phone collect Jack Schuster, Area Code 717-843-0043.

NEWS

TV newsman good air man who can film, write and edit. \$150-\$175 per week depending on ability. Call News Director, KORK-TV, NBC, Las Vegas, Nevada.

Production—Programming, Others

Production supervisor. Immediate opening for experienced man to take full charge of production for independent station in major eastern market. Must be able to work with sales for good commercial results. Full knowledge of equipment, remote technique, and over-all station operation a must. Rush resume to Box H-139, BROADCASTING.

Major station in large midwest market offers prime opportunity for program executive to grow in network organization. If you are currently a program manager, have thorough knowledge of feature film with administrative credentials, and would be interested in being assistant director of programming for key network station, please send resume to Box J-117, BROADCASTING.

Creative commercial director desired for Midwest TV. Must have experience and professional ability. Forward resume and salary requirements. Box J-180, BROADCASTING.

Production—Programing, Others

Continued

Southwest's leading VHF interested in securing meteorologist type weatherman. Ideal working conditions with many fringe benefits, weather department fully equipped. Rush resume and air-video tape, if possible, and other background information to Box J-181, BROADCASTING.

Group station has opportunity for aggressive program and production manager. Must be sales oriented and have ability to lead. Must be able to run complete department in addition to being promotion minded. You'll work with capable people who will want to learn from you. Write us in confidence about yourself. Box J-229, BROADCASTING.

Producer-Director. Group owned, network affiliated, VHF station in Northeastern New England has immediate opportunity for experienced top-notch creative man. No button pusher! Man hired will work heavily in commercial production, studio and remote programs, and on special assignment with our totally equipped documentary unit. If you are an experienced professional looking to work with experienced professionals in a growing broadcast company, then this is your opportunity. Contact Ray Gilvard, WGAN-TV, 390 Congress St., Portland, Maine.

Producer-Director full time . . . Full color WNYF-TV, 26 Jamestown, New York . . . Independent UHF going on air this fall with heavy live studio schedule, offer creative challenge to aggressive man, experienced in all phases of television producing/directing. Emphasis on production of local television commercials for retail businesses. . . . Salary commensurate with ability. . . . Contact Lowell "Bud" Paxson, WNYF-TV, 716-484-9191.

Lay-out Artist Promotion Manager Are you the No. 2 man in your dept? If so, Phila's first independent TV station has need for a layout artist (sales brochures, news print and magazine ads, outdoor advertising design) who is capable of overseeing administrative promotional dept. (reciprocal trade, contests, press releases and public relations) Call or write Gerald Minnucci, WPHL-TV—230 South 15th Street, Phila. (215) PE 5-2320.

Audio/Visual Specialist. College graduate, Under 30. Television writer, producer, spot copy, interviews, dialog for tapes or film, slide presentations. Some advertising, training lay-groups. Some travel. Beginning salary \$6,400. Write Personnel Service, American National Red Cross, 4050 Lindell Blvd., St. Louis, Mo. 63108, Equal opportunity employer.

TELEVISION

Situations Wanted

Management

Financial administration Group, station, production. Heavy profit planning, cost control, systems, and labor relations. Prefer group or major market. Box J-214, BROADCASTING.

Sales

Major market direct and agency sales, experience, seek growth, stability. Box J-183, BROADCASTING.

Outstanding record creative sales, sales management, with complete production knowledge. Believe in professional sales presentation, tenacity, good account servicing. Excellent relations current employer, but earnings limited. Box J-226, BROADCASTING.

Technical

Seeking position in Ohio, TV Broadcasting, 1st phone with color service experience. Write Box J-188, BROADCASTING for resume.

NEWS

Totally professional news team seeking to locate in medium to metro area. Both excellent TV-Radio delivery. National-world events with authority; local-area news with originality. Network quality visual presentation. Box J-123, BROADCASTING.

News—(cont'd)

Authoritative, individual newsman, presently in sizable eastern market, wants change to adequately staffed station anywhere. City of at least ½ million preferred. Thoroughly experienced, expert interviewer, good writer. Film, vtr., Box J-165, BROADCASTING.

Newscaster, reporter television, experienced major market all phases . . . Box J-166, BROADCASTING.

Urgent . . . Young on-air TV newsman with medium station desires anchor spot. Two years experience plus masters degree in TV-Radio. Box J-173, BROADCASTING.

Production—Programing, Others

Creative Producer-Director, writer, supervisor manager, TV-Radio, film, P. R. outstanding record, agency, major network affiliate, University ETV, International Education, experience. Seeks real challenge, stable opportunity which will reward loyal, imaginative hard work and ability. Presently employed. Will consider any location or overseas. Box J-158, BROADCASTING.

Producer Director 25, creative over 6 years experience in medium market, A.B.J. degree seeks larger market with more challenge. Box J-168, BROADCASTING.

Public Relations-Continuity Manager, production assistant trained as producer/director seeking Jack-of-all-trades capacity in small ETV or community oriented station. Box J-200, BROADCASTING.

Available immediately—U of Texas R/TV graduate; veteran just released from USAF active duty. Commercial and educational experience. TV director, sales, or news. For resume write Allan C. Pape, 2701 Swisher, Austin, Texas 78705.

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.

"Weather Radar 3 cm new, or used in good condition" Box J-3, BROADCASTING.

Wanted by June 1, 1968: Guyed tower 610 ft. or 615 ft. capable of supporting 12 bay hi-band pedestal mount antenna together with 6 bay FM antenna and related equipment. Minimum 40 pound wind load. Contact Ivar Nelson, KFVR-TV, Bismarck, North Dakota, 701-223-0900.

Wanted: One Nems-Clarke WX-2d or WX-2E AM field strength meter, in good condition. Don Forbes, CE, KRGV, Weslaco, Texas.

Wanted to buy used UHF channel 19 antenna. Also used video recorder, 35mm projector and multiplexer. Contact KTC-TV, 1240-12th Ave., No. St. Cloud, Minn. 56301 or call (612) 251-4359.

Wanted Channel 2-6 VHF 500 watt transmitter and a Ch. 2 antenna. Box J-213, BROADCASTING.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Coaxial cable, Styroflex, 3¼", 50 Ohm, jacketed, unused. TDR tested. Surplus price. 4000 ft. available. Sierra Western Electric. Box 4668, Oakland, Calif. 94623. 415-832-3527.

For Sale: Complete Collins Audio equipment and RCA transmitter needed for station construction. Custom built by Collins Radio. 7 Preamplifiers; 2 custom dual console switches with 12 pot inputs; 2 program amplifiers; 3 10 watt monitor amplifiers; 1 McIntosh 50 watt amplifier; 7 83 inch equipment racks; 1 RCA 73B Professional Disc Recorder; 1 RCA BTA-1L 1 kilowatt Transmitter; Many double row jack strips. All audio equipment is on standard 19 inch panels. All in operation until August 1st when W-A-C-O moved to new building. Cash FOB. Waco \$2,000.00. Telephone 817-772-7100. WACO Broadcasting Corporation.

FOR SALE—Equipment

Continued

For Sale—Equipment—RCA BC 3 B Console, Leo Karns, WWIN, Baltimore, Md. 301-727-1400.

RCA Equipment—2 TM21 color monitors @ \$1,000 each, 2 TG2 sync generators @ \$1,000 each, 2 frequency standards @ \$350 each, 1 TA9 stab amp @ \$4,500, 4 aperture equalizers @ \$75 each, 3 BK5B microphones @ \$100 each. Also 3-500' Marconi Mark IV camera cables @ \$700 each. All equipment in perfect working condition. Write John Blades LOGOS, 3620 South 27th Street, Arlington, Virginia 22206. Phone: 703/671-1300.

Best offer over \$700.00. McMartin TBM 3000 Frequency Monitor and TBM 3500 Modulation Monitor for FM station on 96.7 mc now. Frequency can be changed easily. Less than 3 years old. Perfect condition. Changing to Stereo monitors. Delivery 30 days. WHAG, Hagerstown, Maryland. Call 301-739-8016.

Due to power increase we have for sale: 1 KW transmitter. Gates BC-1J, serial number 61148. Good condition, including required spare tubes, \$2,500.00. John Everbach, WOKB, Orlando, Fla.

For Sale: 1-Hewlett Packard type 81547 A-335B FM monitor 98.3 mc . . . \$750.000. 1-Motorola C53GK, B-1100B 2-way Transmitter 151.803 mc excellent condition . . . \$500.00 380 ft. ½" Andrews Air-filled Co-ax, 75 cents per foot. 1-Andrews "V" type FM antenna (2 bay) 98.3 mc . . . \$250.00. WPRS Radio, Paris, Illinois. PH 5-0153, F.O.B. Paris.

Brand new remote amplifiers. 2 channel remote microphone amplifiers 2½ inch VU Battery operated. 9 transistor \$95.00 FOB Kokomo. Gredco, Inc., 1830 S. Webster, Kokomo, Ind. 46901. Area 317-883-5688.

Ampex PR 10 tape track professional stereo recorder, in portable case. Equal to new. \$800.00. Box J-228, BROADCASTING.

Coaxial switches 3¼" Andrews #6720 50 ohm, 4 pole, pressurized, motorized. Two second automatic switching. Unused. \$400.00 ea. Sierra Western Electric Cable Co., Oakland, Calif. 94623. 415-832-3527.

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.

"365 Days of Laughs" . . . a daily radio gag service . . . may be available in your market. Try a month! \$2.00 Box 3736 Merchandise Mart Bldg., Chicago 60654.

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Custom designed station sales aids. Market/station image brochures. Rate cards, promotional material, all types of graphics to enhance station's professional image. Individually created for broadcasters by the leader in the field, Noyes, Moran & Company, Inc. Box 606, Downers Grove, Ill. 60515 (312) 696-5553.

INSTRUCTIONS

FCC License Preparation and/or Electronics Associate Degree training. Correspondence courses: resident classes Schools located in Hollywood, Calif., and Washington, D. C. For information, write Grantham School of Electronics, Desk 7-B, 1505 N. Western Ave., Hollywood, Calif. 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS (Cont'd)

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

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Announcing, programming, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

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"Warning" accept no substitute. REI is #1 in—success—guarantee—lowest tuition—highest reliability of all five (5) week schools. FCC 1st phone license in five (5) weeks. Tuition \$295. Rooms and apartments \$10-\$15 per week. Over 95% of REI graduates pass the FCC exams. Classes begin Oct. 9—Nov. 13. Write Radio Engineering Institute, 1336 Main Street in beautiful Sarasota, Florida.

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Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

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See our display ad under Instructions on page 91. Don Martin School of Radio & TV. 1653 No. Cherokee, Hollywood, California 90028. HO-2-3281.

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RADIO—Help Wanted

Management

MANAGER

for northeast corridor small station, needs selling administrator for large, hard market. Compensation based on results. Please send resume.

Box J-227, Broadcasting.

Sales

Radio Syndication with BIG NAME PERSONALITIES

Sales reps—individuals or organizations needed in several territories. New portfolio—Fresh material—Talk format. Add to your properties, Excellent compensation.

Box J-225, Broadcasting.

Advertising Sales Promotion Supervisor

World leader in magnetic tape recording has position open in its corporate advertising department for individual to plan and direct advertising and sales programs for Ampex video products.

Position requires advertising department or agency experience including program planning and budgeting. Technical aptitude necessary plus knowledge of market (television stations, teleproduction companies) and equipment (video recorders, cameras) desired.

Kindly submit a resume in confidence to D. M. Channing, Personnel Manager.

AMPEX CORPORATION

401 Broadway
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An Equal Opportunity Employer

SALESMAN ANNOUNCER

TV announcing is still my basic business, but I'm actively involved in the affairs of the radio station I own in White River, Vermont—WNHV.

Small market, beautiful area, excellent growth prospects, ABC affiliate, MOR, strong community involvement. Need a salesman (preferably one who can do some air-work), and an announcer (desirably one who can handle some sales). Contact J. R. Alston, general manager. (signed) Rex Marshall

YOU'RE SELLING RADIO IN A MAJOR MARKET

You believe strongly in the medium. You're itching to move up but you're tops in the sales force now, and there's no place to go but sideways.

If that's YOU, then here's your chance. A dynamic, fast-growing Radio Division has an opening for a salesman on the Network's Eastern Sales Staff. And if you're our man, a five-figure salary can be just the beginning.

Send resume, in confidence to:

Mr. George Gallup
Vice President, Sales
NBC Radio Network
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We sell your r.o.s. unsold time! Roberts Advertising Inc. has been selling air time for 47 satisfied radio stations for over five years. We sell for only one station in a market, and you must be within 500 miles of Chicago. Roberts salesmen will sell their proven program during a two week campaign once a year. We do all the work—all you do is log and air the spots.

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ARE YOU THE GO-GETTER

we are looking for? Sales Manager for medium sized station in the Northeast. Good money plus stock available, without any financial investment.

Box J-217, Broadcasting.

AD AGENCIES NEED NEW VOICES! !

Talent needed for radio, TV, film. Earn extra money: record in your home city. Male, female voices needed. Rush card or letter for info. Box J-189, Broadcasting.

N.Y.C. RADIO MEDIA ANALYST

Free-lance. To analyze station lists for independent package firm. Analysis to include audience composition, teen, male-female, by age groups; rating, rank, share of market, etc.

Box J-191, Broadcasting.

Adult Music GIANT

Wants A PERSONALITY

The nation's most important adult music personality station is looking for young talent. Whether your background is MOR or "rock" it's the PERSONALITY that counts here. If you can do more than record intros, time, temperature, and weather, send tape, resume and pictures (no material returned). Money is tops. If we like you, you'll never need another job.

Box J-222, Broadcasting.

RADIO—Help Wanted

Technical

SACRAMENTO ARMY DEPOT

ENGINEERS with maintenance experience AM-FM-TV-CATV, to design and supervise installation of Armed Forces Radio & TV Stations. Home duty station Sacramento, Calif., with considerable world travel. Salary \$10,927 per year. Permanent Civil Service and attractive fringe benefits. Contact Mrs. Lucy Phillips, Civilian Personnel Office, Sacramento Army Depot, Sacramento, California 95813. Phone 916-388-2940, or Mr. Walter J. Wolfe, home phone 916-428-1622. Federal Civil Service Procedures Apply. An Equal Opportunity Employer.

RCA

Has immediate and continuing requirements both stateside and overseas for radio and television broadcast engineers. Please direct all resumes to:

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RCA Service Company
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NEWS

NEWSCASTER

Position available now at a Top Twenty market station that is a major group and network affiliate. We are seeking an anchorman for our major newscasts who has solid experience, a dynamic personality and a distinctive delivery style. Age 28-45 with a youthful appearance required. Candidates should be experienced hard news reporters capable of writing and delivering some of their own material. We offer a top-notch salary and an excellent fringe benefits program plus opportunity to grow with a major broadcast group. Send a complete resume and video-tape in strict confidence to:

Box J-153, Broadcasting. All responses will be acknowledged and VTR's will be returned. An Equal Opportunity Employer.

Talented Newsman

Room for talented newsman with mature voice, colorful delivery, and imagination, at KLIF Dallas, (a McLendon Station). Brad Messer, News Director, 2120 Commerce, Dallas, Texas 75201.

Situations Wanted Management

MANAGEMENT SITUATION WANTED

Young network executive wants to return to television or radio station management or group headquarters operation. 20 years experience all phases; station, group, network. This includes management, sales, programming, promotion, F.C.C., etc. Age 44, family man. Excellent personal and character references.

Box J-182, Broadcasting.

TELEVISION—Help Wanted

Technical

Immediate Openings

for experienced TV Broadcast Technicians. Salary commensurate with experience.

Send complete resume and salary requirements to the Engineering Department of WNAC-TV, 21 Brookline Avenue, Boston, Massachusetts.

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ASS'T CHIEF

Expanding south Fla. VHF needs studio chief . . . familiarity with color, color tape a must. Right salary for the right man. Send resume and salary requirements to:

J. Ross McPherson
Chief Engineer
WEAT AM-TV
P. O. Box 70
West Palm Beach, Florida

Production—Programing, Others

S. F. NETWORK TV STATION

needs topnotch producer/director. Must:

1. Be completely familiar with contemporary production techniques.
2. Have heavy experience in studio, film, news.
3. Have flair for hard hitting on-air promotion vtr/film.
4. Take charge and follow through.
5. Be thoroughly pro.

This is not a trainee job.
Send resume and availability date to:

Box J-73, Broadcasting

TELEVISION—Situations Wanted

Announcers

NBC and ABC CHICAGO

Television and radio networks, summer-vacation relief announcer-news-caster seeking permanent position this fall in major market AFTRA tv/am station or network. 17 years experience all phases, 37. Married, College. 3rd Ticket. Desires on-camera news position. Available October 7th.

Box J-172, Broadcasting.

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SMALL USED TRAILER

for radio remotes. Prefer lots of
class, with or without equipment.

Box J-223, Broadcasting.

WANTED TO BUY—Stations

RADIO STATION

Looking for AM or AM-FM stations
in major markets grossing \$500,000
or more. We buy for cash and be-
lieve in keeping existing staff that
made your station great. All replies
held in strictest confidence.

Box J-75, Broadcasting

FOR SALE—Stations

Small Market AM & FM Station

Sacrifice at \$15,000.00. Owner must
get out due to other interests. No real
estate, but will give a liberal lease on
present studios.

Box J-67, Broadcasting

FOR SALE—Stations—(Cont'd)

FOR IMMEDIATE LEASE

Independent TV Station
(with option to buy, subject to FCC OK). In California (all equipment, just throw a switch and start operating.) \$2,500 a month.
Phone 213-360-4580 or write PO Box 3192, Granada Hills, Cal. 91344

PACIFIC NORTHWEST

1KW full time. Profitable. Price is firm with \$81,000 down, but buyer can easily handle payments out of present billing, plus salary.

Box J-224, Broadcasting.

CALIFORNIA DAYTIME REGIONAL

5 KW absentee owned AM and FM with good history of revenues and profits. Well-equipped. \$325,000 with \$90,000 down and the balance payable over ten years.

Box J-178, Broadcasting.

ARIZONA RADIO STATION FOR SALE

Full-time, exclusive market NBC affiliate. Owner can extend unusually attractive terms. Phone 602-425-4471.

KREK AM

SAPULPA, OKLAHOMA

will be sold to the highest bidder at 10 A.M., September 23th, at the Court House in Sapulpa. Prospective buyers can see this property. Inspect the equipment, and ask any questions on Sunday afternoon September 17, and 24. Approximately 8 acres of valuable land plus building with 2,000 square ft. The station is now on the air and could be a real money maker immediately. For more details contact Claude Hill, Receiver, at WE 2-3323 in Tulsa or by mail at 1223 S. Harvard. Tulsa, Oklahoma.

Confidential Listings

RADIO—TV—CATV
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R.M.	small	profitable	120M	1/3
East	medium	fulltime	252M	75M
Fla.	coastal	daytime	225M	nego
M.W.	metro	profitable	BID	cash
M.W.	metro	47% VHF	1MM	cash

 **CHAPMAN ASSOCIATES**
2048 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 84)

West Sr., deceased, to El Dorado Broadcasting Co. with James A. West Jr. as president. Action Sept. 8.

WJAE, Westbrook, Me.—Broadcast Bureau granted 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 WCNL Newport, and C. S. Enterprises, licensee of WBRL Berlin, both New Hampshire. Mrs. Steadman is housewife. Action Sept. 6.

WNOO, Chattanooga—Broadcast Bureau granted transfer of control from George W. and Jane Watt Dean to William Watt, Jane Watt Dean and William Watt are coexecutors under will of A. A. Watt, deceased, who formerly held 25% interest. Consideration \$55,000. Action Sept. 8.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Sept. 13. 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.

Costa Mesa, Calif.—Davis Broadcasting Co. (KWIZ Santa Ana) has applied for a franchise.

■ Indian Wells, Calif.—Coachella Valley Television, subsidiary of Able Cable (multiple CATV owner), has been granted an exclusive 25-year franchise. The city is guaranteed 2% of gross revenue.

Porterville, Calif.—City council has asked for agreement for transfer of franchise from Trans Video Cable TV Corp. (multiple CATV owner) to Bakersville Cable TV d/b/a Porterville Cable TV. New franchise holder must raise franchise fee from 3% to 5% of annual gross revenue and to a minimum payment of \$1,200 annually.

St. Helena, Calif.—Storer CATV Inc. (Storer Broadcasting Co., multiple CATV owner) has purchased Redwood Television Cable Co.

■ Tuolumne county, Calif.—Tuolumne Cablevision Inc. has been granted a non-exclusive 20-year franchise. Tuolumne county will receive 2% of annual gross revenue.

■ Whittier, Calif.—National Trans-Video Inc. (multiple CATV owner) has been granted a franchise. Fifty miles of cable will be strung to serve the 7,000 potential subscribers.

Denver—Foote, Cone and Belding, New York advertising agency, has applied for a franchise. Other applicants are Daniels and Associates, Laurel Cablevision Inc. and Time-Life Broadcasters Inc.

■ Bradenton, Fla.—Bradenton Cablevision Co. has been granted a franchise. The firm has applied for a franchise to operate in the unincorporated areas of Manatee county.

Titusville, Fla.—North Brevard CATV Co. has applied for a franchise. Initial cost for system would be approximately \$250,000.

■ Madison, Kan.—Madison Cable TV Inc. has been granted a 20-year franchise. A maximum \$10 installation fee and a maximum \$7 monthly service fee will be charged. City will receive 1% of gross receipts twice each year.

Arlington, Mass.—Cablevision Corp. of America and National Cablevision Inc. (both multiple CATV owners) have each applied for a franchise. Cablevision Corp. of America would charge \$14.95 for installation and \$4.95 monthly. City would receive a negotiated license fee. National Cablevision Inc. would charge \$15 for installation and \$4.95 monthly. City would receive 3% of annual gross revenue.

Gloucester, Mass.—Cablevision Corp. of America and National Cablevision Inc. (both multiple CATV owners) have each applied for a franchise. Cablevision Corp. of America would charge \$14.95 for installation and \$4.95 monthly. City would receive a negotiated license fee. National Cablevision Inc. would charge \$15 for installation and \$4.95 monthly. City would receive 3% of annual gross revenue.

Lowell, Mass.—M&F Cablevision Co. (multiple CATV owner) has applied for a franchise.

Manchester, Mass.—Cablevision Corp. of America (multiple CATV owner) and National Cablevision Inc. (multiple CATV owner) have applied for franchises. The respective fees proposed by the two firms are \$14.95 for installation, \$4.95 per month; and \$15 for installation, \$4.95 per month.

Marblehead, Mass.—M & F Cablevision Co. (multiple CATV owner) has applied for a franchise. The firm is offering 20-channel service which includes 12 commercial channels, weather scanning service, AP news printer, local and emergency alert channels. The town would be offered 4% of gross

revenues or \$17,000 a year.

Methuen, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a franchise.

Salem, Mass.—M & F Cablevision Co. of Swampscott, Cablevision Corp. of America and National Cablevision, (both multiple CATV owners) have each applied for a franchise. Cablevision Corp. of America would charge \$14.95 for installation and \$4.95 monthly. City would receive a negotiated license fee. National Cablevision Inc. would charge \$15 for installation and \$4.95 monthly. City would receive 3% of annual gross revenue.

Topsfield, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a franchise.

Towley, Mass.—National Cablevision Inc. (multiple CATV owner) has applied for a 25-year franchise. Subscribers would receive 12 channels for installation and monthly fees of \$15 and \$4.95, respectively.

■ Yarmouth, Mass.—Robert A. Gilmore of North Easton has been granted a franchise; charges, revenue, etc., to be announced.

Lansing, Mich.—Gross Telecasting Inc. (WJIM-AM-FM-TV Lansing) has applied for a 25-year nonexclusive franchise. Installation fee and monthly service charge would run \$20 and \$5, respectively. City would receive \$5,000 upon acceptance of franchise, 3% of annual gross revenue up to \$300,000, 4% of annual gross revenue between \$300,000 and \$1 million, and 5% of annual gross revenue over \$1 million.

Sedalia, Mo.—First Missouri Cablevision Inc., Columbia, has announced an issue and sale of stock with specific purpose of purchasing all stock of Cablevision Inc., Sedalia. About 587,000 shares of FMC stock are being offered at \$2 per share.

Beacon, N. Y.—Highway Displays Inc. (multiple CATV owner) has applied for a franchise. Highway Displays franchises include those in nearby Mt. Vernon and Ossining.

Salamanca, N. Y.—American Cable TV Inc., parent firm of Ashtabula Cable TV (Ashtabula, Ohio), has purchased the Salamanca CATV system from Lamb Enterprises (WICU-TV Erie, Pa.) for an undisclosed amount. The system has more than 1,000 subscribers.

Salamanca, N. Y.—Allband Cablevision Inc. (multiple CATV owner), Olean, has applied for a 10-year nonexclusive franchise. Installation and monthly service charge would run \$9.95 and \$5.50, respectively, for a 12-channel system. City would receive \$500 annually or 1½% of annual gross revenue, whichever is greater. Salamanca TV Cable Corp. holds a 10-year franchise (see above).

■ Shelby, N. C.—Shelby Cablevision Inc. has been granted a franchise. Jefferson-Carolina Corp. (multiple CATV owner) had also applied.

■ Crestline, Ohio—Continental Cablevision of Ohio Inc. (multiple CATV owner) has been granted a 10-year franchise. There will be no installation charge during construction; thereafter it will be \$10. Monthly service charge will run \$5. Continental Cablevision of Ohio Inc. holds franchises in Fostoria, Tiffin and Galion, all Ohio.

Zanesville, Ohio—Zanesville-Muskingum Cable TV Inc., subsidiary of Neptune Broadcasting Corp., Steubenville, Ohio (multiple CATV owner), has filed petition asking for a referendum for a 15-year franchise. Installation fee and monthly service charge would each run \$4.50. City would receive 4% of annual gross revenue. Better TV of Zanesville Inc., subsidiary of Vikoa Inc., Hoboken, N. J. (multiple CATV owner), holds a 10-year franchise for the city.

■ Bradford, Pa.—Bradford Cable TV Co. has been granted a nonexclusive franchise. The firm proposes no installation fee and a monthly rate of \$5, present subscribers to continue under former \$3.75 rate until Oct. 1, 1969.

■ Swarthmore, Pa.—Philadelphia CATV Co. has applied for a franchise.

■ West Manchester twp., Pa.—Susquehanna Broadcasting Co. (multiple CATV owner) has been granted a franchise.

BROADCASTING, September 18, 1967

WHEN your group-station operating policies and editorial philosophy have warmed the hearts and brought smiles to the faces of two tough FCC chairmen, you're sure you must have done something right.

Right in this instance is that which inspires the confidence and pride George Washington Campbell holds for Nationwide Communications Inc., the broadcasting entity of which he has been the principal day-to-day operating executive for more than five years. Since October 1966, Mr. Campbell has been vice president-general manager of Nationwide Communications, a subsidiary of Nationwide Insurance Co., Columbus, Ohio.

The FCC officials? Former Chairmen Newton Minow and E. William Henry. Mr. Campbell has correspondence on the subject and will dig them out when pressed sufficiently to overcome his natural Midwest conservatism about such things.

Like his corporate predecessors—Herb Evans, now retired but who for many years headed the station group when it was Peoples Broadcasting Corp., and the late Murray D. Lincoln, founder of the parent insurance company that previously was known as Farm Bureau Mutual Insurance Co.—nothing is as important to Mr. Campbell as people. Serving them and stimulating them to greater personal achievement through constructive communication and advertising are goals Mr. Campbell puts at the top of his list for the stations.

Presently the broadcast holdings of Nationwide Communications are: WRFD and WNCI(FM), both Columbus, plus a television construction permit for channel 47 there, which was won this summer after lengthy competitive proceedings; WGAR-AM-FM Cleveland, and WATE-AM-TV Knoxville, Tenn. Recently, subject to FCC approval, Nationwide for \$1.75 million purchased WLEE Richmond, Va., and WXEX-TV Richmond-Petersburg.

Plans for Growth ■ There is to be nothing status quo in this broadcast group, whether in size, philosophy or operating practices, Mr. Campbell indicates in describing the timely vitality of the organization, a quality that he intends to preserve and enlarge. The goal for the immediate future, he says, is to acquire the full possible complement of station properties in each broadcast medium. The accent, however, is on quality of property and opportunity for service, not speed, he explains.

"We will move as rapidly as our resources permit," Mr. Campbell says. He adds that the long-range goal is for the company to expand also into related communications fields, especially edu-

Nationwide succeeds by stimulating

cational publishing and possibly community antenna television.

Mr. Campbell believes in giving local station management great freedom of decision in programing and operating details rather than tight central control. This grass-roots autonomy, however, functions within sets of broad policy guidelines that he has developed and carefully codified. Examples are his editorial philosophy and the evaluation of management performance, plus an over-all stress on informational pro-

graming. Last year, for instance, he set up a corporate director of news and public affairs to assist the outlets.

Each broadcast medium is distinct and individual, Mr. Campbell believes, and each has unique possibilities and potentials that it ultimately can achieve. Thus, WNCI, for example, is a separate FM service from its radio sister, WRFD, and WGAR-FM will be completely separated from WGAR programming as soon as major technical improvements are made. WNCI is breaking even now with a middle-of-the-road popular music and news format, but it has taken three years of experimentation to achieve it. WRFD continues strong on information programing and music as well as farm service, but the farm end is slowly changing.

Farmers today have become so urbanized and their farming has become such highly specialized big business, Mr. Campbell notes, that their broadcast-service needs are not much different from the typical city dweller.

If radio is just on the horizon of wonderful new challenges, so is television, Mr. Campbell feels. He is very excited about plans for the new Columbus UHF station and also sees great untapped possibilities in unique programing for retailers, the details of which he prefers not to disclose just now.

Fast Start ■ Mr. Campbell is reviewing technical plans and probably will go for putting channel 47 on the air with high power, tall tower and full live color instead of the more modest plant initially contemplated. He is impressed with the twin-transmitter, solid-state technical layout at Field Communication Corp.'s WFLD(TV) Chicago.

For the future Mr. Campbell sees more two-way communication in both radio and television as the factor of listener response is better accommodated and developed. Listeners and viewers are not mere heads to be counted for ratings, Mr. Campbell feels, but warm-blooded human beings with needs, emotions and opinions to be served.

"The sequence of communication requires both a sender and a responder," he notes, "not just bodies, but reaction and interaction."

Somehow, he thinks, broadcasters are going to have to learn how to improve on this sequence of interactions between sender and receiver and the present phase, known as telephone-talk radio, is only a rudimentary beginning. "We're not in the business of just sending out messages," he says.

Whatever Nationwide stations have been sending out so far seems to be quite pleasing to both audience and advertiser. The company's cash flow has trebled and net profit is up substantially in the past five years, Mr. Campbell will have to admit.

WEEK'S PROFILE



George Washington Campbell—VP-general manager, Nationwide Communications Inc. (formerly Peoples Broadcasting Corp.), Columbus, Ohio, radio-TV station group owner; b. Scranton, Pa., Sept. 25, 1921; AB, 1942, Scranton-Keystone College; also attended George Washington University and Ohio State University; newscaster, WGBI Scranton, 1943-47; joined Cowles Communications' WOL Washington as news reporter and producer, 1947, continuing with WOL when acquired by Peoples in 1950; Washington news director and White House correspondent, for Liberty Broadcasting System October 1950-May 1952, subsequently becoming assistant manager-program director at WOL; public relations, Nationwide Insurance Co., parent firm, Columbus, 1954, and assistant to president, 1955-58, when he became advertising director; named executive vice president of Nationwide Communications in 1962 and elevated to present post October 1966; m. Jeane Howe of Rome, N. Y., April 6, 1943; children—two married daughters; member—Columbus Advertising Club, Ohio Association of Broadcasters, First Community Church; hobby—sailing.

Smog over smoking

THE more talk there is about restricting cigarette advertising on radio and television, or of countering its effects by requiring the broadcast of antismoking messages, the more the dialogue sounds like something out of Alice in Wonderland. There must be some way to inject a note of reality into this argument.

At a so-called world conference on smoking and health, Senator Bobby Kennedy announces his introduction of legislation to regulate cigarette advertising on the air—as if his measures would prevent youngsters from taking up the cigarette habit.

And at the same conference a British medical researcher reports that the incidence of smoking among young people in his country has increased since cigarette commercials were taken off television. At the same conference it is reported from Italy that smoking in that country continues to spread despite a ban on all forms of cigarette advertising.

There is something about this issue of smoking and health that makes otherwise sound thinkers take leave of their senses. Take, for example, the concurring opinion of FCC Commissioner Lee Loewinger in the FCC's rejection of petitions for reconsideration of its order applying the fairness doctrine to cigarette advertising (BROADCASTING, Sept. 11). Judge Loewinger's statement added up to an eloquent assertion of the illegality of the majority position he was endorsing. What he really said was that he found it morally right to do something that is legally wrong. That is an odd argument to be made by a lawyer of his standing.

Still, in the main body of his opinion, Judge Loewinger was on sounder ground than that occupied by his colleagues, who view their action as both morally and legally right. Hopefully the law will be restored to a position of respect in the court challenges to follow.

No one, however, should underestimate the rising tide of anticigarette feeling in quarters of influence in this country. There will be more legislation introduced before there is less, and more regulation that picks at fringes of a condition that antismoking forces lack the power to hit head-on.

At this stage cigarette advertising is the prime target, and the media that carry it are in for a long siege.

Gross taxation

THE state of Iowa next month will impose a 3% tax on gross receipts of advertising media, and before broadcasters in other states leave us at that point to say: "So what?" let us suggest that if it works in Iowa, it can work elsewhere.

The legislation establishing the tax was passed in a slick maneuver that caught media by surprise. All media had been active in soliciting legislative opposition to the tax and had some reason to believe they were making headway. But the tax reportedly was worked out in conferences involving legislative leaders of both Democratic and Republican parties and the Democratic governor, Harold Hughes.

The specific applications of the advertising tax remain to be announced by the Iowa tax commission, though the word is expected any time. When the word comes, the media will decide on their next course of action. Obviously their tactical position now is no better than it was before the legislation was adopted. It is rarely as easy to obtain repeal of a law as to prevent its adoption.

Several other states have already adopted somewhat similar taxes, and still others may be expected to look to the same source if the Iowa tax sticks. These are really not

taxes on advertising, as they are sometimes called. They are taxes on receipts which happen to come principally from advertising. The only way to prevent their adoption is to maintain friendly relations with a majority of legislators. Broadcasters in other states would do well to begin shoring up their contacts in their state capitals.

Supercommercial TV

McCALL'S Patterns has found a way to use noncommercial television that is so blatantly commercial that it's buying space to promote the venture—or, more accurately, to promote the commercialism.

The gimmick, as usual, is "a public service grant," made in this case to more than 100 National Educational Television stations to "make possible," on each station, 10 half-hour programs of home sewing instruction under the title *Smart Sewing*. The stations do not, however, produce their own programs. The 10 half-hours are delivered in the can.

McCall's motives are clear. Its president, as quoted elsewhere in this issue, says that McCall's will get hundreds of hours of TV exposure while a competitor, in a conventional buy, gets "only nine minutes" on the *Ed Sullivan Show*.

The sheer commercialism is made even more apparent in a double-page ad in the Sept. 8 issue of *Women's Wear Daily*. There McCall's Patterns described the project—"over 500 hours of TV coverage"—and urged retailers to "increase your business" by inviting customers to tune in.

This is no blind venture. McCall's Patterns did the same thing last year, but apparently on a smaller scale, and—to quote again from the ad's assurances to retailers—the series "went straight to success. So McCall's gave another public service grant to NET for an even bigger season."

It is clear, too, that McCall's is counting on extra help from stations, for it speaks of the shows' often being "repeated two or three times a week." In defense, the stations may argue that the programs are, in fact, educational. But it seems apparent that the commercial implications are not entirely overlooked, even by stations: In one of the testimonials cited from last year's series McCall's quotes an ETV broadcaster as expressing the hope "that you are as pleased as we are with the results."

If it can be argued that the programs are educational, it can be equally argued that although the stations do not have rate cards, McCall's has proved they have a price.



Drawn for BROADCASTING by Sid Hix
"Have you noticed. . . bank ads aren't nearly as stuffy as they used to be!"



A championship bout in Mexico City and half the audience is here in Japan.

When Comsat's "Lani Bird" communications satellite was put into stationary orbit over the Pacific, a new era of viewing was opened to whole new spheres—TV viewing of events, live, as they happen, when they happen. One of the first commercial programs telecast to Japan, live, was the world's featherweight championship bout from Mexico City between the champion, Vicente Saldivar of Mexico,

and Mitsunori Seki of Japan.

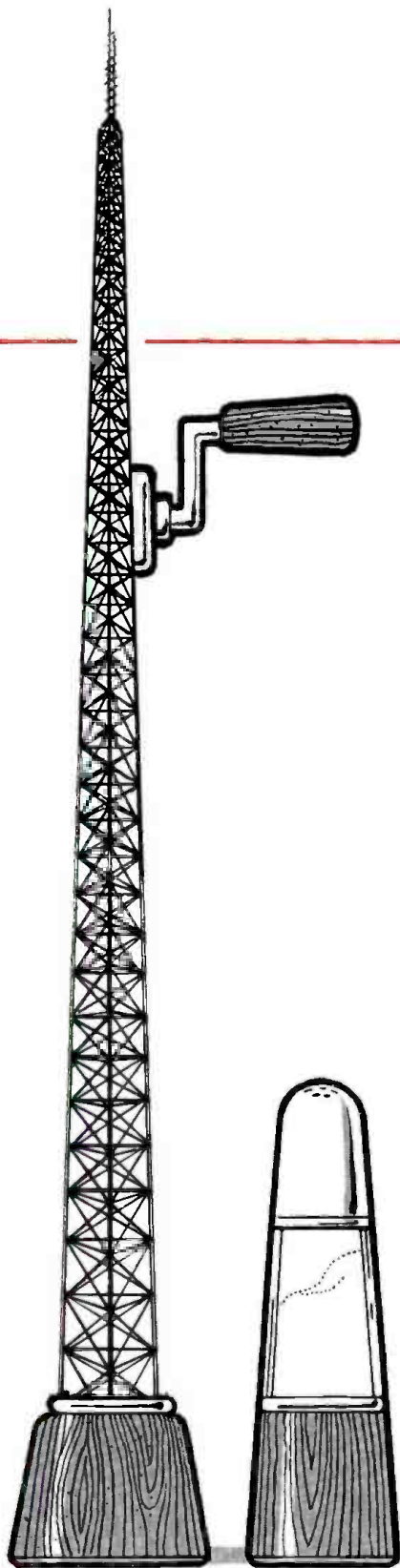
The bout was transmitted to the U.S. via Mexico's microwave network, equipped and installed by ITT companies. From the U.S., the bout was retransmitted to Japan via "Lani Bird" by ITT World Communications Inc. ITT Federal Laboratories designed and installed the earth terminal communications at Brewster Flat, Wash., which sent the signals to the satellite.

Today, 15 ITT earth terminals, permanent and transportable, are under construction or in operation.

By next year, with an earth terminal, any nation can join a worldwide party line—for voice, picture and data. And in a few years, computers communicating worldwide via satellites will be commonplace.

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

ITT



Variety is the spice of life at WVEC-TV

The HIGH TOWER STATION that serves up
6 cities in one big dish!

Here's the Seasoning that produces just
the right results! Far reaching WVEC-TV
with its high 1049 foot tower, spices your
buy with 6 important markets in the vital,
big Tidewater area.

Norfolk
Newport News

Portsmouth
Chesapeake

Virginia Beach
Hampton

WVEC-TV

NORFOLK/HAMPTON
VIRGINIA



THE
KATZ
AGENCY,
INC.