JANUARY 22, 1968 50 CENTS 37TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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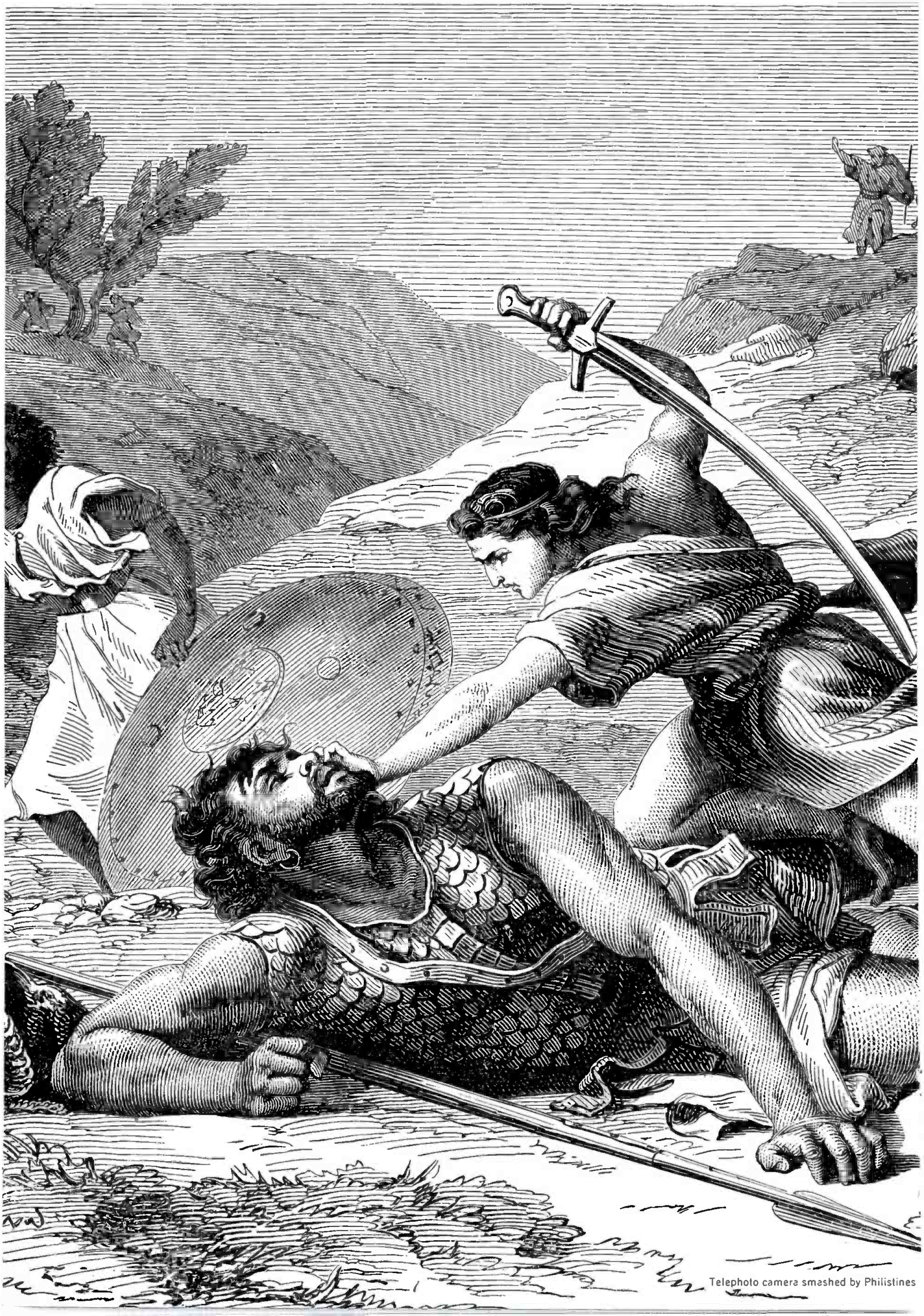

Telephoto camera smashed by Philistines

096UPR

B U L L E T I N

(SOCOH /SOH-KOH/, PALESTINE)--THE ARMIES OF ISRAEL REPORT A STUNNING VICTORY OVER THE PHILISTINES ON THE BATTLEFIELD AT SOCOH. AN ISRAELI SHEPHERD BOY -- ARMED ONLY WITH A SLING--KILLED THE PHILISTINE GENERAL GOLIATH (GOL-LIGH'-UHTH) IN SINGLE COMBAT. THE PHILISTINES FLED WHEN THEIR CHAMPION WAS KILLED.

FK1251P8/15

097UPR

U R G E N T AUDIO ADVISORY

AUDIO IS NOW TRANSMITTING CUTS FROM SOCOH. PLEASE MONITOR.

FK1252P8/15

098UPR

MORE ISRAEL BULLETIN X X X KILLED.

THE SHEPHERD BOY WAS IDENTIFIED AS DAVID BAR-JESSE (JEHS'-EE) OF BETHLEHEM. HE HAD GONE TO SOCOH TO DELIVER FOOD TO HIS SOLDIER-BROTHERS. WITNESSES SAY THE BOY DAVID -- A BEARDLESS TEEN-AGER --FELLED THE PHILISTINE GENERAL BY STRIKING HIM IN THE FOREHEAD WITH A STONE FROM HIS SLING.

LATE REPORTS SAY THE PHILISTINE FORCES HAVE FLED AS FAR AS THE CITY OF GATH.

FK1254P8/15

099UPR

MORE ISRAEL BULLETIN X X X GATH.

GENERAL GOLIATH -- A GIANT OF A MAN -- HAD KEPT THE ISRAELI ARMY AT BAY FOR DAYS BY CHALLENGING ANY SOLDIER TO MEET HIM IN MAN-TO-MAN COMBAT. HE LAUGHED WHEN THE SHEPHERD BOY TOOK UP HIS CHALLENGE AND CAME FORWARD TO MEET HIM CARRYING ONLY A SLING. BUT DAVID FELLED THE HEAVILY ARMED PHILISTINE WITH THE FIRST STONE HE THREW WITH HIS SLING.

FK1256P8/15

100UPR

AUDIO EDITORS

AUDIO WILL REPEAT THE FOLLOWING CUTS AT 1:10P CST WHICH HAVE BEEN FED ON A BULLETIN BASIS.

38. :43 V/A-SOCOH (BOB MUSEL W/SOUNDS OF COMBAT) SHEPHERD BOY ROUTS INVADERS.
39. :14 A-SOCOH (ISRAELI AND PHILISTINE SOLDIERS) SOUNDS OF COMBAT.
40. :09 A-SOCOH (DAVID BAR-JESSE, FOLLOWING HIS SLAYING OF GOLIATH) CREDITS THE LORD FOR VICTORY (X X X IS THE LORD'S -- CHEERING FADED)

FK1258P8/15

101UPR

(SUB ISRAEL)

(SOCOH)---ISRAEL HAS WON A MAJOR VICTORY OVER THE INVADING PHILISTINE ARMY... AND IT WAS DONE BY A BOY WITH A SLINGSHOT.

A YOUNG SHEPHERD NAMED DAVID KILLED THE PHILISTINE GENERAL GOLIATH -- A GIANT -- WITH A SINGLE SHOT FROM HIS SLING. HE THEN PICKED UP GOLIATH'S SWORD AND CUT OFF THE GIANT'S HEAD.

ACCORDING TO REPORTS FROM THE BATTLEFIELD AT SOCOH, THE INVADERS THEN RETREATED IN DISORDER.

DAVID HAD GONE TO THE BATTLE AREA TO DELIVER FOOD TO HIS SOLDIER BROTHERS. HE HEARD THAT GOLIATH HAD BEEN HOLDING THE ISRAELI FORCES AT BAY BY CHALLENGING ANYONE TO MEET HIM IN SINGLE COMBAT. NO ONE WOULD TAKE UP THE CHALLENGE. . .BUT DAVID DID...AND WALKED FORWARD WITH HIS SLING AND FIVE STONES. GOLIATH LAUGHED AS THE BOY MOVED TOWARD HIM.

DAVID'S FIRST STONE HIT GOLIATH IN THE FOREHEAD...AND HE TOPPLED. THEN THE YOUNG SHEPHERD PICKED UP THE PHILISTINE'S SWORD AND CUT OFF THE GIANT'S HEAD.

THE BATTLE WAS OVER. ISRAEL HAS A NEW HERO... BUT ALL HE WOULD SAY TO NEWSMEN --- "THE VICTORY IS THE LORD'S."

FK101P8/15

102UPR

AUDIO EDITORS

ADD BILLBOARD FOR SPECIAL REPEAT TRANSMISSION OF SOCOH CUTS. TRANSMISSION AT 1:10P CST

41. :18 A-SOCOH (JONATHAN BAR-JESSE, DAVID'S BROTHER) DESCRIBES DAVID'S REACTION TO GOLIATH'S CHALLENGE (X X X TEN FEET TALL).
42. :30 A-SOCOH (KING SAUL'S LIEUTENANT ABRAHAM) EYEWITNESS ACCOUNT OF DAVID-GOLIATH BATTLE (X X X OFF HIS HEAD.)
43. :17 A-SOCOH (UNIDENTIFIED ISRAELI SOLDIER) REPORTS ON PHILISTINE RETREAT (X X X AGAIN TOMORROW)

FK104P8/15

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CLOSED CIRCUIT®

One to customer

FCC is indicating interest in proposal that would prevent one TV station in market from hogging primary network affiliations. Proposal, advanced in form of resolution by Joint Industry-Government Committee for Full Development of All-Channel Broadcasting, was turned over last week to Commissioners Robert E. Lee, chairman of committee, and Kenneth A. Cox for further study. Proposal would permit station to hold three primary affiliations only if it were only outlet in market. If there were two stations, neither could hold more than two; if there were three or more outlets, none could hold more than one (BROADCASTING, Sept. 25, 1967).

*Proposal is similar to others that have been advanced as means of providing independent stations (particularly UHF's) with network programing. Commission rulemaking dealing with that problem has been pending since June 1965 (*BROADCASTING*, June 7, 1965).*

Biggest CPB budget

Reports are circulating in educational TV circles that President will seek only $4 million for Corp. for Public Broadcasting in supplemental budget request for 1968 fiscal year (ending June 30), but $20 million for CPB in official budget for fiscal 1969, tentatively scheduled for Jan. 29 submission to Congress. It also said that White House will seek no funds for ETV grants to states in supplemental, but will ask for $12.5 million in regular fiscal 1969 budget, and that $500,000 already affirmed but not appropriated for study by Health, Education and Welfare Department of Instructional television will be funded from unused money in National Defense Education Act.

When Public Broadcast Act was signed by President last year, it called for total of $20 million—$9 million for CPB, $10.5 million for grants to states for construction of stations, and $500,000 for study of ITV. But no appropriations have been voted.

Selection process

Word from sources close to White House is that President has all but buttoned up membership of board of Corp. for Public Broadcasting but is still undecided on chairman. Only two directors have so far been named (Dr. James Killian of Massachusetts Institute of Technology and Dr. Milton Eisenhower, retired president of Johns Hopkins). At least one veteran broadcaster, Saul Haas, former owner of KIRO-AM-FM-TV Seattle, is said to be under consideration for directorship.

There's renewed speculation that S. Douglas Cater, special assistant to President and White House motorman on public-broadcasting matters, will be named paid president of CPB once corporation goes into business.

Cable trouble

In case any board members have doubts that National Association of Broadcasters staff is crying "wolf" on possibility government may opt for wired television system, air should be cleared this week at Sarasota, Fla., board meeting. Staff will tell of meeting held Jan. 9 in Washington with three top staffers on President Johnson's telecommunications task force: Alan Novak, Richard Posner and Lee Johnson. Five-man NAB delegation to luncheon meeting was led by President Vincent Wasilewski. NAB's feeling after meeting: Certain members of task force at this point can't understand why television can't be moved from spectrum occupancy and distributed by wire.

Senate Commerce Committee may not wait for final report from President's task force on telecommunications before calling members to Hill to explain what's in works. Task-force report is due in August, but it's speculated that it won't be ready until fall; meanwhile Senate panel is planning hearing before midyear to air preliminary results. Senate hearing could upstage most other Hill activity affecting broadcasters as it's conceded that ball is in task-force's court on most major communications matters.

Rescue mission

Understood to be near completion are negotiations whereby AVC Corp. (formerly American Viscose Corp.) will bolster financial position of ailing channel 6 WCIX-TV Miami. Indications are that AVC will advance $500,000 to station in deal that may also include options to acquire substantial stock interest. AVC Corp, only last week took over five Overmyer UHF permits and WPHL-TV Philadelphia (see page 37).

Candidate

Richard C. Block, vice president and general manager of Kaiser Broadcasting, country's most active participant in major market UHF, has decided to run for television board of National Association of Broadcasters. At first adamant, Mr. Block has been persuaded by number of broadcasters to stand for one of three vacancies to be filled at NAB Chicago convention, March 31-April 3. Only other known candidates for three vacancies are Donald P. Campbell, WMAR-TV Baltimore, and A. Louis Read, WDSU-TV New Orleans.

Single sponsorship

Lincoln-Mercury Division of Ford Motor Co., Dearborn, Mich., will fully sponsor 1968 Winter Olympics coverage from Grenoble, France, on NBC Radio. Network has set its coverage plans: 65 five-minute programs over Feb. 3-18 period; has assigned team of three—Jim Simpson, Len Dillon and Jay Miller—to handle broadcasts. Kenyon & Eckhardt, New York, is Lincoln-Mercury's agency. TV coverage is on ABC.

N.Y.-D.C. shuttle

Still in forefront of those being considered for code director of National Association of Broadcasters, to replace Howard Bell who's to be president of American Advertising Federation, is Stockton Helfrich, manager, New York code office, although under what might become revised ground rules. With bulk of code review activity centered in New York, Mr. Helfrich may get assignment without necessity of moving to Washington headquarters.

Also reportedly under consideration by NAB President Vincent Wasilewski is transfer of research department, now headquartered in New York under Vice President Howard Mandel, to Washington headquarters which is largely where action is in that specialized field.

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WEEK IN BRIEF

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CATV operators, TV stations respond to FCC questionnaire, cite that carriage and nonduplication requirements of CATV rules are apparently inadequate, propose number of rule modifications. See . . .

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ABC News plans to replace full-convention coverage with 90-minute nightly summaries this summer, cancels weekly-news program, ABC Scope. Move seen as part of stringent economy measures. See . . .

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Professional football's second Super Bowl classic powerful drawing card, according to CBS, which cites Arbitron overnight national report giving CBS-TV a 43.0 rating, projected 70-million viewers. See . . .

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Fortnightly Corp., in brief filed with U.S. Supreme Court now considering landmark CATV-copyright case, charges "vague new theory" might consider every electronic communications service a public performance. See . . .

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FCC expected to consider order concluding its Community Antenna Relay rulemaking that will find new frequency home, establish new operating procedures for microwave-station operators serving CATV's. See . . .

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RCA initiates new look that includes first radical change in 46 years in its trademark design. Style changes are planned to modernize image of all corporate activities, reflect RCA's growth and diversification. See . . .

NEW LOOK FOR RCA . . . 54

DEPARTMENTS

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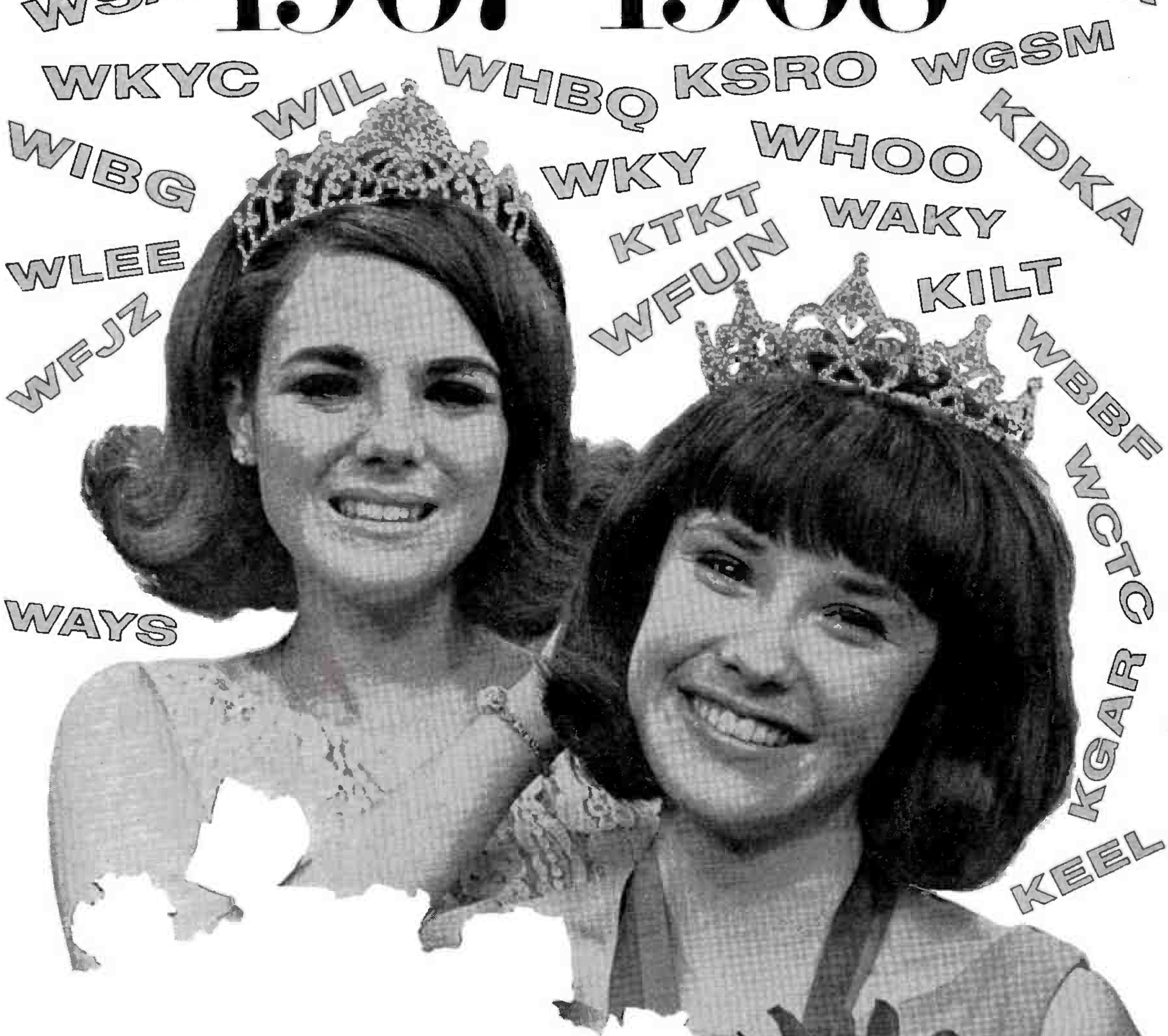
SANDY ROBERTS STEPHANIE CRANE

1967 to 1968



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GOP leaders ruffled by NET Vietnam film

Congressional GOP pressure was building last week to undercut National Educational Television's presentation today (Jan. 22) of film made in North Vietnam. Target of Republican leadership in Congress is "background and political character of British writer and cameraman Felix Greene," film's producer.

Republican leaders lined up behind complaint made earlier in week by former Representative Walter Judd, which picked up signatures of 27 Republicans and six Democrats on Capitol Hill.

Leadership's charge is that Mr. Greene "clearly is a propagandist for the Communist cause who seeks to portray the U.S. as the aggressor in the Vietnam war."

In response to Judd letter, NET President John F. White said NET had confidence that viewers "will reach their own responsible conclusions" after seeing whole program, which will also feature discussion of film and Vietnam issues by journalist David Schoenbrun, currently lecturer on Vietnam at Columbia University, and Robert Scalapino, Berkeley, Calif., professor and "articulate defender of the administration's foreign policy."

Mr. White noted that NET's two-hour program is to contain 49-minute version of Mr. Greene's film (shortened from 85 minutes in theater format), while discussion will take 70 minutes. "Film itself is as one-sided and controversial as Mr. Greene himself," he acknowledged. "We say so on our program."

Name the lyrics

Bill requiring record companies to provide written copies of lyrics with all records comes up on floor of Georgia legislature's lower house next week.

Bill was introduced by general assembly member Edwin Mullinax, WLAG La Grange, who is also leading fight of state broadcasters for lower rates from American Society of Composers, Authors and Publishers.

Mullinax bill, which was favorably reported out of committee last week and is being fought fiercely by record companies, would require disks or tapes sold in state to carry on "cover, jacket or envelope" lyrics of each song on record, names and addresses of copyright owner and of licensing organization.

Propose tightening up FM channel hopscotching

FCC proposes keeping closer rein on shifting of FM channels to communities where channels are not assigned. Commission Friday (Jan. 19) announced notice of proposed rulemaking that would transform so-called 25-mile rule into 15-mile rule for Class B or C channels and 10-mile rule for Class A Channels.

Commission also proposes barring reassignment to other communities of more than one channel assigned to city. Commission would also prohibit community from utilizing rule more than once to gain FM station.

Twenty-five rule (like 15-mile rule in television) permits applicant to seek FM channel in community up to 25 miles from locality where it is assigned in table of allocations.

Commission said proposed rules, which are considered sign of growing interest in FM, are designed to offset such inequities as removal of channels from larger communities where no interest has been shown in assignment, to much smaller communities, and removal of both channels assigned to larger community by smaller one. Changes, commission said, would insure that FM stations involved would place servicable signal over listed community where channel is assigned in table of allocations.

Comments are due Feb. 23, reply comments March 8.

ABC-TV moves up

CBS-TV led 30-market Neilsen ratings report for Jan. 8-14, but ABC-TV made impressive score on strength of midseason changes, according to report covering 7:30-11 p.m. and disclosed Friday (Jan. 19).

Averages: CBS 21.2, ABC 19.2, NBC 17.4. *It Takes a Thief*, midseason replacement on ABC, rated 26.0 for its first episode and ranked seventh in top 10. ABC claimed its new shows increased audience share by 33% (*Thief, The Avengers* and *Operation: Entertainment*) and shows in new time periods (*Invaders* and *Hollywood Palace*) by 14%.

Crest recommended again for channel 26 TV grant

FCC Hearing Examiner Chester F. Naumowicz Friday (Jan. 19) recommended grant of channel 26 at Houston to Crest Broadcasting Co., owned by local Houston businessmen. Examiner's decision was his second finding in favor of Crest application.

Last July FCC's review board agreed with initial decision that denied competing application of KXYZ Television Inc. (KXYZ-AM-FM Houston). Board, however, remanded case for further hearing based on allegations made by losing applicant that one of Crest's stockholders, Bernard E. Calkins, could no longer acquire $250,000 bank loan to fulfill his subscription commitment to that company and that he made misrepresentations to commission (BROADCASTING, July 24, 1967).

Examiner again resolved all issues in favor of Crest, but conditioned grant because studio site Crest had proposed has since become unavailable. He gave company 30 days to make suitable arrangements for another site and to make appropriate amendment to its application.

Instant Maxwell to O&M

Nearly $5 million worth of business represented by General Foods' instant Maxwell House Coffee will move from Benton & Bowles to Ogilvy & Mather, both New York.

It was noted Friday (Jan. 19), however, that most likely Instant Coffee will add much less billing to O&M because agency will integrate advertising of Instant with Maxwell House regular. Maxwell House Instant is heavily in-

Ears have it

Are people radio listeners or television viewers during day? Answer, according to WCCO Minneapolis is radio by big margin.

Citing "virtually identical data" of American Research Bureau for radio and TV in market, WCCO claims from 6 a.m. to 6 p.m. it has average quarter-hour audience (12-years and over) of 145,800 persons compared to 102,600 for all four commercial TV stations in Minneapolis-St. Paul combined.

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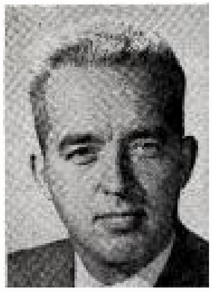
WEEK'S HEADLINERS



Mr. Brandt

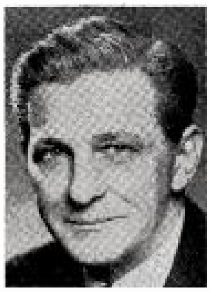
Mr. Bullitt

Otto P. Brandt, executive VP-broadcasting for King Broadcasting Co., Seattle (KING-AM-FM-TV Seattle, KREM-AM-FM-TV Spokane, both Washington, and KGW-AM-FM-TV Portland, Ore.), and with company since 1951, resigns to become president, chief executive officer and part owner of Fidelity Electric Co., RCA distributor for Seattle area (CLOSED CIRCUIT, Jan. 15). **Stimson Bullitt,** president of King Broadcasting, assumes Mr. Brandt's responsibilities at King. **Henry B. Owen,** vice chairman of board of directors, King, resigns but will remain as consultant. Other changes: **Payson Hall,** VP of finance and planning, elected to board of directors, succeeding Mr. Owen. **John Blaine named** treasurer. **James W. Phillips,** station manager of KING-AM-FM, joins company's corporate division for special assignments. KING program director, **Gerald Gawne,** replaces Mr. Phillips as station manager.

Milton J. Sandling Jr., Paul L. John and **Richard D. O'Connor,** members of account service staff on Chevrolet at Campbell-Ewald Co., Detroit, named VP's and given new assignments on that account. Mr. Sandling becomes manager, new car merchandising; Mr. O'Connor, account supervisor-administrative assistant and director of Chevrolet field service, and Mr. John, account supervisor-car and truck-broadcast and product exposure.

Fred Klein, executive VP in charge of client services, North Advertising, Chicago, joins Toni Co. division of Gillette Co. as VP of brand promotion and advertising, effective March 1. He succeeds **Joseph T. Lewis** who becomes consultant to Toni Co.

Walter Kingsley, VP, Wolper Productions Inc., New York, elected executive VP-sales. He will handle network sales in addition to heading up international division and supervising company's syndication division. Mr. Kingsley's background includes radio sales; TV syndication sales, and commercial real estate business (1961-1966), which he left to re-enter TV at Wolper, division of Metromedia.



Mr. Harper

Richard A. Harper, VP, syndicated sales for Seven Arts, appointed VP, television administration, Warner Brothers - Seven Arts. He will continue to serve as officer and director of REA Express/Seven Arts Transvision Inc. He joined Seven Arts in 1965 and earlier was general sales manager for Samuel Goldwyn Productions.

Bryan Houston, former chairman Fletcher Richards Co., named senior VP, Interpublic Inc., New York, and **Robert Irons Jr.,** president of Fletcher Richards, named chairman of Interpublic's communications counsellors. Fletcher Richards recently merged with Interpublic's Marschalk Company.

For other personnel changes of the week see FATES & FORTUNES

volved in television.

H & B has five other GF products in various stages of test marketing, and several product assignments from company's Birds Eye and Post divisions, according to General Foods Corp., White Plains, N. Y.

Advertiser said it has been testing combined copy for two Maxwell House coffee brands, procedure it believes is effective.

'Duke' Guider dies

John W. (Duke) Guider, 67, veteran Washington communications lawyer and partner in law firm of Hogan and Hartson, Washington, died of cancer Jan. 18 in New York. Services were scheduled in Littleton today (Jan. 22).

After World War II service as Navy Captain, Mr. Guider took up residence in New Hampshire where he was one of group that in 1954 built channel 8 WMTW-TV atop Mount Washington. Station and its FM adjunct was sold to TV entertainer Jack Paar in 1964 for $3.65 million; Mr. Paar sold stations last year to Paul Harron and associates for $3.6 million. During post-war years, Mr. Guider also owned WMOU-AM-FM Berlin and WJWG Conway, both New Hampshire; he sold both of them in 1957.

He is survived by wife, former Dorothy Hogan, son, Frank, of Littleton, and daughter, Mrs. Arthur Milam of Jacksonville, Fla., and 12 granchildren.

Falstaff color drive

Falstaff Brewing Corp., St. Louis, disclosed Friday (Jan. 19) its 1968 campaign will include color commercials on about 300 TV stations in some 160 markets plus heavy radio spot drives. Agency: Foote, Cone & Belding, Chicago.

Mail order licenses

Small-market broadcasters, who have bemoaned difficulty of hiring technical personnel who have to take extensive trips to get third-class licenses have won victory at FCC. Commission, unanimously, has amended rules, effective March 15, to allow one-year provisional certificates for third class tickets to be secured by mail.

New rule says licenses will not be renewable after one year and that during that period applicants will have to take regular third-class test at scheduled exam sites.

Provisional licenses will be good only for operators at nondirectional AM's with 10 kw or less or at FM's with up to 25 kw.

CATV's lose, win

FCC has ordered Winona, Minn., CATV operator to afford nonduplication protection to KAUS-TV (formerly KMMT) Austin, Minn. Cease-and-desist order was announced Friday (Jan. 19), affirming finding of hearing examiner Nov. 2 that station was entitled to, but was not getting, nonduplication protection. KAUS-TV operates 100-w translator in Winona, which rebroadcasts KAUS-TV programs.

In another CATV decision also announced Friday, commission denied petition of KTAL-TV Texarkana, Tex., for order requiring CATV in Clarksville, Tex., to show cause why it shouldn't be directed to stop violating nonduplication rule.

KTAL-TV is not receiving protection because Clarksville CATV has invoked "automatic stay" by filing request for waiver of nonduplication requirement.

OFF-NETWORK SERIES FROM WARNER BROS.-SEVEN ARTS

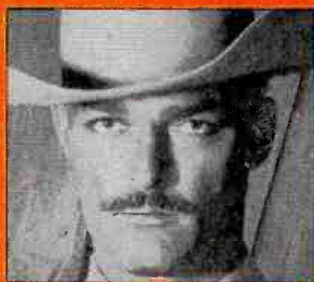
F TROOP
(65 HALF-HOURS)

77 SUNSET STRIP
(149 HOURS)

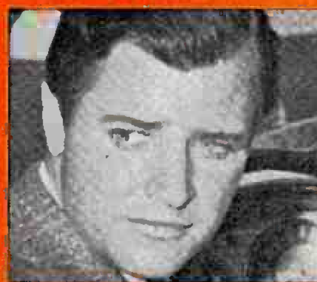
MISTER ROBERTS
(30 HALF-HOURS)

NO TIME FOR SERGEANTS
(34 HALF-HOURS)

ROOM FOR ONE MORE
(26 HALF-HOURS)

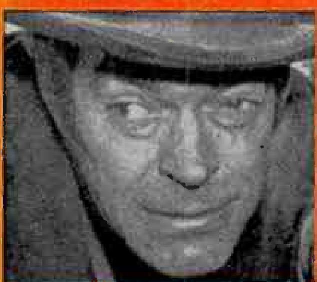


LAWMAN
(156 HALF-HOURS)



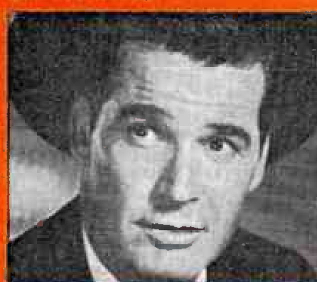
BOURBON STREET BEAT
(39 HOURS)

BRONCO
(68 HOURS)

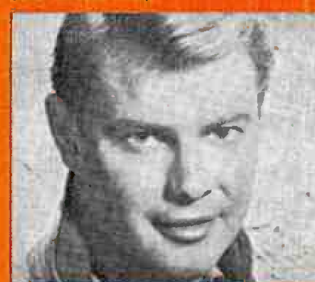


THE DAKOTAS
(19 HOURS)

THE ROARING 20's
(45 HOURS)

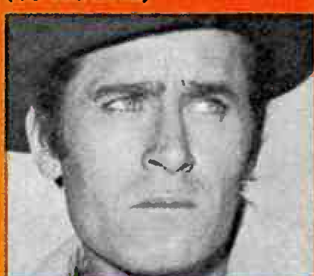


MAVERICK
(124 HOURS)



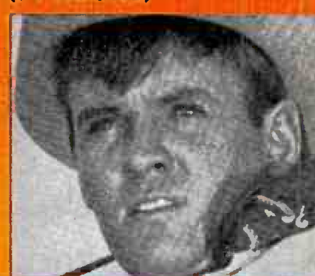
SURFSIDE 6
(74 HOURS)

THE GALLANT MEN
(26 HOURS)

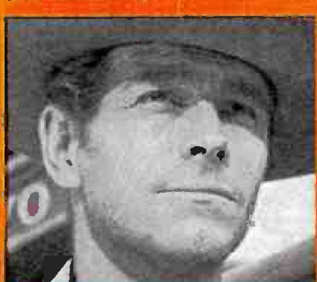


CHEYENNE
(107 HOURS)

HAWAIIAN EYE
(134 HOURS)



SUGARFOOT
(69 HOURS)



COLT .45
(67 HALF-HOURS)

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TORONTO, ONTARIO: 11 Adelaide St. West • 364-7193

DATEBOOK

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

■Indicates first or revised listing.

JANUARY

Jan. 21-23—Winter meeting of the Oklahoma Broadcasters Association. Habana Inn, Oklahoma City.

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

Jan. 22-23—Executive committee meeting, National Cable Television Association. Washington.

Jan. 22-25—25th annual convention of the National Religious Broadcasters. Speakers at workshops and plenary sessions will include George S. Smith, chief of Broadcast Bureau, FCC; Rosel H. Hyde, FCC chairman; Roy Danish, director, Television Information Office, New York, and Dr. E. R. Bertermann, NRB president. Mayflower hotel, Washington.

■Jan. 22-26—Board meeting of National Association of Broadcasters. Sarasota, Fla.

Jan. 23-25—Twenty-third annual Radio-TV Institute co-sponsored by Georgia Association of Broadcasters and University of Georgia. Speakers include Walter Schwartz, president, ABC Radio; Peter Hackes, NBC News; Peter Jennings, ABC News; Herman Finkelstein, general counsel, ASCAP; Senator Herman Talmadge (D-Ga.); Senator Eugene McCarthy (D-Minn.); Wally Brisco, managing director, National Cable Television Association, and Maurice Webster, vice president-development, CBS Radio. Center for Continuing Education, Athens.

Jan. 24—Forum sponsored by New York chapter of The National Academy of Television Arts and Sciences, examining "TV's Man-On-The-Aisles" and featuring Arthur Miller, playwright; Alexander Cohen, producer; Cyril Ritchard, director; Edwin Newman, NBC; Leonard Harris, CBS. Belasco Theater, New York.

Jan. 24-27—Meeting of the board of directors of the American Women in Radio and Television. Shamrock Hilton hotel, Houston.

Jan. 25—Deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

■Jan. 25-26—First National Conference on Television News Public-Opinion Polling. Featured speakers: Paul Martin, director of promotion, WFIL-TV Philadelphia; Frederick H. Walton Jr., attorney, Dempsey & Koplovitz, Washington; FCC Commissioner Robert E. Lee; Bruce Dennis, vice president and news manager, WGN Chicago; John Maiolo, associate professor of sociology, University of Notre Dame. Morris Inn, University of Notre Dame, South Bend, Ind.

Jan. 25-26—Broadcasters Promotion Association board meeting, Deauville hotel, Miami Beach.

Jan. 25-27—Winter convention, South Carolina Broadcasters Association. Speakers include Thom Winkler, NAB radio code manager; William Walker, NAB broadcast management director. Wade Hampton hotel, Columbia.

■Jan. 26—Special stockholders meeting, The Outlet Co., group broadcaster as well as multiple department store owner, to vote on eliminating $3 million of preferred stock presently authorized, to authorize 23,000 shares $100 par value, 5½% convertible preferred stock to be used in acquisition to Touraine Stores Inc. 176 Weybosset St., Providence.

Jan. 26—Winter meeting of Colorado Broadcasters Association. Brown Palace hotel, Denver.

Jan. 26 — Pacific Pioneer Broadcasters second annual installation dinner dance. "Carbon Mike" award to be presented to Edgar Bergen. Beverly Hilton hotel, Beverly Hills, Calif.

Jan. 26-27 — The second annual color-television conference sponsored by the Detroit section of the Society of Motion Picture and Television Engineers. Rackham Memorial Building, Detroit. Anyone interested in presenting a paper at the conference should contact Roland Renaud, c/o Station WWJ, 622 West Lafayette, Detroit 48231. Registration information may be obtained through Wayne State University, Conference Department, Detroit.

■Jan. 29—First meeting of Atlanta Broadcasting Executives Club. Program includes election of officers and featured speaker Ivan Allen, mayor of Atlanta. Atlanta.

Jan. 30-31—Annual winter meeting of Wisconsin Association of Broadcasters. Red Carpet Inn, Milwaukee.

Jan. 31—Deadline for entries in station award and special citation categories, National Academy of Television Arts and Sciences, Hollywood; international award, NATAS, New York.

FEBRUARY

Feb. 1—Deadline for submitting entries for the 20th annual George Polk Memorial Awards for outstanding achievement in journalism, sponsored by the department of journalism. Long Island University. Recognition is given mainly for foreign, national, metropolitan, interpretive, magazine, television and radio reporting as well as for community service, criticism, news photography and the television documentary. Entries should be filed with Prof. Jacob H. Jaffe, curator, George Polk Memorial Awards, Long Island U., Brooklyn, N. Y. 11201.

Feb. 1—Deadline for entries for the 36th annual Distinguished Service Awards of Sigma Delta Chi, professional journalism society. Entries must be submitted in the following categories: general reporting, editorial writing, Washington correspondence, foreign correspondence, news photography, editorial cartoon, magazine reporting, journalism research, radio and television reporting and editorializing, and public service by newspapers, magazines, radio stations or networks and television stations or networks. Entry blanks may be obtained from Sigma Delta Chi, 35 E. Wacker Dr., Chicago 60601.

Feb. 1—Deadline for entries for the 1967 Medical Journalism Awards of the American Medical Association. Awards are given for distinguished reporting on medicine or health on a U.S. radio or television station or network, and for distinguished editorial writing on a U.S. radio or television station or network. All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago 60610.

Feb. 1 — Annual meeting of Minnesota AP Broadcasters Association. Hotel Radisson, Minneapolis.

Feb. 2-3—Winter meeting of New Mexico Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Governor David S. Cargo; George Bartlett, NAB vice president for engineering; Robert Heald and Thomas Wall, Washington attorneys. Sheraton Western Skies motel, Albuquerque.

Feb. 5—Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit some telemetry signals by intermittent subsonic tones.

Feb. 5-7—Tenth annual conference on advertising/government relations sponsored by

the **American Advertising Federation.** Washington Hilton hotel, Washington.

Feb. 5-17—1968 **Monte Carlo International Television Festival.** Gold Nymph Prizes are to be awarded to (1) a program deemed to contribute the most to the ideal of international peace, (2) the writer of the best documentary, (3) the best director, (4) the best children's program, (5) the best original scenario for television, or the best script for television, and (6) the best actor or actress. Monte Carlo, Monaco.

Feb. 7—Winter meeting, **Alabama Cable Television Association.** Albert Pick motel, Montgomery.

Feb. 7-8—**Michigan Association of Broadcasters** annual legislative dinner and midwinter convention. Jack Tar hotel, Lansing.

Feb. 7-9—First radio commercials trade show demonstrating creative techniques, under sponsorship of the **Station Representatives Association.** Waldorf-Astoria Hotel, New York.

Feb. 7-9—Fifth annual convention of the **National Association of Television Program Executives.** Royal Orleans hotel, New Orleans.

Feb. 9—Final mailing of television academy awards entry cards to all television producers and **National Academy of Television Arts and Sciences** members.

Feb. 9—Newsmaker luncheon sponsored by the **International Radio and Television Society.** Speaker will be Vincent Wasilewski, president of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Feb. 13-14—Winter meeting of **National Association of Broadcasters radio code board.** Ivanhoe hotel, Miami Beach.

■Feb. 14—National Winter Convention on Aerospace and Electronic Systems (WINCOM). Featured panelists will be: H. J. Schlafly, senior vice president, Teleprompter Corp.; Sigmund H. Reiger, vice president, technical, Comsat Corp.; James Parker, system engineer, CBS; Edward Taylor, carrier division, American Telephone and Telegraph Co. International hotel, Los Angeles.

Feb. 16-18—Meeting of the New England chapter of the **American Women in Radio and Television.** Statler Hilton hotel, Boston.

Feb. 20—Luncheon meeting of New York chapter, **International Advertising Association.** Featured speaker will be H. M. Connelly, VP for Kraft Foods. Biltmore hotel, New York.

Feb. 20-21—**Louisiana Association of Cable TV Operators** convention. Monteleone, New Orleans.

Feb. 20-22—21st Western Radio and Television Conference, sponsored by **Western Radio and Television Association.** Featured speakers will include: Avram Westin, Public Broadcast Laboratory; Lawrence Laurent, radio and TV editor for *The Washington Post*; Dr. Richard Meyer, director of school television service, Educational TV Corp., New York; Dr. Robert Hilliard, chief, FCC educational television branch, and John Bystrom, Department of Health, Education and Welfare, Washington. Jack Tar hotel, San Francisco.

■Feb. 22—Deadline for applications for CBS Foundation Inc. 1968-69 news fellowships at Columbia University. Applicants must qualify in one of following categories: news and public affairs staff employe of CBS News, CBS-owned radio stations, CBS-owned television stations, U. S. stations affiliated with, but not owned by CBS Radio, or U. S. stations affiliated with, but not owned by CBS Television; regular members of staffs of non-commercial educational radio and television stations that are engaged for a substantial portion of their time in news and public affairs programs; teachers of courses in the techniques of radio and television news and public affairs at colleges and universities. Address all correspondence to: Julius F. Brauner, executive director, CBS Foundation Inc., 51 West 52 Street, New York 10019.

Feb. 27-28—Annual State Presidents Conference of the **National Association of Broadcasters.** Marriott Twin Bridges motel, Arlington, Va.

Feb. 28-March 1—Second annual cablecasting seminar, sponsored by **National Cable Television Association.** Workshops will cover all phases of cablecasting, including programing sources, production, lighting and camera techniques. Enrollment limited to 75. Fee, $50. Principal speakers: Senator Frank E. Moss (D-Utah) and George Hatch, KUTV(TV) Salt Lake City (group broadcaster and multiple CATV owner). Sam Street, NCTA liaison. Hotel Utah Motor Lodge, Salt Lake City.

MARCH

■March 4-5—Annual convention of **Illinois-Indiana CATV Association.** Holiday Inn East, Springfield, Ill.

March 5—Annual spring meeting of **New York State Broadcasters Association.** Ten Eyck hotel, Albany.

March 7—Annual dinner, **Radio-Television Correspondents Association.** Shoreham hotel, Washington.

March 8—Deadline for receipt of entry cards from members of network news divisions, producers and craftsmen for 20th Annual Emmy awards, sponsored by **National Academy of Television Arts and Sciences.**

March 14—Deadline for filing comments on FCC's proposed rulemaking to spesify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

March 14—Anniversary banquet of the **International Radio and Television Society.** Gold medals to be presented to Presidents Elmer W. Lower, ABC News, Richard S. Salant, CBS News, and William R. McAndrew, NBC News. Waldorf-Astoria hotel, New York.

March 14-15—Annual spring meeting of **Arkansas Broadcasters Association.** Holiday Inn, North Little Rock.

March 16—Annual **Alabama AP Broadcasters Association** seminar and awards banquet. Birmingham.

March 18-22—1968 International Convention and Exhibition of the **Institute of Electrical and Electronics Engineers.** New York Hilton hotel and the Coliseum, New York.

March 20-23—Annual West Coast meeting of **Association of National Advertisers.** Del Monte Lodge, Pebble Beach, Calif.

March 21-27—**Fifth Hollywood Festival of World Television.** Los Angeles.

March 22—Newsmaker luncheon sponsored by the **International Radio and Television Society.** Winners of the International Broadcasting Awards competition will be presented. Waldorf-Astoria hotel, New York.

March 23—**Georgia AP Broadcasters Association** annual awards banquet and news clinic. Regency Hyatt House, Atlanta.

March 24-26—Spring meeting, **Southern CATV Association,** Callaway Gardens, Atlanta.

March 29-31—29th national convention of **Intercollegiate Broadcasting System.** Palmer House, Chicago.

March 29-31 — Annual convention of **National Association of FM Broadcasters.** Palmer House, Chicago.

March 31-April 3—Annual convention of the **National Association of Broadcasters.** Conrad Hilton hotel, Chicago.

■Indicates first or revised listing.

OPEN MIKE®

Search for radio dramas

EDITOR: Can anybody help? One of my clients desperately wants to locate some of the great old-time radio programs for airing in Chicago—particularly *Inner Sanctum, The Fat Man, Richard Diamond, Grand Central Station* and others of that vintage, either mystery or comedy.

Does anyone know if they're available, and if so, at what cost? Thanks for any help you can give us.—*I. C. Haag Advertising, 1410 Shermer Avenue, Northbrook, Ill. 60062.*

Correcting FCC records

EDITOR: On page 34 of your Dec. 25th issue's lead story, there is what appears to me to be an error . . . Gainesville, Fla., with four stations, is shown as having enjoyed total broadcast income of $190,830. This figure exceeds that for all other nonmetro markets in Florida by a wide margin, and also for such metro markets as Orlando, Jacksonville and Tampa-St. Pete.—*Ken F. Small, general manager, WRUF Gainesville, Fla.*

(Mr. Small is correct; there was an error. The FCC, after checking, reports that the correct figure for Gainesville revenues should be $505,981; for income, $15,830. It appears that one station in Gainesville that was sold during the year reported $175,000 capital gains as revenue and income.)

Book Note

"All England Listened," by J. B. Priestley. Chilmark Press, New York. 146 pp. $4.95.

One of England's most prolific men of letters, J. B. Priestley wrote these "oral essays" as *Postscripts* to the British Broadcasting Corp.'s Sunday-evening news during the desparate days of the Battle of Britain, the summer of 1940. To Mr. Priestley the broadcasts brought "astonishing popularity" (more embarrassing than pleasurable) that garnered millions more fans than his best books or plays. According to columnist - broadcast commentator Eric Sevareid, in his introduction to this book, Mr. Priestley's *Postscripts*, along with Winston Churchill's speeches and Edward R. Murrow's commentary, made broadcasting history. "The men, the instrument [radio], the moment were perfectly met," he writes. "It has never been quite the same since, by radio or television. I doubt that television, no matter the circumstances, can match that performance by radio . . . because the pictures reduce all to literalness. What counts is the word."

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

MONDAY MEMO from JAMES S. HOLME, Henderson, Bucknum & Co., Denver

Home-grown color commercials and radio sell Safeway successfully

For so many years all we ever heard about making good television film commercials was that you either went to Hollywood or New York or Chicago.

More recently, however, we've been told that if your production budget is modest you might still pull it off in a Peoria, Ill., or in a Columbus, Ohio, especially in retail advertising.

Now would you believe Denver?

Well, the fact is that the game has been played effectively, efficiently and economically in Denver for quite a long time now. The advertiser coming on a winner in this TV film race is the Rocky Mountain Division of Safeway Stores Inc. We also produce and place radio for Safeway.

Because of the marriage of many related media skills through the years, particularly in the production of public relations, sales promotion and educational films, Henderson, Bucknum & Co. has learned how to turn out eight to 10 color-TV sound-on-film commercials a week for Safeway on a technical production schedule of only 48 hours and at a modest cost for the client. Although exact costs cannot be disclosed, many of the 20-second spots have been estimated to average under $200 per commercial. We do everything but the color processing and printing.

Covering the Area ▪ The Safeway TV commercials have been turned out in color for about a year now. At the present time they are placed regularly on 15 stations in a four-state area—Colorado, Wyoming, South Dakota and Kansas. The considerable radio schedule presently runs on some 84 stations in the same marketing area.

In the usual practice for the TV commercials, the Safeway account team of the agency gathers the weekly price information on a Friday, prepares copy over the weekend and obtains client approval on Monday. They film on Tuesday, also recording the audio. The work print is edited on Wednesday. Air prints are made on Thursday and they are delivered to stations on Friday for broadcast early the following week.

The whole operation is made possible through the combination of careful planning, manpower and technical facilities such as our own agency kitchens where the food is prepared for filming, as well as our large film department. The agency's radio-TV creative director is Jack H. Thomas, one of the firm's 11 partners.

Mr. Thomas got his start on the Safeway account when he joined the agency in the early 1950's. His chief task was to sprint among four TV stations every night in the period between 7-10:30 p.m. and cook food dishes for Safeway's live commercials. After more than a year of this we began filming the spots.

Although most of the Safeway TV film commercials are 20's, some of them are minutes and we are tending to make more of the latter. We are also starting to make some using video tape but the food-display portions are still film inserts at the taping.

Since these color commercials must compete with the best of the network programing and advertising, obviously the quality must be kept high. But the important point we feel is that we have proven it can be done in a medium-sized market on a 48-hour production schedule at a cost that is feasible for the sponsor. We presently are turning out 500 such commercials a year for Safeway to back up our claim. The volume of radio commercials runs about double that number.

All Radio-TV ▪ Safeway's agency-placed media budget goes 100% into the electronic media. The production budget is about 10% of the time budget. Safeway's market here covers all of Colorado and Wyoming, northern New Mexico, western Kansas and Nebraska and the Black Hills area.

The Safeway Division continues to be a major newspaper advertiser, the traditional medium for food stores, but this billing is placed direct. The division has its own print-media advertising department in Denver.

Henderson, Bucknum & Co. acquired the Safeway account in 1951. Until that time the sponsor had used virtually no broadcast media, but we changed that. We put the client significantly into radio almost from the start and into black-and-white television beginning in 1952. The shift to color commercials came in early 1967.

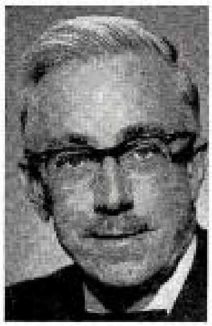
The agency was first organized on a modest scale in the early 1940's and initially concentrated on newspapers. One of the founders, Gilbert H. Bucknum, started the film department that over the years has turned out scores of films in the fields of public relations, education, science, religion, travel and sales. By 1946 we were well into radio too, and this experience, coupled with film, gave us the keys to television's door.

Other Accounts ▪ Two other broadcast campaigns have also attracted much interest. One was for the Denver U. S. National Bank's new Supercheck and the other for Duffys' soft drinks. Robert C. Lochrie, one of our partners, collaborated with Mr. Thomas in the creation of a stop-motion color commercial for Supercheck. It featured a flying paper plane that unfolded, fitted itself into a checkbook and then followed a model into a store.

Mr. Thomas composed a bouncy, youthful musical spot for Duffys', the area's biggest independent bottler, using the theme of "I feel like a Duffys'." It was used in both TV and radio.

Once advertising was just a business. Now it has become an art. We even do live drama and here again the interplay of experiences helps improve our broadcast advertising. John McLagan, another partner, produced a musical play to help train the sales force for the local Yellow Pages.

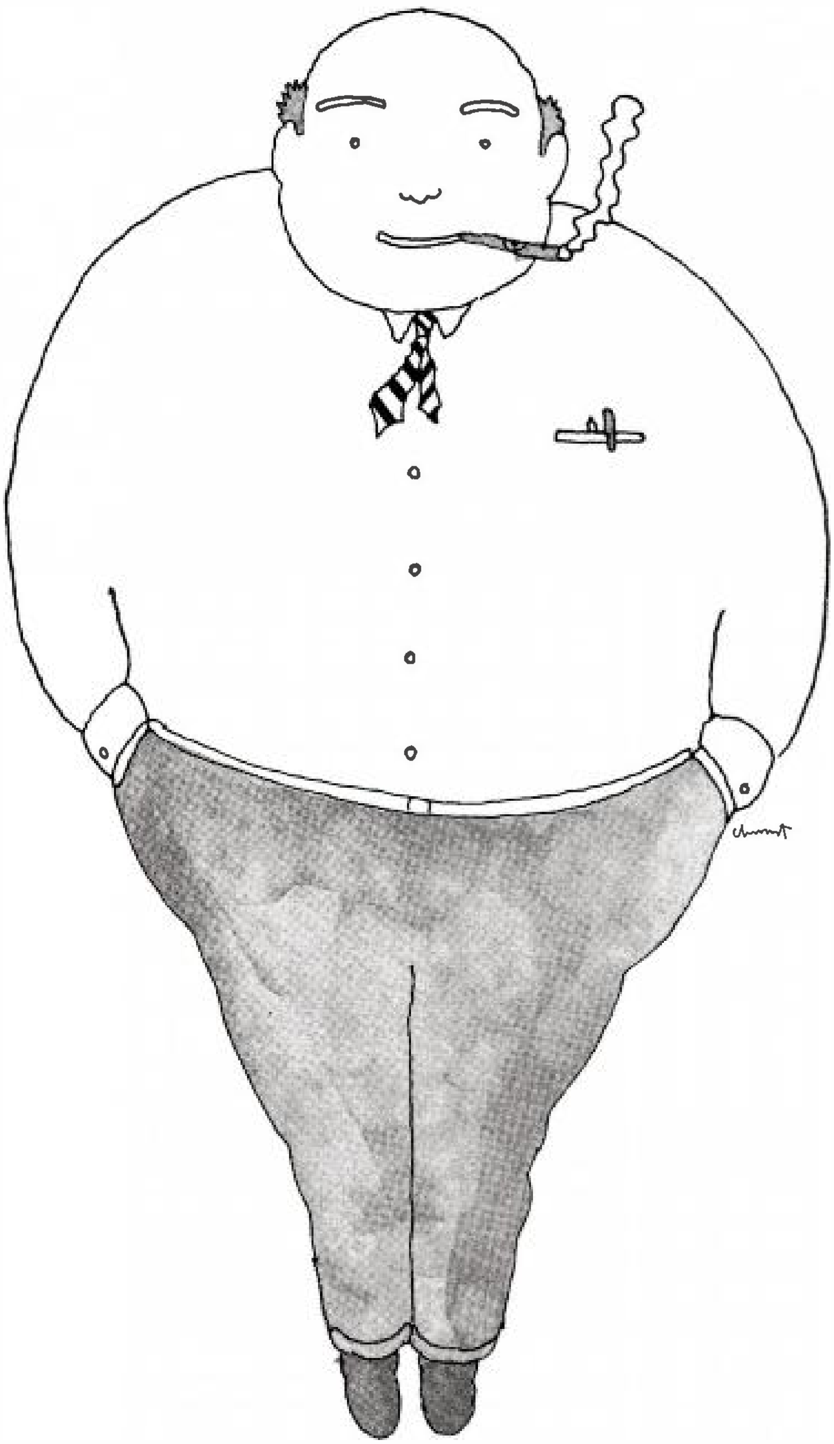
I guess you could say we're in the show business as well as selling. The electronic media have demanded this kind of creative flexibility.



James S. Holme is general manager and partner of Henderson, Bucknum & Co., Denver. A native of that city, Mr. Holme was assistant advertising manager of the Mountain States Telephone Co. and public-relations manager of the U. S. National Bank of Denver before joining the agency in 1953. He is a graduate of Yale University and past president of the Denver Advertising Club. Henderson, Bucknum & Co. serves 26 national, regional and local clients.

MAYBE YOUR REP TIES AREN'T SHORT ENOUGH

What happened to your station last year? Sure, it was a rough year. But the 12 stations repped by Metro TV Sales all showed increased spot sales. Makes you think, doesn't it: about our shorter list, the extra manpower per station we're able to deliver, the extra time we can give. Whatever! It works.



METRO TV SALES

A DIVISION OF METROMEDIA, INC., NEW YORK, CHICAGO, SAN FRANCISCO, LOS ANGELES, ST. LOUIS, PHILADELPHIA, DETROIT, ATLANTA.

WNEW-TV NEW YORK/KTTV LOS ANGELES/WFLD-TV CHICAGO/WPHL-TV PHILADELPHIA/WTTG WASHINGTON, D.C./KPLR-TV ST. LOUIS
WTTV INDIANAPOLIS-BLOOMINGTON/WCIX-TV MIAMI/KMBC-TV KANSAS CITY/WVUE NEW ORLEANS/KCPX-TV SALT LAKE CITY/WPTA FORT WAYNE.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
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New TV measurement shake-up?

Significant difference in ratings produced by various research techniques will be reviewed by ARF, President Sherwood Dodge tells ad group

The television audience measurement field may be in for another convulsion.

Skepticism about the results produced by some of the measurement techniques currently in use seems likely to trigger the uproar—some say it could become an upheaval—in a project currently being developed at the Advertising Research Foundation.

The objective is a review—and probably an overhaul—of ARF's 13-year-old "Recommended Standards" for TV audience measurement.

The outcome, according to some authorities, could have profound effects on existing TV audience measurement services.

Sherwood Dodge, ARF president, tipped the project in a speech in New York last week and gave further details in an interview.

Reviewing ARF activities in an address to the New York chapter of the International Advertising Association, he reported, among other things, that the foundation in the next two months will release comparisons that show significant differences in the program ratings produced by different research techniques.

Measurement Overhaul ▪ He expressed the hope that this would lead to a methodology study to determine how best to measure TV audiences, and later he told BROADCASTING that "a number of us feel that this is long overdue."

He cited proliferation of TV sets and multiset homes, growth of UHF and advertiser need for audience demographics among developments that he said call for ARF to "rethink" positions taken in the recommended standards issued in 1954.

The showing of significant differences in results produced by different techniques would in the opinion of many experts, be enough to touch off a resounding storm, not only bringing an onslaught on television from its newspaper and magazine competitors but probably touching sensitive Washington nerves as well.

Ratings services and broadcasters alike have been especially considerate of Washington attitudes on broadcast research since the so-called "ratings scandal" erupted in Congress in 1963.

There appears to be some divergence of opinion among broadcast researchers as to the extent to which different measurement techniques produce similar or different results. But for the most part, however, there seems to be agreement that the results of the techniques most commonly used are not significantly different, that such differences as do exist are understandable and explainable and that in any event there is not much chance of making significant improvements within the economics of TV audience measurement.

ARF President Dodge

Claim May Be Enough ▪ Even if ARF could not prove statistically significant differences — and several broadcast measurement authorities contended that differences having statistical significance could not be shown—there was a fear that the mere claim of such discrepancies, especially under ARF auspices, would plunge television into controversy just as effectively as if the claim were true.

Mr. Dodge obviously recognized that he was getting into a controversial area. In his IAA speech he said that "our friends at the networks" undertake to explain differences, and he indicated that differences can be averaged out if the averaging is carried far enough. But he said the ARF comparisons, which he reported later will be done by half-hour periods and by program types, will show that real differences do occur.

He told BROADCASTING later that ARF was more concerned with national than with local TV ratings, because national "is where we hurt the most," but he pointed out that changes in methodology affecting network ratings might to some extent "rub off" on local methodology.

Mr. Dodge said ARF's comparisons would show results produced by different research techniques without identifying the research firms involved. But it was learned that the systems are those used by A. C. Nielsen Co., American Research Bureau, Alfred Politz Media Studies Brand Rating Index and W. R. Simmons & Associates

Nielsen Biggest ▪ The only one of those currently offering week-in, week-out network TV audience reports on a syndicated basis is Nielsen. It uses Audimeters in a national sample of 1,200 homes to produce network ratings data, with audience-composition data based on diaries in a national sample of 2,200 homes (divided into four sub-samples of 550 homes each so that diary-keeping can be rotated among the sub-samples).

ARB has discontinued its network TV ratings except on a special order basis. For these it uses telephone interviews.

Politz currently offers no regular TV audience measurement service but in the past has offered one in connection with magazine audience studies. It was a Politz report, based on in-home interviewing, that was the prime evidence cited by the Bureau of Advertising of the American Newspaper Publishers Association in its contentions that Nielsen measurements vastly overstate TV audiences (BROADCASTING, May 1, 1967, et seq.).

BRI furnishes data on program audiences once a year in conjunction with product-usage reports. Material is based on personal interviews in which persons are asked how many of the last four telecasts of a given program they have seen and their answers are weighted accordingly.

Simmons has been offering an annual report on TV viewing, based on diaries, in conjunction with magazine audience and product-usage data.

Mr. Dodge noted that the various techniques used in TV measurements do not all purport to measure the same things and that ARF's comparisons would necessarily therefore be confined "to the extent that they're comparable."

Computer Demands ▪ The ARF president said the kind of inputs that computers need have changed substantially since ARF's publication of its recommended standards, whose full formal name is "Recommended Standards for Radio and Television Program Audience Size Measurements."

He cited UHF growth, proliferation of TV sets and need for more audience classification data as developments supporting the argument that ARF should "rethink its position in light of what's relevant today."

Apparently alluding to the 1954 report's recommendation that the unit of measurement should be the household rather than the individual, Mr. Dodge said that what the computers today need is not the number of "hot sets" but data on "individual viewing" throughout the household.

The term "hot sets" appeared to refer to Nielsen data based on meters that show whether a set is turned on or not.

Mr. Dodge also described the 1954 report, a 70-page document, as having come out "four-square for electronic measurement," a description that some broadcast researchers thought was too strong although there also appeared to be considerable belief that the report's position on electronic measurement had contributed significantly to Nielsen's success in national ratings.

Asks for Review ▪ The ARF president said he wanted to review the standards this year, ascertain the "magnitude of the problem" and then decide how to attack it. If a major methodology study is decided upon, he indicated, it will be expensive and special funding will be needed.

In that case, although Mr. Dodge did not say so, the networks and other broadcasters—who include some strong supporters of the present rating system and some strong critics of the standards-overhaul theses—may be asked to contribute to the kitty, for broadcasters are members of the tripartite ARF along with agencies and advertisers. Research organizations are eligible to be—and many are—associate members.

Word of Mr. Dodge's speech caught broadcast researchers in varying degrees of surprise. Although he had indicated last spring that he thought an ARF methodology study would eventually come (BROADCASTING, May 1, 1967), most did not seem to realize his planning had progressed so far.

The Broadcast Rating Council, which presumably would be affected by and perhaps involved in any such methodology study, had no immediate comment. Nor did the networks have any formal reaction, although some of their representatives privately challenged both the need for such a study and the premise on which it was based.

Some authorities said they agreed with Mr. Dodge that television is moving toward "people numbers" rather than "household numbers" and speculated that this climate offers "a great opportunity for someone to come in with a 'people' measurement"—if he can do it at realistic prices. But these sources did not think a basic methodology study was needed. One said: "We know what we want—people numbers. The problem is to get it at reasonable cost."

Other Views ▪ Other sources contended, sometimes bitterly, that the move was essentially a "promotion" for ARF to regain what they considered waning stature for the foundation, rather than a response to any real need for new standards.

The TV ratings services were more reserved in their reactions, suggesting that it can be valuable to review existing service in any field in the light of needs, trends and new developments, but also emphasizing that there is always the problem of costs and the question of how much users are willing to pay for more sophisticated service.

A spokesman for Nielsen said his company has "no problem" with the developments cited by Mr. Dodge as grounds for a review of present standards—UHF growth, proliferation of TV sets and need for demographics—but said he would grant some validity to the demographics argument "if Mr. Dodge is talking about the speed of delivery of the demographics."

Use of diaries for audience-composition data does delay delivery of the material somewhat, he said, but he added that he wondered whether anybody really needs the material faster than it is now provided.

Multisignal ▪ He said Nielsen meters can read as many as four signals in a multi set household—and revealed, too, that the company currently has in use gear that measures portable set viewing by radio signals.

UHF measurement, he contended, is also "no problem."

He said Nielsen audience-composition data is based on diaries used in conjunction with recordimeters that re-

New high set by Saturday-night movie

The theory that at mid-season movies on television do not get the big ratings is not for "The Birds." The motion picture by that name was shown on NBC-TV as a Saturday night presentation on Jan. 6. Nielsen gave it a 38.9 rating, which the network quickly pointed out made "The Birds" the highest rated network movie ever broadcast.

Its average rating topped the 38.3 scored by "The Bridge on the River Kwai" on ABC-TV Sept. 25, 1966. ABC had estimated that 60 million viewers across the country had watched the three-hour "Kwai" telecast in whole or in part. NBC said last week it was "likely that" that 65 million-70 million viewed all or part of the two-and-a-half-hour "The Birds."

The feature film's rating, as reported in the fast Nielsen report covering the week ended Jan. 7, represented 21,780,000 homes tuned to the show in the average minute. "Birds" achieved an audience share of 59%. By comparison, the second highest rated network show was *Bonanza* on NBC with a 30.6.

In the averages for the 7:30-11 p.m. period that week, NBC led the competition. The ratings: NBC 21.5, CBS 20.9, ABC 18.4

The movie resurgence during the period also included a 29.1 rating and fifth place for ABC's Wednesday movie ("Roustabout"); while a repeat showing of "Music Man" in two parts on CBS, Thursday and Friday nights, received 16.7 and 18.0 respectively.

Newspaper champion sees trouble in TV 30's

One of the most forceful critics of television advertising told an audience of newspaper executives last week that the developing trend toward 30-second TV commercials can be a mixed blessing for the newspaper advertising field.

The speaker, Dr. Leo Bogart, executive vice president and general manager of Bureau of Advertising of the American Newspaper Publishers Association, said the switch to 30's "will open a flood of new commercial positions which will be sold to middle-sized and smaller advertisers." This poses "a direct competitive threat," he acknowledged.

But Dr. Bogart reminded his audience at the annual convention of the International Newspaper Advertising Executives in New Orleans last Wednesday (Jan. 17) that the expected proliferation of 30's will make the "viewing skew even more unbalanced as the number of commercial positions expands."

"In short, the switch to 30's makes our argument for a media mix even more forceful than it has been," Dr. Bogart commented.

Attacks Measurement ▪ He criticized once more the accuracy of television ratings. Dr. Bogart said that in recent weeks there have been published reports focusing on inconsistencies between audience levels produced by diary and meter methods.

He noted that the ANPA has offered seed money to the Association of National Advertisers for a study investigating broadcasting rating methodology. He commented:

"Like the pregnant lady who was asked why she didn't marry her boy friend, they [ANA] have told us they prefer not to get involved."

Dr. Bogart said there is an urgent need for a study looking into the changing nature of TV viewing habits and "the drastic imminent changes in TV advertising."

"If the size of the TV audience is measured dispassionately and well," he stated, "it will be good for newspapers, it will be good for advertisers, and it might even save television."

Dr. Bogart said the next large Bureau of Advertising project, which the newsprint information committee has agreed to sponsor, will seek to find out the medium that people turn to when they want to know about advertising or any other kind of useful information. He said the study is being undertaken because the television industry has been claiming that newspapers are ineffective because people spend less time reading them than they spend watching TV.

Admit Sales Power ▪ "We have never questioned the great sales power of television," Dr. Bogart said. "We do question the notion that it is all-powerful."

He told the group that the Bureau of Advertising has every confidence in the continuing health of the newspaper business and is basing its future planning on an estimate that by 1975 newspaper advertising will be in the range of $8 billion.

Jack Kauffman, president of the Bureau of Advertising, told the INAE convention, that in 1967 estimated newspaper revenues totaled $4.96 billion. This compares with $4.895 billion in 1966.

Mr. Kauffmann said newspapers had failed to reach expected goals in national advertising in 1967, but added that "we had a healthy gain of 4.1% in retail advertising."

He said that total newspaper advertising billing in 1968 should run 10% ahead of 1967.

mind people to keep the diaries and that also show when the set is off and on, providing a cross-check on the diary entries and producing what he called "verified diaries."

ARB authorities noted that they use all of the best-known measurement techniques in various services—the meter in their New York instant audimeter, diaries generally in other local-TV reports, coincidental interviewing in special-order national overnights.

They said each technique has certain advantages, the meter providing continuous reports, for example, while the diary provides large amounts of information and coincidental interviewing produces fast results. But the big question, they said, is still the economic one of how much users are willing to pay in order to get what they want.

Mr. Dodge's assertion last spring that a methodology study might eventually be developed at ARF was based on what he said at the time was the "current atmosphere" including the Bureau of Advertising's challenge of Nielsen figures, based on a Politz study, and an earlier call by the Simmons organization for an ARF-sponsored methodology project.

Door-to-Door Check ▪ In the Politz study, poll-takers knocked on doors to conduct interviews on TV viewing, got no answers in a number of cases and concluded nobody was home and therefore no viewing was being done. In all, according to the Bureau of Advertising's version of the study, Nielsen's figures on adult prime-time viewing were 70% higher than Politz's.

The Bureau of Advertising also claimed that a personal-viewing diary produced figures 32% higher than a study by Simmons had done.

Broadcasters countered at the time that Politz's not-at-home findings were far above levels established by telephone interviewing because there are many reasons people simply won't answer the door at night—including absorption in TV programs.

The ARF, through its *Verb-Item* publication for its members, meanwhile gave a generally approving report on the Politz study, and subsequently said that tests with a portable device to detect whether a set inside a house is turned on—which Mr. Dodge last week referred to as "the black-box test"—had produced ratings within one percentage point of those reported by Politz (BROADCASTING, Nov. 20, 1967).

At about the time the Politz study was generating controversy, the ARF was also involved in a dispute involving a speech by Julian Goodman, president of NBC.

Who Watches? ▪ Addressing the Association of National Advertisers, Mr. Goodman had attacked the "myth" that the "quality viewer" is a "light viewer," citing Nielsen figures to show that viewers in higher socio-economic brackets watch more TV than low-income viewers do (BROADCASTING, Oct. 31, 1966).

This brought a protest from the Bureau of Advertising, and the ARF, commenting on the controversy in an issue of *Verb-Item* shortly thereafter, cited Simmons figures supporting the Bureau of Advertising position and contradicting that of NBC.

Replying in the same issue of *Verb-Item*, NBC countered with more figures to back its position, said it could find no support for the Bureau of Advertising's contentions in data supplied by the services usually used in the industry and added that it was "not aware that the Simmons studies, which are heavily supported by the magazine industry, are to be designated the standard for the measurement of television viewing."

Along with its challenge of TV ratings, the Bureau of Advertising had called upon the ANA to take the lead in testing TV audience-research techniques through an ARF study to which it pledged $10,000 on the part of newspapers. The ANA declined the suggestion.

Renewing the criticism and recalling the offer to ANA, the bureau's Dr. Leo Bogart told an audience last week: "Like the pregnant lady who was asked why she didn't marry her boy-friend, they have told us they prefer not to get involved" (see story page 21).

Business briefly . . .

Meister Brau Inc., Chicago, this month begins year-long $1-million campaign for its draft beer in eight-state midwest area. Drive includes heavy radio-TV exposure with concentration in Chicago-Milwaukee region. Sports sponsorships predominate. Agency: Clinton E. Frank, Chicago.

North American Philips Co., through LaRoche, McCaffrey & McCall, both New York, plans to invest in 1968 upwards of $2 million—30% more than 1967's budget — to advertise Norelco Cassette tape recorder units. During the first half of the year, advertising allocations will make extensive use of spot TV as well as print.

American jets into TV sports

Airline, aiming at youth and professional travelers, puts $3 million on games

Do professional travelers and professional sports mix? Apparently they do for American Airlines, or at least that's the reading from the company's recent burst of sports-buying on television at a cost estimated at over $3 million. The airline has invested:

- About $600,000 for one-quarter sponsorship of New York Yankees baseball games on WPIX(TV) New York during the 1968 season with options covering the next three years (see below)
- Roughly $500,000 for the 1968 season of National Hockey League *Game of the Week* coverage on CBS-TV including the Stanley Cup playoffs.
- Close to $150,000 for NBC-TV's Astro Jet Golf tournament on March 17 (4:30-5:30 p.m.).
- Nearly $2 million for National Football League games, which have ended this month, and The Cotton Bowl game.

American Airlines officials indicated last week there may be more sports TV activity, adding that the company now has various spot TV package buys "in and around" different sports or other programs. The 50 markets include the 35 to 45 U. S. cities that American services.

Flight Programs ▪ In still another area, American since last December has begun using in-flight film shorts of NFL football games for all its transcontinental flights. The films, ordered from the NFL, have included regular-season games for one-week showings, the NFL championship game for two weeks, and recently the Super Bowl for two weeks.

Jerry Jordan, American's vice president of advertising, summed up the company's feeling for TV sports by saying the programs represent "an excellent vehicle" for the airline's target customers—the professional businessman and the youth market.

To reach this audience American started out two years ago with sponsorship of NFL football on CBS-TV. In the past year, the company bought three minutes per NFL game every other week, using both of the network's package deals (mostly in plan A at $75,000 a commercial minute, and in plan B at $48,000 per minute). Its football buys have also included CBS's Cotton Bowl for four minutes, and participation in last year's NBC-TV American Football League championship game.

Airline First ▪ Last week the airline announced its Yankee contract starting in 1968 and representing, American claims, "the first time that a major air-

It's profitable to move out of a cellar

The New York Yankees, who last summer climbed out of the cellar and into ninth place in baseball's American League, this season will advance radio-TV rights another $500,000 to an estimated $3.8 million.

Last year when Pabst Brewing Co. entered a two-year TV contract with the Yankees, the radio-TV rights were estimated at $3.3 million, or $200,000 less than the 1966 season. This reduction reportedly allowed Pabst a cutback in sponsor's price (BROADCASTING, Jan. 23, 1967).

At a news gathering last week in New York, the Yankees appeared in a stronger bargaining position with the announcement of American Airlines' one-quarter sponsorship of a 115-game schedule on WPIX(TV) New York—"The first time" for a major airlines to sponsor local TV coverage of major league baseball (see above). Other TV sponsors are Pabst Brewing Co., Milwaukee, and General Cigar Co., New York, each signed for approximately one-quarter. A Yankee official estimated that local TV accounts for about $2.5 million of income.

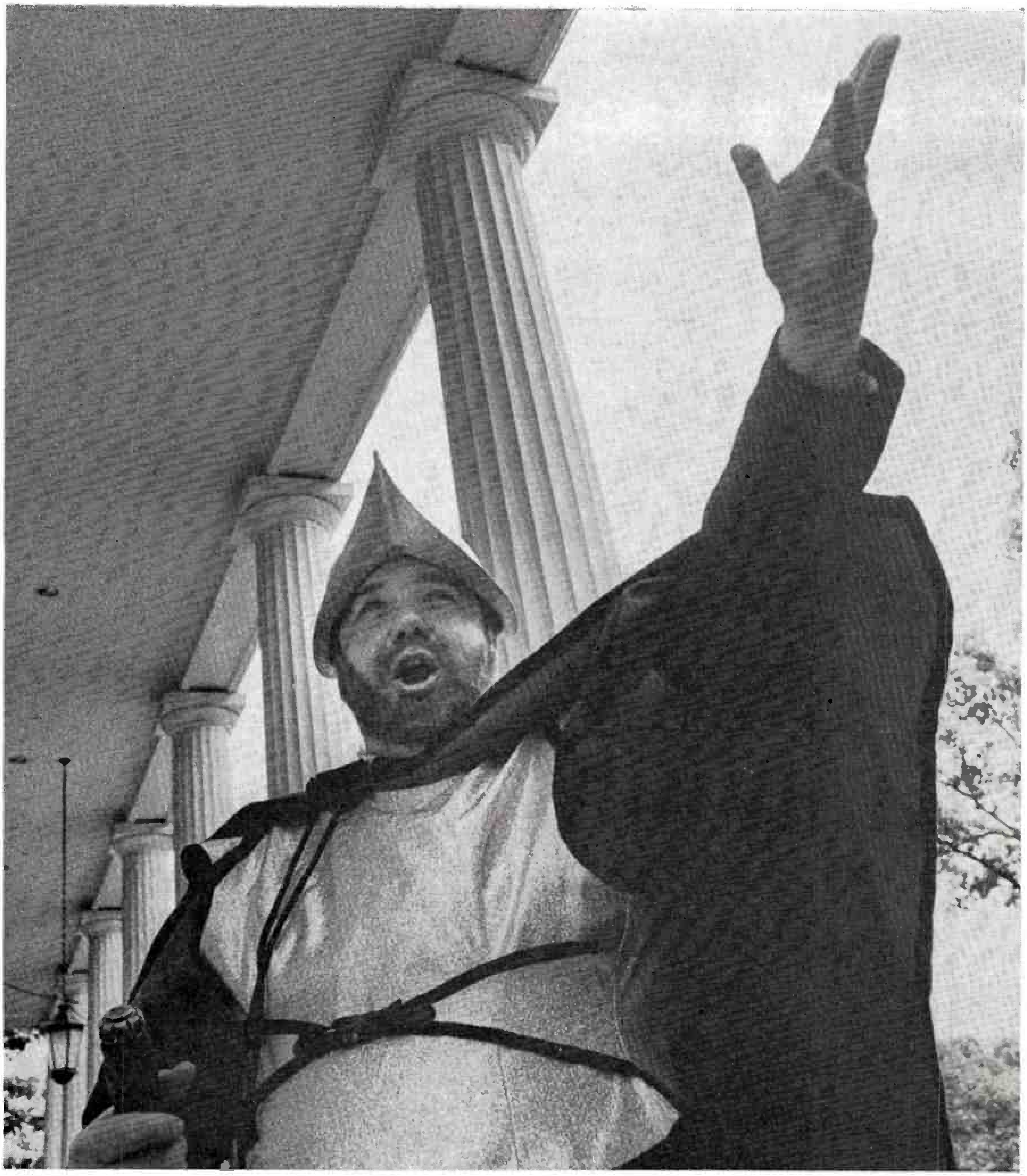
The remaining broadcast monies come from a schedule of 190 games carried on radio by WHN New York, of which one-quarter sponsorship has already been sold to G. Krueger Brewing, Cranston, R. I.; a 40-station radio network outside New York (General Cigar ¼, Atlantic Richfield 5/12) and a five station TV network (Atlantic Richfield ⅜).

Changes Planned ▪ The Yankees also announced that sportscaster Joe Garagiola is resigning and will be replaced by Frank Messer under a new two-year contract. Mr. Messer formerly broadcast for the Baltimore baseball Orioles and with the Baltimore Colts of the National Football League.

Tom Miller, Yankee vice president for sales and broadcast affairs, said the Yankees will begin leasing two color tape machines at Yankee Stadium (used by CBS-TV for its pro football and soccer coverage) plus the use of $10,000 worth of supporting equipment for instant color replay effects.

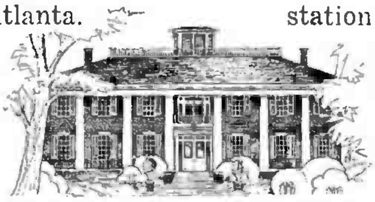
The club, he said, will introduce a superimposed scoreboard onto the TV screen for scores, team standings, batters' counts and averages, etc. Another innovation will be directional mikes placed on the playing field to pick up game sounds.

The Yankees, Mr. Miller added, are half owners with CBS-TV of five General Electric color cameras, which are in use six months by the ball club, and throughout the year by CBS for football and soccer. CBS Inc. is 100% owner of the Yankees.



Atlanta Believes in Metropolitan Opera. And WSB-TV.

Opera is very much part of life in Atlanta. Opera Week has been a tradition in the city since 1910. One of the many which go to make Atlanta the cosmopolitan community that it is. In Atlanta WSB-TV is also a tradition. The station is always involved in the community, and the community believes in the station. Like the Metropolitan Opera, WSB-TV wins bravos in Atlanta. Want to hit a high note in this market?



WHITE COLUMNS ON PEACHTREE

WSB-TV/ Ch. 2 / Atlanta / N B C / Petry

COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WIIC-TV, Pittsburgh line has purchased time on a local play-by-play telecast anywhere in the major leagues on full-season basis." According to F. J. Mullins, American's senior vice president of marketing, similar baseball contracts in other major cities may develop, depending on the success of this buy.

It was learned last week that American after two weeks of "testing" commercials on CBS-TV's NHL hockey *Game of the Week* schedule this month has entered a contract for three minutes per game every other week through March 31, and for participations in the Stanley Cup playoffs in April for five consecutive weeks.

In another sponsorship deal, American has arranged to have its fully sponsored Astro Jet Golf tournament, scheduled Feb. 14-18 in San Diego, Calif., telecast as a one-hour sports special on NBC-TV March 17. The airline may sell off one or two of the seven commercial minutes, or sponsor the entire show. Last year the Astro Jet was syndicated to TV stations by Triangle, with American committed to some participations.

American Airlines' agency is Doyle Dane Bernbach Inc., New York.

Hartford agency to open video-taping facility

Electronic Media Programs Inc., Hartford, Conn., a closed-circuit video-taping facility, is to begin operating later this month for sales and training purposes.

Formed as a subsidiary of the Charles Brunelle Co., Hartford public relations and advertising agency, the new studios will be located at 41 Lewis Street.

Charles Brunelle, agency president, reported that the facility will be divided into a grid-lighted main studio, a more intimate small studio for individual taping sessions, with control rooms facing into each studio, and a rear-screen projection room.

According to Mr. Brunelle, some of the uses for the center include "inexpensively working out every detail of TV commercials before taping them on broadcast-compatible equipment"; offering an electronic clipping service; recording manufacturing processes, and pretesting commercials or speeches with simultaneous playback of viewer reaction.

Kodak buys spot TV for Kodel fabrics

Eastman Kodak Co., Rochester, N. Y., has started a 35-market TV campaign for its Kodel fabrics, sponsoring 13 half-hour specials, *The Professionals.* Needham, Harper & Steers, New York, is the agency.

List of the markets and stations was released last week by Warner Brothers-Seven Arts, producer of the sports specials. The campaign, W7 said, centers on weekend afternoon telecasts of the series and is tied in with local store merchandising of Kodel fibre carpets and sportswear featuring the 23 professional sports figures who star in the programs. The series begins on varying weekend dates over a two-month period, starting Jan. 20-21. First telecasts were set for WEWS(TV) Cleveland and KSTP-TV Minneapolis-St. Paul.

A week later, the series starts on WBBM-TV Chicago, WTVN-TV Columbus, Ohio, KNXT(TV) Los Angeles and WCAU-TV Philadelphia. "Preview" for the series, W7 said, was Jan. 13 on three stations—WABC-TV New York, WWJ-TV Detroit and WAVE-TV Louisville. Twenty other major markets take the series starting next month, three additional markets in March and three markets at a date to be announced.

TV to share Flying A's $1-million campaign

The Getty Oil Co., New York, this week will embark upon a $1-million "something extra" campaign for its Flying A gasoline with sponsorship of various network-TV sports-package shows on five stations in three target cities: New York, Philadelphia and Boston.

Getty's emphasis on sports springs from its agency's (Smith/Greenland Co., New York) belief that "men do 75% of gasoline purchasing or brand specification," and sports TV programs "are the best place to find them." The agency has prepared three TV commercials that promise "something extra" for "the way people really drive." The campaign also includes signs, booklets, buttons and a record for disk-jockey use. The TV commercials will be on WABC-TV New York, WFIL-TV Philadelphia and in Boston on WBZ-TV, WHDH-TV and WNAC-TV.

Agency appointments . . .

▪ Barker Bros., Los Angeles, (home furnishing stores), division of City Products Corp., has appointed Anderson - McConnell Advertising Agency Inc., Hollywood, to handle its advertising account. A budget of more than $250,000 has been allocated, concentrated primarily in radio and television. Barker Bros. has 23 locations in Southern California.

▪ Hansen Glove Corp., Milwaukee, has appointed the Zlowe Co., New York, for its line of women's cloth and knit gloves. Media plans and billing have not been settled.

▪ Hickok Manufacturing Inc., manufacturers of men's accessories, has named Altman, Stoller, Chalk Advertising Inc., New York, as its new agency. Former agency was Powell, Schoenbrod & Hall, Chicago.

▪ Lydia E. Pinkham Medicine Co., Lynn, Mass., has named Bo Bernstein & Co. of Providence, R. I. to handle its advertising of new products. West, Weir & Bartel, New York, remains as the firm's agency for its vegetable compound and tablets.

BAR billing report for week ended Jan. 7

BAR network-TV dollar revenue estimate—week ended Jan. 7, 1968
(net time and talent charges in thousands of dollars)

Day parts	ABC	CBS	NBC	Total minutes	Total dollars
Monday-Friday Sign-on-10 a.m.	—	$ 58.0	$ 261.0	51	$ 319.0
Monday-Friday 10 a.m.-6 p.m.	$1,106.6	3,909.6	3,583.5	825	8,599.7
Saturday-Sunday Sign-on-6 p.m.	694.1	1,962.3	407.4	181	3,063.8
Monday-Saturday 6 p.m.-7:30 p.m.	334.9	504.5	1,457.5	79	2,296.9
Sunday 6 p.m.-7:30 p.m.	167.8	100.0	165.1	20	432.9
Monday-Sunday 7:30 p.m.-11 p.m.	4,626.3	6,828.2	5,922.3	396	17,376.8
Monday-Sunday 11 p.m.-Sign-off	166.3	23.6	337.9	51	527.8
Total	$7,096.0	$13,386.0	$12,134.7	1,603	$32,616.7

LBJ goes to bat for consumers

PROPOSES LONG LIST OF LAWS TO PROTECT THEM FROM FRAUD

One facet of President Johnson's Great Society that is not being cut back or held at present levels notwithstanding the burdens of the Vietnam War, inflation and the balance-of-payment problem is consumer protectionism. The President devoted a section of his State of the Union message, delivered to a joint session of the 90th Congress and televised live by all three networks (see page 44), to moves he proposes to protect the American consumer from fraud and deception.

Among them were three that could have implications for advertisers and the advertising media: the appointment of a special counsel in the Department of Justice, reporting directly to the attorney general and working with the President's adviser on consumer affairs; giving "stronger powers" to the Federal Trade Commission to fight fraud and deception, and a proposal to protect television viewers from "hazardous radiation" from television sets and other electronic equipment.

Agency and advertiser sources generally were agreed that the probable effects of Mr. Johnson's references to consumer protection cannot be gauged completely until details of his proposals are made public, presumably in a consumer message to Congress.

They did not seem to be especially concerned on the basis of what he said last Wednesday night, although they noted that his proposed extra authority for the FTC conceivably could involve details that might cause concern. On the other hand there was some feeling that advertising might be better off if the FTC got some authority or jurisdiction now held by other agencies, such as the Food and Drug Administration.

Observers both in Washington and in New York noted, however, that most of the President's suggestions on consumer protection were either already in the legislative processes, or had been discussed in preliminary fashion. The one real surprise, all agreed, was the proposal that a special consumer counsel be appointed in the Department of Justice.

Special Specialist ▪ A spokesman for the Department of Justice said later in the week that the idea of a consumer counsel in the government's legal department was pretty well established, although, he indicated, planning was by no means complete. The consumer counsel, would, he said, coordinate consumer-protection activities in the Department of Justice (both the agency's criminal and civil divisions are involved in litigaton that is, in many instances, for the benefit of the consumer); act as legal adviser to the President's adviser on consumer affairs (at present it's former TV personality Betty Furness); work with municipal and county district attorneys, and with state attorneys general on consumer activities; represent the U. S. in litigation involving consumer deceits (most probably as a friend of the court although in some instances he may initiate lawsuits), and testify before congressional committees on prospective legislation involving consumer matters.

The consumer counsel would have a small staff, the spokesman said, probably not more than two or three lawyers and secretaries. He would, it was stressed, probably be appointed as a special assistant to Attorney General Ramsey Clark, who is understood to be very favorable to the idea.

Betty Furness
Enlarged role

The consumer counsel, the spokesman noted, would not function especially as an industry gadfly, a la Ralph Nader, but this does not mean that he would not at times publicize bad practices that he felt were shortchanging consumers.

In some Washington quarters, it was thought the President's idea was for the consumer counsel to act as an "ombudsman," the individual who in some countries, notably in Scandinavia, is the liaison between citizens and government agencies. This report was downgraded by Justice Department sources, although a hearing on this concept was held only last week by a Senate committe (see page 38).

Some observers in the advertising field believe, however, that a Justice Department consumer specialist may be the very person to transmit into action proposals made by Donald F. Turner, antitrust chief, that more and better information on products be secured and disseminated to consumers.

A Capitol Hill source did not see lurking in the President's message any direct threat to present advertising practices, nor did he see any hidden strength for a "consumer fact bank." He noted, however, that Representative Benjamin S. Rosenthal (D-N. Y.) has proposed the establishment of a "telltag" plan of mandatory labeling of merchandise to provide consumers with relevant information from government standards and buying groups.

Also, he noted, Senator Philip A. Hart (D-Mich.) has called for the establishment of a "National Consumer Foundation" to serve as a clearing house for consumer information.

Power of Injunctions ▪ The President's reference to giving the FTC more power was taken to refer to recommendations already made to Congress by FTC Chairman Paul Rand Dixon that the agency be given the right to apply to the courts for injunctions in all cases involving unfair methods of competition and unfair and deceptive acts and practices.

At the present time, the FTC is limited in the use of injunctive processes to foods, drugs and cosmetics. In other areas, the agency must act on what is acknowledged to be the long and laborious system of issuing cease-and-desist orders, hearings and oral arguments—all of which consume so much time that the challenged practice runs its course.

In commenting on what Congress has done in the consumer field, the President mentioned the Wholesome Meat Act, the Flammable Fabrics Act, the Product Safety Commission and the improvement of clinical laboratories. He called on Congress to pass the Truth in Lending Bill, Fire Safety and Pipeline Safety bills; all already passed by the Senate.

Other protective bills still pending are those dealing with credit insurance, electric power, mutual-fund reform, interstate land sales, welfare-and-pension-fund disclosure and medical-devices safety.

The President said he intended to propose new protection bills on the quality of fish and poultry, and water supplies; and to propose an investigation of automobile insurance.

In talking about protecting television viewers from "hazardous radiation," the President was referring to the radiation scare that erupted last year when General Electric Co. announced it was modifying about 110,000 color TV sets because a faulty shunt-regulator tube was emitting ex-radiation in excess of the accepted norms (see page 55).

Radio, TV catch retailers' eye

270 store representatives listen to advice at Chicago conference

The growing interest of retail department stores in the broadcast media was evident in Chicago Jan. 13-14 at the 16th annual Retail Advertising Conference, an annual gathering that in previous years was devoted chiefly to the print media.

Two separate sessions devoted to radio-TV this year generated considerable comment among the more than 270 store advertising representatives there. Questions about the air media were reported abundant in the small workshop gatherings following the formal talks.

Kevin Sweeney, broadcast consultant, and Roger Kiley, sales manager, WUBE Cincinnati, related retailing trends in the use of radio. Howard Abrahams, vice president for local sales, Television Bureau of Advertising, headed a panel examining retail TV commercials now in use.

Mr. Sweeney contended that the 17-39-year-old group "is anywhere from 35% to 50% of the current volume of most retailers in the most important retail classifications—apparel, home-entertainment appliances, home furnishings, automotive, grocery, drug and discounting." They are strongly radio-oriented, he claimed, not heavy newspaper or TV users, and the "best route is the rock-'n'-roll radio station."

Move To The Action ▪ Whether store officials like rock-'n'-roll music or not, Mr. Sweeney said, if they want to reach this vital market segment they must do it via the station "that programs Donovan, The Doors, The Seeds, The Supremes, The Stones, Beatles, Bee Gees, Harpers Bizarre, Union Gap, Buckinghams, and Dow Jones and the Industrials."

Don't think of it as "teen" music, he added, reminding his audience that one-third of the girls "marry at 17." Also, he noted, they make ideal customers "because they need everything and know nothing."

Mr. Sweeney suggested five rules for effective use of radio by the retailer: (1) Use announcements, minutes preferred. (2) Advertise items. "Throw out of your office any radio salesman who talks institutional." (3) Combine two items per minute announcement, perhaps three. (4) Repeat. Repeat. Repeat. Repeat. (5) Develop a logo in sound running 10-12 seconds and if it's a jingle be sure to "rock it."

Describing his final advice as the most controversial, Mr. Sweeney said he feels advertising agencies and the 15% commission system are retailing's worst enemy in efforts to use radio effectively. He said the tremendous detail and paperwork involved in retail advertising makes it impossible for an agency to profitably work on such an account. The only answer, he feels, is a substantial fee system to make it worthwhile and keep the agency from cutting corners.

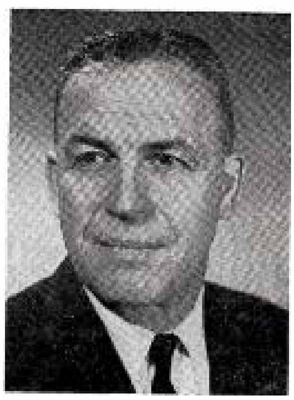
Better Commercials ▪ Mr. Abrahams reviewed commercials recently aired by Tiedtke's of Toledo, Ohio, for carpeting and by Hoveland-Swanson of Lincoln, Neb., showing how they might be still further improved. A redo of the Hoveland-Swanson commercial was filmed in the living-color setting of the home of A. James Ebel, vice president-general manager of KOLN-TV Lincoln, he said.

Mr. Abrahams cited the rising tide of retail use of television this past year, highlighted especially by the enlarged TV budget of Sears, Roebuck & Co. placed through Ogilvy & Mather, New York.

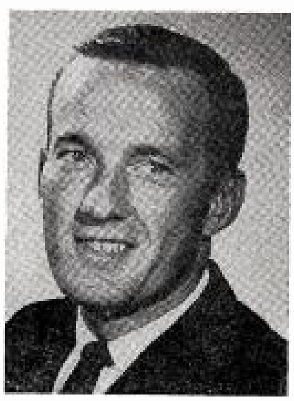
Also appearing on the TV panel with Mr. Abrahams were Ben Doroff, Wanamakers, Philadelphia; Dorothy Klaus, Berner's, Peoria, Ill., and Don Lazar, Community Discount, Chicago. They related increased use of TV by their firms.

John W. Mills, vice president and sales promotion director, Rich's, Atlanta, was elected to the retail advertising hall of fame at the close of the RAC meeting. Rich's currently is spending more than 15% of its annual advertising budget in radio-TV.

Mr. Sweeney



Mr. Abrahams



Mr. Kiley

Noncommercial Hope

Chrysler Corp. deleted all commercial time on the Bob Hope special on NBC-TV last week (Jan. 18, 8:30-10 p.m. EST) and the network, though it cut away for a few-second station break at 9 p.m., in effect did not permit sufficient time for stations to insert commercials during the show. As a result, with the exception of the identification of Chrysler both at the outset and at the close of the show, there were no commercials. The special consisted of films of Bob Hope's Christmas visit to U. S. servicemen in Southeast Asia. The cost to Chrysler, which sponsored the show through Young & Rublicam, reportedly came to $1 million in production and time.

Face to face in Washington

A plethora of government officials and advertising executives will be in center stage when the American Advertising Federation holds its 10th annual conference on government relations in Washington, Feb. 5-7.

The two-and-a-half day conference will also serve to introduce the AAF's new president, Howard Bell, to the membership and to formally dedicate the association's expanded Washington

WFLI, Chattanooga;* WBAM, Montgomery, WVOK, Birmingham now all have something in common besides being 50,000 watt stations.

The Edward Petry Company.
We are proud to announce that we represent these three stations nationally.

*LOCATED ON LOOKOUT MOUNTAIN.

offices.

Among the high-ranking government officials on hand will be: Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee; FCC Chairman Rosel H. Hyde, Federal Trade Commission Chairman Paul Rand Dixon; Representative Clarence G. Brown Jr. (R-Ohio), member of the House Commerce Committee; Charles Schultze, director of the Bureau of the Budget; W. Averell Harriman, U.S. ambassador-at-large; Betty Furness, special assistant to the President on consumer affairs; Winton B. Rankin, deputy commissioner, Food and Drug Administration.

Advertising spokesmen will include: Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, and chairman of the American Association of Advertising Agencies; Vincent T. Wasilewski, president, National Association of Broadcasters; Arthur C. Fatt, chairman, Grey Advertising; Fred Baker, president, Frederick E. Baker Co.; C. Joseph Stetler, president, Pharmaceutical Manufacturers Association; A. James McCollum, advertising and publicity manager, Pacific Gas & Electric Co. and George W. Koch, president, Grocery Manufacturers of America.

Presentation of the annual AAF award for improving advertising-government relations will be presented to Representative Bob Wilson (R-Calif.)

Former D'Arcy men open Atlanta agency

Scofield, Braselton & Williams Inc., Atlanta-based advertising agency, has been formed by three experienced Georgia advertising men. All supervised and did the creative work for Morrison's Cafeterias with D'Arcy Advertising. Morrison's has transferred its account to the new agency.

Clay Scofield, president, was also a vice president of Liller, Neal, Battle & Lindsey in Atlanta, and has worked on such accounts as Colonial Stores, Trust Company of Georgia and Life of Georgia.

A. B. Braselton, executive vice president, was account executive on Magic Chef ranges and Wachovia Bank & Trust Co. at D'Arcy.

Richard B. Williams, vice president and creative director, was with Atlanta Newspapers Inc. before entering advertising. He did creative work for Coca-Cola, Delta Air Lines, Royal-Crown Cola, Diet-Rite Cola, Nehi beverages and Magic Chef ranges while with D'Arcy.

SB&W is located at 33 Ponce de Leon Avenue, N.E., suite 303.

Walton picked as midwest rep

Robert J. Walton has been named to serve as the midwest representative in Chicago of Weed Radio and Television, station representatives. it was an-

NAB meets in the sun

Holding its spectrum space, setting TV time standards major tasks facing board

Spectrum attacks, television time standards and CATV will be high on the agenda this week as the National Association of Broadcasters board meets in Sarasota, Fla. (Jan. 22-26).

Much of the discussion in the television board meeting (Jan. 25) and the two joint board meetings (Jan. 23 and 26) is expected to center around the demands of land-mobile users for more spectrum space and the current study of the spectrum by President Johnson's telecommunications task force.

Concern over the future of on-air broadcasting was expressed two weeks ago when six trade associations, including NAB, met in Washington to lay groundwork for a unified industry drive to show the need to keep broadcasting in the spectrum and not relegating it to a wire-only service (BROADCASTING, Jan. 18). The NAB staff, which advocates a strong research program that must be concluded within six months if it is to be presented to the task force before that group's report is made, will offer its suggestions to the board and request funds for the project.

Also to be considered is a recommendation for a study showing the need for keeping spectrum control in the hands of an independent regulatory agency. This study is precipitated by concern that a governmental study now underway may recommend that spectrum control be placed in the executive branch of government.

Final Verdict ▪ The revised TV time standards that will be up for adoption, modification or rejection by the television board are the final step in the drawn-out attempt to streamline the time standards for advertising.

At its Dec. 12-13, 1967, meeting, the TV code board came up with a recommendation for a maximum of four consecutive commercial announcements within a program interruption and a maximum of three consecutive commercial announcements in any station break (BROADCASTING, Dec. 18, 1967). The four-three plan was hammered out in the face of CBS-TV's implied threat to leave the code if the rules were too tight.

On the other hand several station groups, notably Westinghouse, Corinthian, Storer and Taft, had opted for a more restrictive consecutive-announcement policy. If the board adopts the code board's recommendation, the new interruption-announcement standards will go into effect in September and, in operation, should look much like the present standards.

If the TV board pushes for a more stringent approach on the number of consecutive commercials, the whole restructured code, including the interruption standard that was adopted at a special TV board meeting last October, could be dumped, with the present standards remaining in force.

The board's position will also determine whether Howard H. Bell, code authority director, leaves NAB on a high note or takes over his new post as president of the American Advertising Federation (BROADCASTING, Jan. 18) after a long, but losing battle. Mr. Bell has been attempting for almost two years to see the time standards restructured.

CATV Interest ▪ CATV and the NAB's position toward it will also have a spot at the meetings. President Vincent Wasilewski will name a committee to meet with the National Cable Television Association and discuss the problem areas singled out in the four meetings of the Hatch-Stern ad hoc CATV copyright committee. Naming of NAB representatives, seemingly to pick up talks with NCTA where the two groups left off three years ago, was endorsed last month by NAB's executive committee.

Also expected to come up will be the third attempt by Roger W. Clipp, Triangle Stations, Philadelphia to create a division within NAB to serve broadcasters with CATV interests (CLOSED CIRCUIT, Jan. 18). Mr. Clipp's first attempt came at his first board meeting in June 1966. He missed the winter 1967 board meeting and tried again at the June 1967 session. He will present data showing that almost 800 broadnounced last week. Mr. Walton heads his own company, Walton Broadcasting Sales, Chicago, and will continue that activity as a separate function from his association of interest with Weed, it was indicated.

VPI bolsters staff in plans for opening

In anticipation of the opening of the new VPI Color Center in New York next month, George Tompkins, VPI president. announced last week a series of top management promotions and additions to the staff and the creation of a new communications-development arm.

Executive Vice President Shelly Satin, who has been in charge of all commercial operations with headquarters in New York, will direct the new group and will concentrate on video communications and electronic-media devices. A spokesman declined to elaborate on the areas in which the company will become active, citing competitive considerations.

Peck Prior, executive vice president and formerly head of West Coast operations, will move to New York and supervise all commercial operations. James Jacobs, who has been in charge of West Coast production, will continue in that assignment and has been elected a vice president of the company. Bob Milford, who has been director of radio-TV production for Doyle Dane Bernbach, Los Angeles, has joined VPI as executive producer on the West Coast, and Chuck Manno, formerly vice president in charge of production for Film Fair, New York, has been named general manager of New York operations for VPI.

Rep appointments . . .

- KBLU-TV Yuma, Ariz.: Avery-Knodel Inc., New York.
- KTTS-TV Springfield, Mo.: H-R Television, New York.
- KOOL Phoenix: Blair Radio, New York.

Tape price cut draws business to Reeves

Approximately 25 new clients that have not used video tape for spot television have become active since late November 1967 when Reeves Sound Studios, New York, reduced prices for quantity orders on tape duplications.

A Reeves spokesman last week claimed the new price schedule makes quantity duplication prices "compatible to film." He said the lowest price on the new schedule is 30% under the previous low. On top of the reduction in duplicate prices of 22% to 48% implemented last Sept. 15, prices for duplicate tapes of one minute or less have been lowered by as much as 81%, he said.

casters, about 60% of them NAB members, have more than 1,200 CATV systems and franchises.

Mr. Clipp's move comes two weeks after the FCC directed its staff to deny Triangle's application for test CATV's effect in the Philadelphia market and to deny a similar application by the three South Bend, Ind., TV stations for a test system in Goshen, Ind.

Fewer meetings ▪ The NAB board is also expected to vote on a plan to decrease the number of fall regional conferences from its present eight to six, or possibly even fewer. In addition the board will hear a staff report on the possibility of merging the fall conferences with the annual spring radio program clinics. One reason for the amalgamation and the fewer fall meetings would be to lessen staff executives' absences from Washington headquarters.

This week's meetings will also find President Wasilewski nominating two new members for the TV code board and radio code board, respectively. Not on the board agenda, but still a major item of business at an early Tuesday session will be naming of NAB's 1968 Distinguished Service Award winner.

Rash speech scheduled

Bryson Rash, veteran newsman for NBC and the network's-owned WRC Washington, will be the luncheon speaker at the National Association of Broadcasters annual state presidents' conference in Washington, Feb. 27.

Media charged with hiring bias

Negro and Puerto Rican employment discrimination alleged in N.Y. hearing

The communications industry, including radio and television, was charged last week by a federal commission studying discrimination against Negro and Puerto Rican white-collar workers with substantial under-employment of members of these ethnic groups in the New York area.

This charge was contained in a report on hiring practices in the communications field in New York during the third day of hearings at the federal court there by the Equal Employment Opportunity Commission. The report claimed low levels of minority white-collar employes in advertising, book, periodical and newspaper publishing, and radio and television broadcasting.

Charles B. Markham, director of research and reports for the commission, said that although employers in the communications field do not provide a major portion of white-collar jobs in New York City, they have "a place of awesome influence in the nation, and it is they who can most readily establish the intellectual climate for significant social changes.

"It is not clear that the communications industry has accepted this responsibility," he stated.

Poor Social Mirror ▪ The report indicated that because of "a near total absence" of minority groups from any but "stereotyped roles" in television programs and commercials and in periodical and newspaper advertising, the industry was giving Negroes and Puerto Ricans "a distorted view of themselves" and was providing Americans as a whole with "a false image of the society in which they live."

According to the report, the radio-TV industry in New York was the leader in the communications field in employment of Negro office and clerical personnel, with 7.6% of such workers (though behind banking and insurance). In terms of Negro officials and managers, broadcasting, with 0.9%, trailed only book publishing (1.0%) in communications and insurance generally (1.9%). With respect to Negro professionals, radio-TV was in second place over-all with 1.9% employment rate, behind book publishing (2.4%).

In employment of Puerto Rican office and professional workers, the TV-radio industry has lagged, the report said. On the clerical level, TV-radio ranked ninth and last with 1.2%; seventh with respect to officials and managers (0.4%), and fifth in the professional classification (0.7%). The report indicated that one TV-radio network (unidentified), as of 1966, did not have a single Puerto Rican employed on the clerical, managerial or

The top-50 plan: a shoe that just won't drop

The fate of the FCC's so-called top-50 market proposal remains undecided following a commission discussion of the controversial item last week. The commission reportedly neither gave instructions to the staff for drafting an order disposing of the issue nor gave evidence of arriving at a consensus. The commissioners will have another go at the subject at their meeting Wednesday (Jan. 24).

The proposal—to limit new ownership of top-50 market television stations to three (no more than two of them VHF's)—was issued for industry comment by a vote of 4-to-3 in June 1965 (BROADCASTING, June 28, 1965) as a means of holding open major markets for the development of more, if smaller, broadcast entities.

Since then commission support for the concept appears to have waned. A policy designed to implement the proposal pending conclusion of the rulemaking was waived each of the six times waiver was requested.

The question as to how the matter will be disposed of remains in doubt, however. Last summer, the staff submitted an analysis of the comments filed in the proceeding without making any recommendations—other than to suggest that, if the commission is disposed toward adopting the proposed rule, it should hold an oral argument on it (CLOSED CIRCUIT, June 19, 1967).

One suggestion was before the commissioners last week—to require particularly strong showings in support of applications that would result in an entity acquiring more top-50 stations than would be allowed by the pending proposal. This had been talked of within the commission as a possible approach to the problem (BROADCASTING, Sept. 25, 1967).

The Lineup Now ▪ Indications last week were that the proposed rule has the support of three commissioners—Robert T. Bartley and Kenneth A. Cox, who had voted for the rulemaking and interim policy, and Nicholas Johnson. Commissioner Johnson, who was not a member of the commission when the proposed notice was issued, thus would be filling the gap left by the resignation of former Chairman E. William Henry.

Commissioner Lee Loevinger, then, appears to hold the swing vote. He was in the majority on the rulemaking and interim policy, but he voted for every waiver of the top-50 policy that was requested and, in separate statements accompanying commission orders granting the waivers, has made clear he does not support the proposed rule, at least as presently drafted. The commissioners who voted against the rulemaking and adoption of the interim policy and who are expected to vote to abandon both are Chairman Rosel H. Hyde, Robert E. Lee and James J. Wadsworth.

The commission is believed to be anxious to resolve the issue as soon as possible since the frequently waived policy has become something of an embarrassment to the agency. Members of the House Commerce Committee, in criticizing the commission last month for approving the transfer of five top-50 television construction permits from D. H. Overmyer to AVC Corp., frequently referred to the action as bypassing "established" commission policy.

professional level.

Statistics included in the report show that advertising agencies in New York employed Negroes and Puerto Ricans in white-collar jobs at a level below that of the broadcasting industry.

Commission officials questioned various executives from TV-radio networks, advertising agencies, newspapers, magazines and book-publishing companies with respect to their policies on the hiring of Negroes and Puerto Ricans.

Lack of Training ▪ Richard L. Scherzer, director of personnel planning and development, Grey Advertising, said the agency has made progress hiring large numbers of minority-group members for clerical jobs but has made less progress in recruiting for professional and semiprofessional positions. He gave three reasons for slower progress in the upper levels of agency work: apparent lack of trained minority-group talent desirous of making a change; inability to find sufficient minority-group beginners all year long to fill vacancies, and the problem of entry salaries for those Negroes or Puerto Ricans who have established themselves in other areas and subsequently desire to switch to advertising.

John F. Devine, vice president, administration, J. Walter Thompson Co., told the commission that five years ago JWT began a special effort to attract minority-group job candidates. This project, he said, included participation in Richard Clarke Associates' job opportunity center; recruiting at predominant Negro colleges since 1964; advertising in a directory that is sent to more than 75,000 Negro graduates and undergraduates; payment of employment fees to minority-group employment agencies; writing to more than 100 employment agencies and 50 college placement bureaus indicating special interest in minority-group candidates; working closely with the National Urban League and assisting in establishing an organization called GAP, Group for Advertising Progress, which attempts to find advertising jobs for Negroes.

Mr. Devine said that JWT's New York office has 1,620 people, of whom about 80 are Negroes and almost 50 are Spanish-surnamed Americans. Approximately 30 of the combined group are in the professional area. He indicated the progress that has been made by saying that since July 1, 1963, Negro employment at Thompson in New York has jumped from 0.6% to slightly under 5%, and the Spanish-American proportion has risen to about 3%.

ABC's Efforts ▪ Marie McWilliams, director of personnel for ABC, detailed the steps the company has taken to widen employment opportunities and job advancement for nonwhite individuals. She said the company has a policy of nondiscrimination, lists itself as an "equal opportunity employer" in advertisements and with employment agencies, including those that specialize in the minority market; participates in the National Urban League's broadcast-skills bank and works with various community organizations active in the nonwhite field.

Miss McWilliams said progress has been made in this area at ABC. From March 1966 to March 1967, she said, employment of Negroes and Puerto Ricans has risen by 13.5%. Minority group members now have jobs running the gamut from news commentator to carpenter, from disk jockey to scenic designer and video-recording engineer.

Attempts are made to upgrade these minority-group employes and she mentioned several examples, including that of Melba Tolliver, a secretary, who served as an on-the-air news reporter during two recent strikes at ABC. Miss Tolliver is now studying television reporting at New York University, with her tuition paid by ABC, and also is being given extensive on-the-air training in news reporting, announcing and editing.

William C. Fitts Jr., vice president-employe relations, CBS Inc., outlined the steps the company has undertaken to expand job opportunities for non-white individuals. These include liaison with Negro leaders and organizations; advertisements in Negro newspapers; placement of opportunities with employment agencies on a nondiscriminatory basis; job-training development, and internal promotion to increase the number of Negroes in higher-level jobs.

"We now have Negroes employed in executive positions, such as attorney, financial analyst, programer, supervisor, department director, department manager, administrator, program producer, professional engineer, plant foreman, plant manager, TV salesman and program executive," Mr. Fitts reported.

He acknowledged that CBS had not made enough efforts to find Spanish-speaking employes.

Several of the broadcasting and advertising executives noted that they were making special efforts to recruit members of minority groups who either were qualified or had potential for development. But they indicated that progress was slow because the communications field is relatively small; positions above the clerical level often require specialized training that many minority-group members lack, and qualified candidates from these ethnic groups often seek employment in other professions and businesses in which opportunities may be far-ranging and promise more rapid advancement.

NAEB Activity ▪ In a separate but related development in Washington, the executive committee of the National Association of Educational Broadcasters last week established two ad hoc committees to investigate employment and programing practices in educational broadcasting.

NAEB President William G. Harley said the association's new employment practices committee will concern itself with a study of the positions minority groups hold in educational broadcasting today, and that the committee will also study the initiation and development of training programs to open job opportunities to people in these groups in the immediate future.

A second committee was set up by NAEB to study what educational broadcasting can do to expand programing that has appeal and meaningfulness to persons living in urban ghettos.

Both committees will present their recommendations and conclusions to NAEB's membership at the association's annual convention in November. Mr. Harley said members of the newly created committees will be announced shortly.

Attending the two-day session of NAEB's executive committee last week were Mr. Harley and James Robertson (chairman), University of Wisconsin, Madison; Dr. George Bair of the South Carolina ETV Commission, Columbia; Lee Dreyfus, Stevens Point State College, Stevens Point, Wis.; Hugh Greene, director, Indiana Higher Education Telecommunications System; John Witherspoon, noncommercial KEBS-FM-TV San Diego; Jack McBride, noncommercial KUON-TV Lincoln, Neb., and attorney E. William Henry, former FCC chairman.

Peden seeks Senate seat

Katherine Peden, president and owner of WNVL Nicholasville, Ky., has announced plans to seek the Democratic nomination for the U. S. Senate. If nominated, Miss Peden would run for the seat now held by Senator Thruston B. Morton (R-Ky.). Senator Morton, a Commerce Committee member, will probably seek re-election. Miss Peden has served in the state government as commerce commissioner under

Census Bureau updates its TV-audience profile

The Census Bureau has published figures for June 1967 showing that 94.1% of all U. S. households had one or more television sets. Most households had only one set (69.1%), while 24.9% had two sets or more.

The latest data released by the Census Bureau was obtained at the request and expense of the FCC and the Advertising Research Foundation. The report ("Households with Television Sets in the United States: June 1967") includes the percentages for TV sets, UHF-equipped sets and color sets, tabulated by the age of the head of household; whether the head of household is white or nonwhite; age of the youngest household member; educational level and occupation of the head of household, and family income.

The report said the metropolitan areas with the highest percentages of color sets were Los Angeles-Long Beach (28.5% to 30.3%) and San Diego (28.1% to 33.7%). The highest precentage of UHF-equipped households were found in Milwaukee (73.4% to 78.0%) and Washington (53.9% to 57.5%). The Census Bureau also reported that about 1% of all TV households received UHF

HOUSEHOLDS WITH TELEVISION SETS, AND TYPE OF SET, FOR SELECTED STANDARD METROPOLITAN STATISTICAL AREAS: JUNE 1967*

Standard metropolitan statistical raea	Percent with television[1]	Percent with UHF[2]	Percent with color[2]
Atlanta	93.3-95.5	27.5-32.7	13.2-17.4
Baltimore	93.0-95.0	22.8-26.8	9.5-12.5
Boston	93.9-95.5	49.0-52.8	13.5-16.3
Buffalo, N. Y.	94.7-96.7	36.8-42.0	19.9-24.3
Chicago	95.5-96.3	51.6-53.8	20.5-22.5
Cincinnati	95.4-97.6	36.4-42.2	22.5-27.7
Cleveland	93.5-95.5	38.1-42.5	21.8-25.6
Dallas	95.5-97.7	34.4-39.6	23.6-28.4
Detroit	96.7-97.7	49.9-52.9	23.0-25.6
Houston	88.1-91.1	49.9-55.1	22.3-26.7
Kansas City, Mo.	95.8-97.8	21.7-26.7	17.0-21.6
Los Angeles-Long Beach	95.1-95.9	48.3-50.3	28.5-30.3
Milwuakee	97.2-98.8	73.4-78.0	18.2-22.6
Minneapolis-St. Paul	94.2-96.2	30.7-35.5	15.7-19.5
New York	93.8-94.6	29.1-30.7	12.8-14.0
Newark, N. J.	96.4-97.8	30.6-35.0	17.9-21.5
Paterson-Clifton-Passaic, N. J.	96.8-98.4	30.8-35.8	17.1-21.3
Philadelphia	94.7-95.7	60.0-62.6	17.1-19.3
Pittsburgh	96.0-97.4	36.8-40.6	15.1-18.1
St. Louis	94.7-96.5	35.9-39.9	15.8-19.0
San Diego	88.9-92.3	38.8-44.8	28.1-33.7
San Francisco-Oakland	89.5-91.3	30.0-33.2	19.2-22.0
Seattle	95.4-97.4	33.1-38.3	16.4-20.6
Washington	93.9-95.5	53.9-57.5	17.3-20.3

[1] Percent of all households.
[2] Percent of households with television.

* Percentages are shown as ranges, which take account of sampling variabfity. There is two-out-of-three likelihood that the percentage, if computed from information for all households rather than just a sample, would be within the range shown. The percentage ranges are used to emphasize the zone of uncertainty around the figure on which the range is centered.

HOUSEHOLDS WITH TELEVISION SETS, BY MANNER OF RECEPTION OF UHF BROADCASTS

Manner of reception of UHF broadcasts	June 1967	Aug. 1966	Aug. 1965
Televsion households	100.0	100.0	100.0
With set potentially capable of receiving receiving UHF broadcasts	43.1	35.0	23.7
Independently of CATV or master antenna	42.0	33.8	22.8
By direct tuning to channels in the 14 to 83 range	37.8	30.0	19.4
By use of a converter	3.7	3.3	2.8
Manner of reception unknown	0.5	0.5	0.6
By connection to CATV or master antenna	1.1	1.2	1.0

former Governor Edward Breathitt and is one of 11 members (and the only female member) of the President's Advisory Commission on Civil Disorders. Miss Peden indicated that the report of the commission, expected in March, will provide ammunition for her Senate campaign.

Norris seeks hearing on TV application

It isn't every broadcast applicant who asks the FCC for a hearing on his application. But the Rev. John M. Norris, owner of WGCB-AM-FW Red Lion, Pa., isn't like most applicants. And he has asked for a hearing on his application for channel 49 in Red Lion. Indications last week were that he might get his request—and then some.

Mr. Norris is frequently at odds with the commission, usually because of complaints his stations have not complied with the fairness doctrine. The stations carry the broadcasts of the Rev. Dr. Carl McIntire and a number of other conservatively oriented commentators. It was as a result of a fairness-doctrine complaint generated by a Billy James Hargis broadcast that Mr. Norris brought the suit. now pending before the Supreme Court, to have the doctrine declared unconstitutional. (see page 48).

Mr. Norris asked for an "immediate" commission hearing, in a letter to Chairman Rosel H. Hyde last week, for the avowed purpose of jarring the commission into action on the TV application that he filed on Dec. 1, 1965. Noting that commission sources have assured his counsel that the court suit isn't the reason for the delay, he speculated that the reason might be "a hope that the matter will become academic by reason of demise (as you know I am 84)."

Other Matters ▪ The television application isn't the only one Mr. Norris filed that is hanging fire. Awaiting action also are the renewal applications for the Red Lion AM and FM stations. Licenses for those operations expired Aug. 1, 1966. So is an application for a license to cover the construction permit for Mr. Norris's international shortwave station, WINB Red Lion, which has been operating for five years.

Commission officials say the license-renewal applications had been held up initially because of an alleged failure to comply with the commission's new rules on keeping logs. However, the principal concern now apparently involves the fairness doctrine.

Mr. Norris, in his applications for

programs on non-UHF sets because they were connected to CATV or master-antenna systems.

Last November the Census Bureau released other figures on the percentage of households with color and UHF sets (BROADCASTING, Nov. 13, 1967). The new report is available for 20 cents from the Government Printing Office, Washington, D. C. 20402.

The Census Bureau reported that the percentages were based on interviews with a sample of about 50,000 households.

HOUSEHOLDS BY NUMBER OF SETS, BY AVAILABILITY OF A TELEPHONE, BY TYPE OF SET: 1967, 1966, AND 1965

Number of sets and availability of telephone in household	Percent of households with television sets: With set equipped for UHF, June 1967	Aug. 1966	Aug. 1965	With color set, June 1967	Aug. 1966	Aug. 1965
All households	42.1	33.8	22.8	19.3	13.0	7.4
With 1 set*	35.3	28.3	19.3	12.9	8.7	4.8
With 2 sets or more†	60.9	51.3	35.7	37.1	26.4	17.1
Telephone available**	43.7	35.1	23.9	21.0	14.1	8.1
Telephone not available††	30.0	25.1	15.6	6.6	5.2	2.8

*Figures are percentage of all homes with one TV set.
†Figures are percentages of all homes with two or more TV sets.
**Figures are percentages of all homes with telephone.
††Figures are percentages of all homes without telephone.

HOUSEHOLDS BY AGE AND COLOR OF HOUSEHOLD HEAD: JUNE 1967

Age and color of household head	Percent of all households: With no set	With 1 set	With 2 sets or more	Percent of households with television: With set equipped for UHF	With color set
All households	5.9	69.1	24.9	42.1	19.3
Under 25	10.9	78.3	10.8	52.0	11.1
25 to 34	4.5	71.6	23.9	50.9	20.6
35 to 49	3.9	60.9	35.2	47.0	21.7
50 to 64	5.3	67.9	26.8	38.6	21.0
65 and over	9.9	78.6	11.6	27.4	14.1
White	5.2	69.0	25.8	43.1	20.5
Nonwhite	12.3	70.0	17.7	31.9	8.0

HOUSEHOLDS BY EDUCATION OF HOUSEHOLD HEAD AND AGE OF YOUNGEST HOUSEHOLD MEMBER: JUNE 1967

Education of household head; age of youngest household member	Percent of all households: With no set	With 1 set	With 2 sets or more	Percent of households with televison sets: With set equipped for UHF	With color set
All households	5.9	69.1	24.9	42.1	19.3
Elementary school or less	9.9	76.0	14.1	31.1	13.2
High School—1 to 3 years	5.2	71.5	23.3	40.3	18.1
High school—4 years	3.6	67.2	29.2	46.2	22.3
College—1 to 3 years	4.3	63.4	32.3	49.7	23.4
College—4 years or more	4.9	59.3	35.8	51.8	23.9
Youngest member under 6 years	3.3	69.8	26.9	48.6	18.6
Youngest member 6 to 17 years	2.3	59.1	38.6	46.1	22.0
No household member under 18 years	8.8	73.5	17.7	36.6	18.4

HOUSEHOLDS BY INCOME OF PRIMARY FAMILIES AND INDIVIDUALS, AND OCCUPATION OF HOUSEHOLD HEAD: JUNE 1967

Income of primary families and individuals; occupation of household head	Percent of all households: With no set	With 1 set	With 2 sets or more	Percent of households with television sets: With set equipped for UHF	With color set
All households	5.9	69.1	24.9	42.1	19.3
Less than $5,000	12.2	78.7	9.1	29.0	8.9
$5,000-$9,999	2.5	70.6	26.9	46.1	20.4
$10,000-$14,999	1.2	55.2	43.5	54.1	29.5
$15,000 and over	1.2	39.9	58.8	57.7	40.0
Professional and managerial	3.3	57.3	39.4	51.9	27.7
Clerical and sales	4.2	67.2	28.6	45.0	19.6
Craftsmen, foremen, and operatives	3.5	70.1	26.3	45.6	20.1
Laborers and service workers	8.5	70.5	19.0	36.7	13.1
Farmers and farm laborers	10.3	78.9	10.7	34.6	12.0
Not in labor force	10.6	76.8	12.6	29.0	13.7

the television construction permit and for renewal of his AM and FM licenses, promised to comply with the doctrine. But there have since been a number of complaints that the stations have violated it, specifically its provisions dealing with personal attacks.

Commission officials last week, when informed of Mr. Norris's letter, said that the commission appears disposed to agree that a hearing is in order. However, there is a possibility that the commission would not stop with the television application. One source indicated the commission might decide to consider the AM and FM renewal applications in a hearing also, since the fairness-doctrine issue applies to both cases.

Constitutional Question ▪ It wasn't clear, however, whether the application for a license to cover the construction permit for WINB would be included in a package proceeding, if one were held. Commission officials say action on the application is being held up because of an alleged failure to comply with promises made in the application.

But there has long been doubt within the commission that a rule involved in the case could withstand a court test of its constitutionality. It requires international broadcasters to provide service "which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation."

Dr. McIntire's broadcasts, which are carried on WINB, frequently attack the United Nations, the concept of one-world government, the State Department, and the World Council of Churches. Such broadcasts appear not to be in keeping with the rule. But attempts at enforcement, some officials feel, would raise a serious question as to whether the permittee's freedom of speech is being violated.

Mr. Norris waged a concerted campaign to get action on his pending applications before requesting the hearing on the television application. He has taken his grievance to Capitol Hill, both in letters to individual congressmen and senators, and in a mailing last April to every member of both houses (BROADCASTING, April 24, 1967).

He even threatened to transport a busload or two of his Bible Presbyterian church congregation to Washington last Feb. 14 (Valentine's Day) for prayer meetings in front of each commissioner's door. Mr. Norris cancelled the expedition after receiving a letter from the commission that promised action on the applications "in the near future" (BROADCASTING, Feb. 20, 1967). He feels that letter constitutes a promise on which the commission reneged.

Besides his problems with the Red

Lion applications, Mr. Norris has an interest, through his son, John H., in the commission hearing now underway on the renewal applications for WXUR-AM-FM Media, Pa. John H. Norris, who is general manager and 10% owner (20% with his wife) of the Red Lion AM and FM stations, is president of the Media stations' licensee corporation. An issue in the Media hearing is alleged fairness-doctrine violations.

Caplan to head new CBS Learning Center

The CBS Learning Center has been established as an educational research and development organization to explore new educational technology, systems and services, it was announced last week by A. C. Edwards, president, CBS/Holt Group.

Mr. Edwards also announced that Frank Caplan, formerly vice president and general manager of Creative Playthings Inc., another CBS subsidiary, has been appointed president of the CBS Learning Center. Named to succeed Mr. Caplan as vice president and general manager of Creative Playthings is John J. Cain, who has served most recently as a vice president and assistant to the president of the McCall Corp.

Mr. Edwards said that CBS Learning Center, which will make its headquarters in Princeton, N. J., will work closely with and act as an adviser to the units of the CBS/Holt Group, which was formed last summer as the core of CBS's educational services. The center also will explore potential educational resources within other divisions of CBS to find ways in which radio, television, records, films, tapes, printed materials, toys, and musical instruments can be utilized.

A secondary change

KRTV(TV) Great Falls, Mont., will become a secondary affiliate of CBS-TV effective Feb. 16, replacing KFFB-TV, which becomes an affiliate of ABC-TV. KRTV(TV), whose primary affiliation is with NBC-TV, operates on channel 3.

WARV back on air after fire

WARV Warwick-East Greenwich, R.I., returned to the air Jan. 13 after losing 33½ hours of broadcast time and about $20,000 due to a fire that completely destroyed the station's transmitter building and equipment. Louis J. Rocke, WARV's manager, praised RCA for its "prompt, efficient action in the installation and delivery of the necessary equipment."

Barrett, Coase agree to disagree on CPB

OPPONENTS STICK TO THEIR VIEWS ON FUNDING ETV

A confrontation between two educators over the issue of "Educational TV: Who Should Pay?" proved less a debate than a retrenching of previously held positions—with the result that the more than 50 guests of the debate sponsor, the American Enterprise Institute for Public Policy Research in Washington—spent a pleasant, if less-than-fruitful evening over coffee and cookies.

Participants in the debate were Ronald H. Coase, professor of economics at the graduate school of business and the law school of the University of Chicago and author of several books on British radio and TV, and Dean Edward W. Barrett of the Columbia University graduate school of journalism and chairman of the editorial policy board of the Public Broadcast Laboratory.

Last Thursday night's confrontation between the two marked the close of a three-session seminar on the topic of funding educational television. At the two previous sessions Dr. Coase and Dean Barrett presented their individual position papers (BROADCASTING, Jan. 15, Jan. 8).

Dr. Coase had contended that the Public Broadcasting Act of 1967 was an "ill-conceived piece of legislation . . . [that] is a wholly objectionable poverty program for the well-to-do." Dr. Coase recommended pay television should be established so that consumers willing to pay the cost could obtain the programs they desire.

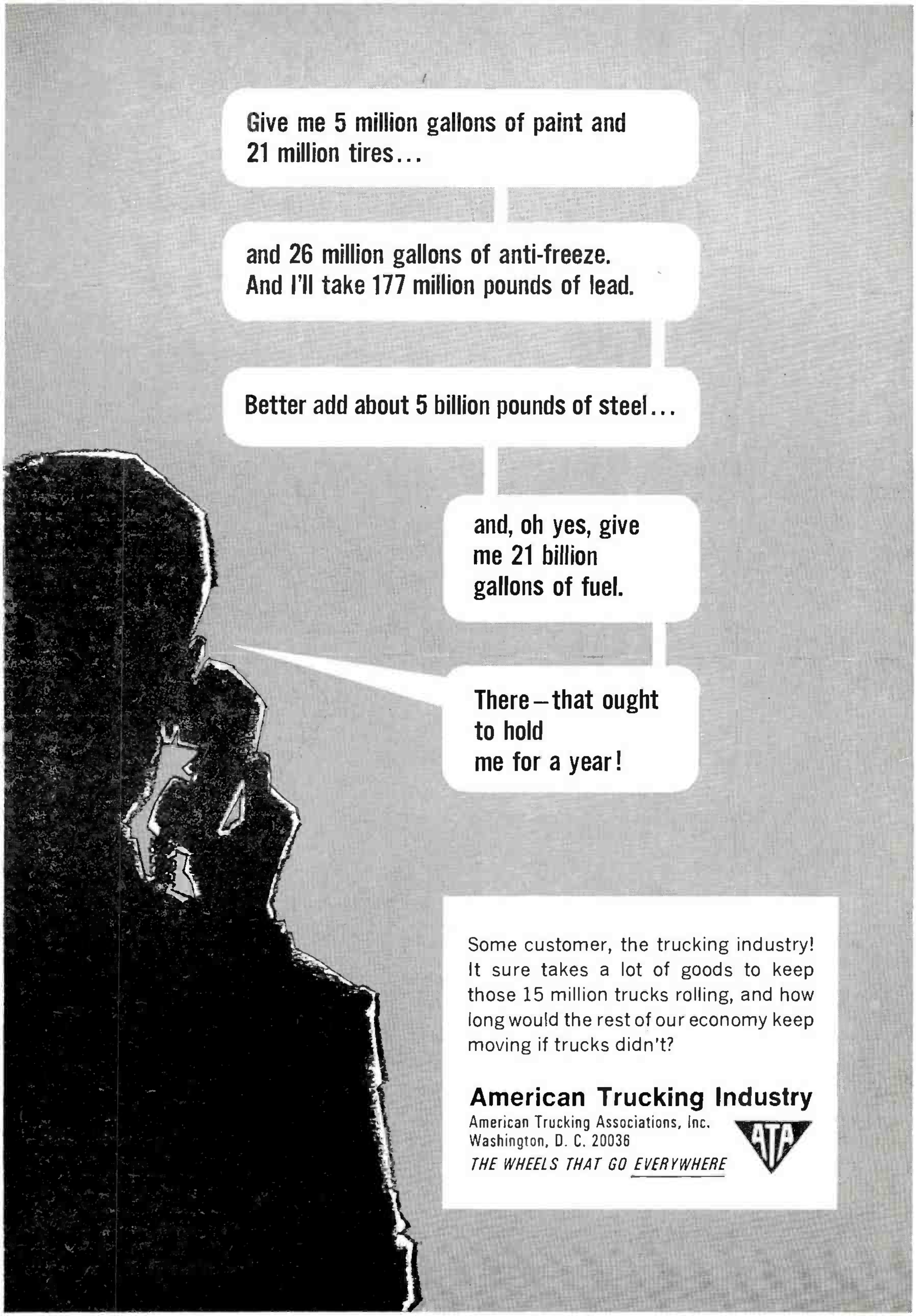
Tax Supported ▪ Dean Barrett termed this criticism of public television "abhorrent," citing that there is a sizeable audience of the "less well-to-do" who are interested in the type of "quality programing" that educational television would offer. Commercial television, he said, is not able to offer it because of the "intense competition for a small amount of broadcast time." Commercial stations must program for the widest-possible appeal, he indicated. He also said a pay-TV system would probably "not supply higher-level programing than that now available." Dean Barrett recommended as a "most palatable" funding proposal a manufacturer's excise tax of from 2% to 5% on television sets. This proposal and others, he hoped, would be adopted so that a source of funds would be earmarked for educational television, and thus the problems and pressures of the annual appropriations process would be avoided.

Those were the major positions staked out and maintained throughout last week's debate. Both educators agreed that commercial broadcasting had evolved, in Dr. Coase's words, where "profits have risen from a level beyond the dreams of avarice to one necessary to maintain that standard of living to which broadcasters have become accustomed." And this, he said, is "the normal search for the position of maximum profits," an economic process that he noted he expected because people are guided "by their own self-interest."

Enlightened Self-Interest ▪ Dr. Coase described his position as a "classic economic solution—to attempt to devise institutions which will lead people who are pursuing their own interests to act in a way which is socially desirable." Dean Barrett had spoken in support of the Corp. for Public Broadcasting, a government subsidy. Dr. Coase claimed that the officials of the CPB ("not unlike you or me") would promote their own interests. "The chance that their actions will be in the public interest is about as great as that the actions of the National Association of Broadcasters will be in the public interest," he said.

Both educators cited the potential political dangers involved in a highly centralized organization. Dean Barrett claimed that a "decent, public-spirited, representative board" would provide the best safeguard against political misuse of educational television. However, Dr. Coase countered with an anecdote. Several years before World War II, he said, Winston Churchill wanted to speak on the British Broadcasting Corp. against the government's policy of appeasing Hitler. "He was never allowed to speak," Dr. Coase said, and "had the BBC been as influential as it would like to have been, Winston Churchill's position would have been completely undermined and he would have never been able to obtain political power or rally the country in 1940." The significance of that experience, he said, is that this "terrible act, which imperilled the country and the free world, was carried out by as decent, public-spirited and representative a board as one could wish. I don't know who recommended that Joan of Arc should be burnt, but it was probably a decent, public-spirited and representative board."

Political Control ▪ Responding to a question from the audience whether the CPB might not function with the apparent independence of the BBC, Dr. Coase said that, in his opinion, the BBC functions as a court jester. Though he said it is difficult to apply lessons


Give me 5 million gallons of paint and 21 million tires...
and 26 million gallons of anti-freeze. And I'll take 177 million pounds of lead.
Better add about 5 billion pounds of steel...
and, oh yes, give me 21 billion gallons of fuel.
There—that ought to hold me for a year!
Some customer, the trucking industry! It sure takes a lot of goods to keep those 15 million trucks rolling, and how long would the rest of our economy keep moving if trucks didn't?
American Trucking Industry
American Trucking Associations, Inc.
Washington, D. C. 20036
THE WHEELS THAT GO EVERYWHERE
ATA

from one country to another, he suggested that CPB may be allowed to function so long as it doesn't really strike home at points considered important by the President or Congress. Another questioner asked how government funds would be distributed to individual educational institutions for use as they desired (another proposal made by Dr. Coase). Dr. Coase replied that there is one thing about Washington—it never lacks existing agencies to distribute money.

And so the discussion progressed. Near the end of the two-hour session one member of the audience asked why the seminar was not held nine months earlier when the Public Broadcasting Act was still up for congressional consideration. "It seems that we're going over old ground," he said. Fifty bottoms shifted on hard chairs in assent.

On the cable TV legal firing line

The FCC hasn't had much luck with CATV in the U. S. Circuit Court of Appeals for the Ninth Circuit. The West Coast court has issued a stay against an FCC order denying the requests of three Montana CATV systems for waivers of the carriage and nonduplication rules.

The CATV systems are Northwest Video, Kalistol, Mont.; Flathead Lake Cable Co., Polson, Mont., and Great Falls Community TV Cable Co., Great Falls, Mont. They had asked for waivers from the commission after TV stations in Missoula and Great Falls, both Montana had asked them for program exclusivity. When the commission denied their petition, they appealed to the ninth circuit appeals court, and asked for a stay of the commission's order.

The stay remains in effect until the case is decided on its merits. It was the same ninth circuit court that had turned down the FCC in the San Diego CATV case, now in the U. S. Supreme Court.

Also on the legal front, Buckeye Cablevision Inc., owner of a CATV system in Toledo, Ohio, has asked for court review of the FCC's action of last month designating for hearing Buckeye's request for expansion of the Toledo system. Buckeye is 55% owned by the Paul Block interests (*Toledo Blade*) and 45% by Cox Broadcasting.

And, filing a petition for review with the U. S. Supreme Court was multiple-CATV-owner International Cable TV Corp., Altadena, Calif., seeking to overturn a California State Supreme Court decision upholding a ruling by the state's public utilities commission that it lacked jurisdiction over pole attachment agreements between telephone companies and CATV operators. International charged that the telephone company was favoring its subsidiary, which also holds a CATV franchise for Altadena.

Are cable rules doing the job?

TV stations, systems reply to FCC inquiry into effect that regulations are having

Returns on an FCC query into how the carriage and nonduplication requirements of its CATV rules are working out in practice show that some CATV systems are ignoring these rules. That is but one conclusion that may be drawn from the more than 190 voluntary responses to an eight-item FCC questionnaire mailed to CATV systems and television stations last September (BROADCASTING, June 7, 1967).

The questionnaire was designed to get answers as to which systems are obligated under the CATV rules to provide carriage and nonduplication protection to local TV stations—and which are actually providing that protection. Presently the commission doesn't get this information until a cable system asks for a waiver of the rules, or a station complains about the lack of compliance.

(Response to the questionnaire represents a fraction of the 1,449 systems recorded by the commission as of Dec.

New wrinkle in FCC policy: patent laws

The FCC last week took a page from patent law to extend, and make more explicit, commision policy holding that broadcast licenses are issued in the general public interest, not primarily that of licensees.

At issue was a complaint that WFLI Lookout Mountain, Tenn., was being used to give the licensee an economic advantage over a company that was promoting a rock-'n'-roll show in competition with two shows staged by WFLI.

But the ruling—that licensees using their facilities in such a manner are acting contrary to the principles that define their duties and obligations—would apply equally to, say, NBC rejected programing on advertising matter for the sake of promoting an outside business interest of its parent, RCA.

Commission sources say the ruling, adopted unanimously, is in line with established commission policy. But they say the application is new, since the kind of case involved had not come up before.

New, also, is a reliance on patent law as the basis for the commission's decision: "A patent cannot be used to gain a monopoly beyond that contained in its terms—and neither can a broadcast license, which is a limited, or quasi, monopoly."

The issue arose in the complaint of Jim Crockett Promotions Inc. that WFLI refused an offer to buy time to promote a rock-'n'-roll show in Chattanooga on July 21. Crockett said that the station's manager refused on the ground that the station was promoting similar shows in Chattanooga on July 1 and Aug. 17 and that it wouldn't be in the station's best interests to sell time to a competitor.

Crockett went on to assert that the licensee was using the station as an "economic weapon against business competition in another field" and thus was engaged in an unfair business practice.

WFLI conceded that it had rejected that offer to buy time—but denied that the rejection had anything to do with the fact it was engaged in a competitive activity. The station said its decision "reflects a judgment that it is not appropriate in an area the size of the Chattanooga area for a station to promote or advertise two such shows at the same time."

The commission, in a letter to WFLI that was made public, didn't attempt to resolve the question of the station's motivation. But it did take the opportunity to discourse on the restrictions that it says go with the limited monopoly that a license represents.

Limited Monopoly ▪ "The license to operate a broadcasting station is a limited, or quasi, monopoly granted by the government in the general public interest rather than for the primary benefit of the licensee," the commision said. It added: "In this respect, broadcasting licenses are similar to patents

1, 1966. At least a dozen respondents returned a copy of the public notice without the questions wondering what the whole inquiry was about. A number of other respondents received the questionnaire, but expressed confusion about whether or not they fall within the purview of the rules. The commission is still receiving replies.)

Some of the questions the commission asked were about the existence of private agreements between CATV's and local stations (very few reported), difficulties in implementation of the rules (many) and proposals for modification of the rules (several).

Despite individual complaints and reports of individual problems between systems and stations (the commission had asked for these also), several conclusions may be drawn from the responses:

- According to complaining television stations, some CATV systems are willfully ignoring the carriage and nonduplication requirements.
- According to some CATV operators, compliance with these requirements have either resulted in a loss of dissatisfied subscribers or threatened to "put us out of business."
- Both CATV's and stations want some improvement in the rules—provided the changes don't affect vested interests.

No Carriage ▪ WNEP-TV Scranton-Wilkes-Barre, Pa., complained that about 20% of all TV homes in its service area are totally or partially lost to the station because of alleged "illegal CATV operation"—that is, no carriage or nonduplication protection to which it is entitled. (Similar experiences were also related by a number of other television stations.) WNEP cited that CATV's serving 13,500 homes don't carry the station though 97% of those cable systems are within its grade-A contour. After more than 100 pleadings filed by its station and others in the market requesting cease-and-desist orders against the CATV's, WNEP noted that little or no effective FCC action has occurred.

Many of the CATV operators blamed noncompliance on headend switching equipment that is often inadequate or not sophisticated enough or too expensive for their operations. The systems further claimed that there is frequently insufficient notice from television stations on schedule changes. And even if they were to comply with the rules, the operators (particularly the so-called mom-and-pop operations) claimed that they would soon go out of business. Varied responses cite a dramatic loss of subscribers, irate local newspaper editorials on the loss of a more distant (and frequently more popular) station, and a city council turndown of a proposed CATV rate increase because of the system's "chopped up" nonduplication schedule.

While some cablemen see themselves caught in a perplexing bind between FCC rules and customer demands, some television stations view the dilemma as a bad job in public relations. A major complaint from stations claiming nonduplication is that the CATV, through slide announcements or ads in local newspapers, often allege that the station is at fault for the apparent inconvenience to subscribers. Further the stations note that once the CATV's comply with the rules, they often must monitor cable operations to make sure they receive the protection. The stations also note that the eight-day notice to CATV's on program changes as required by the rules is unrealistic. Often the stations claim they are not aware that far in advance of such changes.

New Load For TV's ▪ One remedy suggested by American Cablevision Inc., among others, would place the burden of protection on TV stations. American recommended that stations should have the necessary equipment to immediately discontinue protection in the event of an error in their scheduling or failure of their equipment resulting in inadequate signal transmission.

Another prime suggestion proposed the setup by the commission of "realistic" coverage areas for TV stations in the various grades of service. Often, the cablemen note, either station-contour maps don't substantiate program-exclusivity claims or the station wants protection where its signal is practically nonexistent. Other proposals include waiver of protection for events of indeterminate length; provide program exclusivity only on a simultaneous basis instead of same-day protection; no protection for a station that gives inadequate notice of program changes; primary network-program protection for a station affiliated with more than one net; "grandfather" carriage of TV stations on CATV's whenever a new TV station begins operations and is entitled to nonduplication, or give that cable system time, say five years, to add the necessary channel capacity to carry the new station.

Most television stations proposed that the commission require CATV's to send them a certified periodic report with detailed operating information, the number of stations carried and whether or not nonduplication is being afforded to qualifying stations. Other proposals include protection of feature films and syndicated programs (UHF-station suggestions), limit notification to the date and times that a station desires a CATV to afford it protection and a setup of minimum engineering standards for CATV's to insure against degrading those television signals carried.

Respondents to the questionnaire include multiple-CATV-owners Newchannels Corp., Jerrold Corp., National Trans-Video Inc., and among the broadcasters, ABC Inc.

for inventions. It is well established that a patent cannot be used to secure any monopoly beyond that contained in its express terms and that a patent cannot be used to suppress or restrain competition in the sale of an unpatented article."

The commission said that a similar principle applies to broadcasting licenses. "The limited monopoly granted by a broadcasting license cannot be used by the licensee to gain a competitive advantage with respect to any transaction or matter other than the operation of the licensed facility within the specified terms of the license."

If WFLI rejected the advertising matter for the purpose of promoting its own shows, the commission said, "it acted contrary to the principles which define its duties and obligations as a licensee." A broadcaster's decisions concerning either commercial or noncommercial programing, the commission concluded, "must be made without regard" to his private nonbroadcasting interests.

Overmyer sale papers are signed

The Overmyer broadcasting saga spun out another chapter last week when D. H. Overmyer, the Ohio warehousing businessman who aspired to the ownership of seven TV stations and a TV network, signed over control of five construction permits for UHF stations to U. S. Communications Corp., a subsidiary of AVC Corp.

Consideration was $1 million for the permits (as out-of-pocket expenses) plus a loan of $3 million to Mr. Overmyer for his warehouse business. Mr. Overmyer retains ownership of WDHO-TV (ch. 24) Toledo, Ohio, which has been operating for almost two years, and 20% of the five CP's. At one time Mr. Overmyer was an applicant for channel 27 in Dallas, but he withdrew this application last fall.

The loan provisions in the transfer contract caused bitter disagreement within the FCC, which approved the transaction on a slim 4-to-3 vote last December. The approval was no sooner announced than the commission was summoned to justify its action to Representative Harley O. Staggers and the investigative subcommittee of his House Commerce Committee. The congressional meeting heard Chairman Staggers suggest that the sale of permits be prohibited (BROADCASTING, Dec. 18, 1967).

In a separate transaction, also approved by the FCC at the same time, U.S. Communications Corp. acquired WPHL-TV (ch. 17) Philadelphia. Owners of WPHL-TV, including William Banks (of WHAT-AM-FM Philadelphia), Leonard B. Stevens and Aaron J. Katz, received a 30% interest in USCC. Messrs. Stevens and Katz also became vice president for operations and vice president for planning and administration in USCC respectively.

As part of the agreement, USCC holds an option to acquire at a future date the remaining 20% ownership of the five stations. Principal stockholders of AVC Corp. (the former American Viscose Corp., parent of USCC, are Antonie Lilienfeld, 8.69%; estate of Marguerite H. Wallach, 8.67%; Frank H. Reichel Jr., president, treasurer and director, 3.64%, and George H. Hills, chairman, 0.07%.

The permits transferred to the control of USCC at the closing, which took place Jan. 15, in Mr. Overmyer's New York office, are those for KEMO-TV San Francisco, WECO-TV Pittsburgh, WSCO-TV Newport, Ky. (Cincinnati), WBMO-TV Atlanta, and KJDO-TV Rosenberg, Tex. (Houston). Mr. Overmyer owned 100% of all except KEMO-TV where Sherrill C. Corwin, West Coast theater owner, owned 20%. Mr. Overmyer, however, holds an option to purchase this 20% from Mr. Corwin.

In dissenting to the transfers, Commissioner Kenneth A. Cox, with Commisioners Robert T. Bartley and Nicholas Johnson joining, contended that Mr. Overmyer was making a profit from selling the permits, and that the commission's approval "further erodes" the agency's interim policy against concentration in the top-50 markets. The matter of selling permits, as well as the alleged profit being made by Mr. Overmyer, were also under fire by Mr. Staggers and members of his committee when the FCC appeared before the group on Dec. 15, 1967—four days after the FCC announced its approval.

The Overmyer Network came into existence in 1965, but faltered almost as soon as it began. It was revived with financial help in 1966 when a group of western businessmen bought 80% from Mr. Overmyer, but it operated on a shaky basis until last summer when it expired (BROADCASTING, June 6, 1967).

Ombudsman concept hit in Senate hearing

Senators contemplating the establishment of an ombudsman, or people's advocate, to help individual citizens in their disputes with federal agencies were warned last week that such an office "might become a super agency that could be more of an obstruction to the administrative processes than a means of expediting them."

In his first formal appearance on Capitol Hill since being appointed chairman of the Administrative Conference, Jerre S. Williams commented on a limited plan for an ombudsman to oversee the activities of the Social Security Administration, the Veterans Administration, the Internal Revenue Service and the Bureau of Prisons. If successful, the idea could be extended to the regulatory agencies, including the FCC. The ombudsman would have access to records and the power of subpoena and would be authorized to investigate complaints, offer solutions and communicate his findings to congressional committees.

Mr. Williams cited evidence that the ombudsman concept may have its best application in smaller and simpler governmental units and also noted that other countries that have adopted ombudsman facilities "do not have as highly developed systems of judicial review of administrative action as do we."

He also observed that the Administrative Conference, which is now being organized on a permanent basis but which has yet to be constituted and hold its first meeting, "may well develop into an effective agency for fulfilling some of the more important objectives envisioned in the ombudsman's role."

The Administrative Conference is charged with the improvement of administrative practices and procedures, with the active participation of the agencies involved.

Hearings on the limited ombudsman bill (S. 1195), seen as experimental in scope, were held last Tuesday (Jan. 16) by Senator Edward V. Long (D-Mo.), chairman of the Senate Subcommittee on Administrative Practice and Procedure.

Changing hands . . .

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

▪ KRYS Corpus Christi, Tex.: Sold by South Texas Broadcasting Inc. to Tom E. Turner and associates for $500,000. Mr. Turner also owns KTON Belton and KBUC San Antonio, both Texas. KRYS is on 1360 kc fulltime with 1 kw. Broker: Hamilton-Landis.

▪ KAHI and KAFI(FM) Auburn, Calif.:

Sold by Donnelly C. Reeves to F. Robert Fenton and John McCabe for $315,000. Mr. Reeves has been granted CP for a new AM in Roseville, Calif., contingent on FCC approval of the sale of KAHI. Mr. Fenton is 60% owner of KFIV Modesto, Calif. Mr. McCabe is advertising director for Save Mart Stores, supermarket chain in Modesto. KAHI is daytimer on 950 kc with 5 kw. KAFI(FM) operates on 101.1 mc with 3.2 kw. Broker: Hamilton-Landis.

▪ WZOK Jacksonville, Fla.: Sold by Carmen Macri and others to George W. Von Hoffman and associates for $350,000. Mr. Von Hoffman is local businessman. WZOK is daytime station on 1320 kc with 5 kw.

APPROVED ▪ *The following tranfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 62).

▪ KGA Spokane, Wash.: Sold by E. H. Weig and associates to Grady A. Sanders, William J. Liddie and Edward B. Brownstein for $300,000. Mr. Sanders is president of Shell Record Co., New Albany, Ind. Star Ads of Kentucky, Louisville, WHEL New Albany, Ind., and Colliers Publishing Inc., Louisville mail order house. Mr. Liddie is president of automobile agency and real-estate company. Mr. Brownstein is proprietor of Tel Ra Productions, advertising agency, Louisville. KGA is on 1510 kc with 50 kw fulltime.

▪ WTRW-AM-FM Two Rivers, Wis.: Sold by Kenneth A. Daum and associates to Jerry J. Collins and group for $200,000. Mr. Collins and his associates own WLKE Waupon, Wis. WTRW is daytimer on 1590 kc with 1 kw. WTRW-FM operates on 102.3 mc with 3 kw.

▪ WGCH Greenwich, Conn.: Sold by Mrs. Ann Lemmon to George C. Stevens for $154,575. Mr. Stevens is president of WGCH, and is broadcast consultant and investment manager. WGCH broadcasts fulltime on 1490 kc with 250 w.

WCCB-TV joins ABC-TV

ABC-TV last Tuesday (Jan. 16) announced that WCCB-TV (ch. 18) Charlotte, N. C., had signed as a primary affiliate, effective immediately. WCCB-TV is licensed to Mecklenburg TV Broadcasters Inc. and is owned by Cy N. Bahakel, who acquired it in November, 1964. Within the past four years, he has signed ABC-TV affiliation agreements for his four other TV stations: WKAB-TV Montgomery, Ala.; WABG-TV Greenwood-Greenville, Miss.; WBBJ-TV Jackson, Tenn.; and WOLO-TV Columbia, S. C. Among Mr. Bahakel's 10 AM and FM properties, four now use ABC Radio's new programing services: KXEL Waterloo, Iowa, on the Entertainment Network, and KXEL-FM, WDOD-FM Chattanooga, and WWOD-FM Lynchburg, Va., all on the American FM Network.

Task force to step up CATV waiver requests

The FCC is cracking the whip in an effort to get more production out of its CATV task force on the requests of CATV systems for waivers of the nonduplication rule.

This, in essence, is the commission's reply both to a lawyer complaining about an allegedly improper letter to a commissioner, and to a Montana congressman worried about CATV's impact on UHF stations in his state.

The cause of attorney Harry Plotkin's complaint was a letter that counsel for KHFI-TV (ch. 42) Austin, Tex., had written Commissioner Robert E. Lee suggesting that the commission give priority consideration to waiver requests that involve the nonduplication of UHF signals.

KHFI-TV is concerned about the backlog facing the commission in CATV matters, both because Capital Cable Co. of Austin has requested a waiver of the nonduplication rule—and because existing systems need not comply with that rule so long as a waiver request is pending.

Mr. Plotkin, who represents Capital Cable Co., said the letter was "a most unorthodox document" since it is addressed to an individual commissioner "who will vote on the contested pleadings in the proceeding."

He asked the commission to "admonish" KHFI-TV that its letter "is an inappropriate vehicle for raising proposals" better considered in a rulemaking (BROADCASTING, Jan. 1). Capital Cable is owned by Texas Broadcasting Co., which in turn is owned by the wife and daughters of President Johnson. Their holdings have been placed in trust as long as Mr. Johnson is President.

Already Working On It ▪ The commission, in a staff letter to Mr. Plotkin, said that, before the submission of the KHFI-TV letter, the commission "determined upon an across-the-board effort to cut down upon delay in markets below the top 100. Accordingly, in our view, no useful purpose would be served by further consideration of the merits of this matter, and no further action is believed appropriate . . ."

Commission sources said the "across-

Mutual's Culligan tours Vietnam

Matthew J. Culligan, Mutual's president, said in New York last week that he would make a "great appeal" to broadcast management colleagues in the U. S. for "continuity" in reporting on the Vietnam war.

Mr. Culligan said that in a three-week visit to Asia, including Thailand, Hong Kong, Japan and other news centers and a visit and briefing sessions in Vietnam, he found news coverage of the war for the U.S. to be "uneven." He attributed the problem to the relatively brief tours of duty for most reporters—veteran reporters, he said, are reluctant to leave their families in the U.S. for extended tours; the young reporters seem to want to "make a reputation for themselves in a short time and then pull out of Vietnam."

These conditions, he said, are responsible in part for a serious "break in continuity" in news reporting there. Aside from the obvious correction of increasing the length of tour, Mr. Culligan suggested "better and more thorough briefing" by the news organizations of their correspondents newly assigned to cover the war.


General William Westmoreland with Mr. Culligan

Mr. Culligan said he favored the current course of the U. S. in Vietnam, predicted a settlement of the war "within six months after the inauguration of the next President of the U. S.," predicted also that if a "peacemaker, or dove, should be a candidate for the Presidency he'll be defeated" and in the broadcast area, said that color TV was "coming" to Thailand, transistor radio coverage was "extraordinary" in Saigon and that TV was moving in fast to Vietnam.

Mr. Culligan, who also visited the World War II outfit with which he served (First Infantry Division, near the demilitarized zone), started his tour Dec. 27 and returned to the U. S. Jan. 16.

the-board effort" refers to commission directives to the CATV task force to get cracking on the waiver petitions.

It's the grace period CATV systems can get by requesting waivers that caused Representative Arnold Olsen (D-Mont.) to express concern in a letter to Chairman Hyde. He had said that, in view of the present backlog of waiver requests facing the commission, it might be wise to require carriage and non-duplication protection in smaller markets pending review of the waiver petitions (BROADCASTING, Nov. 13, 1967).

Chairman Hyde, however, said that although there has been "considerable delay in processing waiver requests," steps are being taken "to improve the situation." He noted that commission policy has been established and that, consequently, staff action on pending matters can be expedited. "Toward this end I am directing our CATV task force to give prompt consideration to all pertinent waiver requests."

Media reports . . .

Gillingham's ABC's ▪ Retired FCC information chief, George O. Gillingham, has written an ABC of government public relations, to be published this spring by Dorrance & Co. under the title *Behind Washington's Paper Curtain*. Mr. Gillingham was with the commission for 27 years.

Star agency ▪ The Star Broadcasting Group, New York, has named Henderson and Roll Inc., New York-based advertising and public relations agency. The group includes WBJA-TV Binghamton, WKIP-AM-FM Poughkeepsie, WEEE-AM-FM-TV Albany, all New York.

Injunction delays Winston-Salem CATV

A temporary injunction has been issued against the board of aldermen of Winston-Salem, N. C. (pop. 143,000) enjoining it from granting CATV franchises approved on a first reading Jan. 15 to WSJS-AM-FM-TV Winston-Salem and Crescent Cablevision Co., owned by a group of local businessmen. The injunction was sought by the Jefferson-Carolina Corp., Greensboro, N. C., a third applicant.

A hearing on whether to make the injunction permanent will be held Feb. 1.

Jefferson-Carolina Corp., owner of some 25 CATV systems throughout the Carolinas proposed a $5 monthly service charge and a $15 installation fee. WSJS proposed a maximum $5 monthly service charge and a maximum $25 installation fee. Crescent Cablevision Co. proposed a $3.95 monthly service charge and a $19.95 installation fee. Under terms of the ordinance, all applicants would pay the city $6,000 annually or 5% of the annual gross revenue, whichever is greater.

Hurleigh to publish new labor monthly

Robert Hurleigh, president of Mutual from 1959 to 1966 and a broadcast newsman and executive since 1933, is switching to a new but related field as editor and publisher of a new monthly magazine, *American Labor*. The first issue will come out in April or May. It is designed for "the business executive of labor and the labor executive of business."

Other executives of the magazine, which will begin with a controlled circulation of 50,000, are Jay Victor, an advertising-promotion-public relations man associated with Mr. Hurleigh at MBS, who is executive vice president and executive editor; Richard S. Bean, formerly vice president in charge of media, Warwick & Legler, who is vice president in charge of advertising; Bernard Platt, a former trade-magazine publisher, who is vice president in charge of circulation; Ruth Harms, formerly executive secretary of the Women's Advertising Club of New York, who is business manager.

ABC News cutbacks confirmed

Network to replace full-convention coverage with 90-minute summaries this summer in economy move

ABC last week revealed details of what may be the first in a series of stringent economy measures caused by the network's failure to merge with International Telephone and Telegraph Corp.

As expected, initial budget slashes were made in ABC News, which last week announced it was abandoning gavel-to gavel coverage of this summer's political conventions in favor of 90-minute nightly summaries (BROADCASTING, Jan. 8), and cancelling *ABC Scope*, a weekly news program.

The decision to forego total coverage of the conventions and to cancel *Scope* was apparently made last Tuesday (Jan. 16) in response to a directive from ABC President Leonard Goldenson that set a budgetary ceiling on news operations.

ABC sources said that ABC News' 1968 budget of about $40 million had been pruned to slightly less than $30 million. One source close to top management said the reduction was in the order of $15 million.

Cancellation of gavel-to-gavel convention coverage in favor of a 90-minute summary each evening was said to mean that ABC will save about $3 million of the $10 million originally budgeted for political coverage—primaries, conventions, the campaigns, election night—in 1968. (NBC says it has earmarked about $12.5 million for political coverage; CBS, which would not reveal a dollar figure, is known to have allocated about the same amount for 1968 political coverage.)

News Summaries ▪ Instead of complete coverage of the conventions, ABC will carry a nightly 90-minute taped summary on each of the respective convention days. The programs will be presented from 9:30 to 11 P.M. EDT, but ABC will be prepared to cut "live" into regular programing if activities on the convention floors warrant this. Coverage of the Republican convention, scheduled for Aug. 5-8 in Miami Beach, Fla., and for the Democrats, slated Aug. 26-29 in Chicago, will be in color.

ABC will televise its regular programing schedule from 7:30-9 p.m., thus retaining the commercial revenue normally lost when entire evenings are devoted to the conventions. CBS and NBC said they plan to provide gavel-to-gavel coverage.

ABC's decision marks the first television departure from total convention coverage since the presidential-nominating conventions were first presented in 1952.

According to ABC News President Elmer Lower over the years the network has received "an increasing mail response from viewers and affiliated television stations questioning why all three networks had to carry simultaneous gavel-to-gavel coverage. It is our opinion that viewers have been requesting a choice and this year we decided to provide one."

Cancellation of *Scope*, a half-hour news show that has had clearance problems among ABC affiliates, will save the network about $28,000 per week, the program's production cost. The final show of the four-year-old series is scheduled for Jan. 28. All but 10 employes of the *Scope* unit—film editors and secretaries, for the most part—are being absorbed into other ABC activities.

Primaries Still In ▪ Despite the substantial cutbacks in convention coverage and the cancellation of a weekly news program, ABC said it will cover four major presidential primaries: New Hampshire on March 14; Wisconsin, April 2; Nebraska, May 14, and Oregon, June 28. Coverage of the Massachusetts and California primaries may be added if the races warrant, the network said.

In the first of the two primaries, ABC will superimpose a running vote tabulation over regular programing, with a special half-hour summary at 10:30

Program firms line up early for TFE '68

Twenty-one program distribution companies so far have signed to participate in Television Film Exhibit '68 in Chicago March 31-April 3 coincident with the National Association of Broadcasters convention, it was announced last week.

This is the seventh year of TFE and the third year it is being held under the auspices of the NAB. Participating companies will hold a joint cocktail party on March 31 and will have suites on the fifth floor of the Conrad Hilton Hotel in which they will display their current and new programing for syndication.

Alvin Unger of Independent Television Corp., this year's chairman of TFE, said 86% of the floor space has been reserved and he expects other companies to join the exhibit within the next few weeks. Last year more than $250,000 was spent by TFE members during the exhibit, including funds for decoration, hospitality, rent and prizes, he revealed.

Discussing plans for TFE '68 (photo) is the executive committee consisting of (l-r) Peter M. Robeck, Peter M. Robeck & Co.; Harvey Chertok, Warner Brothers-Seven Arts; Mr. Unger, and Elliot Abrams, Walter Reade Organization Inc.

p.m. EST. For the last two primaries, ABC will present news bulletins during the evening, concluded with a 15-minute summary at 11:45 p.m. EST.

Before the opening of each party convention, ABC will "examine the convention mood and maneuvers" with special weekend programs at 8:30 p.m. on Aug. 3 and Aug. 24, and at 10:30 p.m. on Aug. 4 and Aug. 25.

ABC also plans to expand *Issues and Answers* from a half-hour to an hour each Sunday, beginning Sept. 1 and continuing through Nov. 3, the Sunday before election day. There will be no changes or economies in ABC's election-night coverage, Mr. Lower said.

While hit by corporate economies, the network's news operation apparently will attempt to follow a new course in presenting the news. ABC last week released an inter-office memo, written by William Sheehan, vice president and director of television news, which exhorted staff members to "go after stories that grab people," after reporting the hard news stories of the day.

"We're going to try a new direction, one that will tax your imaginations, your skill and your patience," he wrote. "Our number-one mission is to cover the day's news. Number two is to present it interestingly. And number three . . . is to make ABC evening news enough different in its presentation to attract attention away from the competition."

In effect, Mr. Sheehan told BROADCASTING, "we'll continue to cover the stories, but from now on out, we'll be paying more attention to the 'back-of-the-book' stuff, the stories which may not be 'hard' news." Mr. Sheehan indicated the search for different angles has already begun.

QM to make ABC movies

Quinn Martin's QM Productions will turn out three two-hour feature films for presentation on ABC-TV during the 1968-69 season, according to a new agreement between the producer and network completed last week. The three movies will be in lieu of QM's previous agreement with ABC-TV to provide the network with a new series for the coming season. It was said to be the result of the Hollywood-based production company's desire to move into motion-picture production and the inability of QM and ABC-TV to reach complete accord on casting of their projected series. In addition to the movie agreement, which also calls for QM to develop an hour series for 1969-70 for the network, ABC-TV has renewed the production company's current *The FBI* series for 26 episodes for next season, with renewal on its other series, *The Invaders,* still undecided.

Super ratings for Super Bowl

CBS claims over 70-million viewers based on 43.0 rating from Arbitron

For professional football's second Super Bowl classic on Jan. 14, Arbitron in its overnight national report gave CBS-TV a 43.0 rating, slightly higher than the combined 42.2 rating of last year's two-network telecast by CBS and NBC of the first Super Bowl.

This year's game, played by the National Football League's Green Bay Packers and the American Football League's Oakland Raiders in Miami, was carried exclusively by CBS at a price of $2.5 million. In January 1969, NBC pays the same for exclusivity, as will CBS again in 1970.

On the basis of the Arbitron rating, CBS officials last week projected that the 1968 Super Bowl audience totaled over 70-million viewers for all or part of the game. They estimated the 1968 game thus exceeded last year's total audience of 65-million viewers and became, historically, "the largest audience for a single sports event ever on TV."

National Nielsen ratings of the game will be released Feb. 5.

Arbitron's tabulation was compiled during a 4-5 p.m. period, which included 20 minutes of half-time activity (4:25-4:45 p.m.). It showed CBS's share of the total TV audience at 76.0%. Last year's Arbitron calculated the combined CBS-NBC share at 81%, which broke down into a 24.8 rating and 48% share for CBS and a 17.4 rating and 33% share for NBC.

CBS said the projection of 70-million-plus viewers includes an estimated total audience of 29,960,000 households.

According to the Nielsen ratings in 1967, after a retabulation, results showed CBS-NBC's combined total-audience homes at 22,570,000. Nielsen compiled the following data: CBS with a 22.6 rating, 52% share and 12,410,000 homes, against NBC's 18.5 rating, 48% share and 10,160,000 homes (BROADCASTING, Jan. 23, Feb. 13, 27, 1967).

New York Results ▪ A Nielsen overnight report in New York showed the 1968 Super Bowl with a 36.1 rating and 60.2% share for CBS. This compared to NBC's 2.8 rating and 4.7% share and ABC's 5.8 rating and 9.7% share in New York. ABC and NBC did not program sports during the game.

For the game itself, CBS's total coverage ran from 2:30-6:30 p.m., which included a half-hour pregame show, 10 minutes of pregame activity, the game from 3:10 to 5:50 p.m., and a 40-minute postgame report. The special telecast utilized four extra color cameras—more than the eight color units used in the NFL Championship game (Dec. 31). CBS also brought in four video-tape machines to facilitate replay of slow-motion and stop-action special effects. One color camera was mounted aboard a Goodyear blimp for aerial coverage.

Super Flaw ▪ Despite cautious preparations for perfect coverage, CBS ran into some snags. Almost 80% of the viewing audience was without the video portion for a few minutes near the end of the first half and for three minutes in the half-time period. Portions of the country that did receive a picture included New York and the Northeast, Cleveland and Philadelphia. The network attributed the cause to a breakdown in AT&T lines.

It was during this time that CBS had scheduled a P. Lorillard Newport cigarette commercial. The network, however, made the time good by replaying the commercial again in the fourth quarter, thus giving Newport a double showing for at least 18% of the audience.

Season's Ratings ▪ CBS last week reported that its entire regular NFL season in 1967 averaged a 16.8 Nielsen national rating, or a 6% increase over 1966's 15.9 average. Based on Nielsen's estimate of 56-million households in 1967 and 54.9-million in 1966, this averages out to 9,408,000 homes in 1967 and 8,729,100 homes in 1966.

Comparable figures at NBC-TV for American Football League regular season games and at ABC-TV for National Collegiate Athletic Association regular season contests show both down an average 10% and 11% respectively. NBC's 1967 average rating of 7.2 (4,032,000 homes) compares to the 1966 average of 8.0 (4,392,000 homes). ABC last year averaged a 10.9 rating (6,104,000 homes) compared to 1966's 12.2 rating (6,697,800 homes).

CBS-TV signs Horowitz

Vladimir Horowitz last week said he'd perform his first recital on television on CBS-TV because he was satisfied with test results made at Carnegie Hall in New York on Jan. 2 and 3, noting "there will be no interruptions in the program." CBS-TV said the piano virtuoso's recital would be taped at the hall on Feb. 1 and the program presented as a one-hour special on a date to be selected. Mr. Horowitz said the program would permit him to respond in this manner to requests throughout the U. S. for personal appearances.

LBJ's message gets top effort

Networks and NET give State of the Union extensive coverage

There was network television coverage of President Johnson's State of the Union message Wednesday (Jan. 17) to suit a variety of tastes, from CBS-TV's on-the-rocks with a splash of Eric Severeid to NET's near-bloody marathon.

National Educational Television again interconnected its affiliates across the country for the most extensive coverage-cum-commentary, three-and-a-half hours of preliminary background, the address, full coverage of Republican rebuttal by Senators Jacob Javits (N.Y.) and James Pearson (Kan.) and Representatives Gerald Ford (Mich.) and Melvin Laird (Wis.), and nearly two hours of frequently acrimonious commentary by liberal and conservative experts in five cities.

CBS carried the address, which began at 9 p.m., and a few minutes of commentary by Eric Sevareid before switching back to regular programing (*The Jonathan Winters Show*) at 10 p.m. CBS will present a one-hour *Republican State of the Union* on Tuesday, Jan. 23, 10-11 p.m. (BROADCASTING, Jan. 15).

Both ABC and NBC pre-empted two full hours of regular programing for their coverage.

ABC picked up the speech at 9 o'clock and followed with commentary by anchorman Howard K. Smith, political correspondent Bill Lawrence, diplomatic correspondent John Scali and White House correspondent Frank Reynolds, broken for full coverage of the 20-minute Republican news conference. ABC's commentary was sustaining, and ended at 11 p.m.

Experts Everywhere ▪ NBC followed the address with commentary by anchorman Frank McGee and correspondents Chet Huntley and David Brinkley, and interviews with experts in various fields.

These included Mayors John V. Lindsay of New York, Jerome P. Cavanaugh of Detroit and Samuel Yorty of Los Angeles, who were interviewed in their home cities on urban-affairs aspects of the address. Roy Wilkins, executive director of the NAACP, Floyd B. McKissick, national director of CORE, and the Rev. Dr. Martin Luther King, president of the Southern Christian Leadership Conference, spoke on civil rights. Economist John Kenneth Galbraith was interviewed via satellite transmission in Geneva; he was joined by Barnard College professor of economics Raymond J. Saulnier, chairman of President Eisenhower's Council of Economic Advisers. Representatives John W. Byrnes (R.-Wis.) and Hale Boggs (D.-La.) commented on tax questions. NBC during the one-hour commentary carried a taped, two-minute, 40-second highlight of the Republican news conference.

NBC commentary was fully sponsored by the Gulf Oil Corp. under its "NBC News Instant Special" agreement.

NET gave full coverage to the address and the Republican news conference, but opened at 8:30 with a half-hour summary of the preparation of the State of the Union message, including interviews with two presidential assistants and film clips of the President on his Texas ranch, and ran through to midnight with general commentary by historian Arthur Schlesinger Jr., and conservative William F. Buckley, commentary on foreign policy by former presidential news secretary Bill Moyers and former Ambassador to Japan Edwin O. Reischauer, commentary on urban affairs by Cleveland Mayor Carl B. Stokes and sociologist Daniel P. Moynihan, and on economic issues by professor Milton Friedman and Walter Heller, who has also served as a chairman of the Council of Economic Advisers.

Minority Views ▪ Republican plans for a televised response to the presidential message were an off-again, on-again affair earlier in the week. Most at issue was the format, although there was some talk that party leaders might not appear formally at all—at least not for an immediate rebuttal.

Earlier in the week, Republican leadership did opt out of a post-presidential time slot offered by CBS, at the same time accepting that network's offer for a full hour on Tuesday of the following week. At the time they indicated that the half hour that had been offered immediately after the President's appearance "did not fit with their plans as well as they had hoped." This led to speculation that there would be no Republican response on any network last Wednesday.

Meanwhile, party chieftans were fighting a backstage battle over a proposed reformation of the standard Republican rebuttal line-up. Earlier appearances featured Senate Minority Leader Everett Dirksen (Ill.) and House Minority Leader Ford. Other congressional Republicans were in the far background, if they appeared at all, and cloakroom griping was that too often all that could be seen and heard was Senator Dirksen.

At a Republican policy meeting last Tuesday it was decided to give younger rank-and-file members a place on the TV screen during the hour program on CBS this week. Senator Dirksen, it was reported, took the change in format "like a trooper." But later that day he went home to nurse "a touch of the flu," and he remained out of play during Wednesday's State of the Union message and the Republican reply on the three other networks.

There were doves in Mr. Hyde's kitchen

FCC Chairman Rosel H. Hyde and his legal assistant Robert Cahill were under fire for about an hour one morning last week from a group of some 20 women who felt their position against the Vietnam war is not being given proper coverage by networks and stations.

The women were members of the Jeanette Rankin Brigade, which marched, some 3,500 strong, in Washington in an anti-Vietnam war demonstration. Miss Rankin, 87 years old and the first woman to be elected to Congress (from Montana), was in the group in the chairman's office, on Tuesday (Jan. 10).

Chairman Hyde tried to get across the message that the ladies should take their complaints to their home town stations, and that the commission can't tell stations what to program. But he also recited the standard commission position—that licensees are required to program specifically to meet the needs of their communities and that they must demonstrate at renewal time that they have fulfilled that commitment.

He stressed, in addition, the importance the commission attaches to the fairness doctrine as a means of insuring that the public hears all sides of controversial issues. But the ladies apparently felt they personally were entitled to the time to make the antiwar side argument.

And they left the chairman's office apparently, with the same feelings that they had on entering. Mr. Cahill commented later that the session had been "rough."

CATV presents its argument

Fortnightly files brief in Supreme Court test of copyright liability

A CATV system that carries a TV program from off the air to a TV viewer's receiving set is not engaged in a performance for profit and is not guilty of infringing a copyright, the Fortnightly Corp. told the U. S. Supreme Court last week.

In a brief filed with the court in the United Artists v. Fortnightly Corp. case, under review by the Supreme Court, Fortnightly contended that the decision by U. S. District Judge William Herlands that CATV through its technology is a performance for profit and therefore liable for copyright fees is erroneous. It also argued as error a second circuit appeals court decision upholding the Herlands' decision but dismissing the technical basis in favor of the theory that the "magnitude" of CATV's contribution makes it liable for royalty payments.

"This vague new theory . . . will greatly expand the limited monopoly granted in carefully circumscribed statutory language," Fortnightly said. "It will permit copyright owners to restrict, and impose an additional toll on, reception of public broadcasts by members of the public when those citizens decide to enlist the aid of a master antenna or CATV."

If the technological theory holds true, Fortnightly said, every communications common carrier and electronic communications service, as well as possibly every television set and antenna installation, might be considered a public performance.

And, Fortnightly added, the lower-court ruling conflicts with "a key element" of the FCC's regulatory scheme for CATV—the requirement that CATV systems carry on request the signals of TV stations within whose grade-B contours they are located.

Background ▪ The UA-Fortnightly case involves two CATV systems formerly owned by the Fortnightly Corp., one in Clarksburg and the other in Fairmont, both West Virginia. United Artists charged that the Clarksburg and Fairmont cable systems were picking up and relaying to subscribers without payment of royalties copyrighted TV programs from stations in Pittsburgh, Wheeling, W. Va., and Steubenville, Ohio. These stations, Fortnightly claims, put a grade-B signal over both cable television communities.

Fortnightly also claimed that when TV stations receive copyright rights from licensees this carries an "implied" right for the viewer to receive the programs—whether off the air on his own antenna or through the aid of a cable system. Otherwise, Fortnightly said, the copyright owner is imposing a second royalty on the public.

"When a copyright owner exploits his work through broadcasting," the brief stated, "he subjects his rights to the legal and economic structure of the industry and must be held as a matter of law to have licensed the public for whom the broadcast was intended, including members of the public who choose to receive through the aid of CATV."

Referring to the appeals-court comment that it might perhaps accept the theory that CATV's do not infringe if it can be shown that viewers could have received the same programs off the air on "normal rooftop antennas," Fortnightly termed this vague and unworkable. It said: "The public has the right to use whatever kind of antenna it chooses. . . ." If any such guide is proper, Fortnightly commented, the FCC's grade-B contour as a measure of a station's normal coverage area should be used.

The Fortnightly brief was signed by Robert C. Barnard, R. Michael Duncan, Stephen R. Barnett, and E. Stratford Smith, all Washington lawyers. United Artists' brief is due in 30 days; argument before the Supreme Court is scheduled for mid-March.

Ever-vigilant FCC gets equal-time request

When President Johnson in his State of the Union message last Wednesday night asked, rhetorically, "Why, why then, this restlessness?" he had no way of knowing he had set in motion a train of events that would interrupt the sleep several hours later of an FCC staffer. But that's what happened.

A group of five University of Michigan students listening to the speech in Ann Arbor decided they wanted to answer the question that the President had raised in commenting on the material gains he said were being made throughout the country.

So they sent telegrams to the FCC, the networks, several newspapers and wire services demanding time "to present our perspectives on the state of the union." They called themselves "representatives of the restless."

The wire to the commission arrived on its teletype at 3:10 a.m. Thursday—whereupon the watch officer ripped it off the machine, picked up the telephone and called William G. Secrest, the commission's specialist on fairness-doctrine and political-broadcast matters. And he kept the phone ringing until he got Mr. Secrest out of bed to read him the message.

Mr. Secrest said later the watch officer apparently misunderstood instructions to call him "in the evening" with such matters. "There's not much you can do about a complaint at 3 o'clock in the morning," he said.

Mr. Secrest said he would handle the complaint "in the normal course of business." He would inform the students as to what they are entitled under the fairness doctrine—and advise them that they needn't have contacted the FCC so fast, that they should deal with the networks first.

Writers direct their acid pens to TV

Three of television's most distinguished writers—Tad Mosel, Nat Hiken and Stirling Silliphant—raked the medium over the coals last week for short changing the American public with a "deplorable" lack of quality. They pictured television as an assembly line, Kafka-like, maelstrom system, ruled by committees beholden only to conglomerate organizations and where scripts are constantly being rewritten into a sameness and the opportunity for writers to contribute quality is steadily being diminished. They seemed agreed that the medium is on a treadmill to even more mediocrity. It was left only to another distinguished writer, Paul Monash, now executive producer for *Peyton Place* and *Judd for the Defense*, to offer, what he suggested were "practical and realistic" viewpoints.

The occasion was the first in what's to be a series of "fact-finding sessions" sponsored by the Craft Forum Committee of the radio-TV branch of the Writers Guild of America, West, in response to a membership vote that "the guild should concern itself with the quality of television."

Mr. Mosel, a writing star from the so-called "golden age" of television, deplored the loss of the individuality of the writer. He blamed spiraling economics for homogenizing the writer's efforts. "It's now difficult to tell from week to week that television is written by different people," he said.

Economic Problems ▪ Mr. Hiken, a top comedy writer since the heyday of Fred Allen on radio, also cited economics as the key reason why television is suffering from a lack of quality. He pointed out that it used to be that a half-hour comedy show with an over-all budget of $30,000 a week would allocate $10,000 for writers. Now, he claimed, a half-hour program budgeted at $80,000, spends $2,000 or $3,000 for scripts. "It's shocking that this is allowed to exist," he said.

Mr. Silliphant, creator and a major contributor to *Naked City* and *Route 66*, probably hit hardest at television. He complained that in television a writer is not really writing his own work but instead is given a format and told to do somebody else's work. He referred to television film studios "as highly organized assembly plants" and told about being asked at Universal TV to enliven a tender seaside love scene he had written by putting "a bear on the beach."

Mr. Monash, who as a writer was a frequent contributor to *Studio One*, declared from the start that "television is better than ever." He suggested that some TV writers forfeit the responsibility they have for improving the quality of television. "A great deal of the responsibility lies with you," he reminded his audience. At another point he asked: "Are you writing for television to express yourselves or to make money?"

Within the bounds of the medium, he indicated, it is possible for a writer to contribute meaningfully and with individuality. "It's a tough medium for a writer who wants to express himself," Mr. Monash conceded. "But you can do it if you work at it."

SDX requests delay on trial-press code

The New York chapter of Sigma Delta Chi, journalism society, last week called on the American Bar Association to defer action on its fair trial-free press code.

The Sigma Delta Chi appeal was made following what was billed as a "free press-trial debate" between Theodore Koop, CBS vice president in Washington, and David Shapiro, a Harvard law school professor and reporter to the ABA committee that drafted the controversial Reardon report. The report proposes sharp restrictions on crime-news coverage (BROADCASTING, Jan. 15).

The report—named for Committee Chairman Paul G. Reardon of the Supreme Judicial Court of Massachusetts—has touched off a conflict between the journalism fraternity and the ABA. Some of the press claims, as did Mr. Koop last week, that adoption of the report's provisions might threaten the public's right to know. The bar claims, as did Mr. Shapiro in his comments, that the provisions would protect fair-trial constitutional guarantees and would not impinge upon a free press.

The ABA recently published a final draft of its fair trial-free press recommendations and the draft will be considered by the 289-member ABA house of delegates at its mid-winter meeting in Chicago next month.

Sigma Delta Chi has asked the ABA to delay action on the report until a further study can be made. Mr. Koop, during comments on the Reardon report, referred to a study now being made by Dr. Fred Siebert, a former professor of journalism at Michigan State University. The study is being funded by the American Newspaper Publishers Association. The Reardon report is formally opposed by the ANPA, the National Association of Broadcasters, the American Society of Newspaper Editors, Associated Press Managing Editors, Radio Television News Directors Association, National Newspaper Association, and Sigma Delta Chi.

Mr. Shapiro said he would recommend that ABA delegates reject the Sigma Delta Chi request for delay.

Agents, casters find areas of agreement

The sometimes acrimonious relationship between television casting directors and talent agents was examined last week by the Hollywood chapter of the National Academy of Television Arts and Sciences and found not to be as much of a battleground as was generally supposed. Four casting directors and four agents took part in a round-table panel discussion—a sort of confrontation-in-the-round—held in the Hollywood Palladium, while an audience of some 600 NATAS members and their guests watched. In a free-wheeling session, moderated by Larry Stewart, a casting director for 20th Century-Fox TV, they fired away at each other only to find themselves in frequent agreement when the smoke had cleared.

Among the conclusions drawn from the two-hour discussion:

▪ The high residual schedule tacked on to a new series doesn't ultimately keep that show from going into syndication. If a series is a success it'll wind up in syndication no matter what the burden of residuals.

▪ Television has been "the greatest spawning ground" for talent. It offers "tremendous opportunity" for young people.

▪ The collective bargaining agreement involving the American Federation of Television and Radio Artists "is a difficult contract." Thus both casting directors and agents sometimes work around it and other union regulations because "if the stick doesn't bend it breaks."

▪ Negro performers are not necessarily restricted by any "special criteria" from any role, but there is a certain amount of human conditioning working against them and some roles, by their inherent nature, suggest non-Negro performers.

Talent agents participating in the NATAS activity were Bob Shapiro, William Morris Agency; Wally Hiller, the Hiller Agency; Fred Specktor, Artists Agency Corp., and Mary Ellen White, the M.E.W. Co. Casting directors taking part were Bob Edmiston, NBC-TV; Bill Kenney, CBS-TV; Joe D'Agosta. Paramount TV Enterprises, and Dodie McLean, QM Productions.

Another station drops phone poll

On the eve of a first "national conference on television news public opinion polling," to be held this week in South Bend, Ind., proponents of automatic news-program public-opinion response polls using telephone-call tallying equipment were mulling another defection from the ranks of stations using the technique.

WBTV(TV) Charlotte, N. C., announced its termination of a six-week trial of vote-by-telephone audience participation after the station refrained from offering viewers a question one night (after the telephone company had asked that the lines be kept free during bad weather conditions) and recorded a total of 114 votes on a nonexistent question.

Several other stations have tried the device and later withdrew the service. Before WBTV(TV), the most recently reported was WCCO-TV Minneapolis-St. Paul, which anounced that a private survey on the telephone-vote's accuracy led to the conclusion that the technique was "a disservice to the public" (BROADCASTING, Jan. 1).

Paul Martin, national director of advertising and promotion for Triangle Stations, Philadelphia, and a scheduled panelist at the conference on news polling, to be held at the University of Notre Dame Thursday and Friday (Jan. 25 and 26), said last week that approximately 50 stations are now using the technique. Problems with equipment have limited the number, he observed, and added that he did not see any ground swell of stations dropping the service.

Triangle pioneered the telephone-response method, he noted, and has been active in helping other stations use the technique. The company has prepared a promotion kit for interested stations but has not syndicated the method, he said.

He admits to "plenty of problems" with the system, such as "improperly phrased questions," but adds that the technique is still in its infancy and "will eventually be a valuable kind of procedure."

Unions gripe about runaway production

A delegation of TV and motion-picture film-production unions brought their grievances about runaway film production to Washington last week and made sufficient impression on the two senators from the industry's headquarters state—California—that the senators said they would initiate another meeting with the producers to get the full story.

The union representatives lined up two days of meetings with the California congressional delegation. Senators Thomas H. Kuchel and George Murphy (both R-Calif.) met with Charlton Heston, president of the Screen Actors Guild; John Lehnes, Motion Picture Film Editors; John Dales, national executive secretary of SAG; Don Haggerty, representing laboratory technicians, and several other union and guild representatives on Thursday (Jan. 18).

A luncheon meeting was set for Friday with California House members.

NAB urges simplified program-log rules

The National Association of Broadcasters has asked the FCC to standardize its program-logging requirements for AM, FM and TV licensees that would, it claims, remove the "apparent inequities" now placed on radio.

In a petition to the commission the NAB asked for simplified logging requirements for radio stations that presently apply to TV stations in the following areas:

- Commercial matter. NAB noted that TV stations log commercial continuity and announcements as commercial matter (CM) and show the total duration of CM in each hourly segment. Radio stations, however, must differentiate between commercial continuity and announcements and log the duration of each commercial announcement.
- Logging sponsors of commercially sponsored network programs. TV stations are not required to log the sponsors of those programs whereas radio stations must do so.
- Computation of commercial time. For TV-station logging purposes, the duration of CM can be reported "as close an approximation to the time consumed as possible." For AM and FM logging purposes, the duration of recorded announcements must be stated "precisely."
- Logging of commercial continuity with respect to some sponsored religious and political programs where it's difficult to measure the exact length of what would be considered CM. Under the TV rules, a station may log and announce the program as sponsored. Under the radio rules, a station may compute the time on the basis of the station's normal limits for commercially sponsored programs of comparable length.

The NAB noted that when the commission revised its TV-logging requirements in 1966 the rules were simplified to a point beyond the AM and FM rules, with the result "that differences now exist which cannot be traced to any expressed reasoning or to any characteristic of TV programing vis-a-vis radio programing." Apparently the commission agrees, because similar proposals have been under consideration at the staff level for some time.

UCLA racks up the points for KMPC

GOLDEN WEST STATION FORMS NETWORK FOR GAMES

College basketball, once a throwaway program feature, likely as not the province of college radio stations, was set to come of age as a major broadcast presentation over last weekend. In what shaped up to have been the most titanic college-basketball confrontation of all time, the best team of the last two seasons, unbeaten University of California at Los Angeles, was scheduled to have played unbeaten University of Houston, ranked second in the nation, in the Houston Astrodome on Jan. 20 before more than 55,000 people, the largest crowd ever to see a basketball game in this country. The Saturday-night contest was to have been telecast live to nearly 150 stations from coast to coast and carried on a West Coast regional radio network of 16 stations, including Hawaii and Alaska.

For KMPC Los Angeles, the originating station for the West Coast radio network, the big game culminates a solid success the Golden West Broadcasters-owned station has been building with the once virtually ignored college sport for the last eight years. In 1960, when KMPC first got the rights to cover UCLA sports, basketball was of decidedly secondary consideration to football. The school's football broadcasts immediately were sold by KMPC to other stations, forming a regional network. But there was no outside interest in coverage of the basketball games.

Round-Ball Frenzy ▪ Since that time UCLA basketball teams have won three national championships and the school has become the college-basketball capital of the country. Southern Californians have become so keyed to the school's triumphs that three years ago UCLA opened an on-campus, vast and modernistic home for its basketball team to serve that interest. The first 28 games played in the new Pauley Pavilion were viewed by more than 345,000 fans, an average of some 12,300 a game.

Over the years, KMPC has seen UCLA basketball broadcasts develop into every bit as much of an asset as its college football coverage. The station, currently in the second year of a three-year contract with UCLA, realizes an annual gross of about $170,000 for the college sports package, which includes both basketball and football. "Both sports are equal in value as far as I'm concerned," comments Stanley L. Spero, KMPC's vice president in charge of sales and a red-hot basketball fan.

Parity between the two sports was reached this year—the eighth consecutive year of UCLA broadcasts by KMPC—when for the first time the play-by-play descriptions of the basketball games were put on a regional network of 14 stations in Southern and Central California and Las Vegas (KGU Honolulu and KBYR Anchorage—the latter in turn relaying to Fairbanks and Juneau—were added only for the Houston contest). The football play-by-play, in comparison, was carried on a 16-station network last fall.

National Advertisers ▪ The game descriptions in both football and basket-

Griswold argues against unifying fairness cases

The solicitor general of the U. S. doesn't think the U. S. Supreme Court should buy the proposal made by the Radio Television News Directors Association, CBS and NBC that their appeal in the Seventh Circuit Court of Appeals be consolidated with the Red Lion fairness case without waiting for a decision from the lower court (BROADCASTING, Jan. 8). He doesn't think it's constitutional, and he cited one of the cornerstones of American jurisprudence, Marbury v. Madison, right out of the early history of the American Republic.

The Supreme Court, Solicitor General Edwin N. Griswold said, ordinarily exercises appellate jurisdiction "only by affirming, reversing or modifying the order or decision before it for review."

The petitioners can achieve their purpose, he added, by joining in the Red Lion case as a friend of the court and/or by getting permission to argue on this basis (BROADCASTING, Jan. 15).

The Red Lion case, which is a challenge to the FCC's fairness policies by WGCB-AM-FM Red Lion, Pa., presents a "concrete," alleged violation; the RTNDA, CBS and NBC complaint, on the other hand he said, consists of "a sweeping and generalized attack on the commission's rules and a variety of contentions about the arguable scope of rules."

In fact, Mr. Griswold says in a footnote, he's somewhat doubtful that "so sweeping an attack on 'legislative' regulation of this sort is an appropriate occasion for judicial review in the absence of actual and concrete facts showing real and direct harm."

NES extends coverage to state primaries

News Election Service, the joint vote tabulator for the news divisions of ABC, CBS and NBC, Associated Press and United Press International, will increase its operations this year to cover state primaries with candidates of national interest.

Almost certain for NES coverage are primaries in New Hampshire (March 12) and later in Wisconsin, Nebraska and Oregon. "We will probably cover other states, but it will not be possible to know which until the candidate-filing deadlines have passed," J. Richard Eimers, NES executive director, said last week.

For both the primaries and the general election, NES will tabulate the returns for each state in a central computer system, successfully tested for 11 western states in the 1966 congressional and gubernatorial election (BROADCASTING, Nov. 7, 1966).

NES's cost ($1.4 million in 1966) and operational responsibilities are divided equally among the five members, each of whom has a man on the NES board of managers.

Responsibility for organizing coverage of the state primaries that NES may report on is divided as follows: ABC News will cover Florida; CBS News Massachusetts and Indiana; NBC News Pennsylvania, Ohio, California and Illinois; AP will cover Oregon and New Jersey; UPI New Hampshire, Wisconsin, West Virginia and South Dakota.

Nicholson-Muir offers game-show formats

Nicholson-Muir Productions Inc., New York, is expanding its activities in TV-program development through the production of projected series in a rough-outline form at a fraction of the cost of conventional pilots.

Nicholson-Muir already has produced for the Taft Broadcasting 130 episodes of *Matches and Matches*, which have been telecast, plus demonstration programs of three series, *Communique*, *Key Play* and *Skramble*. Storer Broadcasting now has the demonstration programs and will decide soon when to schedule them. *Matches and Matches* ball are sold by KMPC to the same advertisers for sponsorship on the full network. Sponsoring the play-by-play broadcasts on KMPC and the full network are Ford Dealers of Southern California, out of J. Walter Thompson, Los Angeles; Kent cigarettes, out of Grey Advertising Inc., New York; Western Airlines, out of BBDO, Los Angeles, and Richfield Oil Co., out of Hixson & Jorgensen, Los Angeles. All four co-sponsors share equally in the broadcast package. The Ford Dealers and Kent cigarettes both are in their sixth consecutive year of association with the UCLA sports broadcast. Western Airlines and Richfield are in their first year of sponsorship.

Each basketball game is preceded by a five-minute *Bruin Warmup* show and closes with a five-minute *Bruin Report* wrap up. Network stations carry these programs on a co-operative basis, selling them individually to sponsors. On KMPC, Canada Dry, out of J. M. Mathes Inc., New York, is in its eighth year as sponsor of the pre- and post-game shows.

KMPC and the network stations carry the entire UCLA basketball schedule of 26 games, plus the school's participation in the annual Los Angeles basketball tournament during Christmas time. KMPC, but not the network (because of prior National Collegiate Athletic Association rights), will follow UCLA into the inevitable post-season championship tournament. The post-season games amounts to new business for KMPC, with regular advertisers given the first option for sponsorship.

The team that has made UCLA basketball broadcasts on KMPC Los Angeles pay off: (l to r) engineer Wayne DuBois, color sportscaster Don Wells, play-by-play sportscaster Fred Hessler, statistician Frank Cangialosi.

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was carried on an 11-station hook-up arranged by Taft and now is in syndication through 20th Century-Fox TV.

Nicholson-Muir has its own studio in Larchmont, N. Y., where its "rough outline" program can be auditioned. Roger Muir, partner with Jim Nicholson in Nicholson-Muir, reported last week the independent production company has developed several new properties, including *Meet the Future, The Big Spenders* and *Card Party*. He pointed out that the company's demonstration tapes often use talented theatrical amateurs, such as those who participated in the recent production of *Card Party*.

Sandy Frank adds 'The Golden Voyage'

Sandy Frank Program Sales Inc., New York, has acquired TV distribution rights to *The Golden Voyage*, half-hour taped programs (with film integrated), and has pre-sold the series to KOMO-TV Seattle and KGW-TV Portland, Oregon.

Mr. Frank said his company has 13 *Voyage* programs available for sale now and expects to distribute 78 in all as more programs are produced. Jack Douglas is host and producer of the travel-adventure show that has been on TV for some 11 years in Los Angeles (KCOP[TV] initially, KNBC-[TV] five years ago and KTLA[TV] starting at the end of January). Mr. Douglas was host-producer of the *America!* series also distributed by Mr. Frank's firm.

The newly acquired series is the ninth in the Sandy Frank portfolio (most recent acquisitions in addition to *America!* were *American West* and *The High and Wild*). The distribution firm is now close to $1 million in gross volume (BROADCASTING, Nov. 27, 1967).

Presley plans movie special for NBC

Elvis Presley, who once used television as a springboard to super stardom but who has pointedly avoided the medium in recent years, last week signed to do two projects for NBC. Within the next two years the actor-singer will star in an hour television special for the network and in a motion picture for theatrical release, which will be financed by NBC.

A date for the TV special has not been set as yet but it is intended to be broadcast as a holiday program—presumably Thanksgiving or Christmas—during the 1968-69 season.

The movie, as yet untitled, will be produced early in 1969 for initial theatrical release at Thanksgiving of that year. It will mark the second theatrical-release movie NBC has financed.

KIXI, lone ASCAP holdout, loses appeal

A five-year campaign by some Washington state broadcasters to escape copyright payments to the American Society of Composers, Authors and Publishers on the ground that a state law prohibited such contracts, came to an end last week when the U. S. Supreme Court refused to review a lower-court decision in favor of an ASCAP suit against the stations.

The suit began in 1962 when ASCAP sued 15 Washington radio broadcasters for copyright infringement. All but three settled with ASCAP. The three claimed that ASCAP and its members violated both a federal and a state antitrust law. A federal district judge agreed with ASCAP that there was no antitrust violation and awarded judgments and attorneys' fees to ASCAP. Two stations then settled, and the third, KIXI Seattle appealed. Early last year, the U. S. Court of Appeals for the Ninth Circuit, affirmed the lower court ruling. KIXI asked the Supreme Court to review, but this was refused last week. Prior to issuing its order on Jan. 15, the Supreme Court asked the solicitor general of the U. S. to comment. He recommended that certiorari be denied in the appeals.

Burrud charges Smith with copying format

A Hollywood television production house last week slapped a suit against one of its star performers charging "unfair competition, appropriation of program format and wrongful inducement [by him] of a key producer to quit his job."

In the suit, filed in Los Angeles Superior Court by Bill Burrud Productions against host-narrator Jack Smith for $130,000, it is alleged that while still working on Burrud's *The American West* syndicated series, Mr. Smith developed plans for a similar syndicated series, *Trails to Adventure*, using the same basic format. The suit also contends that Don Flocker, producer of *American West*, was persuaded to quit Burrud Productions and work for Mr. Smith's newly formed Trails Productions. Burrud Productions claims that, pressured by Mr. Smith's "insistence," it invested a "substantial sum" to film the *American West* series instead of putting it on tape and that this investment now is "jeopardized" both domestically and internationally because *Trails to Adventure* supposedly is similar in format.

Lar rides again

Lar (America First) Daly of Chicago, the perennial splinter candidate who has made the most out of the Section 315, the equal-time law announced Thursday (Jan. 18) he is running for the Presidency again this year, and even though lack of money makes it hard to campaign he plans to run in several state primaries. These are New Hampshire, Illinois, Indiana, Wisconsin, Nebraska, Oregon and possibly Massachusetts. He told newsmen of his political aspirations during questioning about an Illinois state-sales-tax-suit against his American Stool & Chair Co. He said he intends to pay the back taxes but he's just a bit short right now.

Radio series sales ...

Grand Ole Opry (WSM Inc.): KWAK Stuttgart, Ark.; KDJI Hollbrook, Ariz.; WLDB Atlantic City; KWCL Oak Grove, La., and WCLD Cleveland, Miss.

30 Hours of Christmas (Triangle Publications Inc.): WBTH Williamson, W. Va., and WNHV White River Junction, Vt.

Dream World Series (Triangle Publications Inc.): WINA Charlottesville, Va., and WJEJ Hagesrtown, Md.

World of Money (Signal Productions): KARM Fresno, Calif.; WWNY Erie, Pa., and WORK York, Pa.

Point of Law (Signal Productions): WLAD Danbury, Conn.; WFHR Wisconsin Rapids, Wis.; WCHS Charleston, W. Va., and WPHM Port Huron, Mich.

Doctor's House Call (Signal Productions): KGNB New Braunfels, Tex.; WHTC Holland, Mich.; WCBQ Providence, R. I., and KTUC Tucson, Ariz.

Northwestern Reviewing Stand (Northwestern University): KHJ Los Angeles; WGBS Miami; KWLC Decorah, Iowa; KMA Shenandoah, Iowa; WHDH Boston; WTAK Garden City, Mich.; KUNM Albuquerque, N. M.; WVIP Mt. Kisco, N. Y.; WTOB Winston-Salem, N. C., and WRR Dallas.

Lessons in Learning (Northwestern University): WIND Chicago and WCLO Janesville, Wis.

TV-syndication company formed by Spangler

The formation of Spangler Television Inc., New York, as a TV-program-distribution company was announced last week by Larry G. Spangler, president. He has resigned as general manager in New York of the program division of All-Canada Radio and Television Ltd., but will continue to syndicate that company's 195 color half-hours of *Ed Allen Time* in the U. S.

Mr. Spangler

In addition, Spangler has obtained the rights to 39 half-hour color segments of *Car and Track*, produced by Time-Life Productions; 52 first-run half-hours of *The Arthur Smith Show*, a color series produced by Jefferson Productions, and 39 first-run color cartoons produced by Jean Image.

Headquarters for Spangler Television is at 10 Rockefeller Center, New York 10020. Telephone number is 212-582-5020.

Program notes ...

New projects ▪ Irwin Allen, creator and producer of *Voyage to the Bottom of the Sea* on ABC-TV and *Lost in Space* on CBS-TV, has started production on two additional series for next season. An hour series called *Man from the 25th Century*, produced in association with 20th Century-Fox Television, is being readied for CBS-TV. Another hour program, *City Beneath the Sea*, is being prepared for NBC-TV. A third new Allen project, *Land of the Giants*, already has been sold to ABC-TV for a September start.

How to pick winners? ▪ Official Films Inc. is placing into syndication 260 five-minute episodes in color of *The Art of Handicapping*. Host for the series is Sam Resnick, who has been a racing announcer for the past 18 years. Jerry Hammer is the producer.

Watts talent ▪ *The New Voices of Watts*, a one-hour documentary being produced by Stuart Schulberg for NBC-TV's *NBC Experiment in Television* series, will feature writers from the Watts area of Los Angeles. It is part of a 10-program series starting Feb. 18 (3-4 p.m. EST).

Italian package ▪ Rizzoli Film, New York, has appointed Films Around The World, New York, as its representative for television rights sales in the U. S. Included in Rizzoli's package of 45 motion pictures are Fellini's "Juliet of the Spirits" and Antonioni's "Red Desert."

ABC has jurisdiction problem with Gypsy show

Does a production company have the right to use free talent on a television show if the talent is not required to perform as an actor or do its established act? May a union regulate conduct of members appearing in the jurisdiction of the union but in a manner not covered by the collective-bargaining agreement? These are the knotty issues a three-man arbitration panel in San Francisco is expected to decide within the next several weeks.

The proceedings arose out of a rule adopted by the San Francisco local of the American Federation of Television and Radio Artists prohibiting members to appear without pay on the Gypsy Rose Lee syndicated program produced by ABC. Instead, members were instructed to first be assured that they would be paid not less than AFTRA scale for their appearances on the show.

ABC contends this is in violation of its agreement with AFTRA. The network sought an injunction in a San Francisco court against the union. The injunction was denied and arbitration was indicated as the method of settling the dispute.

March start for Cavette

ABC-TV's new 90-minute weekday variety series will start Monday, March 4 (10:30 a.m.-noon). The show, featuring Dick Cavett as host, will be taped on the day before its air date.

Storer's WSPD wins Pioneers' 'Mike'

WSPD Toledo, Ohio, the first station in what is now the Storer Broadcasting Co. group, has been named to receive the eighth annual Broadcast Pioneers "Mike" award, Glenn Marshall Jr. of WJXT(TV) Jacksonville, Fla., president of the pioneers, announced last week (CLOSED CIRCUIT, Jan. 8).

George B. Storer, chairman of Storer Broadcasting, will accept the award at a dinner at the Hotel Pierre in New York, Feb. 19. Proceeds of the annual award dinners go to the Broadcasters Foundation, philanthropic adjunct of the pioneers headed by Clair R. McCollough of the Steinman stations.

The "Mike" award is presented each year to a pioneer station to honor consistently outstanding service to the public and to broadcasting.

WSPD commenced operations April 15, 1921, as WTAL. Mr. Storer bought it in 1927 after he discovered, during negotiations for a saturation radio campaign for his Fort Industry Oil Co., that the station was having financial difficulties. The call letters were changed to WSPD to represent "Speedene," the name under which Fort Industry operated gas stations in Toledo.

Mr. Storer was WSPD's first manager, devoting his evenings to the station while also running Fort Industry and serving as a vice president of American Metal Products Co. When the oil company was sold to Standard Oil in 1928, the company name was changed to Fort Industry Co. It was changed to Storer Broadcasting Co. in 1952.

Mr. Storer was succeeded as WSPD manager by the late J. Harold Ryan, who was closely associated with him in building the Storer firm and who also served as a president of the National Association of Broadcasters. The company now owns six television and seven radio stations.

Previous winners of the "Mike" award are WHO Des Moines, Iowa; WTIC Hartford, Conn.; KDKA Pittsburgh; WLW Cincinnati; WGN Chicago; WSB Atlanta, and WOR New York.

KPIX(TV) opens free press

What does a local television station do when the only two major newspapers in town are out on strike? Why it publishes its own newsletter, of course. This is what KPIX(TV) San Francisco has been doing ever since Jan. 8, three days after the *San Francisco Examiner* and the *San Francisco Chronicle* were shut down by a strike. Some 10,000 copies are distributed free in downtown San Francisco by members of the Mission Rebels, a sort of a social gang, hired by the station. The newsletter is designed to supplement the station's news programs, which have been greatly increased in number since the strike.

Drumbeats ...

Charities reap ▪ The William Randolph Hearst Foundation, through the Hearst Corp.'s WISN-AM-FM-TV Milwaukee, has donated $20,000 given to five Milwaukee-area charities. James T. Butler, vice president and general manager of WISN-TV, made the presentations to Goodwill Industries, Milwaukee Repertory Theater, St. Camillus Hospital, the Curative Workshop of Milwaukee and the United Performing Arts Fund.

Filmed fete ▪ Each year WIS-TV Columbia, S. C., selects the South Carolinian of the Year and honors him with a 30-minute filmed documentary of his background and accomplishments. The film is shown to guests at an award luncheon by closed circuit television and is later shown to WIS home viewers. The documentary is then made available to other television stations. This year's recipient, Ellis C. MacDougall, director of the South Carolina Department of Corrections, is being announced today (Jan. 22) by G. Robert Shafto, president of Cosmos Broadcasting Corp., licensee of WIS-TV.

Vickery appointed ▪ George Vickery Associates has been appointed by group broadcaster Storer Broadcasting Co., Miami Beach, as public relations counsel. Mr. Vickery, formerly with Wometco Enterprises Inc., Miami, and a broadcast promotion veteran for thirteen years, recently opened public relations offices at 1778 North Bayshore Drive, Miami.

Serendipity ▪ FCC Commissioner Nicholas Johnson has been selected by the U. S. Junior Chamber of Congress as one of its ten outstanding young men of America for 1967.

Radio helps community ▪ KSRV Ontario, Ore., collected $2,044.15 from its donating listeners for a special air compressor to supply air for tanks of divers searching for drowning victims. The station made it possible to install the device in the Ontario fire department headquarters so that air could be provided without cost to any volunteer who is assisting in search operations.

Pennies from heaven ▪ WEEI Boston in its Penny-A-Month campaign raised $20,000 and earned the thanks of His Eminence Richard Cardinal Cushing. The money, contributed by listeners, civic leaders and business organizations, will be given to various nonsectarian charities that Cardinal Cushing supports.

Professional opinion ▪ Gale Sayers, the Chicago Bear's halfback, in conjunction with Gilbert Altschul Productions and the American Dental Association, appears in a new five-minute color film promoting dental hygiene. The ADA said that "No Time To Lose" is designed to reach children and adults of all social groups. Prints are available to TV stations through the ADA, 211 East Chicago Avenue, Chicago 60611.

Industry veteran honored ▪ Edgar Bergen will be honored with the second annual Carbon Mike award of the Pacific Pioneer Broadcasters at the industry organization's installation and dinner dance at the Beverly Hilton hotel, Beverly Hills, Jan. 26. Last year the award went to radio-TV performer-producer Ralph Edwards. The award honors industry veterans who have contributed significantly to the development of broadcasting. The Pacific Pioneers, which now numbers nearly 800 members, also will install CBS-KNX Los Angeles executive Harfield Weedin as its new president.

'Where There's Hope' film available to TV

A public-service color film, "Where There's Hope," a shortened version of a one-hour salute to Bob Hope at the 61st annual convention of the Boys' Clubs of America, is being made available to networks and stations on a first-refusal basis.

The film, previewed for newsmen last week in New York, runs 28 minutes 30 seconds and is available in 16mm prints from the public information department of the Boys Clubs, 771 First Avenue, New York 10017.

Highlights include a review of Mr. Hope's 30 years in show business; monologues and acceptance by Mr. Hope of the Herbert Hoover Memorial Award; appearances of Mike Douglas (master of ceremonies at the awards program) and Richard M. Nixon, BCA chairman.

William Allen White honor goes to Ethridge

Mark Ethridge, with the *Louisville* (Ky.) *Courier-Journal* and *Times* (WHAS-AM-FM-TV Louisville) for 27 years as general manager, publisher and board chairman, has been named to receive the William Allen White Foundation's 1968 national citation for journalistic merit. The 11th annual citation will be made at the University of Kansas Feb. 12 when Mr. Ethridge will deliver the annual William Allen White lecture.

Mr. Ethridge, who was president of the National Association of Broadcasters from March to July 1938, is now a professor of journalism at the University of North Carolina in Chapel Hill.

WETA-TV plans auction

After watching the success other ETV's have had with similar projects, WETA-TV, Washington's noncommercial outlet, is planning to hold a television auction with the station being both producer and beneficiary. The show will run 4 p.m.-midnight, April 30-May 4 and will be a live, color remote. Since it is in Washington, WETA-TV is taking advantage of the makeup of the city's residents and has already lined up several famed personalities to act as auctioneers: Art Buchwald, columnist; Senator Daniel B. Brewster (D-Md.); Otto Graham, Washington Redskins coach, and Perle Mesta, former ambassador to Luxembourg.

WNEW, NBC newsmen win TWA awards

Broadcast winners in Trans World Airlines' 30th Annual Writing and Picture Competition were NBC News producer George Vicas and Mike Stein, assistant news director for WNEW New York.

Mr. Vicas was cited for his color special, "The Aviation Revolution," shown on NBC-TV Nov. 7, 1966, and July 19, 1967. Mr. Stein's program, "No More Highways In the Sky," was broadcast April 30, 1967, as a *Sunday News Closeup.*

INTERNATIONAL

Latin American TV group formed

The formation of LATINO, the Latin American Television International Network Organization, was announced last week by ABC International, which is the representative of this group of 19 Worldvision stations in 14 countries.

Donald W. Coyle, president of ABC International, said LATINO is "now the largest advertising medium in Latin America and can be purchased through a central source." He said it is an outgrowth of Central American Television Network (CATVN), with affiliates in Central America and Panama.

Stations that make up LATINO are: Teleonce, Buenos Aires; Protel, Santiago and Valparaiso, both Chile; Telbogata, Bogata, Colombia; TI-TVCR, San Jose, Costa Rica; HIN-TV, Santo Domingo, Dominican Republic; Telecuador 4, Guayaquil, Telecuador 6, Quito and Telesistema Cuenca, all Ecuador; TV-2 and TV-4, both San Salvador, El Salvador; TG-TV, Guatemala City, Guatemala; HRTG-TV Tegucigalpa, Honduras; Telecuracao, Curacao and Telearuba, Aruba, both Netherlands Antilles; YNSA-TV Managua, Nicaragua; TV-2 Panama City, Panama; Tele-12 Montevideo, Uruguay and Radio Caracas TV, Caracas, Venezuela.

There are about 3 million TV sets in the LATINO nations. ABC International acts as sales and program buying representative for TV stations and networks throughout the world, including the CTV Network of Canada. ABC International's Worldvision network has associates in 26 nations throughout North and South America, the Middle East and Asia.

International film sales . . .

Tarzan Series (Banner Films): Pacific Telecasters Inc., Sydney, N.S.W., Australia.

Walt Johnson Road Reports (Shoblom Productions): WAIR Winston-Salem, N. C.; WBBW Youngstown, Ohio; KDGO Durango, Colo.; WEHW Hartford, Conn.; KEYN Wichita, Kan.; KFPW Ft. Smith, Ark.; KGMB Honolulu, KGMC Denver; WHOO Orlando, Fla., and WHKP Hendersonville, N. C.

The Golden Voyage (Jack Douglas Productions): KTLA(TV) Los Angeles, and KOMO-TV Seattle.

FCC may complete CAR rules

Final action on rulemaking to establish new home for microwaves serving CATV is expected in near future

The FCC is expected to consider shortly, possibly this week, a proposed order concluding its three-and-a-half-year-old CAR (Community Antenna Relay) rulemaking designed to find a new frequency home and establish new operating procedures for microwave-station operators serving CATV systems.

The proposed new rules, which relate to the frequencies to be assigned to microwave licensees serving cable systems and to the technical standards to be required of CAR operators, are likely to draw the protests of CATV spokesmen.

The aim of the rulemaking, issued in July 1964 (BROADCASTING, Aug. 3, 1964) is to relieve the congestion in the 6,000 mc band, reserved primarily for land-line telephone and telegraph services, and to remove CATV-serving microwave systems from the business radio frequencies, in the 12,200-12,700 mc band.

Achievement of these goals, the commission said, would provide for more efficient use of the spectrum and for the orderly growth of the CATV industry. But commission sources expect CATV spokesmen to complain the new rules will make life more difficult and expensive for microwave licensees serving CATV systems.

Second Step Now ▪ The commission in October 1965 spun off and adopted two aspects of the CAR proceeding. It established the 12,700-13,200 mc band as the new home for CAR, or noncommon-carrier microwave operators serving CATV systems. It also prescribed conditions that applicants for the 6,000 mc frequencies must meet to qualify as common carriers—at least 50% of their customers must be unrelated to them and will use at least 50% of the service (BROADCASTING, Oct. 18, 1965).

The proposed rules now ready for discussion will, reportedly, reduce further the chance of microwave operators serving CATV systems to use the 6,000 mc band, which because of the lower cost and greater reliability of equipment involved is considered desirable by common carriers.

The rulemaking would have permitted CATV-serving common carriers with long-haul needs—routes of more than 600 miles—to operate in the 6,000 mc band; licensees providing shorter hauls would have been accommodated with frequencies in the 10,700-11,700 mc band (BROADCASTING, Aug. 3, 1964). The commission cited the need of landline telephone and telegraph companies for the 6,000 mc frequencies.

But the staff is now proposing rules that would require carriers serving CATV systems near major cities to operate in the 10,700-11,700 mc band, regardless of the distance of the system. The proposed rules will, in general, permit carriers to use the 6,000 mc band in less heavily populated areas, although they provide exceptions in certain cases to meet the needs of telephone companies and of possible communications-satellite service.

Permanent Allocation ▪ The rules will make permanent the 250 mc band, from 12,700 mc to 12,950 mc, that was allocated to CAR service on an interim basis in October 1965. Some CATV sources had clung to the hope that the commission would turn over the entire 500 mc band, from 12,700 to 13,200 mc.

However, the commission, in its notice of proposed rulemaking, had expressed uneasiness about turning over the entire band, which provides some frequencies for television auxiliary service. And the 250 mc of spectrum, the commission staff is said to feel, will enable CATV-serving carriers to provide 10 channels of service, with each channel 25 mc wide.

CATV spokesmen, however, have argued that in multihop systems, 250 mc will provide only five channels of service. Their view is that channels in such systems cannot be used "back-to-back," that is, in a continuous line, without interference resulting. They say that different sets of channels must be used alternately at each repeater station.

CAR operators will probably be unhappy also about a rule permitting remote control operation; it requires transmitters to be shut down when not transmitting signals as a means of eliminating what the staff says would be an inefficient use of spectrum space. CATV-industry spokesmen in their comments during the proceeding complained that equipment is not available that can automatically resume operations at the precise tuning point at which it was turned off. However, microwave operators in other services must contend with similar rules.

One proposed rule that some broadcasters may find a hindrance would prohibit CAR licensees and broadcasters from interconnecting their microwave facilities. Some broadcasters now obtain network programing from CATV-serving microwave operators. However, the commission staff notes that the proposal to permit such interconnection received no support in the comments.

Technical topics . . .

From Visual ▪ Lightweight small cameras of low-power consumption as well as multitube color cameras are among broadcast equipment that use a new series of one-inch electrostatically focused EEV vidicon tubes, according to their supplier, Visual Electronics Corp., New York. The firm noted the series has applicability in transistorized film and in live broadcast color cameras.

Taft order ▪ Taft Broadcasting Co., Cincinnati, has ordered 10 high-band color TV tape systems (TR-70s) from RCA Broadcast and Communications Products Division. The gear will augment eight TR-70s now in use at the group's six TV stations.

'New look' for RCA

Style changes are planned to modernize image of all corporate activities

RCA has initiated a new look that includes the first radical change in 46 years in the design of its trademark. The "new RCA" is being introduced to the public in a corporate advertising campaign that was to start on TV yesterday (Jan. 21).

The "complete and systematic change in style" as described by Robert W. Sarnoff, RCA's president and chief executive officer, at a news conference in New York last week, takes in a program that modernizes every facet of the corporation's appearance from trademark to office design. It will be applied worldwide, affecting products, services and advertising and in terminology that describes the corporation's varied activities.

RCA said the change was effected to reflect the corporation's growth and diversification. Sales of the corporation last year exceeded the $3-billion mark for the first time (BROADCASTING. Jan. 1). In the 1920's RCA's line of products ranged from crystal receiving sets to electrical switches and apparatus. More than 80% of its 12,000 products being marketed today were not in existence a decade ago.

Solid Unit ▪ The RCA monogram showing the symbolic lightning flash has been in use, with only minor modification of design, since 1922 (see separate box). The new trademark employs the three letters alone in a bold contemporary design to form a distinctive single unit.

Mr. Sarnoff noted that RCA was now "intimately involved with every principal aspect of [information] technology, from broadcasting and publishing to computers and educational systems. The corporate-wide new look corresponds to this change, and it will be used to unify the identification of all RCA products, services, installations and communications."

Among examples cited by Mr. Sarnoff of terminology being simplified or altered in reference to company activities is the Broadcast and Communications Products Division. This particular unit becomes the Commercial Electronic Systems Division Mr. Sarnoff pointed out that the division also produces scientific and instructional equipment in addition to broadcast products.

Another such change, to indicate the nature of RCA's international communications subsidiary operation, is a new RCA Global Communications, replacing the former identification of RCA Communications Inc. The new identification will be used in all advertising and promotion programs.

RCA's "new look" is being effected almost simultaneously in all areas—in printed material, from letterheads and product brochures to stock certificates and RCA Communications message blanks, in product identifications (including trademark and specific-brand designations on RCA products and the design of their packages), in advertising, in signs and even in the emblems on trucks and company work clothes.

Not Until 1969 ▪ In some areas, it'll take lead-time for changes to become effective—probably not until the introduction of the 1969 line of home-entertainment products, for example.

Mr. Sarnoff said the new identification would be used in RCA sponsorship over the past weekend of the AFL All-Star game on NBC-TV and continue this week in selected newspapers and in major national magazines.

At his news conference, Mr. Sarnoff said that in view of "an old saying" in broadcasting of "never change a hit," he had been asked why RCA was changing. He said: "Corporations change a great deal like people" and in this context seek assurances that their images are "good," and "they want to be understood when they communicate."

Mr. Sarnoff, who was credited with originating the changes when he took office as president of the corporation two years ago, attributed his involvement to an interest in "art and graphics" and said this personal "bent" was largely responsible for his order of a review upon assumption of the presidency.

He said that in its review, RCA had difficulty in formulating an image or "corporate philosophy" because it had become "complex in character" as a result of growth, diversification and business. "When we started in 1919,"

Corporate symbol retires after 46 years

The introduction of a new trademark by RCA is the first important change in 46 years in the presentation of the three letters representing the Radio Corp. of America.

The monogram with the symbolic lightning flash underlining the letters in a circle has been in use since Aug. 15, 1922. The lightning flash was employed to mark the importance of electricity in early radio. It was registered with the U. S. Patent Office on May 1, 1923, but was in use in consumer advertising in the fall of 1922, promoting the Aeriola Grand radio receiver. Those ads, according to RCA, priced the radio set with a stand at $350 and featured an endorsement by Senatore Guglielmo Marconi, described as "father of radio."

The earliest RCA trademark used was the three letters separated by periods—R. C. A. Later the punctuation was omitted and the monogram developed. For a brief time in 1921 only the two letters, R and C, were used when advocates argued the public could remember two letters easier than three. David Sarnoff (RCA board chairman), at that time general manager of RCA, sided with sponsors of the three-letter monogram.

RCA absorbed the Victor Talking Machine Co. in 1929, acquiring other trademarks such as "Victor," "Victrola," "Red Seal" and "His Master's Voice," all of which will continue to be maintained through use on certain product categories, though the new RCA trademark will "predominate" on all company products.

The old and the new

he said, "we were a $2 million a year corporation. Now we are a $3 billion corporation." In addition, RCA is in a business of constant change, he said, recalling: "As my father (David Sarnoff) often said to me: 'Ours is a business of obsolescence.' "

Mr. Sarnoff said subsidiary operations, such as NBC, would not be affected by the change in graphics and design.

RCA said its new corporate trademark will be the "primary identification" for all products, though the Victor name and dog-and-horn symbol will be retained for selected use with some products, thus preserving historic associations, Mr. Sarnoff said.

The communications program, developed with the aid of Lippincott & Margulies Inc., communications consultants, has also established eight categories for the use of the company in business or public presentations, all designed to describe RCA's current business areas. These are aerospace systems, information systems, communications systems, entertainment systems, defense systems, education systems, research and service.

RCA's corporate program is being supervised and coordinated at the company by a new department of corporate identification under Mort Gaffin, director. The firm has designated CI representatives at each division and subsidiary to help implementation. A supplementary program to apply the new style concept to the design of company offices and new plant facilities is receiving the aid of Ford & Earl Design Associates, Warren, Mich., with work already under way at RCA facilities and offices.

PHS scrutinizes data from radiation tests

Radiological experts of the U. S. Public Health Service have completed testing 800-odd color TV receivers in the Washington area, and plan to examine another 200 as they get down to evaluating data on radiation from color sets.

But even as they do, the subject of X-radiation from color TV receivers took on a new, and to manufacturers a distressing, turn: President Johnson in his State of Union message last Wednesday called for "protection against the hazardous radiation from television sets and other electronic equipment." It is presumed this means some sort of federal standards on radiation from TV receivers, although no specifics have been suggested yet.

The Public Health Service has issued no public statement on its findings, due to be released early next month, but it's understood few color sets registered above the recommended level for human safety: 0.5 milliroentgens per hour. The receivers of one small manufacturer has registered badly, it's learned; otherwise standard color TV set makers have come through well within the recommended levels.

A preliminary report on findings is due to be submitted soon to John W. Gardner, Secretary of Health, Education and Welfare.

The 1,100 color TV sets that are, or will be surveyed by PHS technicians, are all owned by PHS employes and were volunteered for examination in answer to a request by the Dr. General Leo J. Gehrig, acting Surgeon General, last December (BROADCASTING, Dec. 18, 1967). More than 1,000 receivers were offered to PHS from that service's 20,000 employes in the Washington area.

The tests were made on each set in the home by a team consisting of PHS radiologists and representatives of the manufacturer of the receiver. Set makers have raised questions on the efficacy of the instruments used by the PHS testers: these apparently tend to give a higher radiation reading than devices used by the TV set manufacturing industry.

To work out a satisfactory solution to this disagreement, the PHS and the Electronic Industries Association have scheduled a conference to be held in Washington in the spring to discuss instrumentation, including the use of the Geiger-Muller counter, radiological film, and ionization chambers.

The color TV radiation scare began early last year when General Electric Co. announced it was modifying about 110,000 GE color sets because of excessive radiation from the shunt regulator in the circuit. Following the modification program, the PHS and the Pinellis county (Fla.) health department tested the modified GE sets in that area and, it was reported, found that about 25% were still radiating excessively. The PHS's survey of color receivers owned by its own employes in the Washington area followed.

Peering into a crystal ball

Dr. Simon Ramo, one of the most noted people in electronics, did some "rational scouting out into the future" of communications last week and bedazzled a West Coast audience of Broadcasting business laymen with visions of a brilliant new world. Addressing a luncheon meeting of the Hollywood Radio and Television Society in Beverly Hills, Calif. Dr. Ramo pictured the future as a jigsaw puzzle and described three of the technological pieces that now are on the verge of breaking out and becoming feasible.

"Space technology," he began, "has advanced to the point where it is now possible to put into space electronic equipment of great reliability, long life and with the capability of keeping itself supplied with power directly from the sun." The second near-ready technological piece, according to Dr. Ramo, is microminiaturization of electronic circuitry, which would allow for the assembly of lightweight, compact packages containing a tremendous amount of sophisticated electronics. But the key piece in future communications, he went on to explain, is quantum electronics: "the ability to produce radiation with such precise control of the frequency and bandwidth that it is possible to pack thousands more channels than we are now able to do side by side for use in communications."

Dr. Ramo, who is vice chairman of the board of TRW Inc., Redondo Beach, Calif., a highly diversified manufacturer of spacecraft, automotive parts, jet-engine components, electronics and defense systems, indicated that the three parts of the jigsaw puzzle of the future—laser and maser technology stemming from the quantum electronics field, electronic microminiaturization and satellite communications systems—"will offer us an exciting opportunity to expand our communications potential by a vast order."

Among the communications developments Dr. Ramo sees possible in the future ("give or take a few decades"):

- Three-dimensional color television through holography.
- Thousands of educational programs, pretaped and available in the high-frequency microwave spectrum (above ordinary TV and FM broadcasting so that interference will be avoided).
- The electronic handling of many of the legal operations of our society, with signatures affixed via an electronic pen on a special scope and with one central authority given the right and necessary devices to produce the master copy.
- "Instant democracy," with people

voting on issues or candidates from their homes over two-way communication devices.

- A national information system that could offer new products to viewers and take orders instanteously over the two-way communications system in the home.

Dr. Ramo stressed that all of this vision appears to be technically possible. He cautioned, though, that it is not necessarily what will happen.

CATV-phone cooperation sought by Ford

Frederick W. Ford, president of the National Cable Television Association, Washington, has issued a call for cooperation between the CATV and telephone industries. First move, he said in a letter to NCTA members is for representatives of both industries to sit down and talk things over. "Together we must get down to the brass tacks of providing more and better communications services to the public," he said.

Meanwhile, the CATV industry's battle to persuade the FCC to require telephone companies to apply for certificates of necessity when they move into the CATV lease-back business moves into a new phase next month, following proceedings before an FCC hearing examiner (BROADCASTING, Jan. 16 et seq.). Oral argument in the case has been scheduled for Feb. 19 before the commission en banc.

FINANCIAL REPORTS

Merger epidemic breaks out at G&W

A mention last week on Wall Street of merger and Paramount Pictures' parent Gulf & Western Industries Inc. was bound to bring up the question of "with which company?"

As of last Thursday (Jan. 18), G&W was setting a path that only knowledgeable corporate footwork could follow. About a week before, stockholders had approved the merger of three companies as G&W subsidiaries—E. W. Bliss Co., Consolidated Cigar Corp. and Universal American Corp. (BROADCASTING, Jan. 15). Officials said G&W would thus raise its annual sales rate to about $1.3 billion.

Early last week, Gulf & Western proposed a merger with Armour & Co., Chicago, major meat packer, producer of soap and detergents, industrial chemicals, fertilizer and drugs. If consummated, that agreement (reached Jan. 16) would be responsible for an operation with annual sales above $3.4 billion. The merger would be accomplished through an exchange of stock worth some $375 million.

A day later, Gulf & Western had agreed to purchase about 23% of the outstanding common stock of Brown Co., a paper and forest products company, in exchange for Gulf & Western convertible debentures and stock purchase warrants valued over $15.5 million.

G&W is already entrenched in the entertainment field. It owns Paramount Pictures Corp., International Telemeter and Desilu Productions Inc., and has a 51% interest in Famous Players Canadian Corp.

In addition to tending to its new merger plan financing, G&W stated last week that it proposed to raise $50 million abroad principally for the overseas operations of Paramount Pictures. G&W has gone on record as expecting the government to provide a measure of relief for film producers from proposed rules to limit international investments by U. S. companies overseas.

ABC turns bullish

Wall Street rumors that ABC was on the verge of merger with one of a number of corporations—at least four were mentioned—apparently served to bolster the value of the network's common stock last week.

ABC common opened at 61 on the day following ITT's rejection of the merger proposal (BROADCASTING, Jan. 8), and after a couple of weeks of uninspired performance, the stock's value appeared to be holding steady around 61. Last Tuesday, however, ABC jumped 4¾ points, closing at 66¾, making it one of the big gainers on the New York Stock Exchange that day. On Wednesday, ABC closed at 67, but Thursday fell back to 65½.

The gains were made on the strength of rumors, Wall Street sources said, that had ABC merging with either Litton Industries, widely diversified manufacturing firm; Ling-Temco-Vought, a Texas-based aircraft and electronics firm; Sears, Roebuck, or Monogram Industries, diversified California manufacturer of sanitation equipment and electronics.

Wometco increases dividend payments

Wometco Enterprises Inc., Miami-based diversified entertainment company and group broadcaster, declared a regular quarterly dividend on Wometco's recently split shares of 12 cents on class-A common and 4⅜ cents on class-B common. This represents, it was reported, an increase of about 16% from the 15½ cents quarterly dividend paid before the three-for-two stock split. Dividends are payable March 15 to stockholders of record March 1.

The company also announced that on the basis of unaudited figures, revenues rose for the year ended Dec. 30, 1967, compared with the same period in 1966.

For the year ended Dec. 30:

	1967	1966
Earned per share	$1.27	$1.21*
Total revenues	57,500,000	49,636,713
Net income	4,300,000	4,044,868

*Adjusted for the three-for-two stock split in January.

Reeves expects improved earnings

Higher revenues and earnings for 1967 are expected by Reeves Broadcasting Corp., New York, according to J. Drayton Hastie, president of the firm. Reeves has not reported its earnings for the year; but its nine-month revenues in 1967 were up 11% and income up 4% over 1966's comparable period (BROADCASTING, Nov. 20, 1967).

Speaking before the Atlanta Society of Financial Analysts on Jan. 10, Mr. Hastie said his company's cash flow continues to increase. From mid-1960 to the end of 1967, corporate assets have grown from about $5 million to more than $20 million. Net operating revenues in 1966 were $8.9 million and net income was $699,000. Earnings per share in 1967 should be about the same because of additional shares now outstanding, Mr. Hastie said.

Reeves Broadcasting, a diversified company, has been expanding in both broadcasting and in CATV. It started with a single TV station in 1960, but now owns two stations—WUSN-TV Charleston, S. C. and WHTN-TV Huntington-Charleston, W. Va.—and has four radio outlets—WITH-AM-FM Baltimore, and WKEE-AM-FM Huntington, W. Va. It also has a 50% interest in a planned TV station in Lexington, Ky. Its CATV operations amount to 11 systems in seven states, with a 12th system soon to be consumated, Mr. Reeves said.

Reeves, which is traded on the American Stock Exchange, is also the owner of an 80% interest in Previews Inc., real-estate marketing company, and a 52% interest in National Manpower Register Inc., computerized employment-service company.

Revenue up, net drops in Filmways' quarter

Filmways Inc., New York, had an approximate 20% rise in revenues but a more than 30% decline in net income for the three-month period ended Nov. 30, 1967. Per-share earnings were down one-third. The company (primarily in TV and motion pictures) said its acquisitions of three firms (Acme Film Laboratories last February, Sigma III last September and Cinefx in October) had been reflected on a pooling-of-interests basis retroactively in the net income for the period covered.

For the three months ended Nov. 30:

	1967	1966
Earnings per share	$.41	$.64
Revenues	11,049,164	9,171,375
Net income	366,211	560,712
Shares outstanding*	894,652	879,704

*The acquisitions of three companies, in February, September and October, 1967 have been reflected retroactively in the above consolidated statements of income on a pooling of interests basis. Further, shares outstanding at Nov. 30, 1966 have been restated to include shares issued in connection with these acquisitions, and to give effect to a 2% stock dividend paid in May, 1967.

W7 seeks acquisitions in entertainment field

There has been a temporary slowdown in the sale of television programs in the network and syndication fields but considerable improvement is expected in the immediate future, Eliot Hyman, board chairman of Warner Brothers-Seven Arts, told the company's annual meeting of stockholders in Toronto last Tuesday (Jan. 16).

Mr. Hyman's observation was contained in a statement read to the meeting by David Lubart, vice president and secretary, who said company business had kept Mr. Hyman in New York. Mr. Hyman added that the future "holds every promise of Warner Brothers-Seven Arts being a most important company in every phase of the entertainment field" and he said the company was interested in "fortuitous acquisitions" in the entertainment area.

The shareholders voted to decrease the number of directors from 17 to 15 and elected the following to the board: Charles Allen Jr., Alfred Bloomingdale, Armand Deutsch, Samuel H. Haims, Alex L. Hillman, Allan J. Hirschfield, Eliot Hyman, M. Kenneth Hyman, Benjamin Kalmenson, Jerome A. Newman, Maxwell M. Rabb, Denniston L. Slater, Edgar B. Stern Jr., Anthony R. Tyone and Jack L. Warner. Mr. Stern is president and principal owner of Royal Street Corp. broadcast group (WDSU-AM-FM-TV New Orleans and 51% of WALA-TV Mobile, Ala.).

New merger may add to Time's stations

Time Inc., New York, active along the path of acquisitions last week, may find itself increasing its radio-station holdings.

Time has an agreement in principle for the acquisition of Little, Brown & Co., Boston book publisher—a purchase that would involve Time issuing 170,000 shares of common (valued at nearly $17 million) for all of the Boston company's stock.

At the same time, Time Inc., a diverse communications firm with its biggest interests in publishing (magazines and books) and paper manufacturing, was reported to have approached management of the *Newark* (N. J.) *News*, seeking purchase of the daily newspaper. A subsidiary, Newark Broadcasting Corp., is licensee of WVNJ-AM-FM Newark.

Officials at the newspaper said talks had not developed into formal negotiations.

Time's station holdings (Time-Life Broadcast Stations) are KLZ-AM-FM-TV Denver; WOOD-AM-FM-TV Grand Rapids, Mich.; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif., and WFBM-AM-FM-TV Indianapolis.

Disney reports first-quarter gains

Walt Disney Productions, Burbank, Calif., which earlier this year had revealed that gross had gone up but that net income for the fiscal year ended Sept. 30, 1967 had taken a nosedive (BROADCASTING, Jan. 15), last week announced that both net and gross were up for first quarter ended Dec. 30, 1967.

For the quarter ended Dec. 30:

	1967	1966
Earned per share	$0.52	$0.50*
Gross revenues	24,399,000	20,536,000
Net income	2,181,000	2,092,000

*Adjusted for stock split and stock dividends.

Sterling registers for $2.5 million in bonds

Sterling Communications Inc., New York, has filed a registration with the Securities and Exchange Commission for the sale of $2.5 million of 7¼% collateral trust bonds, due in 1980, plus warrants with the right to purchase 500,000 shares of common stock.

The securities will be offered in units, each consisting of $1,000 of bonds and warrants with the right to purchase 200 common shares, at $1,000 per unit.

The company estimates that it will receive $2.3 million from the sale after federal taxes. They propose to apply $2.2 million to their subsidiary Sterling Information Services Ltd., New York CATV operator, for additional loans and investments, or to collateralization of guarantees or indemnities relating to obligations; approximately $100,000 will be used to market the Alphamatic Character Generator, an electronic device developed and manufactured by RCA for the continuous transmission of news, financial information and other information by CATV, television stations and closed-circuit TV systems; and if there are remaining funds they will be used as working capital and for other corporate purposes, including CATV.

CATV-subsidiary Sterling Information Services Inc., through its subsidiaries, owns a system in Nassau county (Town of Babylon) and has applications for franchises in White Plains, Yonkers and New Rochelle, all New York.

Five Bleak Years ▪ For the last five fiscal years as of March 31, 1967, Sterling Information Services has operated at a loss, and as of March 31, 1967, its aggregate loss was $1,186,127. For the seven months ended Oct. 31, 1967, the loss was $176,211, as compared with a loss of $103,223 for the seven months ended Oct. 31, 1966.

Sterling Communications is engaged in the distribution of sponsored motion pictures to television stations, adult organizations, schools and theaters and in the creation, operation and programing of closed-circuit TV installations.

In the fiscal year ended March 31, 1967, Sterling Communications showed a profit of $58,283 after taxes, as contrasted with losses of $4,304 and $18,058, respectively, for the fiscal years ended March 1965 and 1966. In seven months ended Oct. 31, 1967, the company showed a profit of $35,757 after taxes, as contrasted with a profit of $9,884 for seven months ended Oct. 31, 1966. At present the company has 720,000 shares outstanding. Charles F. Dolan is president.

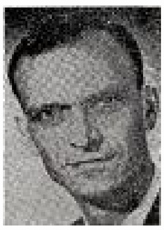
DDB's billing up 16.4%, profits rise 4.3%

Billings at Doyle Dane Bernbach, New York advertising agency, rose 16.4% and established a record high for the fiscal year ended Oct. 31, 1967, it was announced last week.

The agency stated that its annual report to stockholders is in preparation

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Derr


Mr. Hirsch


Mr. Ladik

Edward Derr, creative research director for Needham, Harper & Steers, Chicago, **Bruce Hirsch,** media director for NH&S, New York, and **Frank Ladik,** account supervisor for agency's Los Angeles division, elected VP's. Mr. Derr succeeds **James E. Fasules,** named senior account director. **Richard M. Doub** named to newly created position of manager of research department, Chicago.

J. Warren Tomassene, sales manager for WBKB-TV Chicago, named general sales manager, succeeding **John J. McMahon,** named general manager of WXYZ-TV Detroit (BROADCASTING, Jan. 15). **John Severino,** with ABC Television Spot Sales, New York, named sales manager of WBKB-TV. Both are ABC-owned stations. **Lee M. Vanden-Handel,** national sales manager for ABC-owned radio stations, named general sales manager of WXYZ.

William R. Bone, Edwin C. Gibson and **Thomas H. Ogdon,** account supervisors at Benton & Bowles, New York, elected VP's.

Arthur Schwartz, director of advertising for Bulova Watch Co., New York, elected VP and director of advertising and sales promotion.

Robert O. Daubenspeck, VP and associate media director, Foote, Cone & Belding, Chicago, named manager of media department. **Richard E. Masilotti** named associate media director for broadcast, and director of network relations there. **William H. Bambrick,** management supervisor for FC&B, New York, named to newly created position of special assistant to general manager of New York office.


Mr. Muse

Norman L. Muse, creative director at Leo Burnett Co., Chicago, named VP. **Gene Kolkey** and **Hal Weinstein,** both VP's at agency, named creative directors.

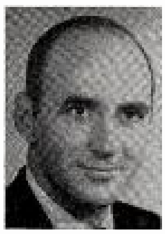
Madeline Paley and **Steve Lehner,** copy group supervisors, North Advertising, Chicago, named VP's.

Joseph P. Costantino, former sales promotion manager for KTVU(TV) Oakland-San Francisco, and VP of Broadcast Promotion Association, named corporate director of advertising and promotion, Avco Broadcasting Corp., Cincinnati, succeeding **John C. Burpee,** who resigns.

David Abbott, national sales manager and general sales manager for WHDH-TV Boston, named sales manager for WLWT(TV) Cincinnati. **Charles A. McFadden,** sales manager for WLWI (TV) Indianapolis, appointed general sales manager of WLWD(TV) Dayton, Oho. WLWT, WLWI and WLWD are Avco Broadcasting stations.

Frank V. Arundell, TV art producer, and account executives **John T. Henderson Jr.** and **Frederick T. Dombo Jr.** elected VP's at Dancer-Fitzgerald-Sample, New York.

William La Cava, former VP and associate creative director, Foote, Cone & Belding, New York, joins Telemetric Inc., commercial producers, that city, as executive VP and creative director.


Mr. Pettett

George Pettett named VP and southwestern manager for The Hollingbery Co., Dallas.

J. Dolan Walsh and **Harvey E. Diekroeger,** media supervisors at D'Arcy Advertising, St. Louis, named associate media directors. **William R. Holmes,** VP and associate media director, assumes functions of media research director from **Sol Israel,** named assistant to director of marketing services. **Gerald P. Branson** and **Timothy G. Finney** named senior media buyers.

Stuart P. Erwin Jr., director of ad-and will be mailed shortly. DDB shares are traded over-the-counter.

For the fiscal year ended Oct. 31, 1967:

	1967	1966
Earned per share	$2.30	$2.27
Billings	228,025,024	195,823,476
Net profit	4,842,730	4,644,594

MGM's first quarter sets earnings record

Metro-Goldwyn-Mayer Inc., New York, reported last week that it had established record earnings for the first quarter of fiscal 1968, ended Nov. 23, 1967, according to Robert H. O'Brien, president.

Stockholders were paid a quarterly dividend of 30 cents a share.

According to Mr. O'Brien, earnings are equivalent to 83 cents per share on the 5,756,351 shares outstanding since the two 5% stock dividends declared in the past 12 months and the issuance of 162,037 shares for the purchase of 2,007 acres of land in Conejo Valley, Calif.

For the 12 weeks ended Nov. 23, 1967:

	1967	1966
Earned per share	$0.83	$0.57*
Gross revenues	56,365,000	47,696,000
Television distrib.	6,221,000	3,451,000
Television programs	7,066,000	9,076,000
Net income	4,793,000	3,152,000
Feature films and shorts	9,133,000	4,896,000
Television programs	307,000	563,000

*As adjusted for the 5% stock dividends effective Jan. 16 and Sept. 29, 1967.

Softness in spot TV drops Taft's earnings

Taft Broadcasting Co., Cincinnati, reported a slight increase in net revenues, but a decline in net earnings for the nine-month period ended Dec. 31, 1967.

Commenting on the report, Lawrence H. Rogers II, president, said: "The decline was attributable chiefly to a continued softness in TV national spot sales. Despite increased costs in color-TV operations, broadcasting operating expenses were up less than 1% over the same period last year.

Consolidated net revenues for the fiscal quarter ended Dec. 31, 1967, were reported at $8,599,581, up from $8,306,779 in the same quarter of 1966. Consolidated earnings for the quarter were $1,800,078, compared with $2,062,359 last year. Earnings per share were 54 cents compared with 61 cents based on 3,363,182 shares outstanding on Dec. 31, 1967.

In addition to TV and radio stations in Cincinnati; Columbus, Ohio; Birmingham, Ala.; Kansas City, Mo., and Buffalo, N. Y., and a TV in Scranton/Wilkes-Barre, Pa., Taft owns Hanna-Barbera Productions Inc., Hollywood producer of animated films.

For the nine months ended Dec. 31:

	1967	1966
Earned per share	$1.46	$1.62
Consolidated net revenues	25,681,660	22,644,804*

*Profit before federal and state income taxes and before extraordinary credit from the sale of WKYT-TV Lexington, Ky., was $9,-566,272 compared with $10,651,794 in 1966. After extraordinary credit from the sale of the station, earnings per share were $1.93 this year, an increase of 19.6% over last year.

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vertising for Ralston Purina Co. consumer products division, St. Louis, named director of newly created communication and marketing services department.

James J. O'Rourke, media supervisor, Buchen Advertising, Chicago, named director of media.

Rodman B. Funston, director of personnel, BBDO, New York, elected VP.

Charles T. Smith Jr., manager of Greenville, S. C., office of Peat, Marwick, Mitchell and Co., certified public accounting firm, named VP in charge of finance, Henderson Advertising Agency, that city.

Jack Ragel, VP and associate media director, Foote, Cone & Belding, Chicago, joins Campbell-Mithun there as media director.

Howard Teitler, formerly with J. Walter Thompson Co., Chicago, joins North Advertising there as account director.

Hap Trout, program director for KDES Palm Springs, Calif., appointed sales manager.


Mr. Loughrane


Mr. Yahner

Barry Loughrane and **Frank Yahner,** both VP's and senior account supervisors at Doyle Dane Bernbach, New York, named management supervisors. **Hugh Branigan,** broadcast services, **Richard Kane,** personnel, and **Kenneth Worland,** assistant treasurer, all department heads at DDB, New York, elected VP's.


Mr. Leroy

George J. Leroy, VP, chairman of plans board and chairman of executive committee for Hazard Advertising Co., New York, joins Geyer - Oswald, that city, as VP.

Barron Hoffar, with Campbell-Ewald Co., Detroit, named art supervisor.

Scott A. McInnis, senior media buyer with Young & Rubicam, Detroit, joins MacManus, John & Adams, Bloomfield Hills, Mich., as media planner.

Bernard M. Sandler, writer and account executive with Melvin F. Hall Advertising Agency Inc., Buffalo, N. Y., named radio and TV director.

Gerald R. Smela, formerly with Detroit sales staff of *Nation's Business,* joins WJR Detroit as director of industrial sales, new position.

James W. Steele and **Harris E. Milligan Jr.** named art directors, Henderson Advertising Agency, Greenville, S. C. Both were with D'Arcy Advertising Co., Atlanta; Mr. Steele as creative art group head and Mr. Milligan as senior art director.

Kent Fredericks, ABC-TV Spot Sales, Chicago, named account executive in New York office. **Milt Berty,** San Francisco Spot Sales office, succeeds Mr. Fredericks in Chicago; **Mark Mandala,** KABC-TV Los Angeles account executive, replaces Mr. Berty in San Francisco.

Robert J. Keenan, account executive and manager of sales planning for NBC Spot TV Sales, Chicago, appointed account executive with CBS-TV central sales division, Chicago.

Howell L. Davis, national sales representative in Detroit office of Blair Television, joins WJW-TV Cleveland as account executive.

Don L. Henry, head of Dallas sales office of KXOL Fort Worth, joins Avery-Knodel, Dallas.

Keith L. Alm, research department, Earle Ludgin & Co., Chicago, appointed account executive.

Michael F. Mullins, national sales manager for KARK-TV Little Rock, Ark., named general sales manager. **David J. Jones,** account executive, named assistant general sales manager.

Gerald W. Abrams, account executive with WCBS-TV New York, **Leonard Schammel,** with Chicago national sales office of CBS, and **Robert J. Warner,** in San Francisco office of CBS, all appointed account executives, CBS Television Stations National Sales, New

York. **Gary Levin,** account executive with WCAU-TV Philadelphia, appointed account executive, CBS Television Stations National Sales, Chicago.

David B. Marsh, account executive for Naegele Outdoor Advertising, joins WNEM-TV Bay City - Saginaw - Flint, Mich., as account executive.

Barkley Bull appointed account executive at Spade and Archer Inc., New York.

Robert H. Devlin Jr., management resources trainee with CBS Radio, New York, named account executive.

Donald S. Newbury, account executive for KGBS Los Angeles, appointed to similar position at KBMS-FM Los Angeles.

Mike McCarthy, creative group head for Kenyon & Eckhardt, Chicago, joins Reach, McClinton & Co. there as copywriter.

Michael T. Dorsey, account executive with WDCA-TV Washington, and **Irv Lichtenstein,** program director for WWDC Washington, join sales staff of WTOP, that city.

MEDIA


Mr. Thomas


Mr. James

Eugene S. Thomas, executive VP and general manager of KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, and first chairman of television board of directors of National Association of Broadcasters, retires Jan. 31 after 43 years in broadcasting. No successor has been named. Mr. Thomas plans to enter writing and consulting fields and will continue as member of board of directors for KETV. **Kenneth H. James,** VP and station manager, is head of station operations.

Richard K. Burton, manager of WRFT-TV Roanoke, Va., named general manager.

W. Howard Jernigan, general sales manager for WGH Newport News, Va., named assistant general manager.

Hartwell Conklin, news director for WDBO-TV Orlando, Fla., appointed station manager of WGHP-TV High Point-Winston-Salem, N. C.

Bryce Cooke, with WDAF Kansas City, Mo., appointed station manager of WDAF-FM, that city.

F. Patrick Shannon, sales manager for WLWT(TV) Cincinnati, named assistant general manager of WLWI(TV) Indianapolis. Both are Avco Broadcasting stations.

J. Taber Bolden Jr., former staff administrator, training design, RCA, Camden, N. J., appointed administrator for training and personnel, NBC, New York.

Joseph B. Burton, account executive, WNOR Norfolk, Va., appointed general manager, WTID-AM-FM Newport News, Va.

PROGRAMING

Victor Blau, general manager of Warner Bros.-Seven Arts music division of W7 Inc., Burbank, Calif., elected VP of parent firm.

Marian Searchinger, with United Artists Corp., New York, joins General Artists Corp., that city, as VP of equity and literary divisions.

Morton Schwartz, president of Recording Studios Inc., New York, resigns with no future plans announced. **Alfred Markim,** executive VP, succeeds him.

Jerry Golden, account executive with Videotape Center, New York, appointed sales executive with Reeves Sound Studios, that city.

Stanley J. Solson, coordinator of corporate planning for NBC, joins Screen Gems as associate director of research, New York.

Martin Dooling, sales account executive for CBS-TV Hollywood, named program executive.

Robert Anderson, free-lance TV and movie production manager, named production supervisor for Wolper Productions, Los Angeles.


Mr. Jacobson


Mr. Knautz

Jack Jacobson, production manager, and **Don Knautz,** assistant program manager, both with WGN-TV Chicago, appointed program manager and manager of operations, respectively.

Dean McCarthy, program director, WXYZ-TV Detroit, named director of programing, WBKB-TV Chicago. He succeeds **Lee Schulman,** who resigned to join KNBC(TV) Los Angeles.

Bob Osborne, formerly program director of WIL St. Louis, named program and operations director of WEW, there.

Michael Steele appointed program manager of WNBF Binghamton, N. Y.

Jack James, acting production manager for WREX-TV Rockford, Ill., named production manager.

Clem Candelaria, operation manager for KTVT(TV) Fort Worth - Dallas, named production manager.

John Steinwand, program director for WSPD-TV Toledo, Ohio, appointed operations manager.

NEWS


Mr. Fitzgerald


Mr. Dermady


Mr. Haworth

William Fitzgerald, head of national overnight broadcast news for AP New York bureau, appointed day news supervisor in broadcast news department, succeeding **James Wessel,** named to newly created post of director of special projects in broadcast department. **Stephen Dermady,** assistant overnight editor, succeeds Mr. Fitzgerald. **Robert D. Haworth,** with AP in Dallas and Kansas City, Mo., for 10 years, named Kansas City broadcast news editor.

Ed Fouhy, CBS News bureau manager in Saigon, named manager of CBS News bureau in Chicago.

Lou Cioffi, ABC News Tokyo bureau chief, named national correspondent for ABC News.

Edward F. Ryan, general manager WTOP News (WTOP-AM-FM-TV) Washington, named assistant to Laurence E. Richardson, president of stations. **Jack O. Jurey,** WTOP News editor succeeds Mr. Ryan.

Bill Greenwood, director of public affairs bureau of National Educational Radio division, National Association of Educational Broadcasters, Washington, resigns to join UPI as roving Washington correspondent. **Perry D. Young,** with UPI New York bureau, assigned to UPI in South Vietnam.

Frank Georg, news and program director for KNX Los Angeles, named executive editor for all-news format being introduced by KFWB Los Angeles in March.

David Choate, news assignment editor for WCKT(TV) Miami, appointed assistant news director. **Mike McDonald,** with WANE-TV Fort Wayne, Ind., joins WCKT as writer-producer. **Max Wolf,** with WOOD-TV Grand Rapids,

25 names on NAB radio board ballot

Twenty-five broadcasters have been nominated for two-year terms to fill 12 seats on National Association of Broadcasters radio board.

District 2: Simon Goldman, WJTN Jamestown, N. Y. (incumbent); Walter Nieman, WQXR New York, and James R. Skidmore, WMCR Oneida, N. Y.

District 4: Wilson C. Wearn, WFBC Greenville, S. C., and Jack S. Younts, WEEB Southern Pines, N. C. (incumbent).

District 6: F. C. Sowell, WLAC Nashville (incumbent), and John L. Vath, WSMB New Orleans.

District 8: Walter Patterson, WKNR Dearborn, Mich., and Raymond A. Plank, WKLA Ludington, Mich. (incumbent).

District 10: Don C. Dailey, KGBX Springfield, Mo., and Robert E. Thomas, WJAG Norfolk, Neb.

District 12: Alan Page, KGWA Enid, Okla., and Robert L. Pratt, KGGF Coffeyville, Kan. (Messrs. Page and Pratt are brothers despite different surname).

District 14: Harry W. Hoth, KRDO Colorado Springs, and Al Ross, KNAB Burlington, Colo. (incumbent).

District 16: Harry Trenner, KCKC San Bernardino, Calif., and George A. Wagner, KFI Los Angeles.

Class A: R. M. Brown, KPOJ Portland, Ore., and Charles E. Gates, WGN Chicago (incumbent).

Class B: Ben A. Laird, WDUZ Green Bay, Wis., and Paul B. Marion, WBT Charlotte, N. C.

Class C: J. R. Livesay, WLBH Mattoon, Ill. (incumbent), and Philip Spencer, WCSS Amsterdam, N. Y.

FM: Edward D. Allen Jr., WDOR-FM Sturgeon Bay, Wis., and David H. Polinger, WTFM Lake Success, N. Y.

Ballots will be mailed on Jan. 31 and must be returned to NAB by Feb. 14. Results will be announced Feb. 15.

Mich., **David Willingham,** newsfilm-reporter for WMBD-TV Peoria, Ill., and **Bill Freeland,** news director for WLBW-TV Miami, named newsfilm-reporters for WCKT.

Robert P. Vainowski, producer with KCBS San Francisco, named director of editorial and public affairs.

Cliff Barrett, news director for KVOO-AM-TV, Tulsa, Okla., appointed assistant news director for WCBM Baltimore.

Philip Hayes, news director for WKHM Jackson, Mich., joins news staff of WFIL Philadelphia.

Bob Hardt, morning newscaster for WXYZ Detroit, joins news staff of WABC New York.

EQUIPMENT & ENGINEERING

Theodore Baum, executive VP, Vikoa Inc., elected president. **Arthur Baum,** former president, remains board chairman. **Harold Roveda,** general manager of cable division, elected VP of Vikoa's cable manufacturing subsidiary.

George W. Yazell, manager of customer service for Gates Radio Co., Quincy, Ill., named field service manager. **John P. Bowers,** staff assistant to president, Gates Radio, named manager of customer order department. **Richard A. Powell,** manager of government and communications marketing, named manager, government and export marketing.

John Mayer appointed to newly created post of marketing staff assistant for Califone/Roberts, Los Angeles electronics division of Rheem Manufacturing Co.

Walter C. Fisher, executive VP and director of sales, Zenith Sales Corp., elected president of firm succeeding **Leonard C. Truesdell,** who resigns. Mr. Truesdell also was executive VP in charge of marketing for parent firm, Zenith Radio Corp.

Ralph T. Voigt, formerly with WPRO-TV Providence, R. I., named assistant director of engineering for WBEN-AM-FM-TV Buffalo, N. Y.


Mr. Radford

Lewis C. Radford Jr., southeastern regional manager for Visual Electronics Corp., Atlanta, named national sales manager in New York.

Kenneth W. Lloyd named national distributor sales manager for Rohn Manufacturing Co., Peoria, Ill.

Robert A. Castrignano, with engineering team of CBS Laboratories, Stamford, Conn., named general manager for EVR systems engineering.

Martin H. Meaney Jr., allocations engineer for NBC, New York, appointed manager, allocations engineering.

Gene W. Duckworth, VP and general manager of RCA industrial tube division of Radio Corporation of America, New York, named to newly created post of division VP, equipment sales, RCA Electronic Components and Devices, that city.

Frederick H. Heatley, technical supervisor for WBZ-TV Boston, named assistant chief engineer.

FANFARE

George T. Rodman, advertising, promotion and press information director for WBKB-TV Chicago, named promotion director of WABC-TV New York. He is succeeded at WBKB-TV by **Christopher Duffy,** assistant promotion director.

Judy Loewe, assistant advertising and promotion manager for WPIX(TV) New York, named senior on-air promotion producer for WNEW-TV, that city.

Carl V. Tibbetts, formerly promotion director for KTAL-TV Texarkana, Tex.-Shreveport, La., appointed promotion director for KARK-TV Little Rock, Ark.

Tina Santi appointed director of radio and television for Grey Public Relations Inc., New York.

Rick Giacalone, director of photography for *Medical World News,* New York, named to newly created position of director of photography for broadcast division of ABC Inc., New York, supervising production and distribution of still photography.

James F. Stanley, head of own public relations agency in New York, joins Pampel & Associates Inc., New York advertising and PR firm, as director of public relations.

ALLIED FIELDS


Mr. Hoeck

Roger Hoeck, manager of radio station sales for American Research Bureau, Beltsville, Md., elected VP, radio station sales.

Harold W. Lincoln, aide from 1955 to 1963 to Representative Torbert Macdonald (D-Mass.) and later independent PR consultant in Washington, rejoins Congressman Macdonald (who is chairman of the House Communications Subcommittee) as administrative assistant.

John L. Martin, former special agent supervisor, Federal Bureau of Investigation, joins Washington law office of John H. Midlen.

INTERNATIONAL

John P. Bassett, director of promotion for Eaton Broadcasting Ltd., Toronto, and *Toronto Telegram,* appointed executive assistant to president of Eaton Broadcasting and to publisher of *The Telegram.*


Mr. Hoyt


Mr. Kluzer

J. G. Hoyt, VP in San Juan office of Young & Rubicam, named VP, area manager, Latin America and Far East. **Andrea Kluzer,** managing director, Y&R, Milan, Italy, elected VP.

DEATHS

Philip Gait Sewell, 54, general manager of WRCS Ahoskie, N. C., died Jan. 9 at Roanoke-Chowan hospital, Ahoskie, after long illness. Mr. Sewell was station's first manager, assuming position in 1947. He is survived by wife, Dorothy, and daughter.

Joel S. Daniels Jr., advertising and sales promotion administrator for Northeast Airlines Inc., died of heart attack Jan. 15. Mr. Daniels, who joined Northeast in 1958, had over 20 years of airline advertising experience. He is survived by his wife, Jane, and son.

Charles F. McCarthy, 63, newscaster for WVOX-AM-FM, New Rochelle, N. Y., and for years with NBC and ABC, died Jan. 13 at New Rochelle hospital after suffering stroke at his home there. Mr. McCarthy broke into radio on old WLWL New York, WIOD Miami and KSD St. Louis before becoming one of first personality newscasters at WMGM New York (now WHN). With the advent of television, he ended 10 years with NBC Radio by joining NBC-TV as play-by-play sportscaster, and then as announcer for NBC's *Music Hall of the Air* and *Music of the New World.* Assignments at WOR New York and news directorship at WPAT Paterson, N. J., preceeded his WVOX post. He is survived by wife, Diana, son and daughter.

Warren R. Coleman, 67, who played "Kingfish" in original *Amos 'n' Andy* radio series, died Jan. 13 at his home in Martha's Vineyard, Mass. Mr. Coleman was radio, stage and film actor for some 30 years and produced, directed and wrote for stage and motion pictures.

Dr. Robert Reynolds Jones Sr., 84, evangelist and founder of Bob Jones University, Greenville, S. C., licensee of WMUU-AM-FM Greenville, died Jan. 16 in Greenville. He is survived by his wife, Mary, and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 11, through Jan. 17 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. 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

FINAL ACTIONS

Oneonta, N. Y.—Susquehanna Broadcasting Inc. Broadcast Bureau granted UHF ch. 15 (476-482 mc); ERP 10.7 kw vis., 2.14 kw aur. Ant. height above average terrain 980 ft.; ant. height above ground 417.9 ft. P. O. address: 206 Main Street, Oneonta 13820. Estimated construction cost $385,000; first-year operating cost $487,200; revenue $250,000. Geographic coordinates 45° 25' 32" north lat.; 75° 03' 34" west long. Type trans. RCA TTU-2A. Type ant. RCA TFU-6C. Legal counsel Cohen & Berfield; consulting engineer Robert L. Purcell, both Washington. Principals: Albert E. Farone, president and William J. Calsam, vice president and treasurer (each 50%). Mr. Farone is attorney and is president, treasurer and 100% stockholder in real estate holding company. Mr. Calsam has no other present business interests indicated. Action Jan. 10.

■ Commission has denied motion for stay pending judicial review of its grant of TV ch. 13 to Flower City Television Corp. of Rochester, N. Y., but if petitioners file request for stay of decision with United States Court of Appeals for District of Columbia on or before Jan. 19, 1968, commission stated it will stay proceeding until judicial determination has been made on that request (Docs. 14394-5, 14460-2, 14464-8). Action Jan. 10.

OTHER ACTIONS

■ Review board in Aurora, Ill., TV broadcast proceeding, Docs. 17407-08, granted petition for extension of time filed Jan. 11, by Aljir Broadcasting Inc. and extended to Jan. 23 time within which to file responsive pleadings to oppositions to petition to enlarge issues filed Dec. 1, 1967. Action Jan. 15.

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17680, 81 and 82, granted petition to enlarge issues filed on Oct. 10, 1967, by Southern Oregon Broadcasting Co. Board member Nelson absent. Action Jan. 10.

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17680-82, granted to extent indicated, and denied in all other respects, petitions to enlarge issues, filed Sept. 27, 1967, and Oct. 10, 1967, respectively, by Liberty Television and by Southern Oregon Broadcasting Co. Board member Pincock dissenting with statement. Board member Nelson absent. Action Jan. 12.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 8 in Utica, N. Y. (Rust Craft Broadcasting Co., P. H. Inc. and Roy H. Park Broadcasting Inc.), TV ch. 20 proceeding. Designated Examiner Thomas H. Donahue to serve as presiding officer; scheduled prehearing conference for Feb. 7 and hearing for March 19 (Docs. 17932-4) And in Seattle (King's Garden Inc.) TV proceeding, granted motion by King's Garden and extended from Jan. 8 to Jan. 22 time to file proposed findings (Doc. 17659). And in Elmira, N. Y. (WENY Inc. and Channel 9 Syracuse Inc.) TV ch. 36 proceeding. Designated Examiner H. Gifford Irion to serve as presiding officer; scheduled prehearing conference for Feb. 20 and hearing for March 28 (Docs. 17926-7).

■ Hearing Examiner Jay A. Kyle on Jan. 12 in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV proceeding. Ordered resumption of evidentiary hearing for Jan. 29 (Docs. 17609-10). And in Boston (Patriot State Television Inc. and Boston Heritage Broadcasting Inc.) TV proceeding, granted request by Boston Heritage and scheduled Jan. 16 for exchange of exhibits and rescheduled Jan. 29 hearing for Jan. 30 (Docs. 17742-3).

■ Hearing Examiner Forest L. McClenning on Jan. 8 in Jacksonville, Fla. (Florida-Georgia Television Inc., Community First Corp., New Horizons Telecasting Inc. and Florida Gateway Television Co.) TV proceeding, granted petition by Florida Gateway for leave to amend its financial proposal to substitute loan commitment letter from Florida National Bank of Jacksonville and related documents (Docs. 10834, 17582-4). By separate action, granted petition by Community First Corp. for leave to correct an inadvertent transcription error in its application where amounts shown under program and production costs and under technical and engineering costs were transposed, and dismissed without consideration petition for leave to file reply.

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 16 in Sacramento, Calif. (Grayson Television Inc. and Hercules Broadcasting Co.) TV proceeding, granted motion by Hercules and extended dates for exchange of exhibits and notification of witnesses to Jan. 31 and Feb. 9, respectively (Docs. 17778-9).

CALL LETTER APPLICATION

■ Rovan Television Inc., Macon, Ga. Requests WMCN-TV.

Existing TV stations

FINAL ACTION

■ **WVTV(TV)** Milwaukee—Broadcast Bureau granted CP to change ERP to 1,100 kw vis., 110 kw aur., type trans. (main), make changes in ant. structure (main); condition. Action Jan. 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 8 in Lexington, Ky. (petitions by Kentucky Central Television Inc., [WKYT-TV] and WLEX-TV Inc. to stay construction and to prevent expansion of CATV systems in Lexington market area by Berea Cablevision Inc., Gregg Cablevision Inc., and Mt. Sterling Antennavision Co.). Ordered that ruling on request by Broadcast Bureau that record be reopened shall be made by presiding hearing examiner upon his return to duty; and on chief hearing examiner's own motion, extended indefinitely procedural dates (Docs. 16990).

RULEMAKING ACTION

■ Commission has denied proposal by Mid-America Broadcasting Inc., for rulemaking to amend table of television assignments for Salina and Lincoln Center, Kan. (RM-1124). Action Jan. 10.

CALL LETTER APPLICATIONS

■ WAII-TV, Pacific and Southern Co., Atlanta. Requests WQXI-TV.

■ KJJJ-TV, McAlister TV Enterprises Inc., Lubbock, Tex. Requests KSEL-TV.

New AM stations

APPLICATIONS

Catlettsburg, Ky.—Edgar Kitchens. Seeks 1600 kc, 5 kw-D. P. O. address: 2001 Winchester Avenue, Ashland, Ky. 41101. Estimated construction cost $46,196; first-year operating cost $42,000; revenue $55,000. Principal: Mr. Kitchen is sole owner of nursing home and motel. Ann. Jan. 16.

Dickinson, N. D.—Midwest Radio Co. Seeks 1340 kc, 250 w. P. O. address: 303 North 5th Street, Fargo, N. D. 58102. Estimated construction cost $25,888.11; first-year operating cost $212,000; revenue $50,000. Principal: Larry Lakoduk, president. Applicant is licensee of KQWB Fargo, N. D. and KQWB-FM Moorehead, Minn. Ann. Jan. 4.

Livingston, Tenn.—Sound Inc. of Livingston, Tenn. Seeks 1110 kc, 250 w-D. P. O. address: 207 West Main Street, Livingston 38570. Estimated construction cost $41,917.63; first-year operating cost $40,000; revenue $50,000. Principals: Clarence Davis, president (12.4%), J. B. Copeland, vice president (7.1%), John A. Turnbull, secretary (12.4%) and J. W. Winningham, treasurer (12.4%). Mr. Davis is partner in pharmacy. Mr. Copeland is partner in lumber company. Mr. Turnbull is attorney. Mr. Winningham is partner in automobile agency. Ann. Jan. 16.

OTHER ACTION

■ Review board in St. Louis, AM broadcast proceeding, Docs. 17210, et al., granted request for extension of time filed Jan. 5, by Archway Broadcasting Corp. and extended to Jan. 19, time within which to file responsive pleadings to motion to enlarge issues filed by Kansas Broadcasting Inc. on Dec. 18, 1967. Board member Nelson absent. Action Jan. 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 8 in Springfield, Mo., Gilmer, Tex., and Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co. and Giant Broadcasting Inc.) AM proceeding. Designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer; scheduled prehearing conference for Feb. 21 and hearing for March 25 (Docs. 17921-3). And in Sallisaw, Okla., and Ozark, Ark. (Little Dixie Radio Inc., Ozark Broadcasting Inc. and Hilton and Wiederkehr Enterprises) AM proceeding. Designated Examiner Millard F. French to serve as presiding officer; scheduled prehearing conference for Jan. 31 and hearing for March 27 (Docs. 17918-20). And in Detroit (Northland Advertising Inc., Iron River and WJPD Inc., Ishpeming, Mich., Complainants v. Michigan Bell Telephone Co.). Designated Examiner Charles J. Frederick to serve as presiding officer; scheduled prehearing conference for Feb. 2 and hearing for March 5 (Doc. 17484).

■ Hearing Examiner Charles J. Frederick on Jan. 8 in Crowley, La. (Rice Capital Broadcasting Co.) AM proceeding. Closed record (Doc. 16785). On Jan. 10 in Bridgeton, N. C. (V.W.B. Inc.) AM proceeding, granted petition by V.W.B. Inc. for leave to amend its application relating to its financial plan (Doc. 17560).

■ Hearing Examiner Millard F. French on Jan. 15 in Donelson, Tenn. (Great Southern Broadcasting Co.) AM proceeding, on examiner's own motion, continued hearing from Jan. 18 to Jan. 19 (Doc. 17365).

■ Hearing Examiner Elizabeth C. Smith on Jan. 15 in Bayamon, P. R. (Augustine L. Cavallaro Jr.) AM proceeding, granted petition by Augustine L. Cavallaro Jr. and extended to Jan. 19 time to file reply findings (Doc. 16891).

CALL LETTER APPLICATION

■ Crittendon County Broadcasting Co., Marion, Ky. Requests WMJL.

CALL LETTER ACTION

■ K.B.R. Broadcasting Co., Ainsworth, Neb. Granted KBRB.

Existing AM stations

APPLICATIONS

KTOT Big Bear Lake, Calif.—Seeks CP to increase power from 250 w to 1 kw and make changes in DA system. Ann. Jan. 16.

WDLP Panama City, Fla.—Seeks CP to make changes in DA system. Ann. Jan. 16.

WHBI Newark, N. J.—Seeks mod. of CP to change station location from Newark, N. J. to Newark, N. J.-N. Y.; change studio location to 80 Riverside Drive, N. Y.

FINAL ACTIONS

WTRR Sanford, Fla.—Broadcast Bureau granted CP to change ant.-trans. and studio location of main trans. to Celery Avenue, at city limits, Sanford, and CP to change trans. and studio location of auxiliary trans. to Celery Avenue, at city limits of Sanford. Action Jan. 10.

■ **WRNG North Atlanta, Ga.**—Broadcast Bureau granted license covering installation of new auxiliary trans. at main trans. location, and license covering new AM, specify type trans. (main). Action Jan. 16.

■ **KIMO Hilo, Hawaii**—Broadcast Bureau granted license covering change in ant.-trans. location (main); and license covering change in auxiliary trans. location, studio location. Action Jan. 16.

■ **KRPL Moscow, Idaho**—Broadcast Bureau granted license covering increase in daytime power and installation of new type trans. Action Jan. 16.

■ **WLOU Louisville, Ky.**—Broadcast Bureau granted CP to install new trans. at main trans. location, for auxiliary purposes only. Action Jan. 16.

■ **WLRS Louisville, Ky.**—Broadcast Bureau granted license covering change in ant.-trans. and studio location, install new trans. and ant., ERP 3 kw, ant. height 285 ft. Action Jan. 16.

KJPW Waynesville, Mo.—Broadcast Bureau granted CP to make changes in ant. system. Action Jan. 10.

KTTT Columbus, Neb.—Broadcast Bureau granted CP to make changes in ant. system. Action Jan. 10.

WEGO Concord, N. C.—Broadcast Bureau granted CP to replace expired permit for change in ant. location, ant. system and ground system. Action Jan. 15.

■ **WKTE King, N. C.**—Broadcast Bureau granted license covering change in daytime power, change ant.-ground-system, delete request for change in DA-D and change type trans. Action Jan. 16.

■ **WHHM Henderson, Tenn.** — Broadcast Bureau granted license covering new AM. Action Jan. 16.

KWSC Pullman, Wash.—Broadcast Bureau granted CP to change ant.-trans. location to WSU Experimental Farms, Pullman; install new type trans. and make changes in ant. system; conditions. Action Jan. 10.

■ **WCSW Shell Lake, Wis.**—Broadcast Bureau granted license covering new AM. Action Jan. 16.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 8 in Nashville (Second Thursday Corp.) proceeding on renewal of

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Jan. 18, 1968

	ON AIR		NOT ON AIR	Total
	Lic.	CP's	CP's	Authorized
Commercial AM	4,153[1]	16	87	4,258
Commercial FM	1,731	48	252	2,031
Commercial TV-VHF	493[2]	8	14	518
Commercial TV-UHF	118[2]	26	159	304
Educational FM	320	6	36	362
Educational TV-VHF	67	4	5	76
Educational TV-UHF	53	22	34	109

STATION BOXSCORE

Compiled by BROADCASTING, Jan. 18, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,153[1]	1,732	611	320	120
CP's on air (new stations)	16	48	34	6	26
CP's not on air (new stations)	87	252	173	36	39
Total authorized stations	4,258	2,031	822	362	185
License deleted	1	1	0	1	0
CP's deleted	0	2	0	0	0

[1] In addition, two AM's operate with Special Temporary Authorization.
[2] In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

license of station WWGM. Designated Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Feb. 13 and hearing for March 27 (Doc. 17914). On Jan. 9 in Fayetteville, N. C. (Cape Fear Broadcasting Co. [WFNC]) AM proceeding. Scheduled hearing for Feb. 7 (Doc. 17633). On Jan. 16 in Clifton Forge, Va. (Image Radio Inc.) renewal of license of WCFV proceeding, designated Examiner Herbert Sharfman to serve as presiding officer; scheduled prehearing conference for Feb. 23 in Washington, and hearings for April 23 in Roanoke, Va. (Doc. 17945). And in Roanoke, Va. (Impact Radio Inc.) renewal of license of WPXI proceeding, designated Examiner Herbert Sharfman to serve as presiding officer; scheduled prehearing conference for Feb. 23 in Washington, and hearings for April 23 in Roanoke, Va. (Doc. 17946).

■ Hearing Examiner Millard F. French on Jan. 16 in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co. [WCGA]) AM proceeding, to formalize ruling made on record at conference held Jan. 16, ordered that hearing scheduled for Jan. 22 be continued to Jan. 31 (Docs. 17695-6).

■ Hearing Examiner H. Gifford Irion on Jan. 10 in Laurel, Miss. (Voice of the New South Inc. [WNSL]) AM proceeding. Scheduled further prehearing conference for Jan. 23 (Doc. 17634). On Jan. 12 in Wood River, Ill. (Madison County Broadcasting Inc. [WRTH]) AM proceeding. Dismissed, but with prejudice, petition by Madison County to dismiss its application (Doc. 16980).

■ Hearing Examiner David I. Kraushaar on Jan. 12 in Bayamon, P. R. (Radio San Juan Inc. [WRSJ]) AM proceeding. Granted Radio San Juan leave to amend its application; removed amended application from hearing docket and returned it to processing line; dismissed all other requests for relief as moot and terminated proceeding in Doc. 17574.

■ Hearing Examiner Jay A. Kyle on Jan. 12 in Jacksonville, Fla. (Mel-Lin Inc. [WOBS]) AM proceeding. Dismissed motion by WRHC Inc. for extension of time in which to answer interrogatories, examiner, on own motion, having extended time to Jan. 28 (Doc. 17474). By separate action, denied motion by Florida-Georgia Television Co., Inc., requesting relief with respect to depositions by written interrogatories for certain Jacksonville, Fla. station. And in Bowling Green, Ohio (WMGS Inc. [WMGS] and Ohio Radio Inc.) AM proceeding. On examiner's own motion, scheduled evidentiary hearing for April 8 (Docs. 16290-1).

CALL LETTER ACTIONS

■ KLOS, Zia Tele-Communications, Albuquerque, N. M. Granted KZIA.

■ WGYW, J. B. Broadcasting Ltd., Knoxville, Tenn. Granted WJBE.

DESIGNATED FOR HEARING

■ Renewal applications of Image Radio Inc., licensee of WCFV Clifton Forge, Va., and Impact Radio Inc., licensee of WPXI Roanoke, Va., have been designated for consolidated hearing by commission action of Jan. 4. Action Jan. 11.

New FM stations

APPLICATIONS

Oxnard, Calif.—La Playa Broadcasters. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain minus 7 ft. P. O. address: 912 Roderick Avenue, Oxnard 93030. Estimated construction cost $8,500; first-year operating cost $30,000; revenue $44,000. Principals: Frank J. Olivares (45%) and Cullen B. Tendick (10%). Mr. Olivares is owner of radio and television retail and service store. Mr. Tendick owns consulting radio engineering concern and he is an electronic engineer. Ann. Jan. 16.

Lake City, Fla.—Deep South Radioways Inc. Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Hiway 441 South Lake City 32055. Estimated construction cost $25,000; first-year operating cost $24,000; revenue $24,000. Principals: Joe L. Duckett, president; W. C. Woodall Jr., vice president-treasurer and Miles H. Ferguson, vice president-secretary (each 33⅓%). Mr. Duckett is 33⅓% owner of WDSR Lake City and 50% owner of rental company. Mr. Ferguson is 98.1% owner of WRLD West Point, Ga. and 20% partner and supervisor of WJHO Opelika, Ala. Mr. Woodall is 50% owner and president of WDWD Dawson, Ga., 25% owner and vice president of WGRA Cairo, Ga., 25% owner and vice president of WFRM Ft. Valley, Ga., 34¼% owner and president of WGSW Greenwood, S. C. and 51% partner in WBBK Blakeley, Ga. Ann. Jan. 15.

Macon, Ga.—Middle Georgia Broadcasting Co. Seeks 107.9 mc, ch. 300, 20.4 kw. Ant. height above average terrain 200 ft. P. O. address: 555 Mulberry Street, Macon 31202. Estimated construction cost $35,419; first-year operating cost $24,000; revenue $30,000. Principal: Ben G. Porter, president. Applicant owns WCRY Macon. Ann. Jan. 16.

Aurora, Ind.—Dearborn County Broadcasters. Seeks 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 273 ft. P. O. address: 401 Honover Street, Aurora 47001. Estimated construction cost $11,500; first-year operating cost $18,000; revenue $27,000. Principal: John Wayne Schuler (100%). Mr. Schuler also owns oil products company. Ann. Jan. 16.

Albany, N. Y.—Functional Broadcasting Inc. Seeks 107.7 mc. ch. 299, 50 kw. Ant. height above average terrain 105 ft. P. O. address: 738 Erie Boulevard East, Syracuse, N. Y. Estimated construction cost $121,730; first-year operating cost $103,000; revenue $39,100. Principals: Albert Wertheimer, president and director, Paul E. Davis, stockholder and director (each 28.-46%) et al. Messrs. Wertheimer and Davis own Amalgamated Music Enterprises Inc. Ann. Jan. 16.

New Philadelphia, Ohio—The Tuscarawas Broadcasting Co. Seeks 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 229.6 ft. P. O. address: 2305 North Water Street, Uhrichsville, Ohio 44683. Estimated construction cost $33,581; first-year operating cost $18,500 over and above AM; revenue $28,800. Principals: James Natoli Jr. president (93.4%), and Mary C. Natoli, vice president (6.6%). Mr. Natoli is electronics engineer for WKYC-TV Cleveland and also owns WBTC Uhrichsville, Ohio. Requests waiver of Sec. 1.519 of rules. Ann. Jan. 11.

Brentwood, Tenn. — Williamson County Broadcasting Inc. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 490 ft. P. O. address: 1000 Mallory Road, Franklin, Tenn. 37064. Estimated construction cost $20,000; first-year operating cost $12,-000; revenue $20,000. Principals: W. R. Ormes, president (87.87%). Applicant owns WAGG Franklin. Ann. Jan. 16.

*Nashville — Keswick Foundation Inc. Seeks 88.1 mc, ch. 201, 100 kw. Ant. height above average terrain 671 ft. P. O. address: 253 Blackman Road, Nashville 37211. Estimated construction cost $16,913; first-year operating cost $2,640; revenue $22,160. Principals: Frank A. Witt III, president, Frank J. Ebel Jr., executive vice president, Henry Rich, vice president, advertising, et al. Mr. Witt is sales executive. Mr. Ebel Jr. is pastor. Mr. Rich is commercial artist. Ann. Jan. 16.

Burlington, Vt. — Vermont New York Broadcasters Inc. Seeks 92.9 mc, ch. 225, 36 kw. Ant. height above average terrain 2706 ft. P. O. address: Box 22, Burlington 05401. Estimated construction cost $76,036; first-year operating cost $89,000; revenue $25,000. Principals: J. L. Siegal, president (28%) et al. Mr. Siegal is president and general manager of WVNY-TV Burlington. Applicant requests waiver of Sec. 73.210(a) (2) of rules. Ann. Jan. 16.

Logan, W. Va.—Logan Broadcasting Corp. Seeks 101.9 mc, ch. 270, 15 kw. Ant. height above average terrain 825 ft. P. O. address: Box 1921, Logan 25601. Estimated construction cost $20,950; first-year operating cost $11,000; revenue $12,000. Principals: William P. Becker, secretary-treasurer et al. Applicant owns WVOW Logan. Ann. Jan. 17.

FINAL ACTIONS

Blountstown, Fla.—Robert L. Maupin tr/as Maupin Broadcasting Co. Broadcast Bureau granted 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 145 ft. P. O. address: Box 297, Blountstown 32424. Estimated construction cost $16,691.75; first-year operating cost $9,260; revenue $12,000; Principal: Robert L. Maupin, owner. Applicant is owner and operator of WKMK Blountstown. Action Jan. 12.

Review board in West Palm Beach, Fla.—Gardens Broadcasting Co. granted 104.5 mc, ch. 283, 100 kw. Ant. height above average terrain 875 ft. P. O. address: c/o Eleanor L. Larsen, Box 70, West Palm Beach 33402. Estimated construction cost $142,209; first-year operating cost $36,500; revenue $35,000. Gardens Broadcasting is subsidiary of Royal American Industries Inc., other ownership information not available. Gardens Broadcasting is licensee of WEAT-AM-TV West Palm Beach. Action Jan. 12.

Martinsville, Ind.—Morgan County Broadcasters Inc. Broadcast Bureau granted 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 217 East Washington Street, Martinsville 46151. Estimated construction cost $25,185; first-year operating cost $8,000; revenue $9,000. Principals: David C. (49%), president, Ruth (50%), secretary and Kay Ann Keister (1%). Ruth Keister is columnist for *Ionia County News* (Ionia, Mich.). Applicant is licensee of WCBK Martinsville. Action Jan. 10.

Waynesville, Mo.—South Central Broadcasters Inc. Broadcast Bureau granted 102.3 mc, ch. 272, 1 kw. Ant. height above average terrain 480 ft. P. O. address: Box 518, Waynesville 65583. Estimated construction cost $37,122.50; first-year operating cost $10,049; revenue $26,400. Principals: John B.

Mahaffey, president et al. Applicant owns KJPW Waynesville. Action Jan. 10.

OTHER ACTIONS

■ Review board in West Palm Beach, Fla., FM broadcast proceeding, Docs. 17738-17739, granted joint request for approval of agreement and for other relief, filed Nov. 14, 1967, by Daytona Broadcasting Inc. and Gardens Broadcasting Co.; agreement is approved; application of Daytona Broadcasting Inc. is dismissed with prejudice. Action Jan. 12.

■ Review board in Berwick, Pa., FM broadcast proceeding, Docs. 17884-85, granted joint motion for extension of time filed Jan. 5, by Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc. and extended to Jan. 15, time for filing motions to enlarge issues. Board member Nelson absent. Action Jan. 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 8 in Portland, Ind. (The Graphic Printing Inc., Glenn West and Soundvision Broadcasting Inc.) FM proceeding. Designated Examiner Isadore A. Honig to serve as presiding officer; scheduled prehearing conference for Jan. 31 and hearing for March 27 (Docs. 17915-7). On Jan. 16 in Tampa, Fla. (Hubbard Broadcasting Inc., WLCY Inc. and Rust Craft Broadcasting Co.) FM proceeding, designated Examiner Elizabeth C. Smith to serve as presiding officer; scheduled prehearing conference for Feb. 16 and hearings for March 13 (Docs. 17942-4). And in Independence, Kan. (Pitts Enterprises Inc. and Central Broadcasting Inc.) FM proceeding, designated Examiner Chester F. Naumowicz, Jr. to serve as presiding officer; scheduled prehearing conference for Feb. 27 and hearings for March 28 (Docs. 17953-4). And in Eugene, Ore. (KUGN Inc. and Pacific Northwest Broadcasting Corp.) FM proceeding, designated Examiner Millard F. French to serve as presiding officer; scheduled prehearing conference for Feb. 26 and hearings for April 2 (Docs. 17951-2).

■ Hearing Examiner Charles J. Frederick on Jan. 5 in Fort Wayne, Ind. (Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.) FM proceeding, granted request by Fort Wayne Broadcasting Co. and postponed Jan. 9 further hearing to Jan. 22 (Docs. 17594-5).

■ Hearing Examiner Millard F. French on Jan. 15, in Boulder, Colo. (Russell Shafer and International Electronic Development Corp.) FM proceeding, granted request by Broadcast Bureau and extended time from Jan. 15 to Feb. 19 to file proposed findings and from Feb. 7 to March 4 for replies (Doc. 17029-30).

■ Hearing Examiner Jay A. Kyle on Jan. 12 in Gate City, Va. and Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.) FM proceeding, granted petition by Palmer-Dykes for leave to amend application to include (1) affidavit by Messrs. Palmer and Dykes agreeing to endorse any bank loans made to applicant; (2) submission of financial statements by both Messrs. Basil J. Palmer and Paul Dykes; (3) letter from Collins Radio Corp. containing certain financial commitments to applicant; (4) revisions to certain portions of application to reflect use of equipment contained in Collins proposal and clarifying nature of tower contemplated; and (5) statement from Clarence Hensen, applicant's consulting engineer, relating to certain proposed equipment (Docs. 17575-6).

■ Hearing Examiner David I. Kraushaar on Jan. 8 in Rockford and Belvidere, Ill. (Quest for Life Inc., Greater Rockford Sound Inc. and Belvidere Broadcasting Inc.) FM proceeding, granted request by Belvidere Broadcasting Co. and corrected in various respects transcript of record; also examiner, on his own motion, made additional corrections (Docs. 17591-3).

■ Hearing Examiner Elizabeth C. Smith on Jan. 15 in Bellefontaine, Ohio (Hi-Point Broadcasting Co. and Charles H. Chamberlain) FM proceeding. Received into evidence Hi-Point's exhibits Nos. 38 and 39 and closed record (Docs. 17519-20).

RULEMAKING ACTIONS

■ Commission has adopted its report and order finalizing proposals made in its FM channel assignment proceeding. Notice of proposed rulemaking initiated on Nov. 8, 1967 invited comments on number of proposed changes suggested by various interested parties and on commission's own motion. Assignments made provide for first class A assignment in three communities, a second assignment in one, and substitutions of one class A for another: First class A: Seneca Falls, N. Y., 257A; Cayey, P. R., 249A, and Westerville, Ohio, 280A, Second assignment: Gainesville, Fla., 288A, and Substitution of one class A for another: Brookings, S. D., 232A for 269A; Mena, Ark., 269A for 240A, and Soda Springs, Idaho 261A for 228A. Authorization for Brookings Broadcasting Co., licensee of KBRK-FM Brookings, S. D., was modified to specify operation on ch. 232A in lieu of ch. 269A. This modification will avoid serious problems of interference to TV reception of KELO-TV, ch. 11, Sioux Falls, S. D., and to proposed CATV system at Brookings in its carriage of KELO-TV. By report and order (Doc. 17850). Commissioner Cox concurring but abstaining from voting on Brookings, S. D. Action Jan. 10.

■ By notice of proposed rulemaking, commission has invited comments on following FM channel assignments. Proposal would make first class A assignment in 7 communities, second class A in two, a third assignment in one, first class C in one, and would substitute class C channel for class A in one community: First class A assignment; Geneva, Ala., assign ch. 228A; Springdale, Ark., assign ch. 285A; Zeeland, Mich., assign ch. 285A; Baker, Mont., assign ch. 265A; Wallace, N. C., assign ch. 232A; Gardiner, N. Y., or Ellenville, N. Y., assign ch. 257A, and Fort Valley, Ga., assign ch. 292A by substituting ch. 294 for 293 at Douglas, Ga.; second class A assignment: Myrtle Beach, S. C., assign ch. 269A, and McMinnville, Tenn., assign ch. 280A: third assignment: Billings, Mont., assign ch. 253; First class C assignment: Refugio, Tex., assign ch. 294: Substitution of class C channel for class A: College, Alaska, substitute ch. 284 for ch. 285A. By notice of proposed rulemaking. Action Jan. 10.

CALL LETTER APPLICATIONS

■ Blount County Broadcasting Service, Oneonta, Ala. Requests WKLD(FM).

■ Butte Broadcasting Inc., Chico, Calif. Requests KEWT(FM).

■ *Trumball Public Schools, Trumbull, Conn. Requests WGES(FM).

■ *Manchester College, North Manchester, Ind. Requests WBKE-FM.

■ *Michigan Tech. University, Houghton, Mich. Requests WGGL-FM.

■ Leroy E. Kilpatrick, Oxford, Miss. Requests WOOR(FM).

■ Pleasant Broadcasters, Point Pleasant, N. J. Requests WADB(FM).

■ John W. Larson, Rapid City, S.D. Requests KVSR(FM).

CALL LETTER ACTION

■ *Montana State University, Bozeman, Mont. Granted KGLT(FM).

Existing FM stations

FINAL ACTIONS

■ *KSDA(FM) La Sierra, Calif.—Broadcast Bureau granted CP to replace expired permit for changes in trans. equipment and trans. line. Action Jan. 16.

■ WWCO-FM Waterbury, Conn.—Broadcast Bureau granted mod. of CP to change type trans., type dual polarized ant. Action Jan. 16.

WRVI(FM) Winnebago, Ill.—Broadcast Bureau granted mod. of CP to change studio location to 2700 West Highway 20, Rockford, change type ant., ERP 1.1 kw, ant. height 260 ft. Action Jan. 12.

WHOP-FM Hopkinsville, Ky.—Broadcast Bureau granted CP to install new type trans., ERP 30 kw. Action Jan. 10.

*WBRS(FM) Waltham, Mass.—Broadcast Bureau granted mod. of CP to change type trans. Action Jan. 10.

■ WHFI(FM) Birmingham, Mich.—Broadcast Bureau granted CP to install dual polarized type ant., ant. height 300 ft. Action Jan. 16.

KEYC-FM Mankato, Minn.—Broadcast Bureau granted mod. of CP to change studio location to Highway 14 and Lee Blvd., north Mankato, ant. height 860 ft.; condition. Action Jan. 10.

■ *KLCC(FM) Eugene, Ore.—Broadcast Bureau granted CP to change trans. equipment. Action Jan. 11.

■ WFMG(FM) Gallatin, Tenn.—Broadcast Bureau granted CP to change trans. location (main), type ant., ant. height 600 ft., and CP to install new auxiliary ant., ERP 2.10 kw, ant. height 380 ft. Action Jan. 16.

■ KIKK-FM Houston—Broadcast Bureau granted mod of CP to change ant.-trans. and studio location to 2016 Main St. type trans., type ant., ERP 40 kw, ant. height 370 ft. Action Jan. 16.

WMNA-FM Gretna, Va.—Broadcast Bureau approved data filed Dec. 13, 1967, in accordance with commission report and order in Doc. 15987, adopted Oct. 20, 1966, and released Oct. 24, 1966, to show proposed operation on frequency of 106.3 mc, ch. 292. ERP 3 kw, ant. height 260 ft., install dual polarized type ant.; condition. Action Jan. 10.

WKWK-FM Wheeling, W. Va.—Broadcast Bureau granted CP to install new type trans., change ERP to 50 kw. Action Jan. 10.

■ WTMB-FM Tomah, Wis.—Broadcast Bureau granted CP to install new type dual polarized ant., ant. height 660 ft. Action Jan. 16.

■ Broadcast Bureau granted licenses covering following new FM's WAKE-FM Valparaiso, Ind.; WRNO(FM) New Orleans, specify type trans. and ant.; WMLP-FM Milton, Pa., specify type trans., WTPR-FM Portland, Me.; WWSC-FM Glens Falls, N.Y., specify type trans. and ant.; WTPR-FM Paris, Tenn., specify studio location as 206 North Brewer Street, and WFON(FM) Fond du Lac, Wis. Action Jan. 11.

OTHER ACTION

■ Review board in Albany, Ore., FM broadcast proceeding, Docs. 17472-73, granted petition to enlarge issues filed Oct. 9, 1967, by Albany Radio Corp. and denied motion to strike filed Dec. 14, 1967, by KNND(FM) and KRKT(FM). Action Jan. 15.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 8 in Houma, La. (KCIL Inc. and La-Terr Broadcasting Corp.), FM proceeding. Designated Examiner Elizabeth C. Smith to serve as presiding officer; scheduled prehearing conference for Feb. 8 and hearing for March 28 (Docs. 17911-2). On Jan. 16 in Waco, Tex. (Centex Radio Co. KEFC(FM)), KWTX Broadcasting Co. and Morbro Inc.) FM proceeding, designated Examiner Basil P. Cooper to serve as presiding officer; scheduled prehearing conference for Feb. 14 and hearings for March 20 (Docs. 17939-41).

■ Hearing Examiner Isadore A. Honig on Jan. 16 in Albany, Ore. (KNND and KRKT and Albany Radio Corp.), FM proceeding, granted, nunc pro tunc, joint motion by applicants and continued further hearing from Jan. 15 to March 14 (Docs. 17472-3).

RULEMAKING ACTION

■ Commission has granted request by the licensee of WCFM, noncommercial educational FM at Williams College, Williamstown, Mass., for temporary waiver of rules requiring installation of type-approved stereo modulation monitors until Sept. 15, 1968. Action Jan. 17.

CALL LETTER APPLICATIONS

■ KABL-FM, McLendon Pacific Corp., San Francisco. Requests KAAR(FM).

■ WKXI(FM), Pacific and Southern Inc., Smyrna, Ga. Requests WQXI-FM.

■ WLRS(FM), WAKY Inc., Louisville, Ky. Requests WAKY-FM.

■ WPRW-FM, Radio Fairfax-Prince William Inc., Mannassas, Va. Requests WEZR (FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and copending auxiliaries: WAME Miami; WKLA Ludington, Mich., and *WRHS(FM) Park Forest, Ill. Actions Jan. 15.

■ Broadcast Bureau granted renewal of licenses for WGYW Knoxville, Tenn., and KREB(FM) Monroe, La. Action Dec. 27.

■ Broadcast Bureau granted renewal of license for following station WSFM(FM) Birmingham, Ala. This grant is conditioned upon consummation of assignment of license to estate of Percy B. Crawford, Ruth Crawford Porter, executrix, and Kimtron Inc. d/b as WDJC Radio Co. and resumption of station operation no later than 60 days following date of consummation. Failure to meet this condition will render grant null and void, and will cause renewal application to revert to pending status. Action Jan. 16.

Translators

ACTIONS

K02BZ Hayfork, Calif.—Broadcast Bureau granted license covering changes in VHF TV translator. Action Jan. 10.

K03CC Cortez, Colo.—Broadcast Bureau granted CP for VHF TV translator to change primary station to KGGM-TV, ch. 13, Albuquerque, N. M., change trans. location to Madden Peak 10 miles east of Mancos, Colo., and specify type trans.; condition. Action Jan. 10.

K11EU Otis, Colo.—Broadcast Bureau granted license covering VHF TV translator. Action Jan. 10.

K07HL Mountain View, Mo.—Broadcast Bureau granted license covering new VHF TV translator. Action Jan. 10.

■ Hearing Examiner Isadore A. Honig on Jan. 15 in Cumberland, Md., Wellersburg, Pa. (Tri-State Television Translators Inc. and Wellesburg TV Inc.), TV translator proceeding, granted request by Broadcast Bureau and postponed Feb. 6 hearing to Feb. 13, in Cumberland, Md. (Docs. 17654-5).

W09AA White Pine, Mich.—Broadcast Bureau granted mod. of license for VHF TV translator to change primary station to WLUC-TV, ch. 6, Marquette. Action Jan. 15.

K05AH Hot Springs, Mont.—Broadcast Bureau granted CP to replace expired CP to specify principal community as Hot Springs, rural area east of Hot Springs in Sanders county, specify type trans., and make changes in ant. system. Action Jan. 10.

KMSO-TV, Inc, Missoula, Mont.—Broadcast Bureau granted CP for new VHF TV translator to serve East Missuola and Upper Rattlesnake area, operating on ch. 11, by rebroadcasting programs of KGVO-TV, ch. 13. Missoula. Action Jan. 15.

Mora, N. M.—Broadcast Bureau granted CP for new VHF TV translator to serve Mora, operating on ch. 11, by rebroadcasting programs of KOAT-TV, ch. 7, Albuquerque. Action Jan. 11.

Silver City-Horse Springs, N. M.—Broadcast Bureau granted CPs for new UHF TV translator (1) to serve Silver City operating on ch. 78, by rebroadcasting programs of KOB-TV, ch. 4, Albuquerque; (2) to serve Horse Springs, operating on ch. 83, by rebroadcasting programs to KOB-TV, ch. 4, Albuquerque. Action Jan. 16.

W04AW Amsterdam, N. Y.—Broadcast Bureau granted mod. of CP to include Rockton, Fort Johnson and South Amsterdam, N. Y., in principal community (VHF TV translator) change type trans. and make changes in ant. system. Action Jan 11.

W12AR Waynesville and Hazelwood, N. C.—Broadcast Bureau granted license covering changes in VHF TV translator specify name as Wometco Skyway Broadcasting Co. Action Jan. 10.

■ Commission has dismissed petition filed by Triangle Publications Inc., licensee of WFBG-TV, ch. 10, Altoona, Pa., requesting reconsideration of Sept. 25, 1967, action granting without hearing application by Palo Alto Translator T.V. (W10AI) for new VHF TV translator. Action Jan. 17.

W02AQ portion of Greenville and contiguous area, South Carolina—Broadcast Bureau granted mod. of CP for VHF TV translator to specify name as Wometco Skyway Broadcasting Co., change trans. location to top South Carolina National Bank building—13 South Main Street, Greenville, S. C. and make changes in ant. system. Action Jan. 5.

W11AP portion of Spartanburg, S. C.—Broadcast Bureau granted license covering new VHF TV translator and specify name as Wometco Skyway Broadcasting Co. Action Jan. 11.

Chase City, Va. Central Virginia Educational Television Corp.—Broadcast Bureau granted CPs for following new UHF TV translators to serve Chase City, South Hill and Rural Mecklenburg County, (1) operating on ch. 77 by rebroadcasting programs of WCVE-TV, ch. 23, Richmond; (2) operating on ch. 79 by rebroadcasting programs of WCVW(TV), ch. 57, Richmond. Action Jan. 10.

Story, Wyo. Piney TV Assn.—Broadcast Bureau granted CP for new VHF TV translator to serve Lower Piney and Little Piney, operating on ch. 4. by rebroadcasting programs of KTWO-TV, ch. 2, Casper. Action Jan. 8.

■ Broadcast Bureau granted renewal of licenses for following VHF and UHF TV translators: K04AY Christmas Valley and Silver Lake, both Oregon; K07GW Whiteriver, Ariz.;K74BZ Milton-Fseewater, Ore.; K77BJ and K80BK Doney Park Area, Ariz.; K02DG Kayenta andK10EO Northern Chinle Valley and Kayenta, all Arizona. Action Jan. 15.

■ Broadcast Bureau granted licenses covering changes in following VHF TV translators: K08DQ Shelby. Mont.. and K06BP Paisley, Clover Flat and Valley Falls, all Oregon. Action Jan. 16.

CATV

OTHER ACTIONS

■ Commission has granted request of Tex-Video Inc. for waiver of hearing requirement of Sec. 74.1107 of rules to permit its CATV system at Hickory and Farrell, Pa., to import distant signal of noncommercial educational WQED(TV) ch. 13, Pittsburgh, for its subscribers, and to school system (CATV-100-122). Action Jan. 10.

■ Commission has granted request by Susquehanna Valley TV Co. (CATV-100-208) for waiver of hearing requirements of Sec. 74.-1107 of rules to permit it to carry distant signals of educational WQED(TV) ch. 13, Pittsburgh. Action Jan. 10.

■ Review board in Darlington, S. C., CATV proceeding, Doc. 17817, denied motion to enlarge issues, filed Nov. 15, 1967 by Rovan of Florence Inc. Action Jan. 16.

■ Commission has granted joint petition of Bettervision Systems Inc., operator of CATV systems at Shinnston and Buckhannon, W. Va., and Northern West Virginia Television Broadcasting Co., licensee of WBOY-TV Clarksburg, W. Va., to hold in abeyance show cause proceedings against Bettervision (Docs. 17834, 17848). Action Jan. 10.

■ Commission has directed Asbury & James TV Cable Service to show cause why it should not be ordered to cease and desist from operating CATV systems at Lower Belle, Malden, Dupont City, Rand, and George's Creek, all West Virginia, in violation of Sec. 74.1107 of rules. Sec. 74.1107 forbids importation of distant TV signals by CATV system into top 100 markets without either evidentiary hearing or waiver of rule. Action Jan. 17.

■ Commission has granted joint petition by Welch Antenna Co., owner and operator of CATV system at Welch, W. Va., and Daily Telegraph Printing Co., licensee of WHIS-TV Bluefield, W. Va., to hold in abeyance show cause proceedings against Welch Antenna. Action Jan. 17.

■ Commission has denied petitions for stay and for reconsideration and other relief filed by Laramie Community TV Co., operator of CATV system at Laramie, Wyo. Petitions were filed in response to commission denial of Laramie's request for limited waiver of program exclusivity requirements under Sec. 74.1103 of rules. Action Jan. 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 5 in Belington, W. Va. (Belington TV Cable Co.) CATV proceeding. Designated Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for Jan. 26 and hearing for Feb. 15 (Doc. 17936).

■ Hearing Examiner Charles J. Frederick on Jan. 5 in California Water and Telephone Co. Associated Bell System Cos. and General Telephone System, and United Utilities Inc. Cos., CATV proceeding, granted petition by National Association of Railroad and Utilities Commissioners (NARUC) for leave to intervene in Docs. 16928, 16943 and 17098 subject to same limitations contained in paragraph 5 of commission's order of Oct. 23, 1967 in Doc. 17333.

■ Hearing Examiner Isadore A. Honig on Jan 16. in Somerset, Punxsutawney and Brockport, all Pennsylvania (Laurel Cablevision Co., Punxsutawney TV Cable Inc. and New York-Penn Microwave Corp.) CATV point-to-point microwave radio service proceeding, granted petition by Laurel Cablevision Co. and extended following dates: exchange of exhibits from Feb. 13 to March 15, notification of witnesses from Feb. 27 to March 29, and hearing from March 5 to April 8 (Docs. 17538-40).

■ Hearing Examiner David I. Kraushaar on Jan. 11 in Welch, W. Va. (Welch Antenna Co.) CATV proceeding. Examiner, on his own motion, continued hearing pending commission action upon joint petition by Welch Antenna Co. and Daily Telegraph Printing Co. (WHIS-TV), Bluefield, W. Va., requesting "stay" of hearing (Doc. 17855).

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 10 in Van Buren, Solvay and East Syracuse, Camillus, all New York. (General Electric Cablevision Corp. New-channels Corp.) granted request by New-channels Corp. and continued to March 1 and 15 time to file proposed and reply findings of fact (Docs. 17131-6, 17273-8).

■ Hearing Examiner Herbert Sharfman on Jan. 9 in Bluefield, W. Va. (Bluefield Television Cable) CATV proceeding, granted request by Bluefield Television Cable and WCYB-TV and rescheduled Jan. 10 further prehearing conference for Feb. 29 (Doc. 17469).

Ownership changes

APPLICATIONS

KJOG-TV San Diego—Seeks assignment of CP from **Jack O. Gross** tr/as **Gross Broadcasting Co.**, to **Broadmoor Broadcasting Corp.** for $18,000. Principals: **Clinton Dan McKinnon**, president and **Michael D. McKinnon**, vice president (each 50%). **Broadmoor Broadcasting** is licensee of **KSON** and **KSEA(FM) San Diego**. Messrs. McKinnon are stockholders in **KIII-TV Corpus Christi**, Tex. (BROADCASTING, Nov. 13, 1967). Ann. Jan. 4.

KFLJ Walsenburg, Colo.—Seeks assignment of license from **Floyd Jeter** to **Floyd Jeter** and **Lieselotte Jeter** (each 50%) No consideration. Mrs. Jeter has been assistant manager, woman's director of station. Ann. Jan. 4.

WDEL-AM-FM Wilmington, Del. and **WEST-AM-FM Easton** and **WORK York**, both Pennsylvania—Seeks transfer of control from estate of **James Hale Steinman** to **Louise Tinsley Steinman**, **Carolina S. Nunan** and **Douglas R. Armstrong**, trustees under articles fourth and fifth of will of Mr. Steinman. **Clair R. McCollough** is president of both corporations which own stations (**Delmarva Broadcasting** in Delaware and **Associated Broadcasters Inc.** in Pennsylvania). Ann. Jan. 4.

WZOK Jacksonville, Fla.—Seeks assignment of license from **Radio Jax Inc.** to **Victory Broadcasting Corp.** tr/as **St. Johns Broadcasting Co.** for $350,000. Principals: **George W. Von Hoffman**, chairman of board, et al. Mr. Von Hoffman is chairman of board and 26.7% stockholder of Von Hoffman Corp. and has interests in real estate and printing companies. Ann. Jan. 16.

WCRW Chicago—Seeks transfer of control from **Josephine A. White** to **Edward W. Jacker**. Principals: Mrs. White, president and treasurer will hold 48.5% and Mr. Jacker, vice president and secretary, will hold 51.5%. Consideration $72,000. Ann. Jan. 15.

KPWD-FM Plentywood, Mont.—Seeks assignment of license from **Plentywood Broadcasting Co.** to **Baker Radio Corp.** for $45,000. Principals: **Eldon Mengel**, president (12.9%), **Russell L. Culver**, secretary, treasurer and director (6.8%) et al. Mr. Mengel

(Continued on page 76)

PROFESSIONAL CARDS

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- **Address replies:** c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Management

Midwest single market—(12,000) needs sales-man-assistant manager. Must have desire to be successful radio man. Station showing profit less than year old. Owner has other radio interests. Potential unlimited. Box A-186, BROADCASTING.

One of those opportunities. Top Ohio operation looking for ambitious someone. 28-35, some programing background, strong on sales to be station manager in large market. Send complete resume, photo. It's only money and if not really good don't waste time. Box A-193, BROADCASTING.

Assistant manager working toward general manager. Experienced in all phases of broadcasting. Strong on sales, capable announcer. Satisfactory credit rating. Pacific northwest. Middle-of-road music and news, daytime. Outstanding place to live and raise family. Excellent educational facilities. Best four-season climate. Hunting, fishing, boating, skiing, golf unexcelled. No freeways, smog, race problems. Send resume, tape of news and commercials, references, minimum starting salary requirements. Box A-209, BROADCASTING.

Midwest, large market, modern country music station needs experienced PD who knows the format and production. If ready to move up send details, picture, tape now. Box A-217, BROADCASTING.

General sales manager—major market, must have proven track record in both local and national sales. Big station with big revenues; big opportunity for the right guy. Box A-264, BROADCASTING.

Sales manager—heavy personal sales plus planning and direct small staff, Evansville Indiana area fulltimer. Ground floor career opportunity for right person. All replies confidential. Box A-272, BROADCASTING.

Energetic young salesman, with record, that would like to step into management within a very few weeks in a single station market. Call 317-631-7013, Mr. Brown.

Help Wanted—Sales

Local Sales Manager. East. $300 week plus commission. Can top $25,000 first year. Must have outstanding documentable record of building successful local sales department in addition to personal sales. Send complete resume, current picture and references first letter. Box A-66, BROADCASTING.

Salesmanager suburban southeastern market. Salary plus percentage of own sales plus override total sales. Send frank resume. Box A-115, BROADCASTING.

Radio salesman with proven experience of creative selling on the way up to TV sales management. Desirable to have background of leadership qualities, ability to direct salesmen, and business ability. Opportunity immediately. Box A-147, BROADCASTING.

Are you a real manager of radio sales? Have creative ideas that you can sell and get a sales force to sell? Qualify as an overall station manager against tough competition? Want to work hard for a piece of the action. Salary plus percentage of gross. Send resume and references immediately. Box A-189, 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 A-241, BROADCASTING.

Sales—(Cont'd)

Salesman wanted: Personable, self-starter who likes people, can become involved in community. Pleasant announcing voice helpful for brief board shifts, heavy selling. Air mail resume to: KSEW, Box 258, Sitka, Alaska, 99835.

Expanding sales staff. Experience, young aggressive salesman who loves radio and enjoys work. Excellent opportunity for the right man. Send photo and complete resume to Bernie Barker, WDAK, Columbus, Georgia 31902.

Wanted immediately sales oriented man over 25 to work into sales manager position or announcer wanting to make the move to sales. Salary—draw against commission, plus car allowance. Must be sober . . . preferably single. Contact Don French, WFFG, area code 305 743-5563. No collect calls.

Real opportunity for young man with experience in time sales—Ask for general manager, WLUV, Loves Park, Rockford, Illinois.

See our display ad on page 69. WQAL, Philadelphia.

Want door-knocking salesman, preferably with first phone, who likes to sign on, sell, and make money. No maintenance. WWPF, Palatka, Florida.

Chicago Area. Sell Radio/Television time by telephone. Age or experience no factor. Will teach hard worker. Free to travel midwest. No car necessary. Expenses paid. Home weekends. We work top Radio & Television stations. Salesman and management positions open. Call Mr. Sax, 312-743-5056. Write 2705 West Howard St., Chicago, Illinois 60645.

We're a good company. A chain with a heart of gold. We make money and pay well. The fringe is second to none. You'll work hard but you're with champions. Experience is helpful, but desire is a must. Like to try for the top? Write WLEE, Richmand, Virginia 23226.

Successful Wisconsin medium market station has opening for experienced salesman. Established accounts. Twenty percent commission. Insurance benefits, profit sharing, retirement plan. Work for owner. Call 715-832-1729.

Announcers

Full-time experienced announcer, salary open. Box M-11, BROADCASTING.

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Top flite pay, for good morning man in medium mid-east market. Must do production also. Address Box A-64, BROADCASTING.

Radio-TV announcer. Radio: MOR and good production plus news announcing. TV: Sportscasting and on-camera commercial work. Beautiful midwest community under 100,000. Send VTR or tape and photo plus complete resume to Box A-49, BROADCASTING. All material will be returned.

Contemporary personality—Versatile entertainer suitable for morning drive or housewife time. Need someone to add stronger adult appeal to our No. 1 rated Top 40 format. Above average salary plus employe benefits. Real potential. Stable Great Lakes Corporation Half-million market. Photo & tape. Box A-73. BROADCASTING.

Announcers—(Cont'd)

Announcer-Salesman 1st preferably suburban N.Y.C. Salary plus commission. Box A-86, BROADCASTING.

Experienced announcer capable of production and ready for sales or sales training. Fulltime, nonmetropolitan. Box A-93, BROADCASTING.

Bright, lively, exciting MOR morning personality for expanding group operation in northeast. Salary depending on ability. 3 to 5 years experience required. Send resume to Box A-103, BROADCASTING.

$120 for experienced MOR dj. $150.00 if you also write and can take charge production. Virginia medium market, Box A-116, BROADCASTING.

Afternoon drive. Top 40. East coast. Tape, resume, references, latest picture with first letter. Box A-177, BROADCASTING.

Wanted, announcer with first phone for northeastern North Dakota station. Wonderful opportunity for right man to become assistant manager. Salary open. Box A-191, BROADCASTING.

Large market, established, Ohio modern country music station has real opportunity for well versed personality. Send tape, picture and details immediately. No "Corn-pones". Box A-194, BROADCASTING.

Swingin' soul, major Ohio market needs experienced up-tight dj. Brown eyes or Blue. Unusual opportunity. Send tape, details, picture immediately. Box A-195, BROADCASTING.

Immediate opening for top quality morning man, small market, near New York City. Salary open. Box A-201. BROADCASTING.

Northern Ohio . . . AM station, suburban to major market. Requires combo 1st phone announcer. Modern MOR format. Good salary. Box A-211, BROADCASTING.

Wanted: Female announcer for morning team on top-rated northeast station. Box A-237, BROADCASTING.

Wanted: Wide-awake morning man for medium market, contemporary. Salary open. Box A-238, BROADCASTING.

Announcer wanted for Va. MOR radio and TV station. Radio air-shift and daily TV program. Opportunity for good radio man to break into TV. Send complete resume, tape & picture to Box A-274, BROADCASTING.

Announcers with first ticket. MOR or top 40. New fast growing medium market group. Sales a plus opportunity. Grow with us. Resume and tape. Box A-277, BROADCASTING.

KBUD, Athens, Texas seeking experienced, mature staff announcer for adult programing.

Dependable announcer wanted for long established Radio-TV station. Nite shift is now open. Chance for some TV if you qualify. Retirement benefits, group insurance. Send audition tape, complete resume and picture 1st letter to Will Shaner, KFBC Radio-TV, Cheyenne, Wyoming.

Arizona's highest rated stereo station is expanding—again. We need a cultured, mature voice backed up by at least 5 years major market experience. Salary and working conditions well above average. This is a permanent position. Send tape, photo and resume with first letter to Program Director, KRFM, 329 North Third Ave., Phoenix 85003.

Announcers—(Cont'd)

Announcer wanted, small station with MOR format, local orientation, good equipment, want self-starter who enjoys being creative. Airmail resume to: KSEW, Box 258, Sitka, Alaska 99835.

Immediate opening! Bright, happy, adult, professional top 40 man for "The Big Rocker" in Montana's largest market. Rush tape, resume and photo to: KUDI, Box 2888, Great Falls, Montana.

Sports minded dj with 1st ticket. Immediate opening—WAGE, Leesburg, Va.

Soul station in ideal market wants 2 R&B dj's with new style delivery. All new equipment, going stereo. Integrated ownership. Liberal salary and fee schedule among best in nation. 3rd ticket required. Send tape, resume, photo. WAIV, Indianapolis, Indiana 46201.

No night, no Sunday shifts. No maintenance. $130 to start for experienced adult first-ticket announcer in 94,000 population Lafayette, Indiana, home of Purdue University. Up-tempo MOR programing. No screaming. Modern, well-equipped facilities in new building. Strictly professional operation. Call PD, Karl Anderson, WAZY, 474-1410.

Wanted—Experienced announcer for 5,000 watt station. Must have good references. Contact Greeley N. Hilton, Manager, WBUY Radio, Lexington, N. C. 27292.

Permanent position for professional mid-morning man. Good pay, advancement potential growing North Carolina market. Send tape resume to WCEC Rocky Mount, N. C.

Announcer: Small market MOR station on eastern shore of Maryland needs good announcer with 3rd-endorsed. Excellent pay and fringe benefits. Send tape and resume to WDMV, P. O. Box 210, Pocomoke City, Maryland or call Tom Pritchett at 957-0540.

WFIX, Huntsville, Alabama has opening for mature, experienced announcer for adult format. Established, progressive station in fast growing space center assures good future. Send tape, resume, photo to Manager, WFIX, Box 7, Huntsville, Alabama 35804.

Excellent opportunity—really a fine opportunity—for announcer with first class license. Immediate opening. The more experience, the more weekly starting salary. Apply to H. M. Thayer, President, WGHQ, Kingston, New York.

WIRL, Peoria Illinois is looking for a bright happy sounding air personality for a four hour mid-day air shift, who also has the ability to write and produce good sounding commercial and contest continuity. We are a 24 hour contemporary station. Send tape and resume to: Program Director, WIRL Radio, 121 N.E. Jefferson, Peoria, Illinois 61602.

Experienced, clever top 40 dj for nite shift. 1st phone required. Salary open. WISM, Box 2058, Madison, Wisconsin 53701

Announcer with 3rd phone endorsed. 1 kw daytimer with FM this Spring. Could take charge of FM if capable. Maximum on-air self expression. Minimum supervision. Balanced programming. No rock. All audition tapes returned. Mail all to Ed Marzoa, WJWL, P. O. Box 111, Georgetown, Delaware 19947.

WKVT, Box 818, Brattleboro, Vermont seeking afternoon man. MOR. Some news. Send resume, tape, salary requirements. David Calef.

Immediate opening for versatile, experienced announcer, MOR morning, rock nights five day week. Quality small station central Florida. Send tape and resume: Barringer, WLCO, Eustis, Florida.

PD, 2 versatile announcers and news director. Staffing new station. First facility in 250 thousand plus market—An AM operation on an FM frequency. MOR. Lots of room for responsibility, and growth. Tape and resume to: Dan Heilman, WOBM, Box 927, Toms River, N. J. 08753.

Announcer—first class ticket. No maintenance. Excellent pay. Beautiful community of 12,000. Send tape, photo, resume. Manager, WORX, Madison, Indiana.

Announcers—(Cont'd)

New station—complete staff. WFEM, Ellwood City, Pa., 26 miles north of Pittsburgh. 2 engineer-announcers; 2 salesmen-announcers; 2 female office staff; 2 staff-announcers. Send tape and full particulars to Great Scott Broadcasting Co., c/o WPAZ, P. O. Box 638, 247 High St., Pottstown, Pa. 19464.

Top rated station outstanding market acceptance, seeks smooth, creative Top 40 announcer. Must have 2-3 years experience, good production ability and willing to work hard. Beautiful area, excellent living conditions. Salary commensurate with experience for 40-hour week. Send resume and tape with picture to Don Foutz, WROV Radio, Roanoke, Virginia 24015.

Announcer-sales (C&W) unlimited AM & FM. Male or female. WSEB, Sebring, Florida.

Country music dj—must be experienced in modern, fast-moving format. Young, aggressive man seeking advancement preferred. Send dj show tape, photo, resume, salary requirements to Don Kern, W-SHO, New Orleans.

Staff announcer for small market. 5kw, MOR station. New facilities, excellent working conditions in established station. Write or phone Charles Pettit, General Manager, WSIV AM-FM, Pekin, Illinois.

Top 40 MOR night announcer for high-rated Vermont station. Send tape and resume to: WSKI Montpelier, Vermont.

Announcer-salesman for good music format. Average from 25-30 hours weekly on the board, and rest in sales. Salary $100 weekly plus 20% commission on all sales. Must be near enough for personal interview. Write or call Michael Schwartz WTYM Radio, Springfield, Mass. 413-525-4141.

Combination sales play-by-play man. Emphasis on sales. Number 2 sports man. Excellent opportunity to learn sports. Salary commission, talent. Great Plains area. Send resume, snapshot to Box 726, Hastings, Nebraska.

Announcer with 3rd endorsed ticket, capable of doing MOR music show, including better popular music, plus own 5 minute newscasts for evening shift, or sign on, for 1000 watt Michigan station. Phone 517-839-9988.

Shenandoah Valley—5 kw (970) operation needs 1st or 3rd ticket announcer experienced contemporary radio. If drifting—don't waste our time. If you desire all around growth situation we are interested. With new facilities, our station in process of building progressive and dependable staff—one good man needed!! Excellent living conditions near five universities!! Sales available plus advantage. Salary commensurate with experience. Send contact information, resume, tape of news, production and whatever takes to sell yourself (tapes returned) Mail Mark Troy, Box 97, Waynesboro, Virginia 22980.

Ashland-Huntington market fulltimer needs two people with third phone and endorsement. Complete resume, include tape. Box 949, Ashland, Kentucky.

Announcer-news—for top rated, top 40—AM & separately programed FM in northeast Ohio—Experience necessary—group life insurance, hospitalization. Contact Andy Holecko—Operations director. Phone 216-993-2126.

Announcer — professional delivery; good voice; production ability preferable; MOR/good music format; must have third endorsed or first phone; wonderful conditions; excellent fringe; fine climate; major market Texas; salary open; need immediately. Contact Bob Stevens 713-748-3980.

Technical

Ground floor opportunity, Florida coastal. Needs chief engineer light announcing. Assume operations responsibility. Permanent position stable young corporation. Ideal working-living conditions. Ideal shift. All fringe benefits. Box A-71, BROADCASTING.

First phone for transmitter. No announcing. Will train beginner. Box A-143, BROADCASTING.

Wanted—Combination announcer/engineer for small market station in university, summer and winter tourist area. Full resume, references and salary requirements 1st letter. Box A-158, BROADCASTING.

Help Wanted

Technical—(Cont'd)

Chief engineer—are you sick of junk equipment and boondocks living? Make 1968 move to successful, stable kilowatt daytime directional plus FM in 100,000 college city in Chicago area. Good living, recreation, educational area. All modern gear in new building. No junk. No night, no Sunday shift. Good salary. Permanent. Announcing ability not required but welcome. Box A-198, BROADCASTING.

Ground floor opportunity. Florida coastal needs a chief-engineer light announcing. Assume operations responsibility in permanent position with stable, young corporation. Ideal working-living conditions. Ideal shift. All fringe benefits. Box A-199, BROADCASTING.

Chief engineer—fulltime AM/FM stereo; must know transmitter and studio operation, purchasing procedures and organizational ability; salary open; excellent living conditions; major market Texas. Send resume immediately to Box A-215, BROADCASTING.

Immediate opening for experienced chief engineer. Midwest market. Many fringe benefits. Salary open. Box A-221, BROADCASTING.

First class (immediately) 5000 watts—$475 base—KHIL, Willcox, Arizona.

Immediate opening for experienced radio engineer with 1st phone for 5kw directional. Full technical responsibility. Excellent salary and benefits. Equipment in excellent condition and previously maintained by our long time engineer just hired by Voice of America. Send resume to Al Donohue, KMON, Great Falls, Montana 59401.

Immediate opening for chief engineer for WAVA all news radio AM-FM non directional. Transmitters located in Arlington, Virginia. Call or write John Burgreen, WAVA, 1901 Fort Myer Dr., Arlington, Va. 22209.

Interesting opening for 1st phone. New modern facilities. No announcing. Call or send information to Chief Engineer. WAVI/WDAO, 513-224-1137, Dayton, Ohio 45408.

Baltimore—Our Chief Engineer is leaving March 1st to build his own station, after working with WAYE since it went on the air in 1955. Send resume and references to Personnel Manager, WAYE, 1111 Park Avenue, Baltimore, Maryland 21201. No phone calls.

First class engineer for 5kw AM-FM station. Must be sharp on control board operation. WDRC, 750 Main St., Hartford, Connecticut 06103.

Experienced Chief for stable 5 kw directional AM and automated FM stereo. Will consider qualified man such as assistant Chief ready to move up. Present Chief leaving February 1st. If you can come before then he will have chance to familiarize you with operation. James Rivers, WJAZ, Albany, Georgia.

Engineer, fulltime, 1st class license. Transmitter and studio operation and maintenance. Car required. Telephone or write WPIK, Alexandria, Va., 703-683-3000.

Chief engineer needed for directional AM-Daytimer. Must have maintenance experience and some announcing experience. Excellent benefits. WYFE, Rockford, Illinois—Midwest Family Group.

Alaska: Engineer/announcer. Strong on maintenance. Have new Magnecorder, Gates, Viking, RCA equipment. Good schools-hunting-fishing. Start $600 per month w/more later. Must know equipment and how to keep it in top condition. Warren W. Wiley, Box 209, Juneau, Alaska. 99801.

NEWS

News Director-Gather, write and air local news for network daytimer close to Chicago. Send tape, resume, picture to Box A-39. BROADCASTING.

If you are an established news broadcaster with major market experience and would like to work in New York, a major radio station has an opening. Send audition tape and biography. All replies confidential. Box A-159, BROADCASTING.

Help Wanted—News—(Cont'd)

Newsman-DJ. Top 40. East coast. To form team with morning personality. Tape, resume references, latest picture with first letter. Box A-178, BROADCASTING.

News director for midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well organized, creative applicants with journalism degree and newspaper or broadcast experience send complete resume and photo to Box A-230, BROADCASTING.

Immediate opening for experienced authoratative newsman. If you sound like a newsman, send tape, resume. Box A-232, BROADCASTING.

Weekend radio news announcers—experienced—for top station in the nation's fourth market. Send resume to Box A-243, BROADCASTING.

News Director—To head up 2-man staff on top 40 station with reputation for aggressive and responsible news; accent local news. Contact PD, WKFR, Battle Creek, Michigan.

Production—Programing, Others

Combination of any two. Traffic, copy, announce, sales, production. Small station southeastern metro market. MOR. Box A-117, BROADCASTING.

Broadcaster to work in New York City. Minimum experience two years. Diversified work . . . evenings . . . married . . . great potential. Resume and telephone in first letter. Box A-150, BROADCASTING.

Office director, copy and sports-country music station. $600 per month. WGVM, Greenville, Mississippi.

Program director, format oriented, for modern country and western station. Good pay, good fringe benefits. In top 75 market. All replies confidential. Send tape and resume, Box 8588, Charlotte, North Carolina.

Situations Wanted—Management

Two young-broadcast veterans seek management of small market midwest station. Manager and sales manager combo will also fill two board shifts, strong local news and sports. Hard workers. Top personal, professional references. Stable and talented with desire to break into management. Box A-133, BROADCASTING.

Over ten years general manager at two stations. Strong on sales, knowledge of FCC rules, license renewals, etc. Seeking management radio or TV. Have investment money. College graduate with family. Box A-136, BROADCASTING.

Top calibre general manager with outstanding successful history in generating highly satisfactory station income and establishing number one rated stations against strong competition. Equally successful in personal selling and sales training. Will accept medium market with right deal. Box A-139, BROADCASTING.

Young, mature general manager-sales manager now employed with powerful AM/FM. Sales and promotion oriented. No floater. Will invest substantial cash. Prefer eastern U. S. Excellent references and background. Box A-142, BROADCASTING.

You manage, I'll work. Make me your Number 2 man to carry out your orders and reach your goals. Mature, experienced, successful, a worker. Handles all phases of commercial radio except engineering. Small market station preferred. Box A-169, BROADCASTING.

Desire management opportunity in medium market, south or southeast. 20 years experience all phases radio and TV. Past seven years successful management. Would consider some investment. Box A-174, BROADCASTING.

Experienced station manager, program director, announcer: looking for "last" position, in or near Pennsylvania. Present position terminating because station sold to owner-manager. Box A-182, BROADCASTING.

Rock, talk or MOR. If you have sick sales and need aggressive, experienced, successful manager or sales manager, let's communicate! Must move to better myself. Minimum $16,500. Box A-183, BROADCASTING.

Management—(Cont'd)

Cost-sales oriented management. Experienced small medium competitive markets. Midwest. Box A-210, BROADCASTING.

Production-operation manager top ten looking for advancement. Know studio, remote, programing & operations. Box A-239, BROADCASTING.

Station manager, trouble shooter major group operation and extensive FM background wishes to relocate. B.S. Radio & TV. Experience at network level, major group operation and small market. 9 years Broadcasting, family. Looking for stable career situation with major operator. Reply to Box A-269, BROADCASTING.

Sales

Have cash, can invest, sales pro seeks last stop. Box A-187, BROADCASTING.

Sales manager—18 years all phases of radio. Stable family man. Can train staff and sell. Write Box A-263, BROADCASTING.

Your profits increase! I sell ideas, not time! Radio-Yellow Pages experience. Journalism graduate. 36, can invest. Radio or TV, small-medium market. $90 week plus healthy commission. Box A-276, BROADCASTING.

Announcers

Negro announcer. Personality format oriented, with news and program leadership. Ten year man. Major markets only. Box A-46, BROADCASTING.

Radio/TV announcer, performer and producer with wide commercial experience in top Rocky Mountain market and national TV show, desires to move for greater opportunity. Married, non-drinker, with children. Excellent references. Tape available. Box A-56, BROADCASTING.

Carolinas but will relocate. 1st phone, experience, married, late twenties. Seeking advancement. All inquiries answered. Box A-88, BROADCASTING.

Negro, DJ. 10 years experience, major market. MOR, R&B, top forty. Box A-90, BROADCASTING.

Experienced news-sports director strong on sales, dj. Third ticket with endorsement. Relocate. Box A-125, BROADCASTING.

Notice . . . major markets . . . this top 50 market's most successful and sought after personality is looking. I am one of the nation's best air salesmen. My resume will back that up. Ratings, references, family, five years with last station. I believe being a pro is more than a 40 hour week. Box A-137, BROADCASTING.

Announcer would like to relocate in New England area with a progressive, MOR or top 40 operation. Three years experience in same mid-west market station. 22 years old-draft exempt. Tape, resume and excellent references provided upon request. Box A-138, BROADCASTING.

NYC broadcast school grad., 3rd endorsed, college, mature voice, staff, news, MOR-DJ. Single, 28. Prefer relocate Arizona, California, Nevada. Box A-141, BROADCASTING.

Brite, young personality. Four years experience, including production, copywriting, combo operation. Third endorsed. Currently PD—early morning man metro suburban station. Tired of big market shadows, would like to cast a few. Prefer all nite trick, contemporary MOR or rock. Box A-152, BROADCASTING.

All night personality, mature, honors, college graduate, 8 years experience. Box A-153, BROADCASTING.

DJ-announcer, young, bright, ambitious, New York broadcast school graduate, seeking first position. Will relocate. Box A-164, BROADCASTING.

DJ-announcer, young, personable, with metro production experience. Seeks air shift and production with lively, active format. New England only. Box A-165, BROADCASTING.

Announcer/dj—Experienced, tight board, personable, authoritative newscaster. Family man, willing to relocate. Box A-170, BROADCASTING.

Announcers—(Cont'd)

Soul combo. 1st phone. Elkins graduate. 918 LU 4-0957. News. Box A-171, BROADCASTING.

DJ good on news, experienced in all phases of radio, first phone, major market experience. Box A-172, BROADCASTING.

Third phone, endorsed, broadcast school graduate, college, draft exempt, presently in production major N. Y. station, seeks P/T news or sports air shift, New York City area. Box A-175, BROADCASTING.

Negro announcer. All-around ability. Tight board, fast pace style. Year experience with top southern station. Third phone. Any salary. Box A-176, BROADCASTING.

Young looking dj/announcer with 1st phone. Wants to move from MOR to top 40 or TV. Experienced market of 100,000, Prefer west coast. Write Box A-180, BROADCASTING or call 312-654-0952.

DJ-announcer, swinging sound. 3rd endorsed, school trained, looking for a home, not a prima donna, tight board, personable. Box A-188, BROADCASTING.

Multi-talented aggressive young top-40 dj tired of mini-salary. Desires relocation with metro station. Box A-196, BROADCASTING.

Johnny Carson and Red Skelton don't do radio anymore! If you need a radio comedian, I have 12 years experience and first phone, too. Stable family man. Box A-200, BROADCASTING.

Attention: Dependable dj, third endorsed. Tight board. Relocate at once. Versatile. Box A-203, BROADCASTING.

Attention West Coast: Do you need a 1st phone announcer, 6 years experience in major markets, including Chicago, currently have top billing as a salesman? Box A-212, BROADCASTING.

1st phone announcer, salesman wants to relocate with active chain. Five years major market, minimum $150, prefer south or California, Box A-213, BROADCASTING.

Mature staff announcer . . . 8 years experience . . . seeking permanent relocation. Prefer Pacific northwest; all contacts considered. Box A-216, BROADCASTING.

DJ tight board, solid news, commercials, N.Y.C. trained, college education, third phone. Box A-218, BROADCASTING.

Looking for DJ position and announcer. Have third class ticket. Like to play rock music. Box A-219, BROADCASTING.

Negro lady dj/announcer—Experienced, news, sales, excellent board operation—3rd endorsement. Box A-220, BROADCASTING.

DJ, newscaster. Dependable, versatile, authoritative. Tight board, some college, third endorsed. Box A-222, BROADCASTING.

First phone announcer-news-sales. Mature, single, adult. Four years experience. No tapes. Guaranteed salary plus commission. Want market of 15,000 or better. Box A-225, BROADCASTING.

Cachinnation—act of laughing loudly, which is precisely what Dan Cash 'n Steve Nation offer your major market audience. Creativeness, ability, experience, ambition, responsibility, 1st phone, desire to please audience and fun-ny! Currently bring home bread—but interested in larger loaf. Write Box A-226, BROADCASTING.

If you aren't afraid of humor, personality, and creativity, I'd like to hear from you. Top-40 morning show getting too big for this medium market. 4 years experience, college, no drifter. Box A-228, BROADCASTING.

Negro broadcast school graduate. 3rd endorsed, draft exempt. Anywhere. Box A-234, BROADCASTING.

Want no promises, just work and stability. Mature. 3 years experience. Prefer MOR or C&W. Past experience sales. Box A-235, BROADCASTING.

Radio-TV announcer. 22 years experience. MOR . . . first phone, play-by-play, heavy news. Presently sports director TV. Want permanent location. Box A-244, BROADCASTING.

Situations Wanted—Announcers

Continued

College graduate, honors, 8 years experience, MOR personality, reliable Box A-245, BROADCASTING.

Female announcer (3rd endorsed) recently trained in N.Y.C.-college grad—commercials, news, copy, interviews. Seeking first opportunity in Florida. Box A-247, BROADCASTING.

1st phone eastern announcer, five years experience, strong news background, desires Florida location. Box A-254, BROADCASTING.

Mature announcer, authoritative newscaster, 7 years medium, major markets, 3rd endorsed. Want announcer-dj PD or ND slot MOR or calm top 40. Responsible. Box A-255, BROADCASTING.

How about two for almost the price of one! We've created a very funny two-man dj show for medium, major markets, MOR, top 40. Experienced, responsible. Let's talk. Box A-256, BROADCASTING.

Negro announcer. Year with top southern station. Smooth commercial delivery. Capable newsman, 3rd phone. Runs tight board. Consider reasonable salary. Box A-257, BROADCASTING.

Experienced personable top 40 announcer (good ratings) can work any time slot, Min. salary $175 per week. Write Box A-258, BROADCASTING.

Broadcast school graduate, bright happy sound. Reads well, personable, willing to learn. Box A-262, BROADCASTING.

Responsible DJ—News, tight board. Third endorsed. Relocate. Versatile. Box A-265, BROADCASTING.

Attention Ohio or Florida—Top 40 jock, 21, dependable, experienced, draft exempt, third phone. Box A-266, BROADCASTING.

First phone—announcer—Some sales. Age; forty. No tapes. Four years experience. Box A-267, BROADCASTING.

Rock, middle of road country and western authoritative newscaster. 3rd class phone, draft free. Box A-275, BROADCASTING.

12 years experience, all formats. Third, Brown's graduate, single. Available immediately. Phone (406) 252-3956.

First phone, married. Top 40, straight. Draft exempt, veteran. Medium, metro market only. Excellent references. Bill: 218-722-8886, 741-2251.

Highly versatile, solid, mature announcer/newsman/writer/dj, presently with major network station in top ten market, looking for permanent move to all-around broadcasting and/or programing position. Ten years experience. Call my manager collect: Mr. Sherwin Shreier, Detroit, Michigan, WO 1-3777. Will consider all replies.

First phone announcer—Broadcasting school grad. Eager to learn all phases of broadcasting. Will relocate. Draft exempt, single. Christ DeAgazio, 104 Langdon Ave., Watertown, Mass. 617-923-0249.

Top 40, MOR . . . broadcast honor graduate, strong production, news, draft free, radio and TV experience, relocate western states, Greg, 710 Walnut, Ukiah, California . . . 462-7654.

Announcer—1st phone. 3 years experience. Available now. Phone Area code 912, 242-5228. Valdosta, Ga.

Soul R&B, top 40 dj—Needs start— authoritative news—excellent commercials—third endorsed. Clarence Collins, Box 5627, Chicago, Ill. 60680.

Career Academy New York grad. Good voice. Strong commercial delivery. 3rd phone endorsed. Willing to work hard for experience. Dan Sanders, 90 Sand Lane, Staten Island, New York.

Negro beginner taught by New York professionals. JFJ, 345 Cypress Ave., Apt. 50, Bronx, N. Y.

Will graduate from Career Academy February 3, would like work around Milwaukee area. Donald H. Hoyt, 2428 East Linnwood Avenue, Milwaukee, Wisconsin, 53211. ED 2-3641. Age 23. Might be interested in other locations.

Announcers—(Cont'd)

Mature personality. 11 years, all formats, same major market. Top references. Lee Coffee, 643 Bacon, St. Louis, Missouri 63119. Phone 314-962-9167.

Technical

Engineer. 25 years studio and transmitter experience including directionals. Past 17 years with 50 kw clear. Desire responsible position upper-midwest or deep south. Box A-185, BROADCASTING.

Engineer, announcer, helicopter pilot. Young, veteran. Available now. Six years broadcasting. Ten years flying. Prefer NE, but all locations considered. Box A-224, BROADCASTING.

First phone—2½ years at large midwest AM & FM operation. Experience includes operation of remote AM & FM xmtr's and automated FM stereo. Desires position on the west coast. Box A-259, BROADCASTING.

Engineer experienced AM-DA and FM transmitter-studio construction. Willing to learn TV. Desire position metropolitan N.Y.C. Call (212) 474-5937 after 7 P.M.

First operator . . . Engineer, years of experience, operation and maintenance. Free end of January. Prefer southeast or central east coast or Puerto Rico. Reply E. B. Boylan, Box 1432, Wilmington, Delaware.

First phone, interested in maintenance. Ronald Manocchi, P. O. Box 282, Goldens Bridge, N. Y.

NEWS

News director material—presently all-news operation. Let's talk. Box A-107, BROADCASTING.

Top news broadcaster in No. 1 market would like permanent position with aggressive, quality TV or radio station in smaller community in Texas or Colorado. Also experienced in announcing, production, sales and management. Tape, resume and references. Box A-184, BROADCASTING.

24 year old family newsman wants larger operation. 3½ years experience—all facets. Hard, willing worker. Prefer east-northeast. $150/wk minimum. Box A-214, BROADCASTING.

Vietnam veteran; Navy officer; graduate—University Southern California (Broadcast Journalism), Navy OCS. Now employed at $7000 year, but not broadcast journalism. Outstanding, deep, authoritative voice, capable of assuming responsibility. Desire position in gathering, writing, airing news which may lead to department head. Am more interested in potential than immediate salary, any location. For detailed resume and tape contact: Edward Sanders, 576 N. Milton Dr., San Gabriel, Calif. 91775. All letters answered.

Experienced news commentator and political analyst available for Washington, D. C. area. Radio only. Box 7305, Baltimore, Maryland 21227.

My daddy is always there to answer my questions—if you are looking for a newsman—28—with years of radio-TV experience to keep your audience informed—call my daddy 1-402-457-4531 or write T. Zimdars, 2027 Read, Omaha, Nebraska.

Production—Programing, Others

Need PD or top staffer? Ten years experience. Family man. Dependable. First phone. $180 minimum. Box A-173, BROADCASTING.

Program director, proficient in all phases, double in programing, production, air shift, engineering-chief. I want to talk to owners small to medium markets about something worthwhile. Box A-202, BROADCASTING.

PD or announcer for past 5 years with top chain and presently employed in one of top 5 markets in country on number one rocker. Previously 8 years experience all phases radio and TV. Now desire change any locale, as PD or heavy jock slot. 32 years, married, have A-1 record with no hang-ups. Salary open. Let's talk. On request, tape, picture and resume. Reply Box A-204, BROADCASTING.

Production—Programing, Others

Continued

Ten years experience-radio and TV. All phases. Top sports. College graduate. Married, family. Box A-205, BROADCASTING.

Available. Farm director 10 years experience. Also news director experience. Box A-223, BROADCASTING.

Presently earning $11,500 in small market . . . desire move to medium or metro. Age 25, married, 1st phone with six years experience, past three as P.D. and asst. sales manager. Know all the ins and outs of top-40, MOR, and C&W music. Prefer top-40 or MOR with sales on the side. Also work, personal and financial references available. Box A-236, BROADCASTING.

Experienced production specialist/jock. Copy. Voices. Ticket. Family man. Heavyweight references. $200. Box A-248, BROADCASTING.

Muzakman wants to associate with franchiser who knows Muzak. Prefer top 20 market. Box A-278, BROADCASTING.

Major market pro. Program director at MOR station last 6 years. Best references. 13-year background all formats. Lee Coffee, 643 Bacon, St. Louis, Missouri, 63119. Phone 314-962-9167.

Outstanding sportscaster. Nine years, Pro-baseball, football, basketball, programing, interviews, sales, commentary. Position with challenge and future. Personal interview. Available immediately. Dave Williams, P. O. Box 91, Auburn, N. Y. 315-252-1669 or 252-7810.

Sports and news announcer . . . presently employed, looking for mature station, where ambition is welcomed. Worked seven months. Experiences: MOR, Announcing, sales, copywriting, interviews with celebrities, news, football and basketball head announcer. 3rd endorsed, young and draft exempt, ready to settle. Steve Seman Jr., 412-438-6555, Uniontown, Penna.

TELEVISION—Help Wanted

Sales

Now—Salesmanager for VHF-TV for upper small network market. Opportunity for go-getter that can push sales up. Your opportunity. Box A-148, BROADCASTING.

Announcers

Radio-TV announcer. Radio: MOR and good production plus news announcing TV: Sportscasting and on-camera commercial work. Beautiful midwest community under 100,000. Send VTR or tape and photo plus complete resume to Box A-49, BROADCASTING. All material will be returned.

Top notch full color VHF, in medium sized Midwestern market, looking for talented, resourceful sports director. Rush tape, resume and salary requirements to Box A-89, BROADCASTING.

Technical

Chief engineer. TV-radio combination in medium midwest market wants a chief who is a strong leader and good organizer. Good technician who will establish good maintenance program. Experience in directional radio, color TV and construction needed. Stable VHF network affiliate. Send resume and snapshot in confidence to Box M-310, BROADCASTING.

Assistant chief with heavy studio experience for Rocky Mountain ETV operation. Salary open. Send full resume to Box A-83, BROADCASTING.

Wisconsin Radio-Television operation has opening for engineer with FCC first. No experience required. Good salary and fringe benefits. Send telephone number and recent photo. Box A-100, BROADCASTING.

Position open for engineer with FCC first for TV and radio studio operation. No announcing. Will train new man. Latest RCA equipment, good salary and fringe benefits. Send resume, photo and telephone number. Box A-101, BROADCASTING.

First class engineer for TV studio operation in medium North Central market. Will train new man. Latest transmitter equipment—good salary and fringe benefits. Send resume, photo and phone number. Box A-102, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

Assistant-Chief engineer with transmitter and studio experience. Capable of organizing maintenance program and accepting some administrative duties. Medium market east of Mississippi. Salary open. Send resume and snapshot to Box A-251, BROADCASTING.

Snow and cold got you down? Immediate opening studio engineer/switcher. 1st ticket desirable but not necessary. Wage dependent upon experience and ability. Will consider qualified applicant having radio control room or similar experience with desire to learn TV. Warm desert Winter-full air conditioning makes summer pleasant. Excellent community college available. Fringe benefits. Call collect 602-782-4711, Wheeler, General Manager, KIVA, Yuma, Arizona 85364.

Milwaukee ETV stations WMVS/WMVT have immediate opening for experienced creative TV producer director. College degree required. New facilities fully color capable. Remote unit/film unit. Excellent opportunity for stimulating work and professional growth. Contact Otto Schlaak, Manager, WMVS/WMVT, 1015 North Sixth St., Milwaukee, Wisconsin.

Opportunity to attend college while working at the University of Michigan. Fulltime, permanent openings for television studio engineers at all levels, including senior engineer. Monochrome and color facilities, broadcast and closed circuit. Salary will be commensurate with experience. Liberal fringe benefit program. Send inquiries to Mr. P. G. Radzvickas, University of Michigan, 142 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

Immediate openings in Hartford for technicians with first phone in Conn. ETV for studio and remote truck operation, maintenance and construction. High band Ampex and GE color. Salary open. Write Sam Edsall, C.E., Conn. ETC Corp. 266 Pearl Street, Hartford, Conn. 06103 or phone 202-246-7269.

We are a rapidly expanding organization with rapid advancement opportunities and top pay for really good engineers. As a bonus we have the best hunting, fishing, and climate in the last unspoiled area of the United States. Present openings: 1 chief engineer and operating engineers for a new television station. Other openings will be available in the near future. Phil Parmelee, Engineering Supervisor, Western Broadcasting Company, Box 1503, Missoula, Montana.

Television engineer needed by small state college in Chicago. Rapidly expanding operation, currently purchasing guad VTR. Applicant will be assistant to Chief Engineer, and will assume primary responsibility for maintenance. License desired. Two years experience and two years formal training in electronics or equivalent schooling required. Salary to $9,000. Contact Civil Service Personnel Office, Northeastern Illinois State College, Bryn Mawr Avenue at St. Louis Avenue, Chicago, Illinois 60625.

NEWS

News Director, midwest radio and TV. The man we're looking for must be a good air personality and good administrator. Will run a fully staffed news & sports department, with plans for expansion. Should be a college grad and have news director experience. Send photo, tape, resume and salary requirements to Box M-240, BROADCASTING.

News director for regional radio and TV in mid-west market. Journalism grad with a masters preferred. On air ability desirable but **not necessary. The** man we want should be a working director who wants to organize and direct the best medium sized market news department in the U.S. We have the best equipment, now we need the man who will utilize the facilities. Mature, well organized, creative applicants. Send VTR or tape, photo and resume to Box M-247, BROADCASTING. All material will be returned.

We need newsmen. Openings now exist. Must have experience. TV-radio network affiliate. Experience or journalism training preferred. Midwest. Send data, audio or VTR, photo and salary requirements to Box M-311, BROADCASTING.

News—(cont'd)

News director for midwest radio and TV in community under one hundred thousand. These regional stations have excellent new equipment. Mature, well organized, creative applicants with journalism degree and newspaper or broadcast experience send complete resume and photo to Box A-231, BROADCASTING.

Anchor man. Write, edit, broadcast late news, as member of Carolina's largest television news team. Award winning operation needs experienced man. Send audition VTR or film and complete resume to: News Director, WFMY-TV, Greensboro, N. C.

Still looking for newsman. Write, report and shoot film for TV-Radio. Send resume, tape and photo to Ed Huot, WTRC, Elkhart, Indiana.

Production—Programing, Others

Sports director needed. This professional must have looks, voice and sports knowledge. Salary open for this full time midwest position. Box A-94, BROADCASTING.

Producer-director, two-three years exp. to join noncommercial, community supported Florida station expanding in local live, remote, and in-school programing. Send resume, salary requirements. Audition VTR if possible. Box A-252, BROADCASTING.

Northwest's top television station needs motion picture cameraman-editor, experienced in production of commercials, documentary and films for television. Must have knowledge of all phases of 16mm silent and sound production. Great opportunity in expanding film division. Salary open. Send full resume to M. Hurley, KSTP Films, Inc., 3415 University Ave., St. Paul, Minnesota 55114.

TELEVISION

Situations Wanted

Management

Top level TV/Radio executive, 15 years major market experience all phases television, radio, advertising. Built and operated UHF. Must read resume to appreciate. Write today. Box A-81, BROADCASTING.

Ad and public relations manager thoroughly experienced all phases broadcast market with leading studio equipment firm. Know commercial, ETV stations. B. S. degree, New York area, 32 years old. Seek career opportunity—salary mid-teens. Box A-167, BROADCASTING.

Sales management or station management in medium size market west or midwest. 20 years experience management and sales. Full knowledge, management, sales, production, promotions, personnel and relations. Presently employed. Good background and references. Box A-253, BROADCASTING.

UHF Station manager— seeks potential growth situation. Experienced in all phases of Production. Sales and promotions. Can sell without numbers. Will relocate. Box A-268, BROADCASTING.

Announcers

Announcer (26) top experience seeking production minded station—kiddies slot. Presently employed. Will re-locate with notice. Box A-118, BROADCASTING.

Presently announcer-weatherman in medium market. Seeking advancement and 175/wk plus talent. Married. Stable. Box A-229, BROADCASTING.

TV staff man, seven years present position. Seeks move to large market. Mature, long experience. Box A-240, BROADCASTING.

Technical

First phone. 10 years radio as combo man desires to enter television in operations capacity. Box A-166, BROADCASTING.

Chief engineer for that new TV station? Drop me a line. Experience UHF, VHF. Box A-206, BROADCASTING.

Situations Wanted—News

Television radio news announcing. Commercials. 21 years experience. Writing, Editing, Metro area. $10-12,000. Immediate availability. Box A-82, BROADCASTING.

Experienced newsman, network owned station, desires major market position as reporter, newscaster or new director. Box A-104, BROADCASTING.

Professional radio/Televisino newsman and responsible broadcaster. All phases including programing. College Journalism. Top references. Box A-273, BROADCASTING.

Production—Programing, Others

Operation/Program director. Young executive with major market station. Extremely heavy commercial and sports remote production. Can build and run well-organized staff. Box A-114, BROADCASTING.

Producer-director: Have B. A. degree, Mass Communications. Experience in all phases of television production. Excellent references. Available immediately. Box A-168, BROADCASTING.

Five years radio-television experience plus Wisconsin University degree means bright future. With you? Strong news, sales, copy, on-camera background. Seeking permanent position with right northern television market—midwest preferred. Make an offer. Box A-190, BROADCASTING.

Feature film & television veteran . . . producer-director-writer-editor. Wants permanent position with major TV station, network or production company. 1966 Emmy winner and many others. Credits, samples and top references on request. Free to travel or locate permanently in U.S. or any English speaking nation immediately. Specializing in small crew, location color productions with tight budgets and schedules. Box A-242, BROADCASTING.

Art director—scenic designer—artist—program developer. 15 years top network live TV and film production (color). Settings—graphics—innovative program development—Promotions—Commercial presentations. Outstanding TV look and programing for dynamic station. Box A-249, BROADCASTING.

Producer-director, now employed in top 20 market. Bachelor's Degree, 2½ years Armed Forces Television. Available February. Box A-279, BROADCASTING.

Promotion man — 33 — creative — extensive broadcast sales knowledge—seeking return to television. Presently radio General Manager. Desire Florida for life. Box A-280, BROADCASTING.

Director's position wanted by creative production man. Seven years, well qualified and versatile. Employed by full color operation. P. O. Box #36, Norfolk, Virginia.

Writer-producer-director, much experience, wishes to direct children's show . . . also write, produce, direct commercials for house accounts. Write Ed Bliznick, 13160 W. Outer Dr., Detroit, Michigan 48223.

Production/promotion manager available immediately. Young, aggressive, and looking for a station on the move. Call 1-517-753-1715.

Invest in an ambitious, responsible, Northwestern Junior. A radio/TV major with creative production and writing talents. Desirous of summer employment in television. Robert Collins, 2200 Sheridan Road, Evanston, Illinois 60201.

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.

Needed immediately: One or two used RCA RT-7A or RT-7B cartridge machines. KADA, Ada, Oklahoma—332-1212. Call collect.

Wanted—Used 5kw AM broadcast transmitter in good condition. Specify make, model and dimensions. Chuck Delperdang, Chief Engineer, KOLY, Mobridge, S. D. 57601.

Wanted: Self-supporting 300' tower. WLIR, Garden City, N. Y. (516) 741-4700.

FOR SALE—Equipment

Radome, 6 foot, fiberglass, heated. Andrews HR6 for Ice, dirt and snow protection. Unused. $150.00 each. Sierra Western Electric, Box 4668, Oakland, Calif. 94623 415-832-3527.

GE BM1A FM frequency and modulation monitor, recently re-calibrated, in good condition, $450. Box A-128, BROADCASTING.

Now put your translator where antenna should be for best coverage, not where power line happens to be. Use a Telan thermoelectric generator. No moving part, simple to operate, leave unattended 6-12 months. General Instrument Corp., Thermoelectric Division, Box 544-B, Hicksville, New York 11802, 516 681-4300 ext. 205.

New equipment—Spotmaster, $3.95 weekly. QRK $1.35 weekly, Russco $1.28 weekly. Audiovox, Box 7067-55, Miami- Fla. 33155.

Ampex 354P, Ampex 300C, Neumann, U-47, Presto 6N, Ampex 350 electronics, Ampex 2010 spk/amps. Box 15058. Phoenix, Arizona.

High offer will buy Gates 250c transmitter, 250 watts, final amp and modulator use 810's, crystal 1400 kc. Extra parts. Box A-192, BROADCASTING.

5kw Westinghouse—1kw Gates and 250 watt Gates AM transmitters, good condition. Box A-261, BROADCASTING.

(2) ATC PC2/190 playbacks, (1) AC2/190 recording amplifier. $750.00, Way below wholesale. Box A-270, BROADCASTING.

G.M. 6 Cyl Diesel electric plant 60kw 110-440 volts, 60-50 cycles, 3 phase. A.C. Like new condition. R. Warpinski, Rt. 1, Naperville, Illinois. 60540, 312-969-7405.

Ampex High-band videotape used one season and in good condition but below broadcast color standards. Hours $50.00, half hours $25.00. FOB KIFI-TV, Box 2148, Idaho Falls, Idaho.

Tower—66ft portion of heavy duty TV tower. Can be adapted for mountain top or roof top TV or FM installation, Truscon, triangular, 60# windload, includes platforms, comprises 3 sections, on ground at site. WIIC-TV, Pittsburgh, Pa. 15214.

Gates Levil Devil, good condition: $185, Harkins FME-2 exciter and Harkins XC-L subcarrier generator and squelch: $250. Magnecord 816 tape player: $175. Bill Moses, WTRN, Tyrone, Pa.

Gates Level-Devil, new condition, used 9 months, new price $475.00, our price $300.00. P. O. Box IIII, Clarksburg, West Virginia 26301.

Equipment for 1 kw directional-RCA BTAIR transmitter, 5 kw-two tower phasor, two 5kw LTU-s, 800' rigid co-ax. WEIC frequency meter, 9 channel console, rack cabs, jack panels. Available April. Make offer. Chief Engineer, KABC Radio, Los Angeles.

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.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn. N. Y. 11299.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! $3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

Beware. Clark model field intensity meter serial 1029. Possibly stolen. Fifty dollars for return. No questions asked. WVOC, Box 17, Battle Creek, Michigan.

Announcers and disc jockies—Jokes and topical, timely wittie-cisms for sale, reasonable, for use on the air. All original material. Write Box A-250, BROADCASTING.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, 1505 N. Western, Hollywood, California 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. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis. 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue. Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-$15 per week. Classes begin Feb. 5, Mar. 11, April 15. Call 955-6922 or write today—R.E.I., Inc., 1336 Main Street, Sarasota, Florida.

R.E.I. in the center of the U.S. can train you for thet First Class Radio Telephone License in only (5) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-$15 per week. Classes begin Feb. 5, Mar. 11 April 15. Call WE-1-5444 or write 3123 Gillham Road, Kansas City, Missouri.

"Yes it's New" R.E.I. at 809 Caroline Street, Fredericksburg. Virginia. But it's R.E.I.'s famous (5) week course for the 1st Phone License that makes it dependable. Call 373-1441. Tuition and class schedule is the same for all R.E.I. schools.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans. for radio announcing careers.

Earnings up to $300 weekly. 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers-D.J.'s-newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Detroit, Atlanta, Minneapolis, Denver, Seattle, Memphis or Los Angeles. Sixteen years FCC license teaching experience. Proven results. For references and reservations write, Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Individualized instruction. First phone 4-6 weeks: Guaranteed. Broadcast Engineering Academy, Box 22471, St. Louis 63126.

F.C.C. First phone quickly and easily via new concept in correspondence training. Easy terms. Mid-America Broadcasting Service, P. O. Box 7522. Milwaukee, Wisconsin 53222.

See our display ad under Instructions. Don Martin School of Radio Arts & Sciences. 1653 No. Cherokee, Hollywood, Calif. 90028. HO 2-3281.

RADIO—Help Wanted

Management

SALES MANAGER WANTED

Our Station—5000 Watts—Full Time—CBS Radio affiliate—located in city of approximately 70,000 population—only AM Station in City—We are looking for a top Sales Manager—you may be employed now by a larger station—you may be a top salesman looking for a GOOD BREAK . . . we do NOT WANT an amateur . . . We will pay top wages BUT you MUST BE ABLE TO INCREASE our Sales . . . You won't be here long if you are not capable of doing this job . . . We are now doing in excess of $300,000.00 per year. We are capable of doing $400,000.00 yearly . . . Are you interested? . . . A personal interview is necessary at your expense . . . Give complete detail and snap-shot of yourself along with references in first letter . . . Age somewhere between 30 and 40 years . . . Your duties—Complete charge of Sales and two other salesmen . . . You answer to the General Manager only. Position open NOW. (No Drinking Salesmen) Address your letters to:

Box A-246, Broadcasting.

Help Wanted

Sales

RADIO SALESMAN

Bright, aggressive salesman who knows how to develop local sales. If you are looking for big money selling a top rated station,

call Jerry Jackson, Nationwide Broadcast. 312-337-5318.

OPPORTUNITY for the SALESMAN who'd like to be SALES MANAGER

Top rated Philadelphia FM has unusual opportunity for an FM or AM salesman with proven record of success selling local retailers and agencies. The right man will have a CAREER, not just a job, with profit-sharing in best FM market in U. S. and no limit to potential income. If you can sell, organize, train . . . if you can prove it . . .

call Abe Voron, 215-CH 8-4900.

RADIO—Help Wanted

BROADCAST SALES ENGINEER

Exclusive territory for sale of rapidly expanding line of broadcast equipment requires highly motivated, sales-minded individual with strong technical knowledge of broadcast equipment. Sell top line of electronics equipment primarily to AM, FM, and TV stations. Leading company with history of high profit and rapid growth.

Salary plus commission—with full fringe benefits and travel expenses paid. An equal opportunity employer. Send resume to

Box A-124, Broadcasting.

IS RECRUITING YOUR PROBLEM?

50% of the TV and Radio stations tell us: "Recruiting is our most pressing problem."

Here at Nationwide, under the direction of Ronald E. Curtis, former broadcasting executive, some of the country's most important search assignments are successfully completed for personnel in management, sales, programming, and engineering.

LET US HELP

PHONE TODAY 312/337-5318

Nationwide Broadcast Personnel Consultants

645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS

RADIO—Help Wanted

Sales—(Cont'd)

TWO TOP-NOTCH SALESMEN

We are looking for two top-notch, experienced salesmen to permanently join our well established company. Travel is extensive. We prefer men currently calling on radio station management, or who have proven sales experience in syndicated radio program sales. Our product line of syndicated radio features has been very well accepted throughout the United States and Canada. Our salary, expense and commission plan will give you an excellent income and growth potential. Also, a stock participation plan is offered. Please send complete resume detailing qualifications and experience. All inquiries will be held in confidence.

Box A-207, Broadcasting.

Announcers

EXCELLENT OPPORTUNITY FOR PROFESSIONAL TV ANNOUNCER READY TO MOVE UP

Nashville's oldest television station is expanding and looking for a young announcer (25-35). Position requires on-air work in news, weather and sports, along with staff booth work. Applicant must possess experience in all phases of on-air television broadcasting. For the right man this is a chance to grow with an outstanding major market in the Central South.

WSM-TV

Nashville Market

Send VTR and resume to

AL VOECKS, Box 100, Nashville, Tennessee 37202

TOP 40

Good Voice Time & Temperature Personality. Medium market jocks considered. $15,000 per year.

Call Jerry Jackson, Nationwide Broadcast. 312-337-7075.

NEWS

RADIO CONTEMPORARY NEWS/SPORTS

MAJOR MARKET-WEST COAST

Writer • Reporter • Performers. Only experienced news/sports talent need apply. Not interested in traditional types. Looking for young ideas with professional approach.

Box A-233, Broadcasting.

Production—Programing, Others

BROADCASTER

To work in New York City. Minimum experience two years. Diversified work . . . evenings . . . married . . . great potential. Resume and telephone in first letter.

Box A-149, Broadcasting.

Production—Programing & Others—(Cont'd)

RADIO

Situations Wanted

Announcers

NOW AVAILABLE
Creative Radio Personality

whose bag is lots of humor
whose commercials are warm
whose rating story is great
who's worked in rock & MOR
Write today . . .
Box A-197, Broadcasting.

Dale Ulmer

Host of controversial, nationally known talk show and highly rated drive-time record show on WHO, Des Moines, seeks position in more important market. Exceptionally well qualified to handle either format. First phone too!

Call 515-282-1588

Production—Programing, Others

—Radio-Television play by play
—Sports director
—Radio program director
—Conduct phone in shows
—Write and produce copy that sells
—Telecast news and sports

Check the needs at your station. Ten years experience, college, married six years, draft exempt.

Box A-179, Broadcasting.

SPORTS

Vast experience in radio/TV as sports director & play-by-play. Few men can match my broad knowledge and wide scope of information on my nightly radio all-talk telephone sports hour & have air checks to prove it. Will only do sports & must earn minimum $15,000 first year.

Box A-227, Broadcasting.

TELEVISION—Help Wanted

Announcers

TV COMMERCIAL ANNOUNCER

Midwest—Medium Market. $200 per week. Contact Jerry Jackson, Nationwide Broadcast. No fee. 312-337-5318.

TELEVISION—Help Wanted

Technical

TWO ENGINEERS FOR MAINTENANCE OF VHF NETWORK

Equipment with top stations in Southwest. Send resume and salary requirements.

Box A-60, Broadcasting.

TV—PUERTO RICO

First Class Ticket to operate television transmitter in Puerto Rico.
Coloured Preferred.

Reply Box A-146, Broadcasting.

Production—Programing, Others

PROMOTION MANAGER

Excellent opportunity in one of the top 25 markets for an aggressive, creative, experienced young person to manage the on-air promotion, publicity and advertising functions of a major group station located in the midwest. An excellent compensation plan and an opportunity for advancement await the person selected for this key position in station management. Send a strictly confidential resume of education, experience and salary history to:

Box A-260, Broadcasting.

An Equal Opportunity Employer

BUSINESS OPPORTUNITY

OPPORTUNITY BROADCAST SCHOOL MANAGER

Investors seeking qualified individual to start Broadcast School. Should have experience and ability to make small investment. All replies in confidence.

Box M-252, Broadcasting.

"BREAK LOOSE"
Keep the Dollars You Sell

National Marketing Corporation looking to affiliate with individual to implement marketing program for local and our national accounts to the student market in your area.

Box A-271, Broadcasting.

INSTRUCTIONS

Employment Service

WANTED TO BUY—CATV

WANT TO BUY

CATV by individual. Partly developed. May consider franchise. Small to medium size. Prefer southwest area.

Box A-181, Broadcasting.

FOR SALE—Stations

FOR SALE

Local station in 65,000 population two-station market in Puerto Rico. Adjacent to major federal installation. $200,000 terms. Address replies to

Box A-45, Broadcasting.

WHY BUY AN FM?
Build your own!

Dozens of open freqs. Many states. Operate for only $1,000 mo., with revenue potential of $4,500 mo.
You show FCC $20,000. We do all the work for reasonable fee.
TNI, Suite 202, 1616 Victory Blvd., Glendale, Calif. 91201. 213-246-4874

Successful Background Music Service for Sale

Midwest area, market 2 million. Operates on seller's licensed Multiplex channel. Other personal interests compel sale.

Box A-208, Broadcasting.

(*Continued from page 66*)

is owner of appliance and furniture store. Mr. Culver is attorney. Ann. Jan. 16.

KFMQ(FM) Lincoln, Neb.—Seeks assignment of license from S. L. Agnew to Frederic A. Gottschalk for $30,930.13 in cash and cancellation of $19,290.75 debt now owed by Mr. Agnew. Principal: Mr. Gottschalk is securities analyst. He will maintain 50% stock ownership in station (negative control interest). Ann. Jan. 4.

KNFT Bayard, N. M.—Seeks assignment of license from George L. McFarland to K.N.F.T. Inc. Incorporation transaction, stock transfer. Ann. Jan. 15.

KRAL Rawlins, Wyo.—Seeks assignment of license from Radio Twelve-Forty Inc. to Korral Radio Inc. for $100,000. Principals: R. Wylie Sterling, president (75%) and William L. Pope, vice president and general manager (25%). Mr. Sterling is president of KDOM Windom, Minn. Mr. Pope is sales manager and station manager of KPOC Pocahontas, Ark. and KDOM Windom, respectively, and is also associated with WBFJ Woodbury, WENK Union City and WGNS Murfreesboro, all Tennessee. Ann. Jan. 16.

ACTIONS

WSFM(FM) Birmingham, Ala.—Broadcast Bureau granted assignment of license from Melonas Broadcasting Co. to estate of Percy B. Crawford, Ruth Crawford Porter, executrix, and Kimtron Inc. d/b as WDJC Radio Co., for $5,000 for physical assets plus $2,500 for covenant not to compete and $7,500 one year consultant fee. Action Jan. 16.

KINO Winslow, Ariz.—Broadcast Bureau granted assignment of license from Willard Shoecraft to Winslow Communications Inc. Mr. Shoecraft also owns KIKO Miami, and KATO Safford, both Arizona. Principals: Charles Wiedenman, president and Bruce Normandin, secretary-treasurer (each 50%). Mr. Wiedenman is in insurance company owned by his family. Mr. Normandin is former general manager of KJAM Madison, S. D. Consideration $80,000. Action Jan. 10.

WGCH Greenwich, Conn.—Broadcast Bureau granted transfer of control from Mrs. Ann Lemmon, executrix of estate of Walter S. Lemmon to George C. Stevens for $154-575. Mr. Stevens is president and director of WGCH, and is broadcast consultant and investment manager. Action Jan. 12.

KTFI Twin Falls, Idaho—Broadcast Bureau granted assignment of license from Radio Broadcasting Corp. to KTFI Broadcasters Inc. for $275,000. Principals: Dale G. Moore, president (0.0001%) and KGVO Broadcasters Inc. (99.99%). Mr. Moore has ownership in and is officer of KCAP Helena and KGVO-AM-TV and KMSO-TV both Missoula, all Montana, and Western Broadcasting Co., radio and television administration. Action Jan. 10.

WMCL McLeansboro, Ill.—Broadcast Bureau granted transfer of control from John Elder Choisser (14.3% before, 22.5% after), Harold Frederick Cline (14.2% before, 22.5% after), David L. Patterson (14.3% before, none after), Thoral Gaskins (14.3% before, none after), Jack J. Harper (14.3 before, none after), Donald M. Medley (14.3% before, none after) and Phillip Kane (14.3% before, none after), to Bonita Choisser (22.5%), Bill Travis Plater (22.5%) and Donald E. Mitchell (10%). Consideration $4,500. Action Jan. 16.

WIDE Biddeford, Me.—Broadcast Bureau granted assignment of license from Biddeford-Sacco Broadcasting Corp. to Hoy Communications Corp. for $110,000. Principals: Lewiston-Auburn Broadcasting Corp. (100%). F. Parker Hoy, president and assistant treasurer. Lewiston-Auburn is licensee of WLAM Lewiston, Me. and permittee of WLAM-FM. Action Jan .10.

WLOB-AM-FM Portland, Me.—Broadcast Bureau granted transfer of de jure control from Ralph C. Guild (52.2% before, 46.5% after) to Mr. Guild and others. Licensee Atlantic States Industries Inc. also owns WRYT Boston and WTSA Brattleboro, Vt., as well as 80% of WNVY Pensacola, Fla. ASI has applications on file with FCC to transfer control of WTSA to Southern Vermont Broadcasters Inc., and to transfer control of KMAK Fresno, Calif. to ASI. Action Jan. 11.

KANO and KTWN(FM) Anoka, Minn.—Broadcast Bureau granted transfer of control from Richard B. Ahern and Richard J. Novak to North American Investments Inc. Principals: 75 shares of common stock in Northwest have been issued. Mr. Ahern, president, owns 37½ shares of common stock, and Mr. Novak, vice president, and secretary, owns remaining 37½ shares. These two individuals own 100% of issued and outstanding stock of Northwest. J. Warren Burke is president and 30% stockholder of Northwest; W. R. Hield is vice president and owns 30%. Mr. Burke is vice president of inactive motion picture buyers and booking company, and theater promotional activities concern. Mr. Hield is majority stockholder and president of wholesale cosmetics, barber college, Beaute Factors Inc. and Bahr's of Fargo Inc. Consideration $106,000. Action Jan. 12.

KTTR Rolla, Mo.—Broadcast Bureau granted assignment of license from Luther W. Martin tr/as "Show Me" Broadcasting Co. to Phelps County Broadcasting Inc. for $250,000. Principals: R. McKune, president. Action Jan. 10.

■ Commission has waived three-year holding requirement of Sec. 1.597 of its rules and granted transfer of control of C & U Broadcasting Corp., subsidiary of C & U Communications Corp. to Continental Telephone Corp. C & U Broadcasting is licensee of WMCR Oneida, WBIV-FM Wethersfield township, WEIV-FM Ithaca, WJIV-FM Cherry Valley township, WMIV-FM South Bristol township and WOIV-FM DeRuyter township (Northeast network), all New York. Principal officers, all of whom are directors, of Continental Telephone Corp. are Charles Wohlstetter, chairman of board; Philip J. Lucier, president, J. P. Maguire, senior vice president; William H. Blackburn, vice president and treasurer, and Irwin Schneiderman, secretary. William S. Kingman, president and director of C & U Communications Corp., will become vice president of Continental Telephone. Action Jan. 12.

KONO and KITY(FM) San Antonio, Tex.—Broadcast Bureau granted transfer of control of licensee corporation from Mission Broadcasting Co. to Jack Roth. No consideration involved. Action Jan. 10.

KSHN(FM) Sherman, Tex.—Broadcast Bureau granted assignment of CP from Charles L. Cain to Texas Airwaves Inc. for $1,000. Principals: Paul N. Brown, vice president (10%) et al. Mr. Brown is attorney and has interest in KMMM(FM) Muskogee, Okla. Action Jan. 12.

KZUN-AM-FM Opportunity, Wash.—Broadcast Bureau granted transfer of control from Howard G. Olsen to KZUN Inc. Principals: Robert L. Swartz and Arthur R. MacKelvie (each 33⅓% before, 50% after). Consideration $30,000. Action Jan. 12.

KGA Spokane, Wash.—Broadcast Bureau granted assignment of license from Gran Broadcasting Co. to Grady A. Sanders (30%), William J. Liddie (50%) and Edward B. Brownstein (20%) d/b as Liddie Broadcasting Corp. for $300,000. Principals: Mr. Sanders is president of Shell Record Co.; president of Star Ads of Kentucky, sellers of musical concepts; president and general manager of WHEL New Albany, Ind. and president of Colliers Publishing Inc., sales of promotional tabloids and mailers to radio-TV stations. Mr. Liddie is president of automobile agency and president of real estate company. Mr. Brownstein is proprietor of Tel Ra Productions, advertising agency. Action Jan. 12.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Jan. 17. Reports include application for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■Indicates franchise has been granted.

Arcata, Calif.—Humboldt Bay Video Corp. has applied for a franchise. Installation and monthly fee would be $19.75 and $5.50, respectively.

Crescent City, Calif.—Harry's Mountain TV Cable Co. has applied for a franchise. Installation and monthly fees would be $19.75 and $5.50, respectively.

Daytona Beach and South Daytona, Fla.—Halifax Cable TV Inc., a subsidiary of Gulf & Western Industrits Inc. has awarded a construction contract to Kaiser CATV Corp. Contract was said to be in excess of $400,000.

Bridgeport and Lawrence, Ill.—Vincennes University Full-Television system is now operational. Nine channels are being offered.

Farmington, Me. — Franklin Cable TV Corp. has begun operations.

Brookline, Mass.—Cambridge Cablevision Co. subsidiary of Cablevision Corp. of America (multiple CATV owner), National Cablevision Inc. and Lincoln Co., have each applied for a franchise.

Oscoda and Tawas, Mich.—Oregon CATV Inc., a subsidiary of Memorial Drive Trust of Cambridge, Mass., has purchased General Television of Michigan. Price of the five channel system serving 3,000 subscribers, was undisclosed. Daniels & Associates Inc., Denver, was the broker.

Lakehurst, N. J.—Continental CATV, division of Vikoa Inc., Hoboken, N. J. (multiple CATV owner and CATV equipment manufacturer), has applied for a franchise.

Cookeville, Tenn.—Putnam County CATV Installation fee and monthly service charge would run $19.95 and $4.95 respectively. City would receive 3% of annual gross revenue.

Morristown, N. J.—*Morristown Daily Record* has applied for a franchise.

Albany, N. Y.—Capital Cablevision Systems has applied for a franchise. Firm proposes a 12-channel system with the city receiving 2½% of the firm's gross revenues for each of the first five years. Thereafter the rate would be 3% and not less than $17.-500 yearly.

■ **Independence, Ore.** — Oregon Cablevision Inc. has been granted a franchise.

Mount Carmel, Pa.—Shapp Corp. owned by Milton J. Shapp, founder and former president of Jerrold Corp., CATV equipment manufacturer, has purchased the Berks TV Cable Co. for an undisclosed sum. The firm's other recent acquisitions include systems in Williamsport and Greensburg, both Pennsylvania.

would run $19.95 and $4.95, respectively. Inc. has awarded a construction contract to Comm-Scope Division of Superior Continental Corp. Contract was reportedly worth $200,000.

Muenster, Tex. — Muenster Telephone Corp. has begun CATV operations. System is carrying eight channels and three FM stations.

Chehalis, Wash.—KELA Television Inc. (KELA Centralia, Wash.) has raised its monthly rate from $3.95 to $5.95. Firm is expected to follow suit in nearby Centralia.

Snohomish, Wash.—Tel-Vue Systems has applied for a 25-year franchise.

Ansted, W. Va.—Gauley Mountain Coal Co. has sold its franchise to Robert Legg of Cedar Grove. Price was undisclosed. Legg will charge $15 for installation and a $4.50 monthly fee.

Director of SAG's role in TV's era

TELEVISION is generally regarded as an intruder in Hollywood. It always has been. The chances are it always will be.

The prevailing attitude towards television is either one of utter contempt or hostility. In some Hollywood union halls there's a decided mixture of both and a sometimes openly expressed feeling that things would have been much simpler if TV had not arrived.

These conditions notably do not prevail at the Screen Actors Guild. The people there hardly toss bouquets at the television networks and the advertising industry, who are, after all, among their primary bargaining adversaries. But neither do they throw knives. Instead, they consistently seem to examine the facts objectively even if their conclusions turn out to be expectedly self-serving. They would appear to argue reasonably and more with quiet wisdom than vituperation. Visits to the guild's smart-looking building on Sunset Boulevard tend to reaffirm that it's a sane place in an often insane business.

Just as a fine motion picture reflects its director, the Screen Actors Guild reflects John Leighton Dales, its top staff executive for almost 25 years. Maybe it's the pipe he smokes or the way his horn-rimmed glasses blend with his Dean Jagger looks, but Jack Dales, like everyone's one-time school principal, seems to be in sure and solid authority.

Sweetening the Pot ▪ There's no big secret why the Screen Actors Guild views television with respect. Jack Dales doesn't go in for sophistry. He makes it clear: "Television is not our enemy. We're living on it."

And the living apparently has been prosperous for some ever since television came around, particularly last year. Indeed, in the area of contract negotiations at least, 1967 was the best year in the guild's history.

Mr. Dales said exactly that when he addressed SAG's annual meeting last November. Referring to the new television contract completed in the summer, he noted that it "produced the best results of any guild negotiation in memory."

Citing the extension of residual payments from six runs to 10 runs as one of the key gains, he quipped in typically gentle style: "Lord knows what this is going to do to our residual department."

This department already is distributing from 7,000 to 8,000 residual checks a month. During one month alone last year more than $1.5 million in television residuals was distributed by SAG to its members. In all, the guild's more than 17,000 members earned in all fields—TV entertainment, TV commercials, theatrical film, industrial and educational film—a total of some $110 million. About $40 million each was earned from TV programs and commercials, which means that less than $25 million came from theatrical films.

There's the big rub for John Dales and SAG. In 1945 film actors earned roughly $45 million from movies. Now, more than 20 years later, with production budgets consistently in the multimillion-dollar range, actors are earning only half as much from what used to be their primary field.

Mr. Dales, along with other film-union officials, is convinced that foreign runaway movie production is keeping his members from working as often as he feels they should. He points to the 40 movies currently in production and says 30 are being filmed abroad, with only 10 shooting in Hollywood, two of these in animation. He recognizes that filming on location is in keeping with the growth pattern of the business, yet is girding for an effort this year in finding some formula for making motion-picture production in this country more attractive.

WEEK'S PROFILE

John Leighton Dales—national executive secretary, Screen Actors Guild, Los Angeles; b. Santa Monica, Calif., Feb. 24, 1907; A.B., Stanford University, Palo Alto, Calif., 1929; LLB, Stanford University 1932; private law practice, Ivan G. McDaniel Associates, 1932-37; appointed resident attorney for Screen Actors Guild, 1937; named assistant executive secretary of SAG, 1939; appointed national executive secretary of guild, 1943; m. Betty Clubb of Toronto May 29, 1936; children—Loring, 29, a doctor, Randolph, 26, Episcopalian priest; active layman in All Saints Episcopal Church, Beverly Hills, serving as vestryman, among other capacities; hobbies—music, theater.

Television has generated great revenues for actors ("The TV residual is the biggest deal we've got going"), he agrees, but explains that a TV series —especially a half-hour one—tends to keep the money in tight circulation. A relatively few actors get rich off television, he contends, while many actors scratch for employment. Those who find jobs usually wind up in the TV-commercial field, where they are only nominally working at their craft.

Another of Mr. Dales's current concerns is the widespread and continuing use of movies on television. The idea of movies being produced specifically for television doesn't unduly disturb him. They are produced under SAG's strong television contract, with actors getting residuals for reruns and paid theatrical fees if the films are distributed abroad or domestically. But theatrical movies that play television are brutally destructive of actors, he feels. They kill off the jobs that would certainly come with new TV product. They put performers in competition with themselves and the return the actor gets when his movie plays on television is comparatively negligible.

New Threat ▪ Mr. Dales also is keeping a wary eye on the ABC and CBS move into feature-film production. He's apprehensive that, if left uncontrolled, the networks will drive the independent motion-picture producers out of business. Mr. Dales would prefer to do his collective bargaining with as many competitors for SAG's talent as possible.

And collective bargaining is what he has been doing for some 30 years, or just about half of his life. A native Californian, he started out as a lawyer in private practice after graduating from law school at Stanford University. He went to SAG as resident attorney in 1937 when the guild was only four years old and concerned exclusively with the motion-picture business. Within five years he was appointed national executive secretary and was at the helm when the guild steered headlong into television, battled for jurisdictional rights and key performing payments, and then roared into an elite position in the film entertainment business.

When others talk about Jack Dales they do so with unmistakable respect. "The guild is what it is largely because of the 30 years Jack Dales has spent serving it, and every actor who has benefited from the guild's advancement of the acting profession owes a debt to Jack Dales," Charlton Heston, current president of SAG, told the membership at their last annual meeting. As one of the more prominent beneficiaries of what Mr. Dales has accomplished, Mr. Heston's evaluation shouldn't be questioned.

Countersigns

A READER would have to be forgiven if, in going through last week's BROADCASTING, he came across two or three reports that made sense individually but when taken together seemed to defy understanding.

On page 21 we reported that spot television sales in 1967 were not up to expectations. On page 23 we reported that network TV sales in 1967 weren't up to expectations either. And on page 62 we reported that TV viewing in 1967 moved up—significantly—to the highest level in history.

All of these reports were based on competent information, and none of them was surprising by itself. But it just doesn't make a lot of sense that sales would decelerate so markedly when viewing was so markedly rising.

A lot of advertisers who were over-cautious in 1967 may now be realizing what they missed, and those who did not curtail their TV spending can bask in their own astuteness. For both, the trends invite greater use of TV in 1968.

Changing cast

NOT since the 90th Congress was organized a year ago has it been quite clear who was running what on broadcast matters in the House Commerce Committee.

For a time it appeared that Torbert H. Macdonald (D-Mass.), as chairman of the Communications Subcommittee, would be the principal figure in the broadcast field. Mr. Macdonald presided over extensive hearings on pay television (after the FCC had announced its intention to approve subscription broadcasting under rigid controls). But Harley O. Staggers (D-W. Va.), chairman of the parent committee, took command when it came to a committee vote on a resolution requesting (and probably effectuating) a year's moratorium on FCC action.

Not much has been heard of Torbert Macdonald since then. The scene of broadcast interest has shifted to the Subcommittee on Investigations, which, like its parent Commerce Committee, is under the chairmanship of Mr. Staggers. It was that subcommittee and Mr. Staggers who on 24-hours notice called a hearing on the closing day of the first session of this Congress to second-guess the FCC's approval that week of the transfer of five UHF construction permits from Daniel Overmyer to a new entry in broadcast ownership.

It is also the Investigations Subcommittee that is planning hearings, in the novel form of panel sessions, on political broadcasting, the fairness doctrine and related subjects next month. Evidence suggests that this will be the subcommittee of most importance to broadcasters this year.

It is not without significance that the chief counsel of the Investigations Subcommittee is Robert Lishman whose attitudes toward broadcasting must have been to some extent affected by his experience as counsel of the old Legislative Oversight Subcommittee. That was the subcommittee that revealed the rigging of television quiz shows and the acquisition of some television-station grants through political influence.

There is a difference, however, between the committee chairmen to whom Mr. Lishman reported in his earlier tour on the Hill and is reporting now. Oren Harris, now a federal judge in his native Arkansas, was firmly in control of the House Commerce Committee and its subcommittee on oversight and also was knowledgeable and experienced in broadcast matters. Harley O. Staggers, according to all external signs, has done relatively little homework in broadcasting since it fell within his domain two years ago. Mr. Staggers's interests are directed more emphatically toward the commerce of his West Virginia district, mining and railroads, to name two examples.

In such circumstances it is only natural that Mr. Staggers would rely heavily upon his staff specialists when it comes to broadcast affairs and that he may also listen to those colleagues on his committee who have taken personal interests in broadcast regulation. Some of those colleagues have displayed little sympathy for commercial broadcasting.

The still unanswered question is: Who's in charge?

Big news

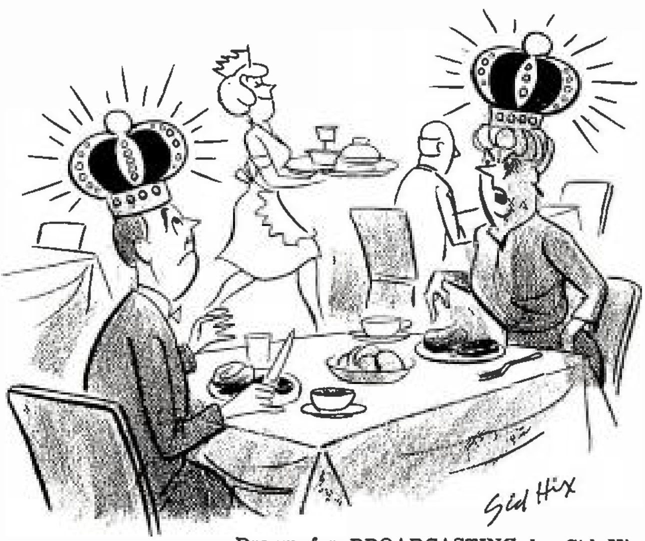
NEWS is big in broadcasting and it's getting bigger. That's because the public wants it. It's no longer a trade secret that the majority of the body politic regards both radio and television as primary information sources.

The broadcast news trend is evident in many ways: longer programing, both by stations and networks; more depth and investigative reporting; more editorializing; more specialized news services; more all-news-format radio stations and infinitely more newsmen (there are 555 accredited correspondents admitted to the congressional radio-TV galleries for the new session of Congress, compared to 416 five years ago and a mere 237 10 years ago).

The TV networks now are going "long form" on news. CBS News announced several months ago that in September it would begin a prime-time bi-weekly series titled *60 Minutes*. Two weeks ago, as if to trump CBS, NBC News announced a plan for a two-hour news program monthly, titled *First Tuesday*, to begin a year from now.

But there's one basic ingredient missing. Free press and free speech mean freedom from undue government interference. Section 315, which was meant only to guarantee equal time to qualified candidates for public office, has been escalated into fairness-doctrine extremes that make a mockery of the freedom and independence of news media and even of product advertising.

Until Section 315 and all of the fairness appendages are removed from the statutes and the regulations, the journalistic concept is a mirage. The public trust accorded broadcast journalism is the muscle that can bring repeal of these anti-constitutional strictures against news freedom.



Drawn for BROADCASTING by Sid Hix
"Now I know that's not real butter on our baked potatoes!"

This is KSTP-TV News in Action!

Ryan reports from burned-out Syrian tank (Russian T-34) at Israeli-Syrian border.

Tom Aaker (left) and Bob Ryan (right) interview Mayor of Jerusalem, Teddy Kollek.

Special Assignment Correspondent Tom Aaker and photographer Brad Jacobs film report from Pyramids near Cairo, Egypt.

Top-rated KSTP-TV news commentator Bob Ryan has recently returned from his sixteenth news flight abroad, covering events from the major news centers of the world.

Accompanied by Special Assignment Correspondent Tom Aaker and TV News Photographer Brad Jacobs, this trip took Ryan to Greece, Israel, Egypt and Cyprus. As he did last year from Viet Nam, Ryan delivered color films, tapes and direct reports from these vital news areas for presentation on KSTP-TV news shows.

It is this type of news coverage that has made KSTP-TV the leading news station in the Twin Cities and one of the outstanding broadcast news operations in the nation for the past twenty years. And that's why thousands of viewers have learned to depend on KSTP-TV to bring them the news first – fast – factual – and in color.

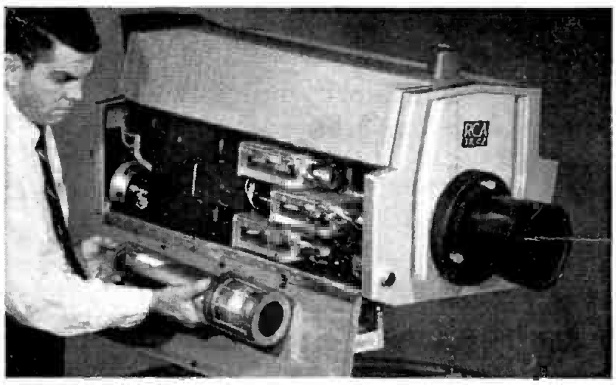
Represented Nationally by Edward Petry & Company

K S T P 5

COLOR TELEVISION
MINNEAPOLIS - ST. PAUL
HUBBARD BROADCASTING INC.

For the Best Color from Your RCA TK-42 and TK-43 Cameras

USE THE RCA-4536 IMAGE ORTHICON



The RCA-4536 Image Orthicon in the luminance channel of your TK-42 and TK-43 color cameras is the perfect companion tube for the RCA-4493, -4494 and -4495 Vidicons... designed specifically for RCA cameras and carefully quality-tested in the actual camera components.

The RCA-4536 gives a signal-to-noise-ratio 25% greater than the previous standard, 4492 Image Orthicon. The electronically-conducting glass target assures non-stick and anti-burn operation over a long operating life.

Improved over the 4492, the RCA-4536 Image Orthicon assures the best color... the best in-studio service. Ask your RCA Broadcast Tube Representative for full details about the RCA 4½" Image Orthicon that's "tailored" for your TK-42 and TK-43 cameras. *Available from your RCA Broadcast Tube Distributor*

RCA ELECTRONIC COMPONENTS AND DEVICES

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