# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO



COMPLETE INDEX PAGE 7

# When ED MACAULEY talks, St. Louis Sports Fans Listen

**St. Louis Globe-Democrat**

**Mon., Jan. 8, 1968**

## Ed Macauley Sports

### an editorial

Currently the St. Louis Football Cardinals are going through a period of adverse publicity because of reports of dissension and discrimination that may, or not, exist on the team. From everything I can determine, there is a problem on the club, but that's not the topic of this discussion.

Whenever reports like this are aired by television commentators or appear in the newspapers, the management personnel of many professional teams take the attitude, with us, that these things should not be discussed. We hear the comment, "It's been blown out of proportion; or, the public shouldn't know about those things because it's within our own organization."

At times, it seems that these same people would like us to say only the good things about a team. If there's dissension, we shouldn't mention it. If some of the players don't think their coaches are doing a good job, or if the coaches don't think the players are adequate for the job, or if there's internal bickering, these things shouldn't be mentioned.

**The Sporting News**

**February 18, 1967**

## NBA Neglects Spectators

ST. LOUIS, MO.—This may come as a surprise to many fans, but Easy Ed Macauley believes interest in pro basketball is being damaged because "the game is always the same."

Macauley formerly was one of the National Basketball Association's great stars with the Boston Celtics and St. Louis Hawks. Now, as the sports director of local television Station KTVI, he has been taking an objective look at the sport — and he finds room for criticism.

The basic trouble with pro basketball, he said, is its lack of involvement of the fan; that is, it does not give the spectator anything to think about in the pattern of play. It's run, shoot; run, shoot, with no variations in offense or defense.

No criticism is valid unless

## Three-Point Field Goal Zones Urged by "Easy Ed" Macauley

*Written for United Press International*

By ED MACAULEY

ST. LOUIS, MO. — Basketball fans ask the same question — what are we going to do about the big man, the big, big man?

This is a problem that will have to be faced if the sport is to continue to prosper in light of increased competition for the sports dollar.

The problem of the big man will always be there. Don't worry about the big man. Just give the little man credit for ability and it would change the complexion of the game.

The game would change tremendously if there were a three-point field goal for a shot made from 25 to 30 feet from the basket. It would mean rewarding individual skills the same as in other sports.

## Top All-America cagers for past 20 years picked

NEW YORK (AP)—Bill Bradley of Princeton, Ed McCauley of St. Louis, Bill Russell of San Francisco, Wilt Chamberlain of Kansas and Oscar Robertson of Cincinnati.

Would you pick those five players as an all-time college basketball All-America for the past 20 years?

They are the consensus choice of The Associated Press since the first AP All-America was selected in 1948.

Bob Cousy of Holy Cross, Jerry

U P I SPORTS

(ST. LOUIS)---ED MACAULEY, SPORTS DIRECTOR OF KTVI, SAID TODAY THAT WASHINGTON UNIVERSITY HAS INTERVIEWED THREE COACHES AS A POSSIBLE REPLACEMENT FOR FOOTBALL HEAD COACH DAVE PUDDINGTON. RON SCHIPPER OF CENTRAL COLLEGE OF IOWA AND RICK CARTER OF EARLHAM COLLEGE WERE "DEFINITELY INTERVIEWED FOR THE JOB."

MACAULEY SAID, "THE UNIVERSITY INDICATED THAT CHUCK ROSS OF CHICAGO JUNIOR COLLEGE WAS ALSO INTERVIEWED."

**Sports with ED MACAULEY**

twice each week night on The KTVI News Report

KTVI abc 2

HR ST. LOUIS

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*represented nationally by* HR

**The Dallas Times Herald Station**

*CLYDE W. REMBERT, President*

# CLOSED CIRCUIT®

## Uncle's eye

Antitrust Division of Department of Justice is looking into ownership combination involving CATV's, newspapers and TV stations. At least three such combinations, two in mountain states and one in Southwest, have received letters of inquiry regarding possible anticompetitive aspects of joint operation. These follow inquiries into newspaper-TV ownership in Midwest and Southwest (CLOSED CIRCUIT, Jan. 15).

## Moving force

Sources within retailing field point to one major single factor pushing hard on retailers to move into radio-TV more deeply—giant Sears Roebuck & Co.'s trend toward greater broadcast involvement during past year; others must do same to keep up. Sears was preparing Friday to announce new national radio-TV advertising director, John Beebe, now with broadcast-active Wrigley in Canada. He will report to Gar K. Ingraham, national retail sales promotion and advertising manager.

## Once again

FCC is expected to consider this week yet another waiver of top-50 policy to permit purchase by Metromedia Inc. of KSAN-TV (ch. 32) San Francisco from S. H. Patterson for $1 million. Commission staff is recommending what would be eighth waiver of policy, which was designed to limit acquisitions of television stations to three (no more than two of them VHF's) in 50 biggest markets. Metromedia now owns V's in four big markets. Staff points out that seller tried but failed to find other buyer, that sale would result in improved service to San Francisco.

*Meanwhile, commission marks time on proposed top-50 market rule that policy had been designed to implement. Item was on commission agenda last week but was passed over without discussion, presumably because not all commisioners were present.*

## Allen revival?

Filmways TV is negotiating for Steve Allen to host new 90-minute talk-entertainment five-times-per-week series, not unlike one star did for Westinghouse Broadcasting some years back. Filmways, which would have to make considerable financial commitments, is sounding out key-market stations' reactions to idea. Reportedly, Filmways, at urging of Mr. Allen's agent, Creative Management Associates, is seeking 52-week commitments from stations and assurances that program would be programed as nighttime instead of daytime presentation. Fate of *Pat Boone Show*, other Filmways 90-minute daily series, apparently is still undetermined, but representatives of Mr. Allen insist that he would not be coming in as replacement for Mr. Boone.

## Two to watch

Prestigious Brookings Institution, Washington, has one project underway and another proposed that could deeply affect broadcasting. Already begun is in-depth study of impact of advertising on market structure, being researched by Professors Tom Wilson of University of Toronto and William Camanor of Harvard. Proposed but yet to be considered by trustees of noted research organization is full study of government-regulated industries, including broadcasting. Brookings board next meets late in April.

## Horse's mouths

National Association of Broadcasters' Future of Television Committee, continuing new policy of getting briefings from outside experts, will meet with officials of Comsat and President's telecommunications task force next month. Committee will meet on Feb. 20 with Comsat's director of marketing, George Lawler, and on Feb. 21 with Eugene V. Rostow, chairman of task force. (At meeting few weeks ago of staff members of NAB and task force, broadcast representatives got idea that task force was heavily oriented toward wire distribution system for TV [see page 88]).

## New product

Twentieth Century-Fox Television is reported to have acquired syndication rights to new *John Gary Show*, 90-minute variety-entertainment series that goes into production in Florida shortly. Series is co-production venture of Scripps-Howard/WGN Continental Productions, said to be rare instance of two station groups co-operating on regular series project. Fox TV is scheduled to place series into syndication about March 1.

## Music men

All-Industry TV Stations Music License Negotiating Committee, now going into seventh year of litigation to establish reasonable rates for TV-station use of music of American Society of Composers, Authors and Publishers, is taking steps to make music-rate path less rocky in future. In meeting last week at Sarasota, Fla., group decided to set up subcommittee to study possibilities of creating organization that would work, in words of one member, "on a long-term and continuing basis" to "secure and preserve fair rates." Committee is headed by Charles Tower of Corinthian Broadcasting. Subcommittee is expected to be named shortly.

*In looking to future, however, music committee is not taking eyes off its more immediate, though protracted, lawsuit against ASCAP. It reaffirmed intention to push ahead, and there were indications it would call up second half of last financial pledge made by estimated 360-375 TV stations that support it. There was speculation that committee's lawsuit against ASCAP would come to trial this spring, but it's also understood there will first be one more meeting in which committee and ASCAP will try to negotiate settlement that has eluded them in several negotiation attempts in past.*

## Family reunions

Three television networks have set their annual affiliates meetings this spring; two will be in Los Angeles, third in New York. ABC-TV this year will forego usual meeting with its affiliates in Chicago (March 31-April 3), at time of National Association of Broadcasters' convention, holding it month later (April 28-30) on West Coast. CBS-TV will meet with affiliates in Los Angeles May 14-15. NBC-TV and stations will convene in New York March 27-29, just before NAB convention in Chicago.

*ABC-TV's affiliates however, will have their first opportunity to meet at one time with network's new president, Elton H. Rule, in Chicago on March 31. They plan dinner-business meeting to which top ABC executives will be invited.*

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# WEEK IN BRIEF

Station groups lose fight for further time restriction standards as NAB TV board in Sarasota, Fla., approves four commercials in program interruptions and three on station breaks. See . . .

**NETS BEAT CODE OPPONENTS . . . 21**

NAB's radio board approves revised set of time standards for single-sponsored programs, rejects proposed amendment giving radio code "man-in-white" standard similar to one existing in TV code. See . . .

**RADIO BOARD OK . . . 24**

At least one major tobacco company has agreed to drop football sponsorship. Senators Robert Kennedy, Warren Magnuson plead for similar action by other five large cigarette producers. See . . .

**CIGARETTE'S DROPPED BALL? . . . 30**

1968 perspective finds optimism tempered with caution in TV industry, radio seeking first billion-dollar sales year, Washington as hub where major issues of fairness doctrine, spectrum uses will be decided. See . . .

**TV: NO GREAT UPSWING . . . 38**

**RADIO: BILLION-DOLLAR YEAR . . . 38**

**BASIC QUESTIONS IN WASHINGTON . . . 50**

**CATV: FUTURE IN BIG CITIES . . . 66**

AT&T's proposed rate increase might add about $25 million to more than $60 million broadcasters now pay for program-transmission service; one or more of radio networks might fold if rates go into effect. See . . .

**AT&T's RATE INCREASE . . . 78**

NAB boards hear staff report that urges action against land-mobile forces who say radio-TV could as well be distributed by wire, set funds for immediate research project with other industry groups. See . . .

**TOUGH FIGHT FOR SPACE . . . 88**

Senator McCarthy moves from FCC to courts as FCC denies his request that networks give him time equal to that afforded President Johnson last month, says FCC "knuckled-down" under presidential power. See . . .

**McCARTHY APPEALS . . . 92**

Theodore Sorensen, former assistant to President Kennedy, proposes sweeping changes in this election year: suspension of Section 315, donation of eight prime-time TV hours for "great debates." See . . .

**SORENSEN'S PLAN . . . 93**

Canadian Prime Minister Lester Pearson appoints new top executives of Canadian Broadcasting Corp.: George F. Davidson, as CBC president; Laurent A. Picard, vice president of corporation. See . . .

**NEW CBC HEADS . . . 101**

## DEPARTMENTS




**Broadcasting**

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AMERICAN BUSINESS PRESS, INC.

AUDITED PAID CIRCULATION ABC

## Looks like $100,000 for spectrum research

Board of National Association of Broadcasters appropriated $124,000 for industry research, including minimum of $50,000 for project designed to show why television should not lose spectrum space to national wire system and $25,000 for study of local TV measurement methodology.

Spectrum research funds are expected to come by diverting appropriations from other research projects, and to be supplemented by additional $50,000 from NAB surplus.

Possible areas to be covered in spectrum research are social effects of changes from broadcast to wired service, costs of conversion, possible alternatives and regulatory philosophy in general.

Among projects deemed definite are role of radio in lives of young people, $24,000; role of broadcaster in community affairs, $17,500, and research on local TV measurement methodology.

In other actions, NAB board:

- Was informed that annual salary of Vincent T. Wasilewski, NAB president, had been increased by $5,000 to $65,000 annually, and that his deferred salary also was increased from $5,000 to $10,000 annually.
- Suggested that Mr. Wasilewski reduce number of outside speaking engagements to about five a year.
- Approved cutback in fall conferences from eight to six. Being dropped from 1968 conferences are Washington and St. Louis.

## Battle between Michigan 'V' and 'U' shaping up

Dispute between ABC-TV affiliate in Grand Rapids, Mich (WZZM-TV), and would-be ABC-TV affiliates in Battle Creek, Mich. (WWWU-TV), has led to FCC order setting for hearing Grand Rapids station's application for translator in Battle Creek.

Commission, on Friday (Jan. 26), also set aside earlier uncontested grant of translator to WZZM-TV.

WWWU-TV, which is not yet on air, has permit to operate on channel 65. One of principals is Mary Jane Morris, former secretary of FCC.

Hearing order includes issues to determine whether grant of translator application would impair WWWU-TV's opportunities to compete successfully, and would frustrate commission's intent to promote early activation of viable UHF station in Battle Creek.

Meanwhile, FCC advised licensees Friday (Jan. 26) that they will be requested—as they have been in past election years—to answer questionnaire on political broadcasts during coming primary and general elections.

Notice was devoted mainly to advising broadcasters and candidates how they might contribute to smooth functioning of political broadcasting law and rules, particularly in retaining records on political broadcasts as well as other information.

Commission urged broadcasters and candidates to negotiate differences before appealing to commission.

## Stanton says no to bid from Democrats for time

Demand by Representative Wayne L. Hays (D-Ohio) for equal time for Democrats to respond to Republican party's reply to State of Union message carried on CBS last Tuesday (Jan. 23) was rejected by CBS President Frank Stanton.

Dr. Stanton told Mr. Hays that CBS was providing on-the-spot news coverage of president's message and said this is exempt from equal-time provisions of Communications Act. He added that CBS made time available to Republican congressional leaders as matter of independent journalist judgment, noting this was consistent with fairness doctrine of FCC.

Congressman Hays had demanded one hour of time on CBS to reply to comments made by Republicans which, he said, "berated" Mr. Johnson and Democratic party.

### TV nets bill $1.5 billion

Network TV billings in 1967 totaled estimated $1,499,867,200, representing 6.3% gain over 1966.

Television Bureau of Advertising, which had previously issued estimate of $1.5 billion (BROADCASTING, Jan. 15), reported its figures compiled by Leading National Advertisers Friday (Jan. 26) and noted that weekend daytime periods alone showed 12.6% increase.

Major sportscasts were credited by TVB as being instrumental in increase during these periods. Overall, daytime was up 6.8%, nighttime 6%. October was biggest billing month of year (over $163 million).

## Put own house in order to resist foes, CBA told

Threat of radical changes in nation's basic communications policies means broadcasters should put own house in order to better fight for industry's interests, Senator Gordon Allott (R-Colo.) warned Friday (Jan. 26).

Senator told Colorado Broadcasters Association that anti-broadcasting forces in Washington were putting on pressure for establishment of department of telecommunications with powers to change present policies including frequency allocations.

Further, he said, move is afoot to give President power to sieze communication facilities in non-wartime emergencies.

Senator Allott said he preferred revamping of FCC to administration takeover. But, he added, industry must focus on problems of overcommercialization, make stronger efforts to accommodate CATV and land-mobile interests.

### WPEN sale confirmed

Federal judge in Philadelphia told owners of WPEN Philadelphia Friday (Jan. 26) to cooperate in securing FCC approval of sale to Martin Field, Philadelphia real estate developer, for $5 million. Station is being sold by Old Colony Trust Co., Boston, trustee for creditors of Penrose Industries Corp., parent of station licensee.

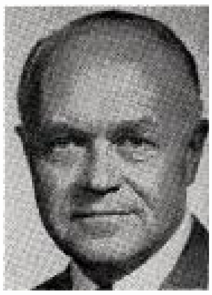
### Ratings photo finish

It was near stand-off and about closest 30-market Nielsen report of season in rating averages covering week ended Jan. 21, and out Friday (Jan. 26).

Depending on inclusion of President Johnson's State of Union address Jan. 17, respective rankings of networks were subject to change.

Including LBJ coverage, ratings averages were CBS-TV 18.9, NBC-TV 18.6, ABC-TV 17.9. But they were NBC 18.8, CBS 18.7 and ABC 18.6 when excluding 9-11 p.m. Jan. 17, in which all networks telecast LBJ or analyses, with exception of CBS which returned to commercial programing at 10 p.m.

# WEEK'S HEADLINERS



Mr. Clipp

Mr. Koehler

**Roger W. Clipp,** vice president and general manager of radio and television division of Triangle Publications Inc., retires Jan. 31. **George A. Koehler,** now station manager of Triangle's WFIL-AM-FM-TV Philadelphia, succeeds him. Mr. Clipp started in 1935 at WFIL (then owned by Lit Bros. department store and sold to Annenberg Co. in 1946). During his tenure company's radio and television division expanded to 16 stations and nine CATV systems. Mr. Clipp, who has served on boards of National Association of Broadcasters, Television Code, and Television Bureau of Advertising, will remain with Triangle as vice president and consultant to radio and TV division but with no responsibilities for day-to-day operations. Mr. Clipp will reach the compulsory retirement age of 66 on Sept. 20.

Mr. Helffrich

**Stockton Helffrich,** manager of National Association of Broadcasters Code Authority office in New York since joining NAB in 1960, named director of Code Authority, succeeding Howard H. Bell, who resigned to become president of American Advertising Federation (BROADCASTING, Jan. 15). Mr. Helffrich joined NBC in 1933 in script division but soon transferred to continuity acceptance and became director in 1955. He will direct Code's three offices from New York.

**Edward L. Bond Jr.,** president and chief executive officer, **William P. Reilly,** senior vice president, and **Stephen O. Frankfort,** executive vice president and creative director, at Young & Rubicam, New York, named respective board chairman, vice chairman of board and general manager, and president—U. S. and creative director. **Edward N. Ney,** executive vice president, international, named president, Young & Rubicam International. Other changes: **William J. Colihan Jr.,** executive vice president, retires to public service areas; **James P. (Joe) Wilkerson,** executive vice president, resigns to devote full time to position of president of Star Stations Inc. (KOIL and KICN[FM], both Omaha; KISN Vancouver, Wash. [Portland, Ore.], and WIFE-AM-FM Indianapolis) (BROADCASTING, Jan. 8).

Mr. Currlin

**Lee Currlin,** VP in charge of programing for past four years at Benton & Bowles, New York, named director of marketing for CBS-TV network sales department. He is succeeded by **Merril Grant,** VP, network relations at agency, whose appointment as manager of programing was announced earlier (Week's Headliners, Jan. 15).

Mr. Brooks

Mr. Hammer

**Gerald W. Brooks,** executive VP, Gibson Greeting Cards Inc., Cincinnati, named president and director of Official Films Inc., New York, acquiring title relinquished by **Louis C. Lerner,** who retains board chairmanship. **Jerry Hammer,** independent packager, named VP of Official Films. Mr. Brooks has served as VP, marketing, at American Airlines and at Mack Trucks Inc. Mr. Hammer was executive producer of ABC-TV's *Camouflage* series and formerly was president of Jerry Hammer Associates, New York.

**John D. Henry,** manager of research, Procter & Gamble, elected chairman of Advertising Research Foundation. Mr. Henry, who joined P&G in 1945, succeeds as ARF chairman, **Robert K. Drew** of *Milwaukee Journal* (WTMJ-AM-TV Malwaukee), who continues as director. **Richard F. Casey,** Benton & Bowles senior VP, moves up from ARF treasurer to vice chairman. **Bayard E. Sawyer,** executive VP, McGraw-Hill Publications, elected treasurer, succeeding Mr. Casey. **George H. Brown** of Ford Motor Co., **Paul W. Thompson** of Readers Digest Association and **Harold H. Webber** of Lever Bros. were elected ARF directors.

Mr. Page

Mr. Mayo

**Robert C. Mayo,** managing director of CBS Europe and CBS Ltd., appointed executive assistant to president of CBS Television Services division, effective Feb. 5. **Kenneth J. Page,** VP of CBS Films Canada Ltd., named to replace Mr. Mayo, who makes his headquarters in Zug, Switzerland. Mr. Mayo has been in broadcasting for more than 30 years with CBS and WOR-AM-TV New York.

**Alan D. Courtney,** director of programs, Metro-Goldwyn-Mayer Television, named senior VP of Four Star International Inc., North Hollywood. Mr. Courtney, an executive for MGM TV since 1963, previously was VP-programs for CBS-TV and VP in charge of national sales for MCA Inc.

**Carl W. Nichols, Jr.,** 44, president of Cunningham & Walsh, New York, elected chairman of board, post vacant since 1962, when John F. Cunningham, one of agency's founders, retired from active management. Mr. Nichols is succeeded by **Anthony C. Nevins,** 36, executive vice president, but will continue as chief executive officer.

**George F. Davidson,** in Canadian federal civil service since 1944, named president of Canadian Broadcasting Corp. and **Laurent A. Pirard,** member of committee for higher education of Superior Council of Education in Quebec, named VP of CBC. Mr. Davidson will be responsible for corporation's policy matters while Mr. Picard will oversee day-to-day operations (see page 101).

For other personnel changes of the week see FATES & FORTUNES

## DATEBOOK

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

■Indicates first or revised listing.

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.

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 in 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 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. 6—Annual meeting, Walt Disney Productions, to elect directors and consider other business. Burbank, Calif.

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—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. 11-12—First full meeting of 118-member National Citizens' Committee for Public Television. New Orleans.

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—Hollywood chapter of The National Academy of Television Arts and Sciences tribute to Milton Berle, commemorating his 20th anniversary in television. Century Plaza hotel, Los Angeles.

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—State convention, Louisiana Association of Cable TV Operators. Monteleone hotel, 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 Con-

ference 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 15—Deadline for entries in Alpha Epsilon Rho (national honorary radio-television fraternity) production awards competition for standard-length films; fiction and documentary. Programs must be student produced and directed but need not be student written or conceived. File entries with: Jeff Greenhawt, production awards chairman, Emerson College, 130 Beacon Street, Boston.

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

■March 18-19—Spring convention, Pacific Northwest Community Television Association. Ridpath hotel, Spokane, Wash.

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.

## APRIL

■April 1—Deadline for entries in American Bar Association annual Gavel awards competition which includes radio-TV. Address: Committee on Gavel awards, 1155 East 60th St., Chicago 60637.

April 1-2—Eighth annual Washington conference on business-government relations sponsored by The American University. Shoreham hotel, Washington. For further information write Robert W. Miller, director, business-government relations program, school of business administration, The American University, Massachusetts & Nebraska Avenues N.W., Washington 20016.

■April 2—Annual membership meeting of Association of Maximum Service Telecasters. Conrad Hilton, Chicago.

April 3-7—Third semi-annual conference of members of the Intermarket Association of Advertising Agencies. El Matador hotel. Palm Springs, Calif.

April 4—Awards presentation in the fourth annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity. New York Hilton hotel, New York.

April 4-5—Region II conference of the National Association of Educational Broadcasters. Atlanta Cabana hotel/motel, Atlanta. Inquiries regarding the session should be sent to: Louis Peneguy, Georgia ETV Network, State Office Building, Atlanta 30334.

■April 5-6—Annual Spring meeting of Indiana AP Broadcasters Association. Hall State University, Muncie.

■April 16—New deadline for filing reply comments on FCC's proposed rulemaking to specify, 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.

April 16—Newsmaker luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

April 16-19—18th annual broadcast industry conference sponsored by San Francisco State College. Broadcast media awards are voted to entries of unusual merit in both radio and television. Categories include local news, information and documentary programs, special events, station editorials, instructional programs and entertainment. Both commercial and educational stations are eligible in the competition. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

■April 18-20—Annual spring convention of Oregon Association of Broadcasters. Thunderbird motel, Eugene.

■April 21-22—Annual spring convention of Texas Association of Broadcasters. Flagship hotel, Galveston.

■April 23-25—Annual conference, Petroleum Industry Electrical Association. Among speakers are Frederick W. Ford, president of the National Cable TV Association, who will speak on "Tomorrow's Technology Today." Galveston, Tex.

■April 24-27—National convention of Alpha Epsilon Rho, national honorary radio-television fraternity. Tulsa, Okla.

April 25-27—Annual convention, Texas CATV Association. Marriott motor hotel, Dallas.

April 28-30—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

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## OPEN MIKE®

### Lauds trial-press coverage

EDITOR: I have just seen your story about the Reardon Committee final report in the Jan. 15 issue of BROADCASTING.

It is an admirable story in all respects—complete, accurate and, I think, fair. Congratulations.—*Don Hyndman, director of public relations, American Bar Association, Chicago.*

### Lazarus story reprints

EDITOR: We were most interested in your article on F. & R. Lazarus department store in the Jan. 8 issue of BROADCASTING. Please mail me 500 reprints of this article. . . .—*J. D. Bradshaw, vice president,* WRFD *Columbus-Worthington, Ohio.*

(Reprints are available at 20 cents each for orders under 100 copies and 15 cents each for over 100, plus shipping charges. Write Reader's Service, Broadcasting Publications Inc., 1735 DeSales Street, N. W., Washington, D. C. 20036.)

### Support for Hawks's Memo

EDITOR: We were much impressed with the Monday Memo written by Marshall Hawks in the Jan. 15 issue of BROADCASTING.

Would you be able to send us 50 reprints of the article . . . for circulation among our friends?—*Natalie E. Waters, assistant director, department of communication services, Metropolitan Church Federation of Greater St. Louis, St. Louis, Mo.*

EDITOR: Should reprints of Marshall Hawks's Monday Memo be made available, I would like 200 of them. . . This letter is worth the attention of station managers and program directors.—*McAlister C. Marshall, director of broadcasting, Virginia Council of Churches, Manassas, Va.*

(Reprints are available at 15 cents each for orders under 100 copies and 10 cents each for over 100 copies, plus shipping charges. Write Reader's Service, Broadcasting Publications Inc., 1735 DeSales Street N. W., Washington, D. C. 20036.)

### Correcting the record

EDITOR: The information you published on page 64, BROADCASTING, Jan. 15, was in error on two counts.

First, my name is Ralph W. Sterling, not Philip. Second, the name of William L. Pope and wife, who are also stockholders of Korral Radio Inc., was omitted. . . .—*Ralph W. Sterling, manager,* KDOM *Windom, Minn.*

In the Minneapolis-St. Paul market...


*ACCEPTANCE...*

*more than meets the eye*

# MONDAY MEMO

from RUDY PERKAL, Cole Fischer Rogow Inc., Beverly Hills, Calif.

## Radio delivers the freight for Flying Tiger

Do any of you older folk (over 25) remember radio? Not radio as everyone knows it today, the radio of sitars and rock 'n' roll, of news headlines and sports summaries, of two [illegible]'s separated by a 30. I mean radio the way it used to be. The kind that had honest-to-goodness programs and personalities and with an opening, closing and middle commercial in every program. And you knew which company sponsored what program.

Together with our client, Flying Tiger Line, Cole Fischer Rogow rediscovered this kind of radio. And the results have been most gratifying.

Our story starts with a major revolution in American business—a distribution revolution. Business had long before completed its manufacturing revolution. Any company could manufacture as much of its product as it wished. But a new question had come up. How could a company produce to its heart's content—and continue to sell as much as it manufactured?

That's when the business-community's attention focused on new markets. And this, in turn, led to detailed analysis of distribution methods and increased interest in distribution by air. Just as important—and for the first time—top management began to look into distribution problems, rather than leave the solutions to their traffic departments.

As the world's largest all-cargo airline, Flying Tiger Line was vitally affected by this revolution. Air-freight business began to increase. But to stay ahead of the industry, it became imperative that Flying Tiger's message reach top management men who were usually not readily accessible to local Tiger salesmen.

**Switch To Radio** ▪ Quite naturally, this situation demanded a dramatic change in media philosophy. More and more, Cole Fischer Rogow placed larger percentages of Flying Tiger's growing budget into management media. Tiger ads were seen with greater frequency in news weeklies and business magazines.

But now another question had arisen. Was there, at this time, a place in Flying Tiger's advertising for other media? Shouldn't particular attention be given to broadcast media, which had already been used with notable success by the passenger airlines? The account group and the agency's media department went round 'n' round, examining and cross-examining every possible angle of broadcast advertising.

Then the fates stepped in. In Los Angeles, Flying Tiger's headquarters city, Tom Franklin's *Executive Wire* business-news program on KFI became available for sponsorship. Tiger's advertising and sales departments agreed with the agency—a test was in order. On July 25, 1966, the first broadcast contract for Flying Tiger was issued.

Interesting things began to happen immediately. People wrote in asking for Tiger's booklet of services. Tiger salesmen reported that when they made sales calls the potential customers would often mention having heard the program and the commercials. Letters were received by our client, congratulating them for providing a real business-news service.

And then "it" happened—the "moment of truth" for the program, the station, the agency and the client. Tiger made the first air-freight sale directly traceable to the program. This order was followed by many others. Naturally, we renewed our contract with KFI. The second 13 weeks produced even stronger indications that we had been well advised to turn to radio. Now the question: Could the type of program that worked for us in Los Angeles work in other Tiger-served cities?

**Spreading Out** ▪ We initiated a station-and-program search in New York and Chicago. And we made it clear that we were not necessarily interested in buying the top-rated stations. We were concerned with the right audience, an audience heavily composed of adults, of businessmen who turned to news programs with mature approaches.

When we expanded our new concept in Tiger advertising to New York and Chicago, we did so with Bob Wilson's *Business News* over WNBC and WMAQ in those cities, respectively. This was an already existing program in both markets and, fortunately for us, readily available for sponsorship.

History repeated itself. Tiger received numerous favorable comments. Requests for literature came in. And there were traceable leads, traceable sales. So we expanded further—to Cleveland (WERE), Boston (WHDH), Philadelphia (WIP) and San Francisco.

But in San Francisco, we had our first failure. At the end of the first 13 weeks, nothing at all had happened. Undaunted, we changed stations. Our budget allowed us to put together a two-program buy in the San Francisco market, over KNBR and KCBS. The change in stations brought an agreeable change in results.

**Total Coverage** ▪ Going into 1968, we recommended and Tiger agreed to an expansion of the business-news concept to all Tiger-served cities. Encouraged by our notable success with this concept, we even worked with station reps and program directors to develop such formats where none existed. As a result, programs have been recently purchased in Binghamton, N. Y. (WNBF), Detroit (WCAR), Portland, Ore. (KGW) and Seattle (KVI).

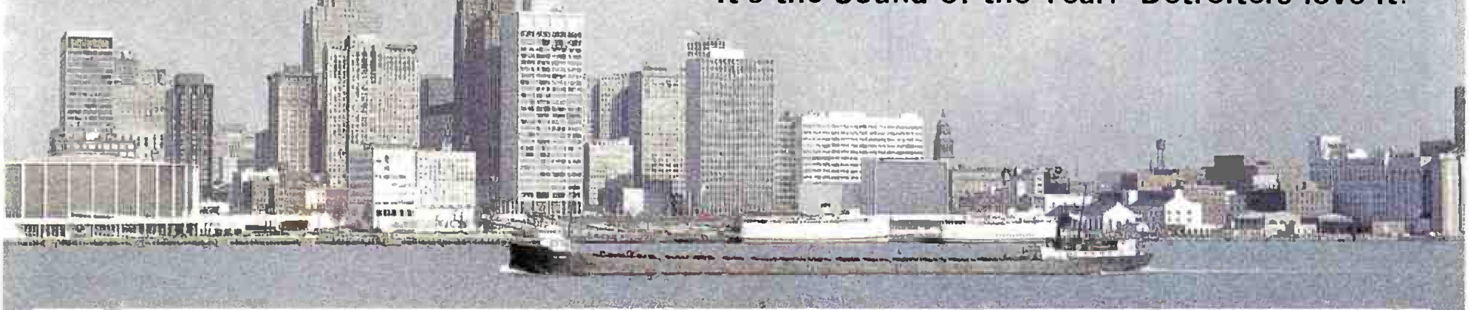
Our formula for success has been simple, and we're keeping it that way. Flying Tiger's customers are businessmen. Businessmen listen to the radio. To reach them, find a program they like —one that provides business and stock-market news. Schedule it in key traffic time. And then relax.

Our experience has indicated that results will show up very quickly. If the program works, you'll know soon enough, and the only job will be to provide continuously good commercial copy. If the program doesn't work, re-evaluate the station.

Rudy Perkal joined Allied Advertising Agency, Cleveland, after college. In 1951, he moved to Los Angeles where he joined Smith, Bull & McCreery as copy chief. In 1955 he joined Buchanan & Co. as copy chief and later moved to the account side of the business. In 1959, he became a partner in Charles A. Mottl Inc. and two years later joined Hal Stebbins Inc. as vice president in charge of client service. He joined Cole Fischer Rogow in 1965 and currently is a vice president.

# AUDIO/68
## The Sound of the Year

There's something new in Detroit. Audio/68—the right-now, all-go sound of WWJ Radio. News? The latest. Music? The greatest. Conversation? The brightest. Designed especially for those who think . . . and listen . . . young. It's the Sound of the Year. Detroiters love it!



**Morrie Carlson**
**5:30 - 9:00 AM**
Morrie calls the morning to order on a musical note. He's as quick with a quip as with a popular song!

**Ask Your Neighbor**
**9:15 - 12 Noon**
Women with household problems phone in. Others respond. They love to talk—and listen — to Bob Allison!

**Marty**
**12:30 - 5:00 PM**
Right-with-it music, move-along conversation. Marty McNeeley makes afternoon a happy happening!

**SportsLine**
**7:00 - 11:30 PM**
Larry Adderley's nightly running report covers the sports spectrum. Scores and highlights almost as they occur.

## NEWSTIME

Weekday mornings—Detroit's only full half-hour of news-weather-sports, at 6, 7, and 8. At noon—30 minutes of news with George Kendall and women's features. 5 to 7 pm, two full hours of rapid-fire news, weather, sports, business, commentary and features. Newstime—plus dozens of reports 'round the clock make Audio/68 the newsiest sound in Detroit.

| Dwayne Riley | John Spears | Al Ackerman | Les Martens | Kirk Knight | George Kendall | Don Kremer | Sonny Eliot | Allen James |
|---|---|---|---|---|---|---|---|---|
| News | Weather | Sports | Anchorman | Business | News | Sports | Weather | News |

MORNING — EVENING

# WWJ RADIO DETROIT

Owned and Operated by The Detroit News • NBC Affiliate • Represented by: McGavren-Guild-PGW Radio, Inc.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

January 29, 1968, Vol. 74, No. 5

# Networks beat TV code opponents

## Groups lose fight for further time restriction standards as NAB board approves four commercials in program interruptions and three on station breaks

An 11th hour attempt by two station groups to further restrict the proposed new time standards of the National Association of Broadcasters television code fell short last week as the NAB's TV board adopted the package recommended by the TV code board a month earlier (BROADCASTING, Dec. 18, 1967).

At its meeting in Sarasota, Fla., Thursday (Jan. 25), the TV board adopted the recommendation that there be a maximum of four consecutive commercial announcements in any (prime or nonprime) program interruption and that there be a maximum of three consecutive commercial announcements in any station break.

Those standards along with the previously passed over-all interruption standard will go into effect officially on Sept. 15. But as outgoing Code Director Howard Bell phrased it, "Any subscriber who wants to implement the new standards ahead of that time may do so."

The TV board also approved a code amendment prohibiting use of TV advertising to promote mail-order sale of guns and ammunition.

Following the approval of the amendments NAB President Vincent Wasilewski proposed, and the board approved, the appointments of Robert Ferguson, WTRF-TV Wheeling, W. Va., and Thad Sandstrom, WIBW-TV Topeka, Kan., to the TV code board. Mr. Ferguson, who is outgoing chairman of the TV board was named new chairman of the TV code board. Messrs. Ferguson and Sandstrom will replace Clair McCollough, Steinman Stations, Lancaster, Pa., TV code chairman, and Robert Schmidt, KAYS-TV Hays, Kan., whose terms are up at the conclusion of the NAB convention in Chicago on April 3.

**Grouping Approved** ▪ The only changes made by the television board in the proposed TV time standards were to allow a single sponsor of a program to group more commercials in any interruption if it "wishes to further reduce the number of interruptions in the program" and to clarify that the definition of multiple-product (piggyback) spots does not apply to retail or service establishments such as a department store that might want to promote a variety of items.

An attempt to make the commercial standard more restrictive was put forth by Charles H. Tower, Corinthian Broadcasting, who had offered a similar proposal to the TV code board prior to that group's December meeting.

Mr. Tower proposed to put a limit on the total number of commercial messages within programs as well as within breaks. The new standards provide for no such limitation. He and

### Lowell Thomas NAB pick for service award

Lowell Thomas, who made his radio debut almost 43 years ago, last week was selected as the recipient of the National Association of Broadcasters 1968 distinguished service award. The presentation, an annual event since 1953, will be made at the April 1 opening general assembly of the NAB convention in Chicago. Mr. Thomas was the unanimous choice of the DSA Committee at last Tuesday's (Jan. 23) meeting.


Mr. Thomas

The award is given for "significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry."

Mr. Thomas, 74, is 3.74% owner of Capital Cities Broadcasting, a world traveler, author (of 50 books) and lecturer of note and has been a network newsman since 1930.

A native of Ohio, his first broadcast from KDKA Pittsburgh in March 1925 was a recount of man's first round-the-world flight. He broadcast his first news commentary at 6:45 p.m. on Sept. 29, 1930, and the news commentary, now on CBS, has been on the air since that date at the same hour—making it the longest run in network history.

Mr. Thomas's news program on NBC-TV in 1939 was the first TV news program and the first sponsored TV news commentary. He also produced TV's *High Adventure* series in 1957-59. That series had its initial run on CBS-TV with General Motors sponsorship.

He holds two baccalaureates and two masters degrees from a total of three schools: the University of Northern Indiana, University of Denver and Princeton University.

Previous recipients of the NAB award have been: David Sarnoff (1953); William S. Paley (1954); Mark Ethridge (1955); Robert E. Kintner (1956); Herbert Hoover (1957); Frank Stanton (1958); Robert W. Sarnoff (1959); Clair R. McCollough (1960); Justin Miller (1961); Edward R. Murrow (1962); Bob Hope (1963); Donald H. McGannon (1964); Leonard Goldenson (1965); Sol Taishoff (1966); Chet Huntley and David Brinkley (1967).

John T. Murphy, Avco Broadcasting, Cincinnati, were the only ones who supported that plan.

Mr. Tower also suggested that a further restriction be added to the criteria of those multiple-product spots that are defined as integrated (two or more spots that seem to the viewer as one spot). He proposed the criteria also state that the products advertised be manufactured by the same firm. In that proposal he received support from Mr. Murphy and from Harold Essex, WSJS-TV Winston-Salem, N. C.

After those two votes, the board approved the time-standards package virtually as it had been submitted by the television code board.

**Victory for Networks** ▪ The board's action was seen as a victory for the networks, which had been unalterably opposed to any further restrictions in the time standards. Prior to the code board's December meeting CBS-TV had threatened to leave the code if limits that were "too burdensome" were adopted.

After that code board meeting, the reaction from both networks and stations was that the proposals were "livable." But in the days preceding last week's session, the specter of the networks' pullout was again raised, although one board member maintained he didn't think "the threat of the networks leaving the code really entered into the board members' minds" when they were discussing the time standards.

The TV board's action concludes a major change, on paper, in time standards, although in day-to-day practice the code will appear to have undergone a minor—if any—change. It also marks the conclusion of an effort to streamline the code that began last May when the code board started on the job. At that time the code board set up two main restrictions for time standards: total nonprogram time and number of program interruptions. When it set those standards the code board's intent was to simplify the code language, eliminate many of the specifics and adopt more generalities.

The feeling then, as expressed by Mr. Bell, was that the time standards were getting too bottled up in minute details and weren't functioning as well as they should.

In May the code board did not intend to set up limits on the number of commercials that could be placed in a program interruption or station break or to set up criteria for counting multiple-product spots or to put a time limit on the length of a station break. The code currently has rules in all those areas.

**Study Ordered** ▪ However, at the June 1967 TV board meeting the code board's balloon of intent blew up. The parent board put off any action on proposed revisions and asked for a joint TV board-TV code board committee to make a deeper study of the situation and come up with solutions.

A little more than three months later, in October, the TV board did put its stamp of approval on the new standards, at least those limiting the number of program interruptions and the total nonprogram time. But there were still reservations about how many consecutive commercials should be allowed. So the problem was referred back to the code board and the December recommendation was the result.

Following last week's TV board action, here's how the new time standards (effective in September) compare with the present standards in major areas. Present standards are shown in parentheses.

**Nonprogram Material** ▪ In all times this includes billboards, commercials, credits in excess of 30 seconds and promos. Public-service spots and promos for the same show are excluded. (In prime time includes commercials, billboards, public-service spots, promos for other programs and below-the-line credits, i.e. technical and physical services. In nonprime time includes commercials, billboards, promos for other programs, below-the-line credits. Public service spots are excluded.)

**Allowable Nonprogram Material** ▪ In prime time a maximum of 10 minutes an hour is permitted, in nonprime a maximum of 16 minutes an hour. (In prime time a maximum of 10-minutes, 20-seconds and hour; in nonprime a maximum of 16-minutes, 20-seconds an hour.)

**Program Interruptions** ▪ In prime time they are limited to two in any 30-minute program and four in any hour program, except for one-hour variety shows which have a limit of five. In nonprime, they are limited to four in any half-hour period. Programs of less than a half-hour have the following maximum number of interruptions: five minutes, one; 10 minutes, two; 15 minutes, three. News, weather and sports and special-events programs are exempt. (No comparable provision.)

**Billboard** ▪ In all times they shall be limited to programs sponsored by a single or alternate-week advertiser and limited to the products advertised in the program. (In all times, each opening and closing billboard, regardless of the number of sponsors, shall be limited to 10 seconds each and should be confined to sponsor name, product and established claim or slogan.)

**Consecutive Announcements** ▪ In all times, a maximum of four consecutive commercial announcements within a program interruption and a maximum of three consecutive commercial announcements within a break will obtain. (In all times, no more than three announcements shall be scheduled consecutively.)

**Station Break Length** ▪ No provision in new code. (In prime time a maximum of 70 seconds in any 30-minute period. In nonprime a maximum of 130 seconds in any break.)

**Multiple-Product Announcements** ▪ An integrated spot is defined as two or more spots that appear to the viewer as a single announcement, all others are piggybacks and will be counted as separate messages. (Integrated spots must have products or services, related in character, purpose and use; be treated in audio and video to appear as a single announcement, and be constructed so they can't be divided into two or more separate announcements. All others are piggybacks.)

Although the time standards took up the bulk of time spent on code matters,

## Wool puts more in spot

The Wool Bureau, Inc., New York, has announced it will place 50% of its advertising budget in spot television in the top-30 markets during the fiscal year beginning July 1. TV currently receives 15% of the bureau's advertising dollars.

Bureau spokesmen would not reveal total annual billings, but did indicate that the ad budget will be increased by some 25% during the coming fiscal year. AC&R Advertising Inc., New York, handles the account.

The Wool Bureau is the U. S. branch of the International Wool Secretariat, which spends about $40 million annually on worldwide promotion of wool, according to spokesmen.

Investment in spot TV is part of an effort to increase consumer recognition of the organization's "wood mark."

In the past, it was pointed out last week by a spokesman for the bureau, the objective of its promotion has mainly been to create an awareness of the product among manufacturers and merchants.

# Maybe position will decide commercial's price

Television, agency and advertiser sources appeared to be at least loosely agreed last week that the average viewer probably won't notice a lot of difference on the screen when the TV code changes adopted last Thursday (Jan. 25) go into effect Sept. 15, 1968 (see page 21).

But some advertiser and agency authorities thought TV advertisers might see a painful difference—not on the screen but on their sales charts. With the limit on consecutive commercial announcements raised from three to four, these sources feared there would be a definite fall-off in sales effectiveness between the first, say, and the fourth.

And if that happens, TV broadcasters may be asked to recognize still another difference—in the pricing of different positions in the sequence. "An advertiser does the best he can to buy value," one official said. "If the full value isn't there, he doesn't want to pay as much."

This official, although he felt the code changes would affect viewers "as potential customers of an advertised product," said he frankly didn't know whether they would be affected simply as viewers in search of relaxation.

**Viewers May Hate It ▪** Another executive, an agency official who also has followed code developments closely, thought the increase in consecutive-message limits would provide "more viewer irritants." He did not appear to expect many generally noticeable differences in commercial formats, however, except the addition of the fourth commercial, especially in longer-form programs.

While there seemed to be little doubt that the new four-commercial maximum could accommodate the relatively new 30-second commercial length more readily than the present three-commercial limit, there appeared to be no general agreement that the new standards would, in themselves, significantly encourage greater use of 30's.

Some agency authorities who thought eventual network sales of 30's to be inevitable speculated that the code changes would contribute less to that result than purely economic considerations.

**Who Will Notice? ▪** Broadcasters tended to stand by their earlier predictions that, except for fewer billboards, the changes will probably go unnoticed by the average viewer (BROADCASTING, Oct. 9, 1967). They said this was especially true of network commercial formats but might be less true of some local-station scheduling.

Aside from the reduction in billboards it was suggested the main effect at the network level would be to cause some shows, probably few, to reduce the number of program interruptions—though in most cases probably not their total commercial time—to conform to the new limit on interruptions.

One network executive, who speculated that the effects of the changes would go largely unnoticed not only by most viewers but "by most of us in the business too," summed up his view of the TV board's action this way: "They have ratified the status quo."

**Last Gasp ▪** The Association of National Advertisers repeatedly urged the broadcasters not to adopt the kind of time standards that were fixed last week. Indeed the ANA made a last-minute appeal before the NAB TV board took action.

Before the NAB board went into its meeting it received comments collected by the ANA from members of its television committee. Some of the comments expressed resigned acceptance of the probability that the NAB TV board would adopt the code board's proposals, but all found fault with the standards that were finally adopted.

Several of the ANA committee members were quoted as raising questions about the effectiveness of consecutive commercials. Others said that the proposed standards would accentuate the "clutter" of nonprogram material to which the ANA has consistently objected.

One saw good in the probability that the new standards would lead to the availability of individual 30-second commercials that could be used by advertisers who were unable to afford longer lengths. But, the same member said, the individual 30's would probably be priced higher than half the rate of minutes, and that would mean a net increase in advertiser costs.

The ANA identified none of the members who were quoted.

Throughout the consideration of code changes, the ANA advocated that the code establish a guaranteed maximum amount of program time and leave to broadcasters and advertisers the positioning of nonprogram material.

the TV board did approve the guns, ammunition and fireworks amendment recommended by the code board. In addition to outlawing all mail-order pitches via TV for firearms and ammunition, the ruling requires that when the products are advertised for in-person sale they must be promoted only as "sporting equipment" and must meet safety standards and applicable laws. Fireworks may be advertised subject to applicable laws.

## Business briefly . . .

**Eastman Kodak Co.,** Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor the 40th annual awards presentation of the Academy of Motion Picture Arts and Sciences on ABC-TV on April 8 (10 p.m. to conclusion).

**Quaker Oats Co.,** Chicago, will use heavy daytime and prime nighttime TV spot campaigns in selected test markets starting in February for new instant hot wheat cereal. Agency: LaRoche, McCaffrey & McCall, New York.

**Nalley's Inc.,** Tacoma, Wash., a division of W. R. Grace & Co., New York, through Carson/Roberts/Inc., Los Angeles, has started expanded spot TV campaign for its heat-and-serve line of canned foods. The new campaign will use more than 50 stations in 25 major markets in California, Washington, Oregon, Idaho, Montana, Utah, and Wyoming. It will be the heaviest campaign in Nalley's history. Between 75 to 100 spots a month are already running in some of these markets.

**Electric Companies Advertising Program (ECAP),** through N. W. Ayer & Son, both New York, will fully sponsor NBC News' second of four scientific documentaries, *Tomorrow's World: Feeding the Billions,* on NBC-TV Friday, Feb. 23 (10-11 p.m. EST). In other NBC-TV sales, **Breck Division, American Cyanamid Co.,** Wayne, N. J., through Young & Rubicam, New York, has purchased time in six nighttime series; while **Norwich Pharmacal Co.,** Norwich, N. Y., through Benton & Bowles, New York, sponsor in 11 nighttime programs plus Frank McGee's *Saturday* and *Sunday Reports.*

# Radio board OK's new time standards

## Rules for single-sponsored programs revised but 'men-in-white' may still broadcast

The radio code batted .500 when it came up before the National Association of Broadcasters radio board in Sarasota, Fla. last Wednesday (Jan. 24). The board approved one amendment to the code and failed to act on another.

Passed was a revised set of time standards for single-sponsored programs. Rejected, via the tabled route, was a proposed amendment that would have given the radio code a "man-in-white" standard similar to one existing in the TV code.

The radio board approved President Vincent Wasilewski's nomination of two new members to the radio code board for two-year terms: Richard E. Adams, WKOX-AM-FM Framingham, Mass., and E. J. Patrick, KAVI Rocky Ford, Colo. They will replace Clint Formby, KPAN Hereford, Tex., and Michael Cuneen, WDLA Walton, N. Y., who will conclude their terms at the end of the 1968 NAB convention in Chicago.

The radio board approved eliminating time standards for single sponsors of programs longer than 15 minutes. However, it added a provision to allow billboards, i.e. the sponsor's name and address, at the beginning and end of the program. The new standards set a maximum amount of commercial time for single-sponsored programs of five, 10 and 15 minutes: the five minute allowance of one-and-a-half minutes and 15-minute allowance of three minutes remain unchanged. The 10-minute program allowance of two-and-a-half minutes has been increased from two minutes and 10 seconds per program.

Under the old standard a sponsor of an hour program was allowed only seven commercial minutes. Now programs longer than 15 minutes will have commercial time figured on the basis of the 18 minutes per hour allowed under the code.

**Specific Reason** ▪ The radio board attacked the men-in-white recommendation, not so much because it placed restrictions on use of physicians, dentists, nurses, dental assistants, nurses aides, physical therapists or actors representing them, but because the ban would have included pharmacists.

The reasoning seemed to be that in many smaller communities where the local drug-store owner also happens to be a pharmacist and likes to deliver his own commercial, such a ban could have produced serious economic effects on stations. The board said it felt such an amendment was not needed in the radio code and that the respectvie professional societies were properly controlling members of their industries.

A report by Raymond Plank, WKLA Ludington, Mich., chairman of the Small-Market Radio Committee, noted the success of that committee's attempt to ease the burdens on smaller stations whose prospective employes had to travel long distances to secure third-class operators' licenses. Referring to the FCC's recent action of allowing one-year provisional licenses by mail (BROADCASTING, Jan. 22), he said it was not all the committee was seeking but "it was considerably more than when we started."

He also noted the growing interest in high-school broadcast clubs and career guidance programs and that 15 junior colleges will have broadcast programs underway this year.

David Morris, KNUZ Houston, chairman of the Future of Radio Committee said the aims of that group are to study the role of public-relations activities by local stations, seek a simplified station-reporting procedure to music-licensing firms, urge the FCC and its staff to step up the number of trips to meet with broadcasters, and to study the potential problems connected with the FCC's consideration of joint AM-FM, AM-TV, FM-TV or radio-newspaper ownership in a single market.

**Job Recruiting** ▪ Frank Gaither, WSB Atlanta, chairman of the public-relations committee, said the committee would like radio-TV stations to acquaint listeners with the availability of career material on broadcasting, wants NAB to prepare and distribute material to explain to the public the difference between "public," educational and commercial broadcasting.

He noted that 932 NAB members have already requested the tape-live presentation "The Many Worlds of Inner Space" and that a special speech kit on that subject is being prepared for broadcasters' use at high school and college groups.

Harold Krelstein, WMPS-FM Memphis, a member of the FM committee, reported the FCC, within 90 days, is expected to issue a proposed rulemaking that would allow totally unattended FM operations. He added that such procedure would require very sophisticated and expensive equipment.

In other actions, the radio board approved merging the annual spring program clinics with the annual fall regional meetings, and it called on the FCC to make every attempt in getting out the previous year's financial figures earlier than they have been released in the past. The 1966 figures were not released by the commission until late December.

### TV pushes Lees Carpets

James Lees & Sons Co., a division of Burlington Industries, is taking its outdoor carpeting where it belongs: out in the open.

Using a "go outside and play on the carpet" theme, Lees will show its "Topside" product during March, April and May on NBC's *Danny Thomas Show*. According to the company, this will mark the first time that any outdoor carpet has had the benefit of national exposure on prime-time network television.

Doyle Dane Bernbach, New York, is the agency.

## Rep appointments . . .

- WWAY-TV Wilmington, N. C.; KZAZ-TV Nogales-Tucson, Ariz., and KOTA-TV Rapid City S.D.: National Television Sales, New York.
- WBLG-TV Lexington, Ky.: Holling-

## BAR network-TV billing report for week ended Jan. 14

BAR network-TV dollar revenue estimate—week ended Jan. 14, 1968 (net time and talent charges in thousands of dollars)

| Day parts | ABC Week ended Jan. 14 | ABC Cume Jan. 1-Jan. 14 | CBS Week ended Jan. 14 | CBS Cume Jan. 1-Jan. 14 | NBC Week ended Jan. 14 | NBC Cume Jan. 1-Jan. 14 | Total minutes week ended Jan. 14 | Total dollars week ended Jan. 14 | 1968 Grand total minutes | 1968 Grand total dollars |
|---|---|---|---|---|---|---|---|---|---|---|
| Monday-Friday Sign-on-10 a.m. | — | — | $ 79.6 | $ 137.6 | $ 305.6 | $ 566.6 | 62 | $ 385.2 | 113 | $ 704.2 |
| Monday-Friday 10 a.m.-6 p.m. | $1,216.9 | 2,323.5 | 3,042.7 | 6,952.3 | 2,254.1 | 5,837.6 | 864 | 6,513.7 | 1,690 | 15,113.4 |
| Saturday-Sunday Sign-on-6 p.m. | 642.3 | 1,336.4 | 2,693.9 | 4,656.2 | 154.6 | 562.0 | 191 | 3,490.8 | 372 | 6,554.6 |
| Monday-Saturday 6 p.m.-7:30 p.m. | 407.9 | 742.8 | 504.6 | 1,009.1 | 552.2 | 2,009.7 | 70 | 1,464.7 | 149 | 3,761.6 |
| Sunday 6 p.m.-7:30 p.m. | 376.5 | 544.3 | 284.6 | 384.6 | 192.6 | 357.7 | 30 | 853.7 | 50 | 1,286.6 |
| Monday-Sunday 7:30 p.m.-11 p.m. | 5,181.4 | 9,807.7 | 6,678.3 | 13,506.5 | 5,973.7 | 11,896.0 | 395 | 17,833.4 | 790 | 35,210.2 |
| Monday-Sunday 11 p.m.-Sign-off | 343.3 | 509.6 | 23.6 | 47.2 | 389.4 | 727.3 | 61 | 756.3 | 112 | 1,284.1 |
| Total | $8,168.3 | $15,264.3 | $13,307.3 | $26,693.5 | $9,822.2 | $21,956.9 | 1673 | $31,297.8 | 3,276 | $63,914.7 |

## BAR network-TV billing report for week ended Jan. 21

BAR network-TV dollar revenue estimate—week ended Jan. 21, 1968 (net time and talent charges in thousands of dollars)

| Day parts | ABC Week ended Jan. 21 | ABC Cume Jan. 1-Jan. 21 | CBS Week ended Jan. 21 | CBS Cume Jan. 1-Jan. 21 | NBC Week ended Jan. 21 | NBC Cume Jan. 1-Jan. 21 | Total minutes week ended Jan. 21 | Total dollars week ended Jan. 21 | 1968 Grand total minutes | 1968 Grand total dollars |
|---|---|---|---|---|---|---|---|---|---|---|
| Monday-Friday Sign-on-10 a.m. | — | — | $ 89.6 | $ 227.2 | $ 341.8 | $ 908.4 | 71 | $ 431.4 | 184 | $ 1,135.6 |
| Monday-Friday 10 a.m.-6 p.m. | $1,234.3 | $ 3,557.8 | 3,151.9 | 10,104.2 | 2,284.9 | 8,122.5 | 888 | 6,671.1 | 2,578 | 21,784.5 |
| Saturday-Sunday Sign-on-6 p.m. | 1,056.1 | 2,392.5 | 1,728.2 | 6,384.4 | 1,046.6 | 1,608.6 | 260 | 3,830.9 | 632 | 10,385.5 |
| Monday-Saturday 6 p.m.-7:30 p.m. | 200.2 | 943.0 | 589.6 | 1,598.7 | 545.7 | 2,555.4 | 69 | 1,335.5 | 218 | 5,097.1 |
| Sunday 6 p.m.-7:30 p.m. | 66.0 | 610.3 | 525.9 | 910.5 | 187.8 | 545.5 | 22 | 779.7 | 73 | 2,066.3 |
| Monday-Sunday 7:30 p.m.-11 p.m. | 4,567.6 | 14,375.3 | 6,467.2 | 19,973.7 | 6,517.2 | 18,413.2 | 396 | 17,552.0 | 1,186 | 52,762.2 |
| Monday-Sunday 11 p.m.-Sign-off | 227.0 | 736.6 | 11.8 | 59.0 | 396.5 | 1,123.8 | 57 | 635.3 | 169 | 1,919.4 |
| Total | $7,351.2 | $22,615.5 | $12,564.2 | $39,257.7 | $11,320.5 | $33,277.4 | 1763 | $31,235.9 | 5,040 | $95,150.6 |

bery Co., New York, effective June 2.

- KZAZ(TV) Nogales, Ariz., and KTEN TV Ada, Okla.: National Television Sales Inc., New York, and Adam Young-VTM Inc., Los Angeles.
- WINU Highland, Ill.: Walton Broadcasting Sales, Chicago.

## CBS sells Oldsmobile $2-million package

Oldsmobile Division of the General Motors Corp. said last week it had purchased at least one commercial participation in every prime-time evening program on CBS-TV's entire 200-station line up for its winter promotion from Jan. 28 to March 23. The cost of the campaign is estimated at $2 million.

A CBS-TV official said it marked the first time that a commercial by a single advertiser would be broadcast at least once on every prime-time program. The purchase, negotiated through D. P. Brother & Co., Detroit, will be carried on 27 series and four feature-film segments in prime time, plus eight Walter Cronkite news periods and eight National Hockey League telecasts for a total of 47 minutes, of which 31 minutes will appear between 7:30 to 11 p.m.

The commercial motif for Oldsmobile will be "Give Olds Young Wheels a Whirl." According to an Oldsmobile spokesman, the months of January, February and March are the "biggest TV-viewing months of the year" and coincide with the period when the public is deciding the car it will purchase.

## SRA drops trade show

Station Representatives Association announced last week that the Radio Commercials Trade Show, scheduled for Feb. 7-9 at the Waldorf-Astoria hotel in New York, has been canceled. The event was to be held under the auspices of SRA, but spokesmen said last week that a number of West Coast radio producers decided 10 days ago not to participate. SRA said that under this circumstance, it decided to cancel the trade show.

# Introducing 24 TV Specials. If they flop, we have no one to blame but ourselves.

We at Group W had some ideas for TV Specials. Ideas so exciting, there was only one company we wanted to produce them. Ourselves. And when we did, we stopped at nothing to make them the finest shows Group W has ever offered.

For instance, to produce Merv Griffin's St. Patrick's Day Special, we didn't let Merv sing "In Dublin's Fair City" in a New York studio. Instead, we moved him and the whole company to Dublin's fair city itself.

For one of his specials, Mike Douglas gave some talented young entertainers the chance to show what they can do. And just for good measure, he threw in a cast of extras that included Bob Hope, Jerry Lewis, Governor Ronald Reagan, Vice President Humphrey and Senator Robert Kennedy.

And rather than have commentator Rod MacLeish interview only national political leaders for his specials, we sent him around the world interviewing premiers, prime ministers and other statesmen.

In addition to the programs we created ourselves, Group W evaluated almost every special that was produced in Europe. Six of them were so outstanding, we felt we had to present them to American audiences.

For example, the performers in the English special, "As You Like It," are the finest Shakespearean players in the world: The Royal Shakespeare Acting Company, featuring Vanessa Redgrave.

And the stars of the two hour special about the Russian Revolution, "Ten Days That Shook the World," are Lenin, Trotsky, Rasputin, the Czar and the Czarina. The program is narrated by Orson Welles and includes newsfilm never before seen on television.

These few examples are typical of the effort put into our 24 TV Specials.

If they flop, we have no one to blame but ourselves.

**GROUP W**

BOSTON WBZ · WBZ-TV
NEW YORK WINS
PHILADELPHIA KYW · KYW-TV
BALTIMORE WJZ-TV
PITTSBURGH KDKA · KDKA-TV
FORT WAYNE WOWO
CHICAGO WIND
SAN FRANCISCO KPIX
LOS ANGELES KFWB

WESTINGHOUSE BROADCASTING COMPANY

# Susan Jennings...

# is alive today because WWL Television taught her mother rescue breathing!

PROJECT LIFE presents

Susan Jennings is a bright, vivacious New Orleans teenager. She is a student at Louisiana State University in New Orleans, sweet 17, and filled with vitality and life. And yet, a few short months ago, Susan almost died.

Her mother, awakened in the middle of the night, rushed into Susan's room to find her lifeless on the bed, her head hanging down over the side. She was not breathing. The mother screamed . . . but then, in her panic, somehow remembered a **PROJECT LIFE** program on mouth-to-mouth resuscitation she had seen on **WWL-TV** four days earlier, one of seven special documentaries on safety produced during the year. While a younger son called for help, she immediately began giving mouth-to-mouth resuscitation to Susan.

For minutes, that seemed like hours, she continued the rescue breathing, remembering as best she could the techniques explained on the show.

Finally, just as the police emergency unit arrived, Susan stirred. And precious seconds later, she began to breathe. Today, she is back in school, reclaimed from death by rescue breathing.

Her mother, Mrs. James Jennings, presented with the Lifesaver's Award of the Louisiana Department of Health, told health officials that **WWL-TV** should get the award, instead. "**PROJECT LIFE** saved my daughter's life," she said.

**PROJECT LIFE**: an investment in a safer New Orleans—by **WWL-TV**!

# WWL-TELEVISION

*SERVING NEW ORLEANS PROUDLY*

NATIONALLY REPRESENTED BY **THE KATZ AGENCY, Inc.**

# New heat on cigarettes

### Kennedy and Magnuson seek end of football sponsorships and may be making headway

At least one major tobacco company was reported to have agreed to Senator Robert F. Kennedy's (D-N. Y.) campaign to eliminate cigarette advertising from pro-football telecasts by late last week as Senator Kennedy was joined by Commerce Committee Chairman Warren Magnuson (D-Wash.) in a plea for similar action by the other five large producers.

A spokesman for Senator Magnuson said he could not reveal the name of the complying cigarette company but added that he understood that the company had an agreement with Senator Kennedy not to reveal its identity until after conclusion of negotiations with networks on advertising contract renewals.

A letter, signed by both senators, was sent to the American Tobacco Co., P. Lorillard Co., Philip Morris Inc., Brown & Williamson Tobacco Corp., Liggett & Myers Tobacco Co. and R. J. Reynolds Co. It was noted that this was the first letter urging self-regulation for the tobacco companies to be issued jointly by the two senators, although they are cosponsors of antismoking bills.

It was indicated that one of the six major companies listed was already in agreement with the letter's request on sports programing but that the complying company was listed to protect its identity.

The letter acknowledged discussions between the cigarette industry and the senators but noted that "a special opportunity for self-regulation exists at the moment. We are told that within the next few days your company as well as the industry generally will be deciding whether to enter into or renew advertising contracts on telecasts of football games and of other programs as well."

The letter mentions the intent of "one major company" to forego pro-football advertising: "We think this example is a salutary step . . .", the letter continues, urging that the example be followed.

In addition to withdrawal from football telecasts the two senators urge that programs attracting audiences of more than 10 million under-21-year-old viewers should also be avoided. The present Cigarette Advertising Code standards are to limit cigarette commercials to those programs that have fewer than 45% of the 21-or-under age group in the audience.

A goal of Senator Kennedy in his talks with tobacco-industry leaders has been substitution of the percentage cutoff with an absolute numerical index, on the grounds that many programs with high ratings can draw substantial youth audiences even though they fall below the 45% mark.

The spokesman for Senator Magnuson noted that a number of bills that the two senators have introduced are still pending before Senator Magnuson's Commerce Committee, and could be pushed if it was deemed necessary to insure sufficient self-regulation by the industry.

## Olympia keys its campaign to natural events

Keying on the believability approach to beer advertising, Olympia Brewing Co., Tumwater, Wash., will tap its 1968 television campaign with a people-oriented format.

The ads will portray beer as an addition to the good times that people have but "never assuming more than a believable share of the importance." The brewery went to the new approach to create a feeling of happy, youthful nostalgia "with Olympia fitting in naturally, with natural situations."

The 30- and 60-second color spots are slated for prime-time showing in 11 western states. Olympia is also planning sponsorship of a series of specials on a regional network. Agency is Botsford, Constantine and McCarty, San Francisco.


# Eastman drops its TV list

### Rep cites competition from station groups in top-10 markets

Self-representation by the group-owned TV stations in the top markets has struck an economic blow against the independent station representative, Robert E. Eastman said last week as he closed the doors of Eastman TV Inc. last Friday (Jan. 26).

The TV rep firm was a subsidiary of Robert E. Eastman and Co., New York, with Mr. Eastman as president. At its largest, Eastman TV represented 25 stations, a company spokesman said, but the number dwindled. Eastman, which now represents about 100 radio outlets according to industry sources, acquired the TV-station list of the now-defunct Select Station Representatives in June 1965. Stations once represented by Eastman have joined other TV rep firms, as have many former Eastman TV employes. A company spokesman claimed former Eastman-repped TV stations were aware of the impending dissolution of Eastman TV.

Commenting in a special statement, Mr. Eastman wrote that one of the reasons he dropped his TV activities was that business in the "top-10 cities is where the money is. Group ownership with self-representation limits the availability of stations in these top-volume markets. Therefore the competition between reps for the smaller markets is keen.

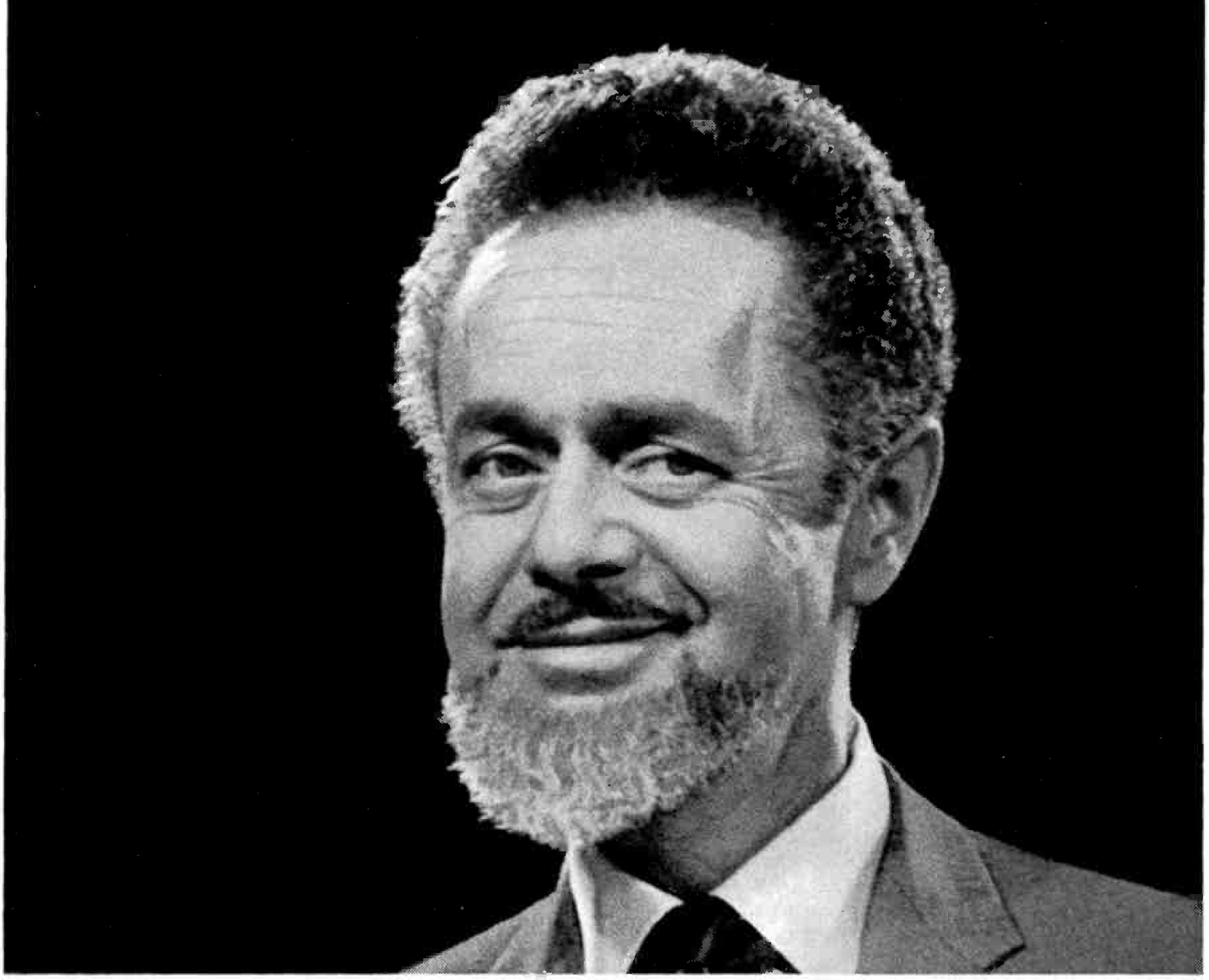
"It costs as much or more to sell a TV schedule in Abilene [Tex.] than it does in San Francisco. The return in revenue to the rep from Abilene is microscopic as compared to that from San Francisco," he said.

**Higher Take** ▪ Mr. Eastman wrote that many small-market situations require a commission of 20% to be profitable, and that several TV stations he once represented volunteered percentages in this range once Eastman was "about to expire in the TV business.

"Why didn't we stay in [TV] then? . . . I believed in 1965 [when Eastman acquired the Select Stations list] that television was ready for honest-to-goodness salesmanship. This was premature," he wrote. "It is still ratings, demographics, price, CPM—a straightjacket situation. You either have the spots with the horses or you don't."

Mr. Eastman, who said he insists on

**"His advertising spots are usually sold out, his ratings often top rival network-owned stations..." Newsweek (Nov. 13, 1967)**



**The Alan Burke Show**

52 weekly programs. Two hours each. First-run. No re-runs. Color.

| | | Rating ARB / NSI | Share ARB / NSI | Households ARB / NSI |
|---|---|---|---|---|
| San Antonio/KENS | 10:30pm Sat. | 12/6 | 44/24 | 34,900/ 15,000 |
| Wichita/KARD-TV | 10:30pm Sat. | 7/5 | 32/26 | 15,100/ 12,000 |
| New York/WNEW-TV | 11:00pm Sat. | 7/6 | 18/16 | 376,200/335,000 |
| Washington/WTTG | 11:00pm Sat. | 5/5 | 22/17 | 52,900/ 59,000 |

(Data are ARB-NSI estimates for Nov. '67 and are subject to qualifications of said reports.)

Distributed by

**Wolper Television Sales**
A Metromedia Company
485 Lexington Avenue
New York, New York 10017
(212) 682-9100

"eyeball-to-eyeball" selling, wrote that such salesmanship costs more than delivering "avails by messenger. . . .

"We are in a personal-service business and it is extremely difficult to serve two highly competitive media under the same roof." He concluded that Eastman is going to "stick to our specialization and do the best job we know how in radio."

## Does radio shore up U.S. economy?

Radio is "VIP—a very important project" at Holzer/Taylor/McTighe/Dawson, a Hollywood-based advertising agency that bills between $1 million and $5 million annually. So important is it that the agency consistently channels 50% of its allocations to the medium.

Emphasizing the weight given to radio, Lou Holzer, chairman of the board and account supervisor for the agency, unabashedly told a luncheon meeting of the Southern California Broadcasters Association in Hollywood last week that "if radio commercials were taken away our country would be bankrupt within six months."

Mr. Holzer, who had many years of background in radio, also paid his respects to singing commercials. If a picture is worth a thousands words in television advertising, he suggested, a singing commercial in radio "must be worth a million words."

William J. Taylor, executive vice president and radio-TV director of the agency, told SCBA that besides affording clients great circulation at reasonable cost, radio is used extensively because time and again it has generated "great motivation" and proved that "it works." He detailed the continuing success story of McMahan's Furniture Stores, a West Coast group that uses radio as a primary medium but principally during only a three-day period one a year (BROADCASTING, Feb. 3, 1964). The results have been "almost incredible," claimed Mr. Taylor, with the stores doubling and sometimes tripling their normal grosses.

## CBS Radio Spot Sales has new market study

"The Changing Marketplace and the Crucial Customer," third in a series of marketing studies prepared by CBS Radio Spot Sales and being released today, Jan. 29) to agencies and advertisers, mounts an attack on the familiar statement that "half the population of the U. S. is under 25 years of age."

The study does not attempt to disprove the statement. It acknowledges that 47% of the population was under 25 in 1966. But it attempts to disqualify the figure as the basis for a rational marketing approach for most products, and to substitute its own concept of "the crucial customer in the marketplace for most goods and services, is between 35 and 49 years of age."

Census Bureau figures are used to point out that of the 47% under 25, 36% were 17 or younger and only 11% were 18-24 years of age; that only 6.1% of family heads were 18-24 years old, and they had only average incomes (the same percentage of family income as of family heads, 6.1%).

According to a CBS Radio spokesman commenting on the study: "The youth market is the most conservative buyer group, whereas the 35-49 group is the most adventuresome and experimental and offers the true potential for brand switching."

The spokesman said the study's figures (from Brand Rating Index studies in December 1966 and May 1965) indicate consistently higher usage and brand-switching among 35-49-year-olds for regular coffee, margarine, headache remedies. cigarettes, gasoline, beer and air travel.

## Retailer triples radio-TV budget

A new department-store convert to broadcast advertising, Dayton's of Minneapolis, last week announced that of its $3-million advertising budget in 1968 some $465,000, or 15½%, will be spent in radio-TV. This marks an almost 300% boost from the $120,000 (4%) the retailer placed in broadcast from a similar budget last year.

Tom Jeglosky, Dayton's vice president and publicity director, in a news preview of what he planned to show to store managers of the Associated Merchandising Corp. (of which Dayton's is a member) in New York, explained the move to broadcast as part of the store's concept of change, a move heading toward "total communications" in which TV and radio become integral parts of the message.

Mr. Jeglosky said Dayton's is using broadcast advertising in such a way as to emphasize "a word, a trend, an idea that is blown up or toned down for a more tactile, audio sense." The thrust into TV-radio derives from Dayton's attitude toward publicity, which, he said, is now more like "a legitimate thinking arena, a policy maker, a prober. Publicity," he continued, "is no longer an applique operation." He added: "The time has come to stop increasing print lineage. In fact, we should actually be reducing that lineage. As Marshall McLuhan has said, 'Print is an outgoing medium.' "

Dayton's operates five stores in and around Minneapolis. It's total 1967 sales totaled $250 million.

# FDA tells more on drug study

### Most of 3,600 drugs now under analysis are not advertised on radio-TV

The potential impact of a drug-efficacy study on radio and television advertising of drug products was still left undetermined last week following a meeting in Washington of the Food and Drug Administration with the drug industry.

William W. Goodrich, assistant general counsel for the FDA, told the drug manufacturers that the advertising of nearly all of the 3,600 drugs now involved in the massive drug-efficacy review for FDA will have to be changed. But most of the drugs, he said, are not in the over-the-counter category and, consequently, not advertised on radio and television.

What advertising will be affected will depend on the decisions reached by 29 panels of medical and scientific experts established by the National Academy of Sciences' National Research Council. The panels are evaluating the effectiveness of some 3,000 drugs approved for marketing between 1938 and 1962 on the basis of safety alone. FDA Commissioner James L. Goddard announced earlier that the government intends to remove "ineffective" drugs from public use during the next two years (BROADCASTING, Jan. 8, 1968).

When the study is completed, manufacturers will have only a month to cease voluntarily marketing drugs found to be useless. The FDA will tell other manufacturers to change their claims in advertisements or to retest drugs in order to prove they do what they are claimed to do.

The FDA is hopeful that the study will be completed by June 30.

In a related matter, FDA Commissioner Goddard and Paul Rand Dixon, chairman of the Federal Trade Commission, announced last week that their two agencies have revised a 1954 agreement to coordinate their administrative and legal functions in protecting the consumer. The agreement provides that the FTC will be supplied copies of all reports on over-the-counter drugs that fall within its jurisdiction and that could be charged with false or misleading advertising.

# "Johns Hopkins: *Medical Giant*"

*Another in a series of documentaries produced by WMAR-TV*

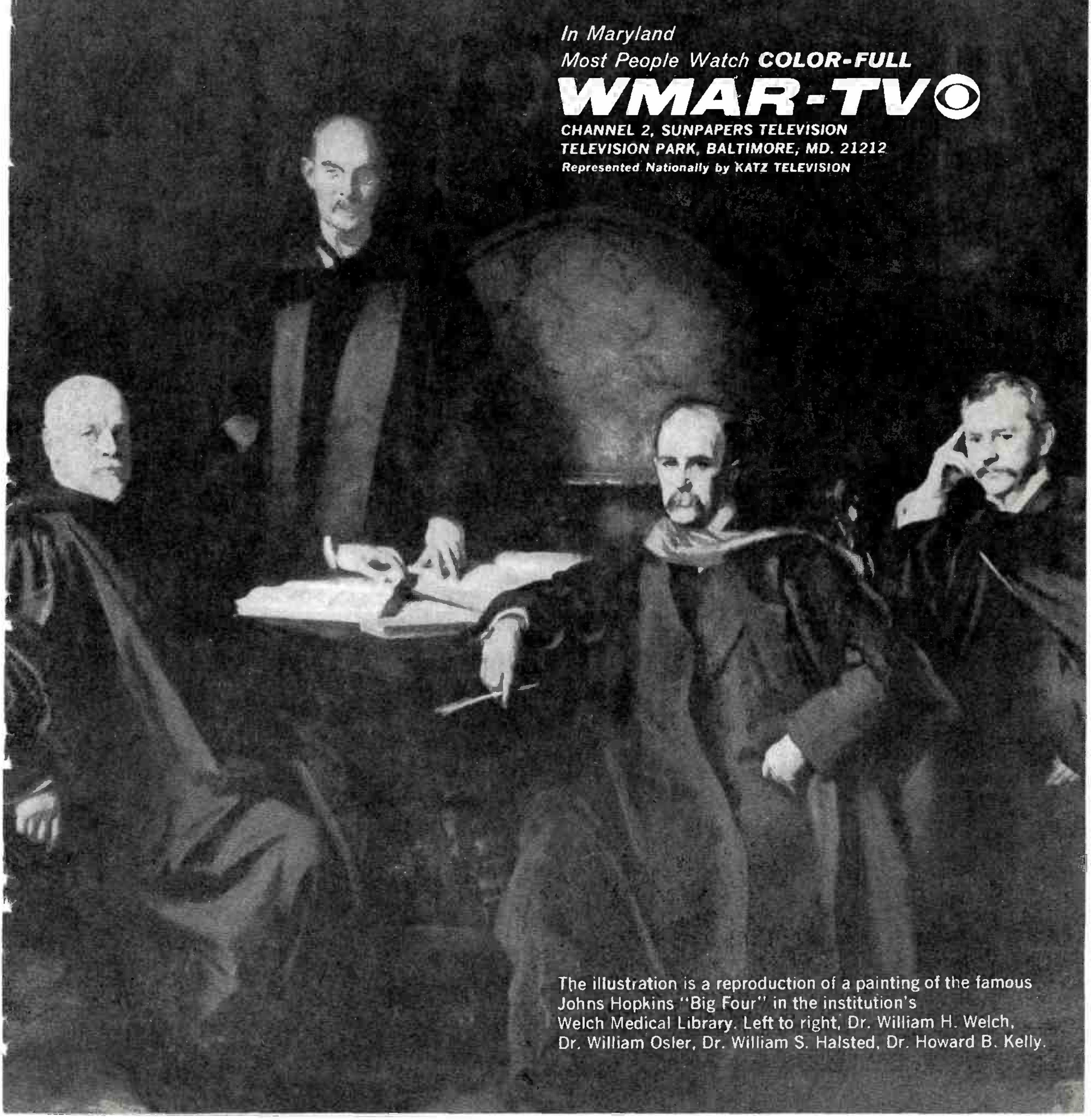
This is the story of one of Baltimore's most respected and world famous institutions. It is a one-hour color film exploring the Johns Hopkins Hospital, Medical School and School of Hygiene and Public Health.

Central figures on the Johns Hopkins medical team are some 600 full-time faculty members and the 237 young men and women who are resident physicians. The film presents the daily involvement of the Chief Resident in Medicine.

Also featured are treatments for cardiac arrest in the hospital emergency room, abdominal and eye operations, the revolutionary Hopkins Comprehensive Child Care Clinic and research development of an artificial heart and organ transplantation. The role of the Johns Hopkins Medical Institutions in the Antarctic, India, Peru and other parts of the world is also shown.

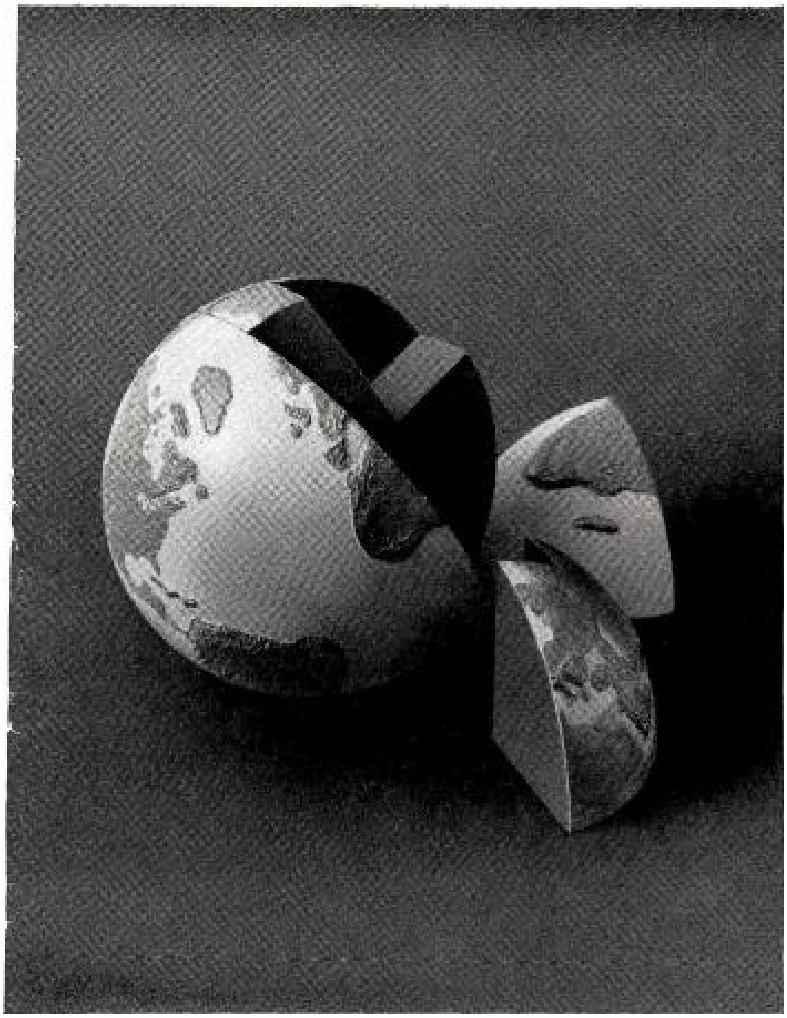
"Johns Hopkins: Medical Giant" was sponsored in prime time on December 1, 1967 — 7:30-8:30 P.M. on Channel 2 by the Baltimore works of Western Electric, manufacturing and supply unit of The Bell System, through Cunningham & Walsh advertising agency.

*In Maryland*
*Most People Watch* **COLOR-FULL**
**WMAR-TV**
**CHANNEL 2, SUNPAPERS TELEVISION**
**TELEVISION PARK, BALTIMORE, MD. 21212**
**Represented Nationally by KATZ TELEVISION**



The illustration is a reproduction of a painting of the famous Johns Hopkins "Big Four" in the institution's Welch Medical Library. Left to right, Dr. William H. Welch, Dr. William Osler, Dr. William S. Halsted, Dr. Howard B. Kelly.

# What in the world's going on here?



For a period of five days earlier this month, the CBS Evening News with Walter Cronkite had the largest circulation ever delivered by a nightly news broadcast series—a weekly average of over eleven million homes per minute and an estimated 22 million viewers.

It is significant that this mark was set by CBS. But hardly surprising.

CBS News is the leader in virtually every category of news broadcasting scheduled by the three networks. Over the years viewers have learned to rely on its "Professional Worldwatchers" and the worldwide organization they represent to get the news first, get it right, and get it in perspective.

For millions of Americans that is important—particularly in this critical election year.

It might be nice if people stopped trying to take the world apart and put it together again. But they won't. And it's good to know that as long as there's a world worth watching CBS News' Worldwatchers will be watching it for you.

*Audience estimates based on NTI AA estimates, 1 January, 1967-1 January, 1968 and week of January 8-14, 1968. Viewers per set estimate, 1 January, 1968. Subject to qualifications available on request.*

**Watch the Worldwatchers**
**CBS News**

## McGannon flays Dodge on TV measurements

The assertions by Sherwood Dodge, president of the Advertising Research Foundation, that a review of ARF's recommended standards for TV measurement is upcoming (BROADCASTING, Jan. 22) drew fire last week from a director of ARF.

Donald McGannon, president of Westinghouse Broadcasting Co., chairman of both the Broadcast Rating Council and the National Association of Broadcasters' research committee, noted that the ARF committee "has not met in months and probably was not exposed to the assertions contained in [Mr. Dodge's] speech."

In a telegram to John O. Henry, ARF chairman, Mr. McGannon said he was concerned with reports of Mr. Dodge's comments to the New York chapter of the International Advertising Association and that "serious and constructive consideration" of TV-audience-measurement methodologies "would have included dialogues with the BRC and the NAB research group, both of which have full-time professional research staffs and are concerned with audience measurements over a long-term, continuing basis."

Mr. McGannon noted that several research projects on national and local TV measurements had been completed by those groups and had received publicity.

The industry and the public, Mr. McGannon added, "could be misled when such speeches tend to imply sweeping discoveries and new causes for alarm. There is little question among professional researchers [that] the national television ratings are fundamentally correct. Further I couldn't help but wonder whether the professionals on the ARF's committee had endorsed or would endorse Sherwood's conclusions."

The broadcasting and advertising industries, he added, "are seriously and continuously concerned about the precision of audience measurements and their improvement . . . and would welcome participation in constructive efforts to achieve high qualitative results."

## Rep operations detailed in new Petry book

Edward Petry & Co. has published a 32-page, hard-cover book that is intended to serve as a report of stewardship and progress for the owners and executives of the firm's client stations as well as an educational training document for students of broadcasting and journalism.

Titled "A Short Pause For Identification," the book outlines the company's selling philosophy and provides a summary of Petry's major divisions. A letter announcing the availability of the brochure for educational purposes is in preparation and will be sent to the deans of universities with outstanding departments in broadcasting and journalism.

The book was developed and produced under the supervision of Robert L. Hutton Jr., vice president and TV promotion manager, and William H. Steese, vice president and radio promotion manager, both of Petry.

## Media accept bigger marketing role

The media are becoming more aware of their role in the marketing process, members of the Advertising Club of Greater Miami were told last week.

Peter E. Schruth, senior vice president of Westinghouse Broadcasting Co. and vice chairman of Westinghouse Learning Corp., told club members that he discerned a growing recognition by media of their responsibility in the "systematic accumulation of knowledge about changing markets, demographics, buying habits and a diversity of customers—the kind of research which helps the client in his specific marketing planning."

To this end, he said, Westinghouse Broadcasting has launched two major projects as part of its formal marketing program: the Marketing Information Bank (MIB) and the Consumer Attitude Panel (CAP). MIB, he said, is a vast reservoir of facts extracted from waves of questionnaires completed by permanent panels of 5,000 families located in 10 major markets. Consumer Attitudes Panel, he said, provides a means of measuring attitudes in an atmosphere of over-all objectivity and maximum elimination of bias, Mr. Schruth said.

"If media know more, and can help [their] customers know more," he said, "the result will be substantially more effective marketing programs."

## New N.Y. FM rep firm

Media 500 Inc., new representative firm at 500 Fifth Avenue, New York, has been formed to represent Sunshine United Network, Fort Lauderdale, Fla.

Peter Piech, president of Producers Associates of Television, will continue in that job in addition to being president of the new firm. The network, consisting of 13 Florida FM stations, was organized last November by William Gebhart (BROADCASTING, Nov. 13, 1967).

## Philadelphia agencies plan spring merger

Two Philadelphia agencies, with estimated combined billings of over $12 million, have reached an agreement in principle to merge around April 1.

The two agencies are Spiro/Lavenson Inc., formerly Lavenson Bureau of Advertising, and Ringold/Kalish/Walpert Co. The new shop, as yet unnamed will have branch offices in New York and Palo Alto, Calif.

The announcement was made by Walter A. Spiro and Herbert H. Ringold, presidents of the two firms.

### New radio department at Blair

John Blair & Co., New York, has established a spot-radio creative and sales development department to present the benefits of the medium to advertisers and agencies, it was announced last week by Thomas Harrison, president, Blair Radio Division.

Robert Dwyer, vice president, will supervise the department. Its first project will be preparation of a comprehensive presentation on the marketing opportunities provided by spot radio.

## Agency appointments . . .

- Carter-Wallace Inc., New York, assigns its Rise instant lather and a number of unidentified new product assignments to Carl Ally Inc., there. Billings total about $2 million. Rise was handled by Sullivan, Stauffer, Colwell & Bayles, which remains agency for Carter-Wallace's Arrid deodorants.

- Uncle Ben's Inc. Division, Mars Inc., Houston, Tex. (rice), moves $2.5-million account from Ted Bates & Co., New York, to J. Walter Thompson Co., Chicago.

- Seeburg Corp., Chicago, moves national advertising account from Post-Keyes-Gardner, Chicago to Brickman & Selders Advertising there.

- Pizza Huts Inc., Wichita, Kan., names Goodwin, Dannenbaum, Littman & Wingfield, Houston, to handle advertising for 235 Pizza Huts in 31 states. Client's budget will be in excess of $200,000.

- Chicken Delight Inc., nationwide chain of retail food outlets, has appointed Wilton, Coombs & Colnett Inc., San Francisco, to handle advertising and promotion in Northern California and Pacific Northwest.

- Conex and Hi-Cone Divisions, Illinois Tool Works Inc., Des Plaines, Ill., switches account from M. M. Fisher Associates to Waldie and Briggs Inc., Chicago. ITW is radio advertiser.

# For air media: a period of stern adjustment



perspective

# 1968:

# Television: No great upswing this year

## STEADY GROWTH AT 6%-7% PREDICTED, BUT SHARP GAINS UNLIKELY

Optimism tempered with caution characterizes the business mood of television in 1968 as the industry prepares to bounce back from a 1967 that fell short of expectations.

Representatives of networks, agencies and spot representatives are confident that television's upward sales curve will continue in 1968. But the sharp gains achieved before 1967 are probably beyond reach this year. They stress that a general upturn in the economy could wipe away the reservations they have over the comparatively modest gains they project for this year.

Authoritative industry sources expect total advertiser spending in television to rise about 7% this year. They look for network-TV billing to grow 6% or 7%, local television about 7% and spot television about 6%.

Perhaps the most formidable challenge faces spot TV. Analyses provided to BROADCASTING by media directors of leading agencies point substantially, if not unanimously, to the conclusion that the spot business must adjust itself more realistically to the advent of the 30-second commercial and must work toward supplying more accurate and more meaningful research information.

Stripped of niceties, this means that the prevailing view among agencies is that spot-TV's salesmen should price 30's with little or no premium. In the area of research, it means that agency men want demographic information but want it based on more sizable samples, though they pointedly ignore who is to pay for the expanded research.

The cost of television continues as its most overriding problem, according to agency specialists. Related to costs are such offshoots as overcommercialization, lack of product protection and a resultant loss of commercial effectiveness, they maintain. But they agree that television is still an awesome sales tool.

In the programing area, the popularity of feature films continues as the most distinct trend, followed by a movement toward programs of 90 minutes or more, and the accent on specials. Color is no longer considered a spectacularly strong talking point; it is here and has been here in virtually full force for the past two years.

National representatives in the spot-TV field are poised for a recovery from 1967, which undoubtedly was one of the poorest in TV history in terms of growth over the previous year.

A canvass of leading reps indicates that the first quarter of 1968 is showing an improvement over the 1967 period. They are reasonably confident that 1968 as a whole will wind up with at least modest gains over 1967.

They applaud the Television Bureau of Advertising for its efforts in carrying the story of TV to leading agencies in conjunction with representatives. In addition, reps themselves are intensifying their activities in the area of sales development to bring advertisers who have not used the medium into TV and to expand billing from current users.

The three television networks express optimism that 1968 will be another record-setting year. Officials acknowledge there has been a softening in the advertising economy but are sanguine about the prospects for 1968. They cite the continuing excitement provided by color, the growth and popularity of specials and the intrinsic values of TV as a sales medium.

Thomas H. Dawson, president of the CBS-TV network, notes that in 1967, when advertising in general was down as compared to 1966, network television "recorded a high level of sales and

# Radio: Aims for billion-dollar year

## ECONOMY IS BIG QUESTION TO LEAP FORWARD, BUT RISE SEEMS SURE

There is speculation that 1968 may be radio's first billion-dollar sales year, but it is tempered by a wary cautiousness engendered by apprehensions over the course of the nation's economy.

It's believed that radio could experience a growth year that would boost its sales past the magic billion-dollar mark.

But radio's growth is surrounded by so many "if's" that few are willing to come right out and say 1968 *will* be that good a year. Industry sources say they expect total sales to be up 5% to 6% over 1967 with local radio growing by 6%, spot by 5%, and network by 3%, but their projections are tempered by concern over the state of the general economy, and by the knowledge that what were described as "bright hopes" for 1967 were subsequently dashed by wide-spread softness in the advertising business, labor problems in the auto industry, and cut-backs by cigarette advertisers, long a mainstay among radio's clients.

A month into the new year reveals that many remain concerned about a continuing softness. Cigarette dollars are still not back in, at least not as they once were. And predictions for 1968 are made still more difficult by the fact that a new concept in radio networking—ABC's quadri-partite plan and a wide-ranging audience study—Radio's All-Dimension Audience Research, or RADAR—may have significant effects on agency buys in the months ahead.

**Slow First Half** ▪ Broadcasters and leading station reps say privately that the first quarter, and probably the entire first half, of 1968 will not break any records. They are hopeful, however, that business in the second half will move strongly forward.

Both station operators and reps indicate they are alert to the several economic indicators—auto sales, new housing starts, etc.—that give hints of what lies ahead in the coming months. But more than one broadcaster expresses concern that the general uncertainty surrounding a guns-and-butter economy in a political year may render the conventional indicators useless. "We hope for the best, we think it'll be a good year, but it depends on the whole economy," is a comment heard often.

In short, everyone's optimistic that by year's end, radio will have registered substantial gains, but almost everyone is hedging his bets.

ABC Radio President Walter A. Schwartz said he expected that the adoption earlier this month of ABC's four-network radio plan would "put vitality into network radio, thus enabling our affiliates to provide their listeners more services and their adverprograming achievement and CBS Television maintained its leadership as the world's largest advertising medium.

"The continuing interest in specials was encouraging too," Mr. Dawson says, "Nearly 100% of the CBS Television Network's entertainment specials were sold during the 1967-68 season and our news programs enjoyed a high record of sales and achievements.

"We face the coming year with great confidence. We already have signed an unprecedented amount of first-quarter business. This could be an indication that 1968 could well be one of the most successful years in the history of the CBS Television Network."

**Research** ▪ Agency media executives are almost unanimous in their criticism of local ratings research.

Bertrand Wagner, vice president-associate media director at Sullivan, Stauffer, Colwell & Bayles, New York, indicates his agency is dissatisfied with spot ratings, especially the proliferating demographics and product-usage figures. "It's very difficult to feel reasonably sure about their accuracy," he says. "We are interested in such categories in order to more precisely locate our audiences." But, he adds, the agency is somewhat inhibited from using the data "because of the general question of their validity. The problem, of course, is in the sample sizes used."

Frank Gromer, Foote, Cone & Belding vice president for marketing services, echoes Mr. Wagner's view: "Sample sizes are too small." He criticizes the "tendency to break down samples over so many demographic and product-usage categories." He also hits what he calls "the strange, wild variations, producing totally unbelievable patterns in the diary method, particularly the rate of return."

TV research also was found lacking by Harold Miller, vice president in charge of media and programing services at Grey Advertising, New York. It has not, he says, come up with sufficient answers relating to the qualitative aspects of TV programing and commercials, especially as they bear on effectiveness.

Though research has "come a long way," Paul Roth, vice president in charge of media for Kenyon & Eckhardt, New York, thinks there is a need for more complete information on people viewing rather than home viewing.

TV research is adequate "only for round numbers on a national basis," according to Bob Engelke, media director of Wells, Rich, Greene, New York. In his opinion, proliferating demographics and product-usage data are "simply inadequate. It's impossible to divide the samples into so many categories as they do and still maintain reasonable accuracy. Of course, that raises the question of who is going to pay for better research and how much it is going to cost. I don't know the answer to that one."


Mr. Miller


Mr. Wagner


Mr. Beria


Mr. Roth

**Higher Costs** ▪ Many agency men cite the rising cost of television as the major problem facing the medium. Higher price tags, in their view, are leading to a splintering of commercials,

*Continued on page 44*

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tisers greater commercial acceptance.

"Initial reaction from the industry has been enthusiastic. It leads us to believe we are on the right track," he adds. Mr. Schwartz says he feels the RADAR studies "will provide data not only on listening to all of the [ABC] networks but also demographic and product usage data by [each separate] network . . . RADAR will, in fact, prove out our four-network concept.

"We are confident that ABC will make a substantial contribution to the growth and popularity of network radio in 1968," he says.

**Personnel Changes Noted** ▪ CBS Radio would not comment on its prospects for 1968, but industry sources say the coming year could see a number of significant changes in this CBS division. Heralding such changes, it was felt, were several important personnel shifts that took place in 1967, among them the replacement in May of broadcast veteran Arthur Hull Hayes, CBS Radio president, by Clark B. George, former manager of WCBS-TV New York.

Matthew J. Culligan, president of Mutual, says 1968 will continue to see an "irreversible . . . . trend to news, sports and specials by all radio networks.

"The imagery transfer concept, developed almost 10 years ago, has been very competently confirmed by new research and should be the basis for most radio commercials in the future," he said.

Mr. Culligan indicated he felt that "engineered circulation," with special commercials promoting "product consumption as well as product purchase, will be accepted as routine." As for programing, he said "Mutual will provide the most frequent news and maximum coverage of the Presidential campaign and the Olympics."

NBC Radio President Stephen Labunski indicated the year was shaping up rather well for his network. He said:

"With more than two months remaining, bookings for the NBC Radio network in the first quarter to date have already surpassed last year's results for the entire quarter. . .

"I also anticipate that the new RADAR research study will reconfirm the strength of the network radio medium in terms of its delivery of reach and frequency, on the most economical basis, of all major media. Interest in network radio, because of RADAR, is at an all-time post-TV peak."

**Agency Views** ▪ Robert Pearlstein, associate media director of BBDO, which spent $30.5 million in radio in 1967, voices optimism over radio's prospects for 1968, stating there will definitely be an increase in spending over 1967. He feels that network radio particularly has values in terms of efficiency and in merchandising potentialities.

He indicates that FM is "an area of the future" and holds out promise for growth if set prices drop and penetration increases. Mr. Pearlstein feels that FM needs more research and says its possibilities will be enhanced if RADAR takes cognizance of FM. In radio research, he says, RADAR is a "step in the right direction."

"RADAR's methodology is sound," he reports. "Now we have to see more of what RADAR comes up with."

But a spokesman for another leading

*Continued on page 40*

# A levelling of curves in 1967

## FOR BOTH MEDIA RECORD BILLINGS—BUT GROWTH SLOWS DOWN

In terms of growth, radio and television time sales in 1967 bore closer resemblance to those of 1961, an interval of short recession, than to those of any other recent year. Total radio billings in 1967 made an annual gain of 2.8%, television, only 0.3%. But growth rates don't tell everything. Radio billings in 1967 were $937 million, and in 1961 only $617 million; TV billings last year were $1.8 billion, only $1.1 billion in 1961.

In 1962, the year after the previous plateau, both radio and television recovered strongly. Will history be repeated? That's the multi-million-dollar question of 1968.

Tables below and at right show annual time sales since records in both media were begun. The 1967 figures are estimates compiled by BROADCASTING from a survey tabulated by the Washington firm of Sinrod & Tash, certified public accountants. In all cases net time sales are after promotional and frequency discounts but before deduction of commission to agencies and station representatives.

## Television time sales 1948-1967

| Year | National Network | % change from previous year | National Non-Network | % change from previous year | Local | % change from previous year | Total | % change from previous year |
|---|---|---|---|---|---|---|---|---|
| 1948* | $ 2,500,000 | ...... | .............. | ...... | $ 6,200,000 | ...... | $ 8,700,000 | ...... |
| 1949 | 10,796,000 | ...... | $ 7,275,000 | ...... | 9,460,000 | ..... | 27,530,000 | ...... |
| 1950 | 35,210,000 | +226.1 | 25,034,000 | +244.1 | 30,385,000 | +221.2 | 90,629,000 | +229.2 |
| 1951 | 97,558,000 | +177.1 | 59,733,000 | +138.6 | 51,304,000 | + 68.8 | 208,595,000 | +130.2 |
| 1952 | 137,664,000 | + 41.1 | 80,235,000 | + 34.3 | 65,171,000 | + 27.0 | 283,070,000 | + 35.7 |
| 1953 | 171,900,000 | + 24.9 | 124,318,000 | + 54.9 | 88,474,000 | + 35.8 | 384,692,000 | + 35.9 |
| 1954 | 241,224,000 | + 40.3 | 176,766,000 | + 42.2 | 120,131,000 | + 35.8 | 538,122,000 | + 39.9 |
| 1955 | 308,900,000 | + 28.1 | 222,400,000 | + 25.8 | 149,800,000 | + 24.7 | 681,100,000 | + 26.6 |
| 1956 | 367,700,000 | + 19.0 | 281,200,000 | + 26.4 | 174,200,000 | + 16.3 | 823,100,000 | + 20.8 |
| 1957 | 394,200,000 | + 7.7 | 300,500,000 | + 6.9 | 174,000,000 | — 0.1 | 868,700,000 | + 5.5 |
| 1958 | 424,500,000 | + 7.7 | 345,200,000 | + 14.9 | 181,300,000 | + 4.2 | 951,000,000 | + 9.5 |
| 1959 | 445,800,000 | + 5.0 | 424,200,000 | + 22.9 | 200,600,000 | + 10.6 | 1,070,600,000 | + 12.6 |
| 1960 | 471,600,000 | + 5.8 | 459,200,000 | + 8.3 | 215,800,000 | + 7.6 | 1,146,600,000 | + 7.1 |
| 1961 | 480,300,000 | + 1.2 | 480,100,000 | + 4.6 | 199,600,000 | — 7.5 | 1,160,000,000 | + 1.2 |
| 1962 | 521,500,000 | + 8.6 | 554,100,000 | + 15.4 | 227,900,000 | + 14.2 | 1,303,500,000 | + 12.4 |
| 1963 | 537,900,000 | + 3.1 | 616,000,000 | + 11.2 | 240,800,000 | + 5.7 | 1,394,700,000 | + 7.0 |
| 1964 | 563,400,000 | + 4.7 | 710,800,000 | + 15.4 | 275,700,000 | + 14.5 | 1,549,900,000 | + 11.1 |
| 1965 | 594,000,000 | + 5.4 | 785,700,000 | + 10.5 | 302,900,000 | + 9.9 | 1,682,600,000 | + 8.6 |
| 1966 | 616,700,000 | + 3.8 | 871,700,000 | + 10.9 | 346,400,000 | + 14.4 | 1,834,800,000 | + 9.1 |
| 1967† | 635,591,000 | + 3.1 | 855,421,000 | — 1.9 | 349,888,000 | + 1.0 | 1,840,900,000 | + 0.3 |

*In 1948 FCC reported only "total revenues" (from time, talent and services) from "network programs" and from business "sold directly by stations." Hence figures for that first year of television financial reporting are not comparable with figures for time sales in ensuing years.
†1967 figures estimated by BROADCASTING. All others are from FCC.

### RADIO AIMS FOR BILLION-DOLLAR YEAR Continued from 39

agency was not as optimistic as Mr. Pearlstein. "If radio holds its head above water in 1968, then it will be accomplishing a great deal," asserts Bern Kanner, senior vice president and director of media management, Benton & Bowles. His agency plans to spend about 2% of its budget in radio this year.

The effects of the national economy will be felt most in radio—more so than TV, especially if there are expenditure cutbacks, Mr. Kanner asserts. Network radio, he says, isn't as strong as in past years. As for ABC's four-network plan, he feels that "it first has to prove itself. It may offer more opportunity in programing types, thus allowing an advertiser to home in more closely" on a target audience; but he adds: The ABC ratings "will show whether or not it's a worthwhile buy."

Mr. Kanner also comments on the RADAR study, which he believes may well "emerge as a rating system, but more has to be done before we cross the Rubicon."

**FM Growing** ▪ Foote, Cone & Beld-

# Radio time sales 1935-1967

| Year | National Network | % change from previous year | Regional | % change from previous year | National Non-Network | % change from previous year | Local | % change from previous year | Total | % change from previous year |
|---|---|---|---|---|---|---|---|---|---|---|
| 1935[1] | $ 39,737,867 | | 1 | ... | $ 13,805,200 | ...... | $ 26,074,476 | ...... | $ 79,617,543 | — |
| 1936[2] | ........... | ...... | ........... | ...... | ........... | ...... | ........... | ...... | ........... | — |
| 1937 | 56,192,396 | +41.4 | $2,854,047 | .... | 23,177,136 | +67.4 | 35,745,394 | +37.1 | 117,908,973 | +48.1 |
| 1938 | 56,612,925 | + 0.7 | 2 ........... | ..... | 28,109,185 | +21.6 | 32,657,349 | — 8.7 | 117,379,459 | — 0.6 |
| 1939 | 62,621,689 | +10.6 | 2 ........... | ...... | 30,030,563 | + 6.8 | 37,315,774 | +14.2 | 129,968,026 | +10.7 |
| 1940* | 71,919,428 | +13.1 | 1,869,583 | ..... | 37,140,444 | +23.8 | 44,756,792 | +20.0 | 155,686,247 | +20.5 |
| 1941 | 79,621,534 | +10.7 | 2,752,073 | +47.2 | 45,681,959 | +23.0 | 51,697,651 | +15.5 | 179,753,217 | +15.4 |
| 1942 | 81,744,396 | + 2.7 | 3,444,581 | +25.2 | 51,059,159 | +11.8 | 53,898,916 | + 4.2 | 190,147,052 | + 5.8 |
| 1943 | 99,389,177 | +21.6 | 6,256,508 | +81.6 | 59,352,170 | +16.2 | 64,104,309 | +18.9 | 228,102,164 | +20.0 |
| 1944 | 121,757,135 | +22.5 | 7,612,366 | +21.7 | 73,312,899 | +23.5 | 84,960,347 | +20.3 | 287,642,747 | +26.1 |
| 1945 | 125,671,834 | + 3.2 | 8,301,702 | + 9.1 | 76,696,463 | + 4.6 | 99,814,042 | +17.5 | 310,484,046 | + 7.9 |
| 1946 | 126,737,727 | + 0.8 | 8,043,381 | + 3.1 | 82,917,505 | + 8.1 | 116,380,301 | +16.6 | 334,078,914 | + 7.6 |
| 1947 | 127,713,942 | + 0.8 | 7,012,689 | —12.8 | 91,581,241 | +10.4 | 147,778,814 | +27.0 | 374,086,686 | +12.0 |
| 1948 | 133,723,098 | + 4.5 | 7,329,255 | + 4.3 | 104,759,761 | +14.4 | 170,908,165 | +15.6 | 416,720,279 | +11.4 |
| 1949 | 128,903,467 | — 3.6 | 5,994,858 | —18.2 | 108,314,507 | + 3.4 | 182,144,301 | + 6.5 | 425,357,133 | + 2.1 |
| 1950 | 124,633,089 | — 3.3 | 6,897,127 | +15.0 | 118,823,880 | + 9.7 | 203,210,834 | +11.6 | 453,564,930 | + 6.6 |
| 1951 | 113,984,000 | — 8.5 | 8,481,000 | +23.0 | 119,559,000 | + 0.6 | 214,519,000 | + 5.6 | 456,543,000 | + 0.6 |
| 1952 | 102,528,000 | —10.0 | 7,334,000 | —13.5 | 123,658,000 | + 3.4 | 239,631,000 | +11.7 | 473,151,000 | + 3.6 |
| 1953 | 92,865,000 | — 9.4 | 5,192,000 | —29.2 | 129,605,000 | + 4.8 | 249,544,000 | + 4.1 | 477,206,000 | + 0.9 |
| 1954 | 78,917,000 | —15.0 | 4,767,000 | — 8.2 | 120,168,000 | — 7.3 | 247,478,000 | — 0.8 | 451,330,000 | — 5.4 |
| 1955 | 60,268,000 | —23.6 | 3,809,000 | —20.1 | 120,393,000 | + 0.2 | 272,011,000 | + 9.9 | 456,481,000 | + 0.7 |
| 1956 | 44,839,000 | —25.6 | 3,585,000 | — 5.9 | 145,461,000 | +20.8 | 297,822,000 | + 9.5 | 491,707,000 | + 7.7 |
| 1957 | 47,951,000 | + 6.9 | 3,709,000 | + 3.5 | 169,511,000 | +16.5 | 316,493,000 | + 6.3 | 537,664,000 | + 9.3 |
| 1958 | 42,786,000 | — 8.7 | 3,733,000 | + 0.6 | 171,939,000 | + 1.4 | 323,207,000 | + 2.0 | 541,665,000 | + 0.9 |
| 1959 | 35,633,000 | —23.4 | ........** | ...... | 188,143,000 | + 9.4 | 359,138,000 | +11.1 | 582,914,000 | + 7.6 |
| 1960 | 35,026,000 | — 1.7 | ........... | ...... | 202,102,000 | + 7.4 | 385,346,000 | + 7.3 | 622,474,000 | + 6.8 |
| 1961 | 35,837,000 | + 2.3 | ........... | ...... | 199,980,000 | — 1.1 | 381,425,000 | — 1.0 | 617,242,000 | — 0.9 |
| 1962 | 37,326,000 | + 4.2 | ........... | ...... | 212,113,000 | + 6.1 | 415,810,000 | + 9.0 | 665,249,000 | + 7.8 |
| 1963 | 41,797,000 | +12.0 | ........... | ...... | 224,701,000 | + 5.9 | 445,243,000 | + 7.1 | 711,741,000 | + 7.0 |
| 1964 | 43,783,000 | + 4.8 | ........... | ...... | 237,290,000 | + 5.6 | 482,695,000 | + 8.4 | 763,768,000 | + 7.3 |
| 1965 | 44,602,000 | + 1.9 | ........... | ...... | 254,107,000 | + 7.1 | 529,073,000 | + 9.6 | 827,782,000 | + 8.4 |
| 1966 | 47,217,000 | + 5.9 | ........... | ...... | 284,552,000 | +12.0 | 580,210,000 | + 9.7 | 911,979,000 | +10.2 |
| 1967† | 47,957,000 | + 1.6 | ........... | ...... | 292,370,000 | + 2.7 | 596,748,000 | + 2.9 | 937,075,000 | + 2.8 |

[1] Nationwide and regional networks combined.
[2] Data not available.
†1967 figures estmated by BROADCASTING. All others are from FCC.
*Figures prior to this date not comparable in all categories.
**Regional network calculations discontinued in 1959.

ing vice president for marketing services, Frank Gromer, expects his agency's investment in network and spot radio to increase about 5% during the year.

He anticipates FM's "growth to a larger share of the total radio dollar." He "conceptually favors" ABC Radio's four-network approach, but seems to have adopted a wait-and-see attitude because of "their clearance problems."

Mr. Gromer considers most radio research "woefully inadequate," and says that until recently FC&B buyers were prohibited from using radio reports. More recently, they have been permitted to use ARB reports, but only as guides to stations' rankings in their markets.

He views the trend to spot radio as part of "the long-term trend toward greater media flexibility," also manifested in regional editions of national magazines.

An increase in new products will be responsible for increased spot radio billings at LaRoche, McCaffrey & McCall, according to James Tommaney, senior vice president. The agency has no network or FM radio investments.

Mr. Tommaney considers radio research pertaining to day-parts adequate, but does not rate that dealing with demographics so highly. He sees no trend toward locally or regionally placed spot buys or barter arrangements.

**Better Data** ▪ Erwin Ephron, media

## Five years of rock-clearing is bringing a harvest to radio

Despite a "delicately poised" economy, radio hasn't been sounder in 20 years, according to Miles David, president of the Radio Advertising Bureau.

Mr. David last week prefaced his outlook for the year with a retrospective look at radio's past five years. Mr. David said:

"Let's look backwards. Of course, this is forecast time. But in today's economy everyone is so busy straining to see what's immediately ahead, we all need an orientation-break.

"Where were we five years ago? By 1963 radio had come through the frightening fifties a changed medium. Programing was redesigned. Our role in people's lives was assured. Radio sets were selling fast. Local business was growing well. But our national/regional and co-op advertising future was doubtful. Maybe even dismal.

"Tick off some of the problems:

"1. You couldn't even tell the players. No scorecard listed advertiser expenditures. Every quarter when advertisers of other media were published, the absence of radio burned in the impression we were disappearing.

"2. There was no way to evaluate radio's audience in direct comparison with other media. We had no figures for the audience delivered by a total budget—only the audience 'rating' of a single spot. No reach and frequency of total schedules, no cumulative audience.

"3. Creative people in many agencies were only dimly aware radio had continuing significance for their clients.

"4. The unit for media evaluation was still households. Radio's great strength as a medium able to target individuals was hidden.

"That's where we were five years ago—vulnerable despite the many faithful advertisers buying us, some almost intuitively.

**The Cures** ▪ "What's happened since?

"Problem 1—no published budgets: Solved. The industry publishes the expenditures of leaders by company and brand. An expenditure measurement company is active in the field—Radio Expenditure Reports of Larchmont, N. Y.—supplying the facts to RAB for quarterly and annual release.

"Problem 2—no reach and frequency figures: Well on its way to solution. At least two well-established measurement companies now produce studies which can provide weekly reach and frequency. RAB has a yardstick of reach and frequency averages which advertisers and agencies are using enthusiastically to assess what radio delivers. (This is all made possible because the industry enlarged the amount of knowledge about radio measurement through the All-Radio Methodology Study.

"Problem 3 — creative apathy: Also on its way to solution. Major events to dramatize radio's creative potential have became industry highlights. RAB publishes a creative newsletter for 2,000 creative people. We believe it's the only newsletter in the world that comes with a recording; creative people can hear as well as read it. They are also kept up-to-date on radio's creative opportunities through personal RAB presentations.

"Problem 4—households as the unit: There's growing recognition now that the basic marketing and media evaluation unit should be individuals.

"What has followed the problem-solving? In 1966, radio achieved its greatest growth of post-TV time both nationally and locally. And in 1967, despite the fact that advertising totally apparently stood still, radio totally held onto its previous year's big gains and added further growth. It was slow growth compared to the preceding year but demonstrated that we could make progress even in an uncertain economy.

**Proof of the Pudding** ▪ "As this is prepared we have the RAB spot radio figures available for the first three quarters of last year. They show many significant companies substantially expanding their radio investment. These are some of them:

| Company | First nine months 1966 (000) | 1967 (000) | change |
|---|---|---|---|
| Amer. Home Prod. | $3,498 | $4,372 | + 25% |
| Sun Oil Co. | 365 | 1,765 | +383 |
| General Foods | 1,083 | 2,292 | +111 |
| Bristol-Myers | 579 | 2,112 | +265 |
| Wm. Wrigley Co. | 1,415 | 1,655 | + 17 |
| Noxell Corp. | 346 | 1,096 | +217 |
| American Cynamid | 351 | 1,424 | +306 |
| Mobil Oil Co. | 224 | 1,195 | +433 |
| Fla. Citrus Comm. | 294 | 1,893 | +544 |
| Sinclair Refining | 240 | 1,068 | +345 |

"In local radio, substantive breakthroughs were made as well. For example RAB worked closely with Sears, Roebuck in many ways including the preparation of a how-to-use radio manual for their stores. There has been stepped up use of radio by individual Sears stores all over the country. Today, Sears is the number one radio account in a number of cities. RAB hopes to make further contributions to better understanding of radio among major retail chains in 1968.

"Which brings us all the way round from looking backwards to looking forwards. Because of the tremendous progress in providing the kind of information and counseling advertisers and agencies need, radio is in a better position to accelerate growth than we have been before.

**Won't Rest on Laurels** ▪ "It will be a challenging year, nonetheless. The economy is delicately poised. But we're confident that we can do more good now than we ever could before some of the perennial radio problems were resolved. So much so that RAB has greatly expanded its sales effort this year. We'll call face-to-face on far more major national advertisers, more regionals, more major retail, and more cooperative advertising decision executives than in any past year.

"We know radio's state of the medium hasn't been sounder in 20 years. There will be many more top-level people in the advertising community who share this awareness by the end of 1968."

research director at Papert, Koenig, Lois, says that PKL probably will be using slightly more radio. The increase—somewhere in the vicinity of 3% to 5%, the industry norm—probably will go either to network or FM.

According to Mr. Ephron, the shortcomings of radio data are slowly being rectified. "Radio data is becoming more comprehensive. It's not totally adequate for our purposes yet, but several developments—notably RADAR—are encouraging," he says.

Bert Wagner, vice president and associate media director of Sullivan, Stauffer, Colwell & Bayles, said his agency does not anticipate spending appreciably more in radio during 1968. "The basic research problem of out-of-home listening is still a gray area, and radio research in general is inadequate."

The one bright spot on radio's 1968 horizon, according to Mr. Wagner, is that "FM is increasingly competitive

# we've got a new face

and one that Chicago likes! It's a modern blend of news, information, talk and sports that brings the world to your doorstep every day . . . keeps you alert and on your toes □ □ □ it's the warm, friendly approach of a Mal Bellairs, Lee Phillip, a Dr. Kehm. It's the biting caustic comment and two-way telephone discussions of a Jerry Williams or a Don Cannon □ □ □ it's the "right now" on-the-spot coverage of hard news . . . the "no-nonsense" frank discussions of people and issues making headlines in today's fast-moving world □ □ □ it's the personal selling magic of a group of pros who will not be ignored □ □ □ it's the station people *have* to *listen* to □ □ □ it's the station to use to sell your product or service ■ For further details, call your nearest CBS Radio Spot Sales office . . . or Jack Bivans, General Sales Manager at (312) 944-6000.

A CBS OWNED STATION **WBBM** THE TALK OF CHICAGO **RADIO-780**


Mr. Engelke


Mr. Gromer


Mr. Petcavage


Mr. Ephron


Mr. Tommaney


Mr. Kanner

with AM."

He sees "a great deal of spot radio business and only some network, but it would be hard to measure a trend toward spot." He says SSC&B "has experimented with barter off and on, but our involvement is minimal."

**No Predictions** ▪ Robert E. (Buck) Buchanan, vice president and associate director of the broadcast department, J. Walter Thompson Co., says it's difficult to predict the amount of money that will be allocated to a particular medium over the period of a year because of the wide variety of clients JWT has. But he adds that it is reasonable to assume that JWT will spend as much money in radio as it did in 1967. He notes that the agency's investment over the past few years has remained relatively stable, with spot gaining an increasing share and network a decreasing proportion.

He is cautious in his remarks about ABC's four-network operation. He says the concept seems sound but the agency feels there "is no need to rush in . . . we want to see how it goes." He indicates that clients that have not used nework radio or have used it sparingly conceivably could become interested if a sufficiently large demographic group can be assembled.

JWT has used FM in the past and will continue to use it to reach particular groups, such as ethnic, high-income and other specific segments. He reports budgets for FM have remained at a fixed level over the past few years.

Bob Engelke, media director for Wells, Rich & Greene, predicts that FM will become rapidly more competitive with AM, and reports his agency uses the medium for its attractive rates and demographics.

He also cites what he calls "a long-term trend against network radio, in favor of local," and says WRG is using no network radio at present.

James H. Fuller, broadcast supervisor, Young & Rubicam, predicts that Y&R will be using more radio for its clients in 1968 than in 1967. He notes that for the past three years the agency has been expanding its radio investment as it has found more uses for its clients in the medium.

Y&R uses a combination of network and spot radio for the national clients active in the medium. FM too has been gaining a larger share of the radio dollar as presentations from representatives and stations have become "more sophisticated and more mature," Mr. Fuller states.

## TV: NO GREAT UPSWING continued from page 39

which, in turn, results in clutter and a loss of commercial effectiveness.

SSC&B's Mr. Wagner calls it TV's major problem in 1968. "The rising cost of television with fractionating audiences produces higher costs-per-thousand. We've gone to 30-second commercials to halve the cost, but TV is still expensive. Unless we get into 15's. . . . I see the day when television costs will be computed in cost-per-thousand-per second."

Albert Petcavage, media vice president at Doyle Dane Bernbach, New York, says television's efficiency is declining in comparison with other media. "Although there are no obvious changes within a year's time, it's evident that the cost-per-thousand gap between TV and other media is narrowing," he says.

TV's most pressing problem in Mr. Petcavage's view concerns 30-second commercials and how they should be priced. Another cost problem he cites is the lack of a consistent policy within the industry on cut-in rates.

Peter Berla, a senior vice president at Carl Ally Inc., New York, ties television's higher costs with the proliferation of media, especially additional television stations. "The more television stations there are," he says, "the smaller the splintered audience becomes. We have to make more choices as to where we're going to place our advertising. The proliferation of media raises the cost of doing business."

FC&B's Mr. Gromer says television is "a less effective medium than it was several years ago." He points to "the continuing increase in commercial activity, clutter" and costs as the primary reasons for his opinion. Other reasons he cites are "increasingly fractionalized" viewing and even "personalized" viewing in multiset homes. Clutter and the prospect of clustering commercials "would inevitably reduce the medium's effectiveness" even further, he believes. Mr. Gromer says he hopes for "solid research into the question of clutter" during the year.

**Programing** ▪ In the programing arena, more movies, more specials, and more variety programs are predicted by agency spokesmen.

There won't be anything new in network-TV programing except more movies, in the opinion of Bern Kanner, senior vice president and director of media management at Benton & Bowles, New York. Specials will continue, but each network will be a bit more wary about proceeding without advertiser commitments. Mr. Kanner says that the networks were "burned somewhat" in carrying some specials this season without full sponsorship.

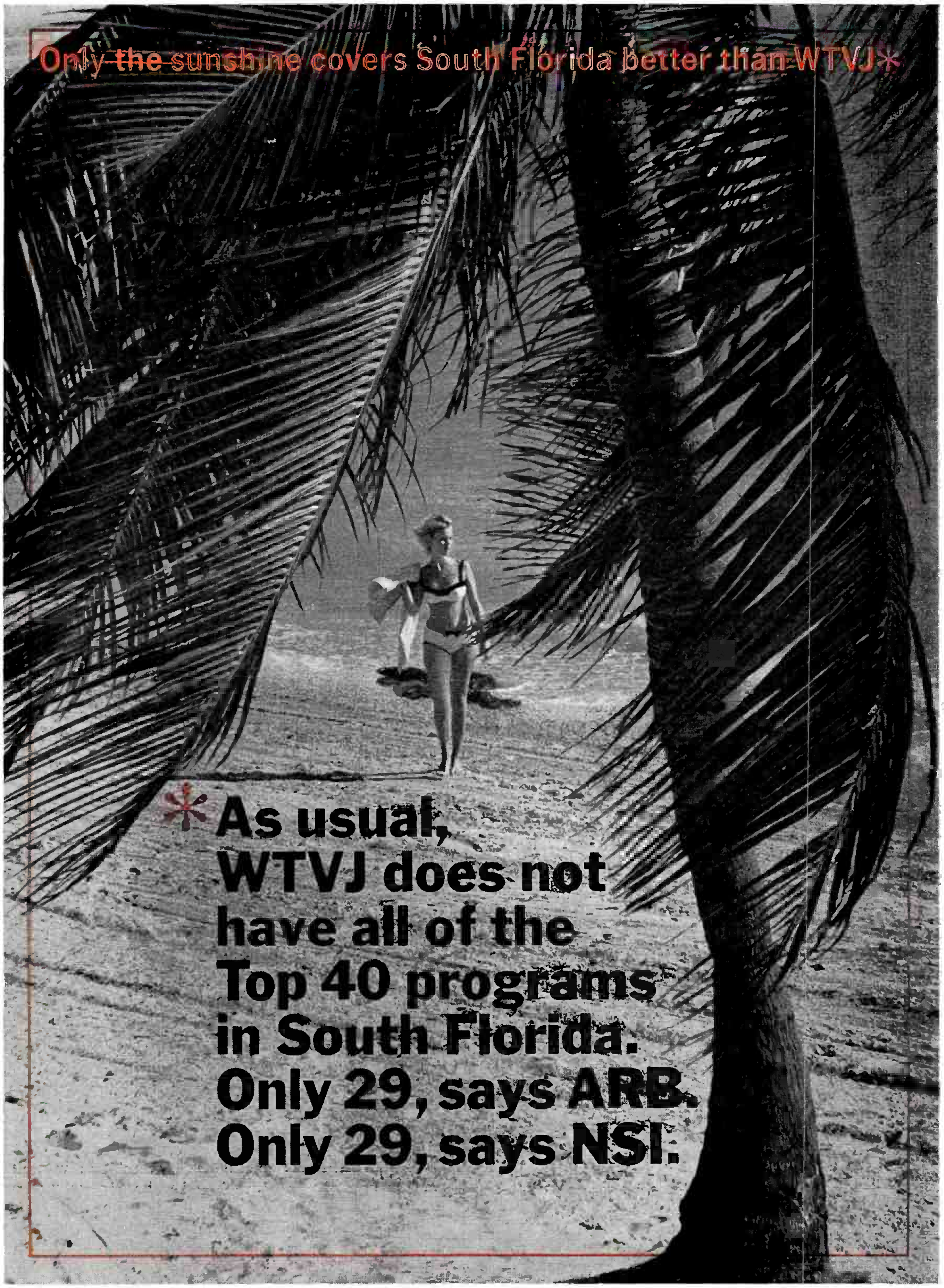
Grey's Mr. Miller says the big unanswered programing question is: "How do you program against motion pictures?"

Mr. Roth of K&E believes there is a marked trend toward "formula programing" with movies and variety shows in the ascendancy. Pilot production and new program ideas are at their lowest points in years, he notes. The time might be right, he ventures, for a sports program in prime time on a regular basis.

Following is a summary of TV budget prospects during 1968 from a cross-section of leading advertising agency executives:

Mr. Berla at Carl Ally Inc., says his agency will spend half of its TV dollars in network, half in spot, in 1968.

The general economy "pervades everything" in agency plans for television in 1968, according to Herbert Maneloveg, vice president, director of




NSI and ARB for Miami, November, 1967, based on weekly average of total homes viewing each program. (Audience data are based on research techniques which yield statistical estimates only, and are limited in their accuracy by any sampling deficiencies inherent in the survey from which these data were derived.)

**Complete color facilities / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate**

media, BBDO. The agency's business ought to increase some 5% (network and spot), but clients will be watching budgets more carefully than ever and this will be reflected in media choice and strategy, Mr. Maneloveg says.

"This year will be pretty much a buyer's market, as it was in 1967," says Mr. Kanner of Benton & Bowles.

Mr. Kanner says Benton & Bowles will boost TV spending by 10% in 1968, but the gains will register primarily in new-product marketing. While costs increase, he indicates, clients will still keep their budgets level. Over-all, he thinks, 1968 product sales will be kept down and "tied tightly" to the economic outlook.

Mr. Kemp of Compton is optimistic over an increase in TV spending in 1968 because a number of clients plan to expand use of network and spot.

DDB's Mr. Petcavage says his agency plans no substantive changes in the ratio of network to spot-TV buys. "We may be a little heavier in network, but not much more than we were last year." It's estimated that DDB spent 65% of its TV dollar in network in 1967 (BROADCASTING, Nov. 27, 1967).

While Mr. Petcavage was generally optimistic about the coming year in advertising, he thinks political advertising should help firm the past year's spotty performance.

**Rise at FC&B** ▪ Mr. Gromer says FC&B will increase its TV investment "between 5% and 10%," in 1968.

Mr. Miller indicates that television expenditures for Grey clients are not apt to increase in 1968.

Mr. Roth estimates that the percentage allotted to TV by K&E clients will remain about the same but the amount will increase because of over-all expanded billing. He indicates K&E is oriented more toward network TV because its cost-per-thousand is about the same as spot's but network provides advantages in isolated positions and greater audience selectivity.

James Tommaney, senior vice president, LaRoche, McCaffrey & McCall, whose network TV investment is much larger than its spot, expects to increase network billings in 1968, with spot staying about the same or growing at an average rate. He attributes the increase in network to a large number of advertisers moving into TV from print advertising.


Mr. Bahr

LaRoche's clients tend to use a selective scatter plan rather than full sponsorship and Mr. Tommaney sees a trend toward 30-second commercials.

Mort Keshin, senior vice president and media director of Lennen & Newell, says the agency's projections for 1968 include an increase in over-all billing and a proportionate gain for TV. He cautions, however, that the softness in advertising is likely to continue, at least for some months.

**Heavier in Spot** ▪ Mr. Ephron says Papert, Koenig, Lois, plans no change in the ratio of its network-TV buys to spot-TV buys in 1968. Last year, PKL spent an estimated $11.5 million in network, $13.5 million in spot.

Mr. Ephron indicates that this year may see some changes in the pricing structure, particularly for network buys. There will probably be a re-evaluation of corporate sponsorship. "Corporate pricing," he says, "will get closer to 'opportunistic' scatter-plan costs.

"Why should a sponsor make a commitment for a buy that costs him, say, $4.25 CPM early in the season when later, due to softness in the business, he can make the same buy for $3?" Mr. Ephron asked.

James M. Ellers, vice president and account supervisor, Warwick & Legler Inc., New York, projects W&L's 1968 TV spending at 25% ahead of last year. The heaviest traffic, he says, will come from Timex watches, which this year is aiming for 12 to 13 network TV specials—up from 11 specials in 1967.

Mr. Engelke says Wells, Rich, Greene, will probably increase its television investment in 1968. But he hits hard on what he considers the medium's "major problems"—increasing costs and inadequate research.

Warren Bahr, senior vice president and media director of Young & Rubicam, expects TV billings from clients to increase over 1967 but indicates the TV percentage of over-all billing could be lower. He feels that the soft market in advertising probably will continue for some time, and he voices the hope that local stations will meet the crisis by what he calls a more realistic and practicable approach to pricing.

# Color wins over TV advertising

## Black-and-white commercials are the exception as advertisers, agencies become color oriented to reach growing number of color-equipped homes

In 1968 the advertiser might do well to call his TV-buying not advertising but colortising.

Every major national client in the advertising world is color-oriented. Every major advertising agency has become the colorbearer. No one appears color-blind to the statistics:

- An estimated 30% of U. S. TV homes now have color sets. By the end of 1968, it may climb 5% to 10% higher.
- According to latest NBC estimates, there are approximately 14 million color homes in the U. S.—4,490,000 more than in January 1967.
- The networks report high color-vs.-black-and-white ratios: NBC with 100% color, CBS with 91% color and ABC with 87% color (excluding weekend sports specials).

Why color? Because it's "natural," because "without it you lose something," because "everybody else is using it," because color is now regarded as "routine," and "standard" and "necessary."

Black-and-white TV commercials haven't lost their foothold in the television medium, they've merely retreated, or as one agency president put it: "They've backed away from what is naturally right."

Classified now as the exception, the monochrome TV message for a major advertiser still remains an integral (though small) part of media planning, especially when "special cases" arise.

**B&W Over Color** ▪ A few instances where black and white outplays color in a projected campaign were cited last week by various agency spokesmen questioned on the subject. Most specified that budgetary problems warrant use of black and white, especially with film and tape equally expensive. One spokesman cited color commercial costs that range from $5,000 up to over $50,000 for one commercial.

Other agency people said they would not use color only when special effects were desired—a newspaper or newsreel effect, for example. Several men-

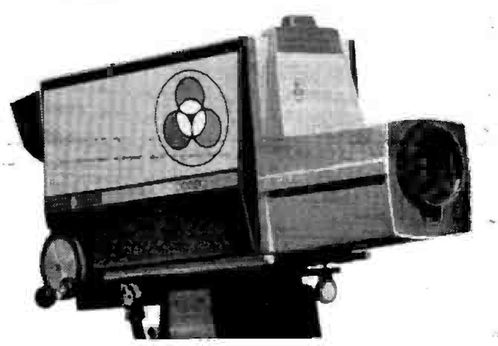
# Sure your programming looks good in color. But how does it look in black and white?

**It might look like this if you're operating cameras without separate luminance.**

But, you needn't worry, if a separate luminance channel is carrying your black and white signal.

It's something you don't even have to think about with General Electric's PE-250 live color camera. Even if your perfect black and white all the time. Why? Separate luminance, registration stability, common sweep amplifier, negative registration. All are key factors in making the PE-250 the broadcasters' preferred image builder —for both black and white, and color.

The PE-250 is so dependable three major networks in North America use it, the largest remote network in the



which to base a decision that the acquisition would serve the public interest by enabling ABC to compete on a more equal footing with CBS and NBC. But the department, in an unprecedented intervention in a commission proceeding, argued that the FCC had failed to consider adequately the anticompetitive aspects of the proposed merger—and asked the U. S. Court of Appeals in Washington to review the case. Members of the commission majority grumbled that the department was out of its depth in broadcast matters, but the department won the fight, by default, when ITT, wearying of the two-year effort to merge, terminated its agreement with ABC at the first opportunity, on Jan. 1.

Similarly, a 4-to-3 decision to approve—again without a hearing—the transfer of five television construction permits held by warehouseman D. H. Overmyer to a subsidiary of the AVC Corp. aroused the interest, if not the wrath, of the House Commerce Committee. Chairman Harley Staggers (D-W.Va.) called the commission before his group for an explanation of the approval, which appeared to run counter to a commission policy designed to bar such wholesale acquisitions of major-market television properties. Further hearings on the issue are expected.

The commission's approach, however, has for the most part given elements in broadcasting an opportunity to quiet nervous stomachs that had frequently been upset in the bad old days of Chairmen Minow and Henry. There has been a virtual drying up of ideas for new regulation in the broadcast field. (One exception was the ruling in June that the fairness doctrine applies to cigarette advertising. But that decision appears to have been based as much on political and moral as on ideological or legal grounds.)

**Old Proposals Sometimes Die** ▪ And the tough proposals left over from those days are expected to be quietly laid to rest. One, to limit ownership of television stations in the top-50 markets to three (no more than two of them VHF's), is believed to be on the verge of extinction. Another, to bar networks from owning or controlling more than 50% of their prime-time programing, is expected to meet a similar fate before the year is out.

In addition, the old controversy over whether and to what extent the commission should limit commercial practices of broadcasters was defused as a result of the commission decision in 1966 to require license renewal applicants to explain the public-interest reasons for proposing to exceed the National Association of Broadcasters commercial-time standards. Those whose reasons fail to satisfy the staff are directed to report on their commercial practices and policies half way through their new renewal period.

One long-pending rulemaking that was concluded last year provides for uniform 6 a.m. standard time sign-on for most daytime-only stations. The new rule also permits fulltime stations to begin using daytime facilities at 6 a.m. rather than sunrise.

**Still Losing Ground** ▪ Retrenchment in the field of broadcast regulation, however, hasn't enabled the commission to keep up with its other work. Backlogs in the CATV regulation—the last major acquisition of commission responsibility—keep growing; petitions for waiver of the CATV rules are numbered in the hundreds, and some have been awaiting action for more than a year.

The massive investigation of AT&T's rate structure has reached the point at which issues bearing on rates charged for various services, including program transmission, are being considered. But even as that investigation continued, AT&T last week announced it would file new tariffs providing for sharp increases in transmission costs—a filing certain to precipitate a new and, for the commission, burdensome rate hearing (see story this issue).

Another AT&T rate case bound to affect broadcasters' transmission charges involves Sports Network Inc.'s complaint that occasional-use rates it pays for interconnection are discriminatory as compared with the contract, high-volume rates charged networks. The commission's Common Carrier Bureau, in its proposed findings in the case, in effect, agreed, and recommended that the carrier's rates be adjusted to eliminate what the bureau considers their inequitable character.

**New Fight** ▪ Now heating up is a battle that the commission will have to resolve between four ground-based common carriers and the Communications Satellite Corp. over the ground-based systems' proposal to lay a fifth trans-Atlantic cable—TAT-5. AT&T, ITT, Radio Corp. of America and Western Union International say the cable, which would link the U.S. with the Iberian peninsula, would provide less expensive and more reliable service than would a new satellite.

And the flood of equal-time and fairness-doctrine complaints expected at the commission this Presidential-election year is certain to provide a monumental headache to staff and commissioners alike. Indeed the troubles started early this year, with a well publicized complaint in behalf of Senator Eugene McCarthy (D-Minn.)—the only announced candidate for the Democratic Presidential nomination—that the networks refused to provide him with time equal to that afforded President Johnson in the one-hour three-network presentation of *A Conversation with the President* last month.

But the commission's major concern this year is in research, particularly as related to spectrum management. The search for ways to relieve the spectrum shortage of land-mobile-radio users—and that will almost certainly involve a transfer of some spectrum space now reserved for television, if only on a sharing basis—occupies considerable time and energy.

Of even greater longe-range importance is a projected over-all research and policies-studies program, one that will involve an examination of how to make more efficient use of the spectrum. The commission is now attempting to define the limits of that study so that it may obtain outside research help. But the study is expected to include the long-promised inquiry into the implications of the new and sophisticated communications uses being made possible by technological developments—among other things the so-called home communications center. The present inquiry into the relationship—so far as the commission's regulatory responsibilities are concerned—between computers and the communications industry, may become a part of the overall project also.

**Hyde's Project** ▪ The project, which Chairman Hyde is credited with largely formulating and pushing, represents a major new kind of effort on the part of the commission.

Recent events have made it clear—if it wasn't before—that the commission isn't master of its fate. Justice's intervention in the ABC-ITT case served as a warning that the department will look over the commission's shoulder, and not necessarily only in cases involving transfers of valuable properties. The department, which has long been interested in network ownership or control of programing, hired a consultant to pore over the commission's files in the 50-50 proceeding—and may decide to take action on the matter if the commission does not.

Furthermore, the House Commerce Committee is exhibiting an interest in maintaining a close check on commission matters. It not only plunged into the Overmyer case, it directed the commission to delay action for a year on the 16-year-old proposal to establish pay television as a regular, nationwide service. The commission, which had been moving toward a decision in the proceeding, hasn't responded to the request—but it is not likely that the committee will be disappointed.

But the major threat to the commission's traditional role was contained in President Johnson's wide-ranging statement in August on telecommunications policy (BROADCASTING, Aug. 21, 1967). The President established a special task force to determine whether the spectrum is being used to maximum advantage and whether the Communications Act of 1934 and the Communications Satellite Act of 1962 need revision, and to look into a variety of questions concerning the launching of a domestic communications satellite—how soon will one be economically feasible, should a domestic system be of general purpose or specialized (say, for broadcasting), should there be more than one, and would such a system affect Comsat and the international common carriers.

**Task-Force Personnel** ▪ The 16-member task force is headed by Eugene V. Rostow, undersecretary of state for political affairs, and includes on its membership representatives of government agencies concerned with spectrum matters—DTM, Department of Defense, State, National Aeronautics and Space Administration, Department of Commerce, United States Information Agency—as well as officials of the Justice Department and of the President's Council of Economic Advisers. Chairman Hyde is an ex-officio member. The group's report is due in August, but it seems unlikely that deadline will be met.

Although the commission will continue work underway for almost two years on the question of whether non-government entities should be allowed to own and operate domestic communications satellites, it is unlikely in the extreme that the agency will reach a conclusion that would conflict with whatever the task force ultimately recommends in that area.

Involved in the commission proceeding is the Ford Foundation proposal that a satellite communications system be established that would be limited to use by broadcasters and that would turn over its profits to noncommercial television. But of immediate interest is Comsat's proposal that, while the commission ponders the various legal and policy questions involved in the proceeding, it be permitted to launch a pilot program.

**FCC Downgraded?** ▪ There are those critics of the commission who say that one reason the task force was established is that the commission is not doing the job that needs doing. And there has been talk—thus far unconfirmed by any responsible source—that the action set in motion by the President will result in the creation of a cabinet-level Department of Communications, which would incorporate the FCC.

Such talk may be extreme. But it seems unlikely that the commission and its basic policies will emerge unchanged from the studies that the task force and the Budget Bureau are now making. It may well be that the groups of experts employed by those groups find no contradiction in the proposition that the basic framework for communications regulation laid out in 1934 does not fit the needs of 1968.

**On the Hill** ▪ While the FCC is preoccupied with such arcane matters as the most efficient use of the spectrum and the development of sophisticated communications technology, the working politicians in Washington will be concerned with such nut-and-bolts issues as what CATV's copyright liability should be, and how the Corp. for Public Broadcasting should be funded. But as the report that follows makes clear, all dominant issues affecting broadcasters will be colored by one central fact: This is an election year. Every House member and one third of the senators are up, so to speak, for license renewal.

The central headache, for broadcasters and politicians alike, lies in the legal and administrative thicket surrounding section 315 of the Communications Act: Its boundaries are the fairness doctrine, personal-attack rules and

## House studio goes color

Color is coming on strong at the House of Representatives' recording studio in Washington. They've even changed the photomural backdrop of the Capitol dome from black and white to a color shot. The occasion: installation of a high-band color videotape recorder, two cameras and a playback chain.

The new setup should be ready by Feb. 1, reports the studio's director, James B. Perry. Film color has been available to members for some time (drapes were pulled across the black-and-white background when color film was in the cameras), but the new tape system offers fast playback and improved quality at about the same cost to members as color film, Mr. Perry says. Members pay a service charge that includes amortization of equipment, he notes.

The new equipment includes an Ampex VTR 1200, Marconi cameras and Conrac switching and playback gear.

The Senate is taking a more conservative stance toward the newer video technology. The Senate sergeant at arms' office says there are no plans at the present time to keep up with the Joneses in the other body. Lack of any demand by senators for color video-tape capability is cited as the reason.

equal-time requirements. And no relief is in sight, although there will be no shortage of studies, investigations and the airing of congressional grievances.

The problem lies in the very complexity of the rules and the conflicts they seek to remedy, not in any lack of interest on the part of Congress. A House Commerce Committee staff member notes that the typical congressman's eyes tend to glaze over when approached with run-of-the-mill broadcasting legislation but that he will snap to attention whenever Section 315 is mentioned.

As a harbinger of this year's congressional activity it may be noted that the first scheduled hearing in the second session of the 90th Congress will be the House Commerce Committee's panel-format look at the whole range of fairness-doctrine-editorializing-equal-time problems.

Fairness will undoubtedly make the year's first major headlines when the Senate Commerce Committee finally releases its major computer-digested study of the broadcasting of controversial programs, fairness practices and attitudes; the committee report is expected within a few weeks and will—if it's ready in time—provide considerable ammunition for the House panel discussions.

Long delayed, the Senate fairness-doctrine study was expected to be issued last year, but at last report was still being set into type by the Government Printing Office. Last year was spent making corrections and revisions.

A further delay may be in prospect—one that shows how the human element can confound attempts to predict events on Capitol Hill. Last week Senator John O. Pastore (D-R.I.) was reported to be "resting comfortably" after what was diagnosed late Friday (Jan. 19) as a very mild heart attack. Senator Pastore, as Communications Subcommittee chairman, must approve the final version of the fairness report before its release.

But if other issues remain unpredictable (fairness-doctrine controversies rate as a sure thing), their potential, at least, will be present throughout the session. Much legislation is held over from the previous session, and issues never die.

Congress is not noted for its productivity, even in a nonelection year. Last session, no less that 82 bills (some were duplicates) were referred to the House Commerce Committee and filed under "communications." Of these, 62 would, if passed, have affected broadcasting. Yet only one measure made it all the way through the legislative gauntlet to become law: the Public Broadcasting Act of 1967. The other measures are still pending.

Major issues and bills pertaining to broadcasters this year:

**Copyright** ▪ Of far-reaching import, which can affect the whole economic structure of the cable television industry, and which may hit broadcasters directly by assessing fees for recording artists for airplay of records, this legislation is now before the Senate Judiciary Committee. It is one of the few bills that was expected to emerge as law during the first session, but an intercommittee flare-up during House passage on the extent of CATV copyright liability rendered the bill unmovable, as far as the Senate was concerned, until the warring factions (broadcasters, cablemen and copyright owners) could be brought to some degree of agreement.

Chances for passage this year are now rated at 50-50 by staff counsel. CATV interests, who demonstrated during House passage that they had sufficient political muscle to modify or stall the measure, now have to cast their strategy in the light of a coming U. S. Supreme Court decision (not expected until midsummer) on cable systems' copyright liability under the present law.

During House passage the entire section of the bill spelling out CATV exemptions was deleted, leaving the cablemen with no exemptions if the bill should become law without the section. If they should lose the court suit it would be touch and go whether there would be time to pressure the new law—with satisfactory CATV provisions—through to enactment. (Congress will recess for the political conventions and perhaps adjourn early thereafter.) And most observers expect that the Supreme Court will uphold the lower courts, holding CATV's fully liable.

On the other hand, if the cable interests compromise their issues in the bill, allowing it to become law, and then the court upholds their plea for complete exemption, industry leaders would then be in the position of having agreed to a degree of liability unnecessarily. It seems most likely, however, that all parties will wait for the court decision and, rely thereafter on a series of ad hoc agreements with the copyright proprietors that infringement suits will be withheld until a new law can be hammered out. Similar agreements are already in force, pending the court's decision.

**Public Broadcasting** ▪ What promised last year to be one of the large legislative battles this year will probably only provoke an occasional potshot. The missing ingredient: presidential push. The issue: permanent financing for the Corp. for Public Broadcasting, still to collect its first-year temporary funds.

When the administration bill was submitted last year an administration study was instituted on permanent-financing proposals. Hill sources now expect the study report to be delayed a year, and it's reported that the Budget Bureau will ask for an additional $20 million in temporary funds. In addition, requests for authorized funds for noncommercial educational station construction and facilities grants are to be cut back.

**Pay TV** ▪ Stalled for one year by a House Commerce Committee resolution, the FCC may be unleashed to resume its subscription-television proceeding after Congress adjourns. Not many members expect that legislation can be enacted this year to permanently crimp pay-TV's plans.

Representative John E. Moss (D-Calif.) says he wouldn't favor another delaying resolution—"the promoters are entitled to definitive action by the Congress," he explains, adding that he's "not overly optimistic" over the chance for stronger action, either. And another close colleague, Richard L. Ottinger (D-N.Y.), who is the only one of the three to hold a seat on the Communications Subcommittee (the panel that took the preliminary action that led to last year's anti-pay-TV move), is on record as favoring subscription TV.

The hope of Representative John L. Dingell (D-Mich.) to keep the pay-TV pot boiling, however, is bouyed by the plans of the chairman of the Communications Subcommittee, Tor-

Senator Pastore

Rep. Moss

Rep. Macdonald

bert Macdonald (D-Mass.), to hold this year a broad-scale inquiry into the effects of pay TV on UHF and CATV operations, and vice versa. Mr. Macdonald says he has the acquiesence of the Commerce Committee chairman, Harley O. Staggers (D-W.Va.), in such a project.

**Consumer Bills** ▪ Measures protecting consumers, directly (as from hazardous radiation) or indirectly (as strictures on marketing practices,) are sure to be in the forefront this year. Although the industry seems to have the problem of X-rays from color sets somewhat well in hand after last year's blow-up involving General Electric large-screen sets, studies of sets in use continue to reveal above-standard readings, although testimony in hearings established that the magnitude of such aberrations were unlikely to cause damage to viewers. Nonetheless, Hill concern will probably cause enactment of pending legislation giving the Secretary of Health, Education and Welfare some standards-setting and enforcement authority in this area.

**Trafficking in Licenses** ▪ Of perennial interest in the House Commerce Committee, a trafficking issue lurked behind the last session's last-day hearing on the FCC's approval of D. H. Overmyer's construction-permit transfers. No legislation is expected, but the House panel announced further hearings on the Overmyer case and may proceed with a broader inquiry.

**Task Force** ▪ Although the report of the President's task force on telecommunications is not now expected until Congress is nearing adjournment, advance activity on the issues may be provided by the House and Senate. Recognizing that, with the task force, the President has the ball on most of the largest issues facing the communications world, the Senate Commerce Committee is planning to invite the task force to air its preliminary findings, if any are ready for view before midsummer.

**Longer Licenses** ▪ Bills that have been introduced for four- or five-year license terms, long a hope of broadcasters, still languish in committee piegeonholes. Sufficient support to pry them out has not been forthcoming from high places, it's said. An observer noted that last year President Johnson asked for four-year terms for congressmen, but even that got nowhere.

**Other Voices** ▪ Meanwhile, there are other agencies of the government that act more directly on the lifeblood of broadcasting—advertising.

At the Federal Trade Commission, a principal activity in 1967 has been in the field of cigarette smoking. Following demands from Congress, the agency has moved, cautiously it's true, into the testing of cigarettes for tar-and-nicotine content. The big battle inside the FTC has been on the length the cigarettes should be smoked—down to 23 mm or to 30 mm from the end—before the particulates and other effluvia are analysed. The battle saw Chairman Paul Rand Dixon and one other commissioner outvoted by their three colleagues; 23 mm was the final determination.

As the year ended, the FTC issued its first report on the tar-and-nicotine content of virtually every brand advertised, and even some that aren't. At the moment, advertisers have not materially changed their advertising because of these results, although a few have let it be known that they have less tar-and-nicotine than their competitors.

In the background, however, lurks the uneasy possibility to advertisers, and to both broadcasting and print media, that the federal government may someday insist that this information be put not only on every package of cigarettes but in all advertising.

**Short-Time Bind** ▪ Should such a move take place, its impact on broadcast advertising could be considerable, not only because of the negative impressions that these would convey, but also the burden it would place on the little bit of time used for on-the-air cigarette commercials — generally a minute or less.

Even the National Association of Broadcasters became anxious about the trade commission's attitude toward the use of tar-and-nicotine percentages in cigarette advertising. It asked whether the FTC intended to require this information to be included in all advertising. No, the FTC chairman wrote back, it is not being required, but no objection would be taken to its use.

**Pain-Killer Headache** ▪ The commission's attack on the advertising of headache remedies and other analgesics, begun a year ago, has followed a rocky road. Several of the principal manufacturers have gone to court, and the FTC cannot move further until these questions, involving mainly procedures and jurisdiction, are decided.

During the year, the FTC, working with TV-set manufacturers, got an agreement to standardize TV picture tube sizes so that the advertising hyperbole will no longer obtain.

The big victory for the FTC in 1967 was the U. S. Supreme Court decision upholding the agency's fight to force Procter and Gamble to divest itself of Clorox, which P&G had acquired several years ago. This was followed shortly thereafter by a consent order in the General Foods-SOS case, in which GF agreed to relinquish ownership of SOS.

**Other Antitrust** ▪ A few blocks down the street from the FTC is the Department of Justice, whose major and most significant move in the broadcasting field was its intervention in the ABC-ITT merger. It is, however, looking into the entry into feature film production of ABC and CBS, following a complaint by Hollywood producers through Jack Valenti, president of the Motion Picture Association of America, and Louis Nizer, New York lawyer who represents major motion picture producers.

And still continuing at the department is a study begun in 1966 into network program-buying practices. It's conceivable that a report on this subject may be forthcoming in 1968.

Nor has anything further been done on a suggestion, made by Assistant Attorney General Donald F. Turner two years ago and repeated at intervals last year, that some method be developed to get more information on products to consumers.

This trend toward stronger and stronger consumer protectionism is rampant throughout the federal government. It had its fount in the White House, where President Johnson in his State of the Union message to Congress two weeks ago called for more government supervision and help for consumers—even to the appointment of a consumer counsel in the Department of Justice. Earlier last year, the President relieved Mrs. Esther Peterson, assistant secretary of labor, from her post as consumer adviser to the White House —Mrs. Peterson had incurred the displeasure of advertisers and agencies because of some of her suggestions. In her place, the President appointed a TV personality, Betty Furness, who to the surprise of almost everyone, has become an effective spokesman for the consumer point of view.

The President also promised to protect viewers from the "hazards" of radiation from TV sets, meaning presumably, although no one is certain at this point, federal standards. The radiation scare began early last year when General Electric let it be known that it was modifying over 100,000 of its color sets to overcome excessive radiation. The succeeding furor, although seemingly damped by cooperation from the Electronic Industries Association and TV-set makers, involved Capitol Hill, the U. S. Public Health Service, the Pinellis county, Fla., health department, and even safety champion Ralph Nader.

The protectionism policy of the federal government even showed up at the Food and Drug Administration. Early in the year, FDA issued guidelines on the advertising of prescription drugs that require full disclosure of what the drug does or doesn't do, including side effects. Alarmed advertisers saw in this a step toward rules for the advertising of non-prescription medicines, although this area falls under Federal Trade Commission jurisdiction. As the year drew to a close, FDA Commissioner James L. Goddard announced that he was on the verge of listing over 100 patent medicines and drugs sold over the counter that do not perform the cures they purport to. Many of them, it's understood, are major advertisers in broadcasting as well as print media.

# Big issues in Supreme Court

## Cases on FCC's cable jurisdiction and fairness could alter the ground rules

Before 1968 is over the U. S. Supreme Court will probably speak on two of broadcasting's most nettlesome problems—fairness and CATV. The court has these issues before it and it's possible that final decisions may be announced before summer.

In the fairness area, the Supreme Court has agreed to review the Red Lion case. The Red Lion stations, WGCB-AM-FM in that Pennsylvania community south of York, are owned by the Rev. John H. Norris, a conservative minister whose stations present a decidedly conservative window to the world. He is fighting an FCC order requiring the stations to furnish, to persons attacked, rebuttal time on the air regardless of whether or not they can afford to pay.

The case began during the 1964 Johnson-Goldwater presidential election campaign, when the Rev. Billy James Hargis, another religious spokesman of conservative stripe, castigated author Fred Cook, who had written an anti-Goldwater book.

**Free Time** ▪ Mr. Cook demanded time to answer. Red Lion offered to sell him time, since the Hargis program was sponsored, but Mr. Cook demurred. Red Lion then offered to give him free time if he would swear he was unable to pay for it. Again Mr. Cook refused, and this time he complained to the FCC. The commission, almost a year later, told Red Lion that broadcasters are required to provide time to persons assailed, under the agency's fairness policy, without regard to ability to pay.

The U. S. Court of Appeals for the District of Columbia upheld this declaration, and Red Lion turned to the Supreme Court.

Meanwhile, shortly after the Red

# During February and March we'll be putting our new radio circulation study in good hands.

**CP**—first radio circulation study in 7 years—will (so far) be circulated among 360 radio stations, and the following advertising agencies and advertisers:

| AGENCY | CITY | AGENCY | CITY |
|---|---|---|---|
| Ad Factors | Portland, Ore. | Honig-Cooper & Harrington | San Francisco |
| N. W. Ayer | Philadelphia | Ralph Jones | Cincinnati |
| Bates Advertising | New York | Henry J. Kaufman & Assoc. | Washington |
| Benton & Bowles | New York | Kenyon & Eckhardt | New York |
| Leo Burnett | Chicago | Lang-Fisher & Stashower | Cleveland |
| Bonsib Advertising | Fort Wayne | Lennen & Newell | New York |
| Botsford, Constantine & | | Lewis & Gilman | Philadelphia |
| McCarty, Inc. | Seattle | W. E. Long | Chicago |
| Cargill, Wilson & Acree | Richmond | McManus-John & Adams | Chicago |
| Carson Roberts | Los Angeles | Needham-Harper & Steers | Chicago |
| Cunningham & Walsh | New York | Potts-Woodbury | Kansas City |
| Dancer-Fitzgerald-Sample | New York | Quality Bakers | New York |
| D'Arcy Advertising | New York | Sachs, Finley & Kaye | Los Angeles |
| W. B. Doner | Baltimore | Joseph Schlitz | Milwaukee |
| Emery Advertising | Baltimore | SSC&B | New York |
| William Esty | New York | J. Walter Thompson | New York |
| Fuller-Smith-Ross | New York | Van Sant Dugdale | Baltimore |
| Gardner Advertising | New York | West, Weir & Bartel | New York |
| Gerber Advertising | Portland, Ore. | Winfield Advertising | St. Louis |
| Glenn Advertising | Dallas | Young & Rubicam | New York |
| Grey Advertising | New York | Zimmer-Keller & Calvert | Detroit |

For full information, write, wire or phone
in New York: 730 Fifth Avenue, 212-JUdson 6-3316;
in Chicago: 435 N. Michigan Avenue, 312-644-7141;
In Los Angeles: 6404 Wilshire Boulevard, 213-653-7733.

CP The Pulse, Inc.

ity item for this year will be new equipment for NER's reproduction center in Urbana, Ill.

Money, especially from private sources, will remain the pressing problem for this year. Meeting Feb. 11-12 in New Orleans, the National Citizens Committee for Public Television will further plans for fund raising at the local, regional and national levels. Increased political pressure from the grass roots will also be attempted to spring open the federal treasury. The committee also plans to seek Advertising Council assistance for the placement of ETV's campaign on stations and in newspapers.

For the last 15 years educational broadcasting has been blocked from development by the lack of funds. And 1968 promises much of the same. The outline for public broadcasting has been drawn. Now required are sophisticated public relations and political activity that can bring this plan into reality.

# Big cities brighten CATV's future

## COURT PROBLEMS AREN'T SLOWING DOWN DRIVE INTO NEW MARKETS

For all its unsolved problems and uncertain future, the CATV industry in the last half of the 1960's still is confident and looking for new horizons. The problems are many—copyright, FCC regulation, telephone company competition are among the most serious —and are being litigated in the courts and before the FCC. But the eyes of CATV operators are on distant vistas.

One such panorama that many observers feel can mean a CATV breakout of tremendous proportions, with a concurrent significant impact on broadcasting, is already discernible—the operation of cable systems in the major cities. This underlies the assured attitude by CATV entrepreneurs, and is the reason for the stubborn, and sometimes slashing attacks on CATV by broadcasters. For, if CATV becomes established in the big cities, broadcasters wonder if over-the-air TV there can continue.

The CATV industry had its origins in the small towns of the country, bringing television to areas where reception was limited or inadequate. Today it has begun to find its way into metropolitan areas because it has found that TV reception in many of the larger cities is also in many instances limited and inadequate, principally because of obstacles such as tall, skyscraper buildings, and man-made interference.

**Big-City Movement ▪** During the last few years, more and more cable franchises have been issued by municipal governments of major cities among the top-100 TV markets: New York; Philadelphia; Trenton, N.J.; Winston-Salem, Raleigh-Durham and Asheville, all North Carolina, and El Paso and San Antonio in Texas. The latest in this trend toward big-city cable operation took place early this month when Newark, N.J., a distinct part of the greater New York metropolitan area with a population of over 400,000 granted a CATV franchise to Cablevision of New Jersey, owned by a group of Newark and Philadelphia businessmen.

Interesting too are the identities of those seeking and getting cable authorizations in the larger cities: Teleprompter, which has Hughes Aircraft as a substantial partner, in New York and Trenton; Triangle Publications, Jerrold Corp., Telesystems Inc., *Philadelphia Bulletin,* International Equity and Paul Harron, in Philadelphia; General Electric Co. in San Antonio; Jack Kent Cooke in El Paso, WSJS-AM-FM-TV in Winston-Salem; Jefferson-Carolina Corp. (the Jefferson stands for Jefferson Standard Broadcasting and WRAL-AW-FM-TV for Raleigh-Durham, Harold H. Thoms (WANC-TV) for Asheville. Many are group broadcasters and multiple CATV operators; others are cable groups.

Robert H. Beisswenger, president of Jerrold Corp., believes 1968 will be the year when big-city CATV systems prove feasible. Referring to the three franchised operators in New York City, Mr. Beisswenger said recently: "Now it will be possible to prove conclusively how advantageous a CATV system can be to a major metropolitan area by providing superior, interference-free reception and extra channels for public-service programing." The New York systems, he added, are expected to be "outstanding examples of the worthwhile service CATV can give to major urban areas. This might well set the standard for other metropolitan markets around the country."

**Big Potential ▪** The growth potential of CATV is not confined to large cities, however, since, according to figures of


# Charleston quit "fiddling around"*

The hill folk figgered Ameco had a foot-stompin' good deal. So, they made their mark for AMECO TURNKEY! When you want to join the CATV hoedown, call us — we'll play your tune, too.

**West Virginians know a thing or two about CATV. There's more cable TV per capita in The Mountain State than in any other!*

**ameco**

p. o. box 13741 Phoenix, Arizona 85002
phone (602) 262-5500

the National Cable Television Association, only 5.6% of all television homes in the U.S. have CATV. As 1967 ended, these same sources indicated there were 1,870 cable systems in operation, serving 3,165,000 customers.

Two studies conducted last year came to the conclusion that CATV is still a solid investment.

A study conducted by John Adler & Associates, a management-consultant firm, for the Advertising Research Foundation noted that "virtually all CATV systems earn a high rate of return on invested capital." The study pointed out that, as of 1966, "only four out of about 1,600 systems were known to have failed."

According to the Adler study, the reasons for the success of CATV are:

- "A wide margin between income and normal annual operating expenses."
- "A one-time investment which can be depreciated in as little as five years."
- "Freedom from competition, usually because of the obvious economic unfeasibility of building a competitive system, rather than from legally exclusive franchise provisions."
- "Leveraged ownership, where capital borrowed directly from banks or finance companies, or indirectly through installment payments to suppliers, often has provided from 50% to 80% of total requirements."

Also enthusiastic about the prospects for the industry was the American Newspaper Publishers Association, which said CATV "may well represent one of the most exciting diversification opportunities for newspapers in several decades."

The association said CATV has a unique capability, since it can carry multiple color and black-and-white TV, FM radio, facsimile, teletypewriter, "and other input/output devices" simultaneously. It added that cable could be ideal for "the computer-based home, business and school information services of the future."

**Court Cases** ▪ Despite the favorable outlook for the CATV industry, its rate of growth may be vitally affected in 1968 (see page 58). The court will by decisions of the U. S. Supreme Court hear arguments in March on the FCC's authority to regulate CATV, and will decide if CATV systems must pay royalties for the copyrighted TV programs they pick up and transmit to their customers.

Already working on the copyright problem is an informal group of CATV operators and broadcasters. A second ad-hoc CATV committee has been meeting irregularly in New York with motion picture and music copyright representatives.

Frederick W. Ford, president of the National Cable Television Association, pointed out another factor to be considered in the copyright issue when he recalled that Justice Department officials last year had warned Congress of the antitrust implications of holding the cable industry liable for copyright payments. "The interests of copyright protection do not appear to warrant running the risk of . . . anticompetitive consequences," a Justice Department spokesman testified.

Congress is expected to adopt a new copyright law in 1968. The House-passed version does not say anything about CATV. It originally contained a


Only the finest play the

# PALACE... where the new RE15 was born!

The biggest names in show business play the Hollywood Palace on ABC-TV. They demand the finest sound possible. And they get it from the new Electro-Voice RE15. It's no accident, and here's why: ABC-TV sound engineers worked with us for almost two years perfecting the RE15. Their demands reflected the problems that make TV variety programs one of the toughest assignments for any sound engineer.

**Small in Size**

They asked for a small, light microphone. The RE15 is shorter than a pencil, with a body no thicker than a Cannon XL connector. And it weighs just 8 ounces. Perfect for a fast-moving boom or for hand-held applications.

**Flat Off-Axis Response**

ABC engineers requested the same response curve off axis as on axis. With a big band in the same studio, some band pickup from the back of the solo microphone would be inevitable. It wasn't easy to make this "off mike" pickup as smooth, flat and wide range as the on-axis response, but that's exactly what the RE15 has to offer at every angle.

**Super-Cardioid Pattern**

But the next request almost stumped us. They asked for wide front pickup, so that a boom operator could easily "work" two or more performers, yet they wanted the RE15 dead at the rear for longer "reach". In short, a polar pattern similar to a ball sliced neatly in half! And that's almost what they got.

The RE15 is down only 3 db at 80° off axis (in any plane) and just 8 db at 90°. But at 120° and 180° the level drops over 19 db, and at 150° the RE15 response is almost 26 db below the on-axis level. This super-cardioid pattern (with a small lobe at the back, 15 db down) proved much more useful than a classic cardioid. With the microphone tipped 30° (a typical boom or stand operating position) the area of greatest cancellation is oriented directly at the sources of unwanted sound—the audience and the sound reinforcement speakers.

L. to R.: Robert Crawford, Chief Utility; Eric Reid, Chief Boom Operator; Eugene Lukowski, Technical Director; John Neal, Audio Engineer, for ABC's Hollywood Palace.

**E-V Reliability**

ABC-TV also demanded plenty of output. They got it. A crisp -55db. And they got the reliability and ruggedness typical of all E-V professional dynamic microphones, as well. Famous E-V Acoustalloy® diaphragm plus multiple dust and magnetic filters assured unchanging response and sensitivity. Plus a "bass tilt" switch to cure boomy acoustical problems.

The slotted "backbone" of the RE15 identifies it as the latest in the Electro-Voice series of Variable-D® and Continuously Variable-D® microphones. It's very possibly the most significant achievement of them all. Write for your copy of Microphone Facts that gives all the details. And, for an impressive demonstration of RE15 capability, find a TV set with really good audio, and tune to the Hollywood Palace on ABC-TV, any Saturday night. Or match the RE15 with your own list of demands. We think you'll agree that a star was born on the Hollywood Palace!

FREE! Any E-V professional microphone will be repaired without cost if it fails in the first two years—regardless of cause. That's right, repairs are *free* for the first two years . . . no questions asked!

ELECTRO-VOICE, INC.
Cecil Street, Buchanan, Michigan 49107

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A SUBSIDIARY OF GULTON INDUSTRIES, INC.

high fidelity speakers and systems • tuners, amplifiers, receivers • public address loudspeakers • microphones • phonograph needles and cartridges • organs • space and defense electronics

# 54 YEARS AGO — VICTOR HERBERT HAD A DREAM — ASCAP

# 30 YEARS AGO — PRESIDENT ROOSEVELT HAD A DREAM — THE MARCH OF DIMES

# TODAY — ASCAP SALUTES THE 1968 MARCH OF DIMES WITH A STAR-STUDDED TV PROGRAM

# "The Song Is You"


*it's a dream of a show*

A half-hour musical salute by ASCAP to the March of Dimes on its 30th anniversary.
(16mm Color and Black and White)

**STARRING:** Tony Curtis, the Doodletown Pipers, Kathy Garver, Linda Kaye Henning, Michele Lee, Trini Lopez and Paul Smith.

**FOR ASCAP:** Stanley Adams, Harold Adamson, Jimmy McHugh, Johnny Mercer, David Rose and Ned Washington.

## ADDITIONAL 1968 MARCH OF DIMES MATERIALS

### Television

**Film Spots** — 10 March of Dimes announcements including one with Jane Wyatt and another with Rod McKuen. (16 mm color or black and white.)

**Live Materials** — Copy with four slides and additional live spot announcements of varying lengths for Women's Programs, News Commentators and Sportscasters.

### Radio

**Celebrity Disc** — A five-minute musical show by Dionne Warwick. On the flip side, spot announcements of varying lengths by Joan Crawford, Robert Hooks, Gig Young, Robert Morse and Carol Lawrence.

**Teen-age Special** — Three five-minute musical programs by Sonny and Cher, the Doodletown Pipers and Rod McKuen. On the flip side, spot announcements of varying lengths by Sonny and Cher, Herb Alpert, Dionne Warwick, Rod McKuen, Paula Prentiss, Ward Ellis (Doodletown Pipers), Neil Diamond and James Brown.

**Country and Western Disc** — Two five-minute musical programs and spots by Hank Snow and Dottie West.

**Special FM Transcription** — A 15-minute Radio version of the TV Show "The Song Is You" with Paul Smith, Johnny Mercer and Tony Curtis. On the flip side, a five-minute musical program by the Doodletown Pipers, and spot announcements of varying lengths.

**Spanish** — A five-minute musical program by Tito Puente and spot announcements, all in Spanish.

## *THE NATIONAL FOUNDATION-MARCH OF DIMES*

*George P. Voss, Vice President for Public Relations* — *800 Second Avenue, New York, N.Y. 10017, OXford 7-7700* section treating CATV on a sliding scale—from complete exemption for those systems that do nothing more than carry local TV stations, to full-scale, copyright liability for those systems importing programs from distant TV stations. The Senate version, still in committee, contains the disputed CATV section.

**PUC Regulation** ▪ CATV operators also face the threat of state public utility legislation. This threat has hung over the industry for years. By the end of 1967, however, only two states, Connecticut and Nevada, had put CATV under PUC control.

Another CATV problem, which the industry hopes will be resolved in 1968, is the growing practice of common carrier telephone firms to offer to lease facilities to cable TV-franchise holders, as against permitting CATV businessmen to string cable on telephone poles, the usual method used to wire a community.

CATV operators leasing such facilities are left in the position of having nothing to sell but their services. In order to counter the practice, the cable industry has asked the FCC to require telephone companies entering CATV to secure a certificate of necessity from the commission.

The CATV industry also dislikes the trend toward higher prices charged by the telephone companies for pole use.

And, finally, the cable industry is also watching closely the entrance into CATV of telephone companies. Independent telephone companies, such as General Telephone & Electronics, United Utilities and Continental Utilities, are entering CATV as owners and operators in greater numbers.

Despite its problems, the CATV industry is optimistic in regard to the coming year. Frederick Ford, NCTA president, cites the following reasons for this optimism:

▪ "We have gained the respect, support and understanding of leading senators and congressmen responsible for writing the laws that will dictate the ground rules under which we operate for years to come."

▪ "Our relations at the FCC have improved to the extent that five of the agency's seven commissioners felt that they and the cable industry would derive mutual benefit from an exchange of ideas and information during our regional meetings."

▪ "In the courts our record has been one of both victories and defeats, but our average has improved of late and we have won hearings before the highest court in the land on the two issues most important to our future—copyright and FCC jurisdiction."

▪ "There could be important developments in the offing in connection with industry self-regulation as a means of protecting the interests of both system operators and the public."

▪ "There has been substantial progress in our relation with commercial broadcasters, ETV interests, copyright owners, news media, the financial community and virtually every other major group whose support or attitude will be a factor in our continued growth."

▪ "Our industry can be expected to give greater attention during the new year to the efforts of some states to regulate our industry as a public utility —and to the questionable legality of franchise fees."

Other trends showing promise for CATV in 1968 include the movement toward mergers within the industry. Last year Gencoe Inc. became a subsidiary of Livingston Oil Co., a publicly held, listed company. In addition, Community Cablecasting Corp. and United Cablevision Inc. joined together to form Cypress Communications Corp.

Networks also think enough of CATV's future to have invested in the industry. CBS has CATV interests in Canada and through the parent company, a system in San Francisco. NBC owns a system in Kingston, N.Y.

On the technical side, CATV sees promise in the successful experiment of Theta Corp., New York, where a broadband, microwave, short-haul development using 18 gc was proven. Theta is jointly owned by Teleprompter Corp. and Hughes Aircraft. The technique is subject to FCC approval.

## Spot bargains in Reno

Reno can boast another attraction for capital seeking a bargain ride on the wheel of fortune.

A CATV firm there is offering TV spots on the cable's local origination channel for a rock-bottom price of 15 cents for a full minute—12½ cents for volume buyers. This price buys a minute of exposure for a client's slide in a rotary projector drum: the slide is guaranteed to show up on home screens tuned to a local-origination channel during off hours at least 58 times weekly.

The weekly charge will be $8.-70 for one slide, $14.50 for two, said Ron Sutherland, manager of Community Antenna Co. (division of H&B Communications Inc.). The system planned to begin service this month with at least four local accounts.

# Economy troubles station sales

## Although last year's dollar volume was highest

### A 14-YEAR RECORD OF STATION TRADING

#### Dollar volume of transactions

| | Total | Radio Only | Combined Radio-TV | TV Only |
|---|---|---|---|---|
| **1954** | $ 60,344,130 | $ 10,224,047 | $ 26,213,323 | $ 23,906,760 |
| **1955** | 73,079,366 | 27,333,104 | 22,351,602 | 23,394,660 |
| **1956** | 115,605,828 | 32,563,378 | 65,212,055 | 17,830,395 |
| **1957** | 124,187,560 | 48,207,470 | 47,490,884 | 28,489,206 |
| **1958** | 127,537,026 | 49,868,123 | 60,872,618 | 16,796,285 |
| **1959** | 123,496,581 | 65,544,653 | 42,724,727 | 15,227,201 |
| **1960** | 99,341,910 | 51,763,285 | 24,648,400 | 22,930,225 |
| **1961** | 128,804,167 | 55,532,516 | 42,103,708 | 31,167,943 |
| **1962** | 101,742,903 | 59,912,520 | 18,822,745 | 23,007,638 |
| **1963** | 105,303,078 | 43,457,584 | 25,045,726 | 36,799,768 |
| **1964** | 205,756,736 | 52,296,480 | 67,185,762 | 86,274,494 |
| **1965** | 135,123,766 | 55,933,300 | 49,756,993 | 29,433,473 |
| **1966** | 135,718,316 | 76,633,762 | 28,510,500 | 30,574,054 |
| **1967** | 172,072,573 | 59,670,053 | 32,086,297 | 80,316,223 |
| **Totals** | $1,708,113,940 | $688,940,275 | $553,025,340 | $466,248,325 |

Note: Dollar volume figures represent total considerations reported for all transactions, whether majority or minority interests were involved. In many transactions involving joint radio-television properties, individual values were not assigned to the radio and television stations. Such sales are reported in the column headed "Combined Radio-TV."

derson Belk for $1.6 million; KOAA-TV Pueblo, Colo., to William Grant and associates who are selling the KOA stations to GE and KVII-TV Amarillo, Tex., to Stanley Marsh III, both for $1.5 million each; KROY Sacramento, Calif., to Atlantic States Industries, for $1.35 million; KYXI Oregon City, Ore. (Portland) to McLendon Stations for $1.3 million, and KSAN-TV San Francisco to Metromedia and WMIL-AM-FM Milwaukee and WMIN-AM-FM Minneapolis-St. Paul to the Malrite group for $1 million each.

And in FM, the major pending application is the WGN Continental Broadcasting's $1-million purchase of WFMT (FM) Chicago.



## Avery-Knodel issues '68 spot forecast

Avery-Knodel, New York, has come out with a pocket-sized prognosis of spot broadcast advertising in 1968. The 24-page booklet, "'68 in Spot," contains the observations, predictions and suggestions of leading figures in the radio and television advertising business.

The mood set by these observers is one of cautious optimism. Because of 1967's general economic leveling that brought erasures to the predictions on many performance charts including that of spot advertising, the proponents of this outlook call for a critical analysis of costs, an acute concentration on

Tom Daly

# AT&T proposes rate increase

## Networks, and ultimately stations, may have to pay additional $25 million a year if FCC approves plan; broadcasters to fight proposal

The broadcasting industry, whose attorneys have been sparring with AT&T on the complex subject of rate-making principles in an FCC inquiry into the giant utility's rates, found itself last week facing the hard fact of proposed AT&T rates that would add an estimated $25 million to the more than $60 million that broadcasters now pay for program-transmission service. The company says the new rates are needed to cover costs—a point broadcasters are certain to dispute.

If allowed to go into effect as proposed, the new rates would have major and direct impact on the television and radio networks—and the radio networks in 1966 reported an over-all loss of $1.7 million—but shock waves would be felt by many stations.

Spokesmen for ABC, NBC, Sports Network Inc. and the National Association of Broadcasters made it clear that those organizations would do what they could to oppose the new rates. (CBS was reported not to have reached a decision.) Thus, a hearing on the proposed rates—which would be the first ever on over-all AT&T tariffs providing for program transmission—is in prospect. But the new rates could go into effect by July 1.

**Network Costs** ▪ The three television and four radio networks are believed to pay AT&T some $50 million for program transmission. In the case of radio, some industry sources say there is a possibility that one or more of the networks will fold if the new rates go into effect; the $1.7 million loss in 1966 for the four networks (a breakdown among them is not available) is almost twice the $988,000 they lost in 1965. The networks' 1967 P&L figures are not yet available.

For stations, the higher rates would not only mean higher costs for those services they contract for directly with AT&T but, for affiliates, tougher bargaining on the part of the networks in negotiating new affiliation contracts or amending present ones.

The networks would be expected to pass on some or all of the additional costs that would be charged to them directly. What's more, they would probably consider dropping from the line those stations that are considered marginal and requiring them to pick up private microwave service if they wish to remain affiliates. One TV network source said his company already was considering this approach; he said some 50 stations were under review.

Actually, the use of private microwave as a means of obtaining television network service is growing rapidly, even under present rates. From 1960 until 1966, according to AT&T figures, 177 stations—about one-third of all television outlets— substituted such private service for AT&T lines.

**Growing Service** ▪ Costs are said to be much cheaper. As a result even some strong stations have found it to their advantage to pick up the tab for private microwave service rather than have the networks pay the AT&T costs and then pass them along. One means the networks have of recovering transmission-line costs is to require stations to carry a number of "free hours"—hours of network programing that stations carry without compensation. The "free-hour" formula is used by CBS-TV and NBC-TV. ABC-TV makes a standard deduction from station payments to defray distribution charges.

Some sources pointed out that networks are not likely to be in a sympathetic frame of mind in discussing these matters with stations. They note that 1967 was something of a disappointment, financially, for the networks and that there is no assurance that 1968 will be much better (see page 40).

AT&T's plans were revealed by F. Mark Garlinghouse, AT&T vice president and the company's chief counsel in the over-all rate investigation that has been underway for two years, in a hearing in that proceeding Monday. He said that the new tariffs for higher rates for program-transmission service would be filed this week. He also announced that new tariffs providing for higher rates for Telpak, which provides volume-rate offerings to users with large commercial-communications requirements, would be filed.

Attorneys for users of the services affected registered shock and dismay. AT&T had indicated it intended to file new tariffs—in July 1966 it described the tariffs it would file for video and audio service (BROADCASTING, Aug. 1, 1966). But a company witness in the over-all rate inquiry had indicated that the new tariffs would not be filed until the conclusion of the present phase of that proceeding, which deals with the principles on which rates should be set.

**Big Switch** ▪ Joseph Kittner, representing the networks in the rate hearing, said the filing would represent a "radical change in procedure" and "reflects a basic disregard . . . of the very purpose of this phase of the case." However, none of the attorneys in the case argued that AT&T was legally barred from filing new tariffs.

Mr. Garlinghouse said AT&T intended to put the new rates into effect by April 1. Oppositions that broadcasters are certain to file could result in the commission's suspending the tariffs for a maximum of 90 days while ordering a hearing to resolve the dispute.

Thus, since a hearing would be almost certain to stretch beyond 90 days, AT&T could conceivably impose the new rates by July 1—which, as one network official pointed out, would be at the start of network coverage of the political conventions, a time when line costs begin to soar. However, the commission has in similar situations in the past informally requested AT&T to postpone the effective date of new rates, and the company has generally complied.

William M. Ellinghaus, vice president of AT&T, said in New York that the rate increases are being sought "because revenues from program transmission and Telpak services should be higher in relation to the costs of providing these services, and these changes we hope will correct this."

AT&T has submitted data indicating that, on the basis of a full-additional-cost theory it is advancing in the current hearing, costs for providing video and audio services exceed revenues. In 1965, full-additional costs for video were $60.4 million, while revenues were $44.1 million; for audio (both for television and radio), the respective figures were $26.4 million and $22.2 million.

**Picture for 1968** ▪ The company has

also submitted estimates, based on the proposed rates and a projected volume of broadcaster business, that full-additional costs for providing video service would be $62 million in 1968, and revenues $65 million; and that costs for audio and revenues from that service would balance off at about $27 million each.

Thus, on the basis of AT&T's figures, the broadcasting industry would pay more than $92 million for video and audio service in 1968 if the new rates were to go into effect immediately, an increase of $25 million over the $66 million networks and broadcasters paid AT&T in 1965.

In arriving at cost figures, AT&T includes federal tax payments as well as an amount for an 8% return on investment. Broadcasters are expected to question the propriety of including those figures in determining costs, as well as the manner in which AT&T arrives at its figure for net investment.

The full-additional-cost-theory system is designed to permit each of the company's services to cover the full-additional cost involved in furnishing its service and, in addition, to provide a contribution to cover common costs.

**No Ceiling** ▪ Thus, it provides for a floor but no ceiling—other than that imposed by market conditions. Broadcast industry attorneys in the current hearing have objected not to the theory but to the lack of a ceiling, and they have sought to discredit the company's marketing estimates.

They have indicated they will cite the growing number of stations using private microwave as reason for AT&T to lower rather than raise its rates. They will probably argue also that the imminence of domestic-satellite service—and its potential for reducing costs—is another reason for lower rates.

The new rates would not apply to educational television and radio. Mr. Garlinghouse said that the company decided to exempt educational stations, after discussing the matter with the commission staff and "at the commission level."

The sharpest increase in rates would be those involving so-called occasional service—that which is used for coverage of spot news and sports events, political conventions and other stories for which continuing line service would not be feasible. AT&T says the gap between its revenues and costs in program-transmission matters result almost entirely from this service.

The company says that television occasional-service revenues were $9 million in 1965 and would, on the basis of its estimates, amount to $20 million under the proposed rates—an increase of $11 million, or 123%, in 1968. In 1965 costs exceeded revenues by some $16 million, according to AT&T figures; in 1968, the company says that gap would be narrowed to $7 million.

Audio occasional-service revenues, which were $5 million in 1965, would increase to $6.8 million in 1968, under the proposed rates, an increase of $1.8 million or 36%, on the basis of company esimates. In 1965, AT&T says, costs exceeded revenues by $5.7 million; they would exceed revenues by $3.6 million in 1968 under the new rates.

The proposed rates for regular contract service would not increase so dramatically; in video revenues would rise from $35.2 million in 1965 (when costs were $35.5 million) to an estimated $44.7 million in 1968 (when costs would be $35.8 million) and from $17.2 million to $20.2 million in audio (respective cost figures are $15.7 million and $16.3 million). Indeed, the charges for interexchange channels (which link exchanges) would remain the same—$35 per mile for an eight-hour day in video, $4.50 per mile for an eight-hour day in audio.

# The new rates AT&T wants from radio-TV

Broadcasters would find themselves with sharply increased bills from AT&T if it is able to implement the tariffs it plans to file this week. A National Association of Broadcasters' exhibit in the current FCC hearing into AT&T's rate structure provides a comparison of present and proposed rates:

CHANNELS FOR VIDEO TRANSMISSION

Present and proposed rates for major service elements

| Monthly service—charge per month | Present | Proposed |
|---|---|---|
| Interexchange channel—per mile | | |
| Eight hours per day | $ 35.00 | $ 35.00 |
| Each additional consecutive hour | 2.00 | 2.00 |
| Station connection | | |
| Eight hours per day | 500.00 | 1,200.00‡ |
| Each additional consecutive hour | 35.00 | 125.00 |
| Additional for color | 450.00 | .... |
| ‡(color and black and white) | | |
| Local channel | | |
| Per channel—first month | 175.00 | 1,200.00 |
| Per channel—each additional month | 175.00 | 700.00 |
| Plus per quarter-mile, first 8 miles | 20.00 | .... |
| Occasional service | | |
| Interexchange channel—per mile per hour | 1.00 | 1.60 |
| Station connection—per month | 200.00 | 250.00‡ |
| —plus, per hour | 10.00 | 25.00 |
| ‡(black and white and color) | | |
| Additional for color—per month | 250.00 | .... |
| —plus, per hour | 10.00 | .... |
| Local channels | | |
| —per month (plus mileage charge per day) | 175.00 | .... |
| —first day | .... | 400.00 |
| —additional consecutive days, each | .... | 100.00 |

CHANNELS FOR AUDIO TRANSMISSION

Present and proposed rates for major service elements

| Monthly service—charge per month | Present | Proposed |
|---|---|---|
| Interexchange channels—per mile | | |
| Type 6005 (A)—eight hours per day | $ 4.50 | $ 4.50 |
| Add'l hours per day | 0.25-0.15-0.10 | 0.20 |
| Type 6003 (C)—first hour | 1.50-0.75* | 1.75 |
| Add'l hours per day | 0.25-0.20* | 0.15 |
| 24 hours | 4.00 | 5.20 |
| *AM and PM rates | | |
| Station connections | | |
| With type 6005 channels— | | |
| Eight hours per day | 55.00 | 85.00 |
| Add'l hours per day | 3.00-2.00 | 3.00 |
| With type 6003 channels—first hour | 15.00 | 25.00 |
| Add'l hours per day | 1.50 | 2.00 |
| 24 hours | 20.00 | 30.00 |
| Local channels | | |
| Nonequalized (1st quarter mile-each add'l quarter mile) | 3.50-1.25 | 10.00† |
| 100- 5,000 cycles | 3.75-1.50 | 18.00† |
| 50- 8,000 cycles | 3.85-1.60 | 24.00† |
| 50-15,000 cycles | 4.10-1.85 | 30.00† |
| †flat rate—no mileage charge | | |
| Occasional service | | |
| Interexchange channels—per mile, per hour | | |
| Type 6004 (B) | 0.15 | 0.25 |
| Type 6001 and 6002 (E&D) | 0.10 | 0.15 |
| Station connections | | |
| With type 6004 channels—per month | 20.00 | 30.00 |
| plus per hour of use—1 | 1.75 | 2.50 |
| With type 6001 and 6002 channels— | | |
| minimum charge | 10.00 | 15.00 |
| —per hour of use | 0.625 | 1.00 |
| Local channels —per week | ½ monthly service rate | ½ monthly service rate |

# NCTA retains copyright lawyers

## Move made for aid in negotiating with film producers, Ford gets new three-year contract

The CATV industry is preparing to come to terms with copyright owners after a dozen years of unpaid use of TV programs, many of them copyrighted.

This was considered to be the basic meaning of the hiring last week of the New York law firm of Katz, Mozelle and Schier by the National Cable Television Association.

The action was taken by the NCTA board, meeting in Dallas. It also approved a new three-year contract for the NCTA president, Frederick W. Ford, retroactive to Jan. 1, 1967 (see below).

In announcing the law-firm retainer, the trade association said the move was made "to assist in copyright negotiations with film producers and other copyright holders." It also noted that Walter Schier "is recognized as one of the nation's leading experts on the production and use of copyrighted audio-visual material by television and other media."

The NCTA board also approved a report by Alfred R. Stern, president of Television Communications Corp., a multiple CATV group, on talks that have been, and are still being, held with film producers, networks, broadcasters, music representatives and other copyright holders, and on the subject of CATV's inclusion in the omnibus copyright revision bill.

Mr. Stern for the last six months has headed an ad hoc group of cable representatives in discussions with copyright owners. He was also co-chairman with group broadcaster-multiple CATV owner George C. Hatch of a committee of broadcasters and cable operators that met several times last year. That committee issued a final report last month (BROADCASTING, Dec. 18, 1967) indicating 10 areas of agreement, but leaving for future decision two sensitive points—cable origination and carriage of outside TV programs in underserved areas.

The report was submitted by the committee to both the NCTA and the National Association of Broadcasters.

**Waiting for Senate** ▪ At the present time the new copyright law has been passed by the House of Representatives, but minus any reference to CATV making cable TV directly liable for copyright infringement suits.

A Senate committee, meanwhile, has held hearings on various phases of the pending copyright bill, but has not reported its version out to the Senate floor. The bill that is under consideration by the Senate committee includes the CATV provisions that were stricken from the House bill on the floor. This occurred when a jurisdictional dispute over CATV developed between the House Judiciary Chairman Emanuel Celler (D-N.Y.), and House Commerce Chairman Harley O. Staggers (D-W. Va.).

In other actions, the NCTA board:

▪ Extended to May 31 a contract with Richards Associates, Washington, as public-relations consultants to the association.

▪ Took under consideration a proposal for the establishment of a CATV hall of fame.

▪ Heard reports on NCTA public-relations projects, court actions, and recent FCC developments.

# Objections to CATV plan dismissed

A furor raised by broadcasters who objected to proposals made by American Television Relay that would have created a 1,610-mile point-to-point microwave relay system serving CATV's with distant signals has been squelched by the FCC. Their requests to consolidate all of ATR's pending applications for hearing because the proposals represented, in the words of the National Association of Broadcasters, "a ready-made pay-TV network," were dismissed by the commission last week.

The stations that complained were KWAB-TV Big Spring, Tex.; WKYT-TV Lexington, Ky.; WBRC-TV Birmingham, Ala.; WLTV(TV) Bowling Green, Ky.; KCRA-TV Sacramento, Calif.; KZTV(TV) Corpus Christi, and KCEN-TV Temple-Waco, both Texas.

ATR's plans were scaled down considerably in November when it asked the commission to dismiss 84 of its 140-odd applications for construction permits for microwave radio stations in the network (BROADCASTING, Dec. 4, 1967). ATR, 100% owned by CATV entrepreneur Bruce Merrill, had claimed that "changes have occurred which make it undesirable for the applicant to prosecute these applications further."

The commission noted that the dismissal of major portions along ATR's route "rendered moot" the broadcasters' contentions that the microwave proposals would form the "nucleus of a vast network criss-crossing the nation." The remaining applications, the commission said, appear to be those involving modifications of existing facilities and construction of new facilities "of more modest proportions." ATR's applications, the commission said, would serve communities largely within its general service area. Further, it said, none of the remaining applications proposes to provide service through any of the complaining broadcasters' service areas.

**Customers Back Away** ▪ ATR dismissed major links along three routes: California to Oregon, California to Texas and Illinois and Indiana to Kentucky and Alabama. The carrier said that commission delay in processing the applications and withdrawals of customer requests for service "in certain instances" made prosecution of the applications "undesirable."

The commission, however, said that it would consider in connection with

## Ford gets 20% pay hike

Frederick W. Ford, president of the National Cable TV Association since he resigned from the FCC in 1965, had a new contract last week, and it's retroactive to Jan. 1, 1967, when his old one ran out (CLOSED CIRCUIT, Jan. 15). He's continued as head of the CATV industry association under extensions of his old contract.

The new contract gives Mr. Ford a $10,000 raise, to $60,000 annually, and includes "necessary" expenses, as did the old one. It also provides for deferred payment to build up an equity for retirement purposes.

It's understood that a group of CATV-industry leaders banded together to provide Mr. Ford with a substantial line of credit at low interest—to be used when and if he decides to invest in one or more CATV systems. When Mr. Ford became NCTA president three years ago, he was given financial help in buying the Blythe, Calif., cable system. He sold the system late last year when it failed to produce the expected revenues and equity growth.

specific applications financial and anticompetitive issues raised by the broadcasters. They had alleged that ATR was not financially qualified to construct and operate the facilities proposed. (In November Mr. Merrill, president and principal stockholder of Ameco Inc., CATV-equipment manufacturing firm, reported for the fiscal year ended June 30, 1967 a net loss for the company in excess of $2.5 million [BROADCASTING, Nov. 13, 1967]).

The broadcasters also claimed that ATR's agreement to purchase its equipment from the Raytheon Co., a financer of ATR, would foreclose other CATV microwave equipment sellers from selling to what they said would be the largest CATV microwave equipment buyer in the U.S. The commission said that the ATR contract in terms of the national market was "insignificant."

## Staff follows orders on CATV tests

Two weeks after it instructed its staff to draft orders denying requests for experiments designed to measure the impact of CATV systems on local UHF stations in major markets (BROADCASTING, Jan. 15), the FCC adopted the orders denying requests for such studies in Philadelphia and Goshen, Ind.

The scaled-down Philadelphia test was proposed by Suburban Cable TV Co., a subsidiary of Triangle Publications. Suburban had been turned down in September when it proposed a larger version of the test (BROADCASTING, Oct. 9, 1967). The Goshen test was offered by Valley Cablevision Corp., which is co-owned by WSJV(TV) Elkhart and WNDU-TV and WSBT-TV both South Bend, all Indiana (BROADCASTING, Oct. 16, 1967).

The Goshen vote was 5 to 2 with Commissioners Robert E. Lee and Lee Loevinger opposing the decision.

The vote on the Philadelphia experiment remained 4 to 3 with the same four-member majority, who voted against the original plan, opposed to the revised one—Chairman Rosel H. Hyde, Commissioners Robert E. Lee, Kenneth A. Cox and James J. Wadsworth.

# Second CATV to view financial reports

The FCC has again permitted a CATV system to inspect the confidential annual financial reports of a television station with which it is involved in a hearing.

The commission action will permit Jackson TV Cable Co., serving Jackson and Blackman township, both Michigan, to inspect the financial reports (form 324) for a four-year period of Television Corp. of Michigan Inc., licensee of share-time station WILX-TV Onondaga, Mich. That information is ordinarily kept confidential, although the commission will permit disclosure or inspection of the reports on "an appropriate showing."

According to the commission, Jackson TV had "reasonably indicated the necessity" of obtaining the information and had specified with "sufficient precision" the information requested.

Jackson TV, which had requested a waiver of the CATV rules to import two distant Toledo, Ohio, signals, was required under the hearing rules to prove the effects of current and proposed CATV service in the Grand Rapids-Kalamazoo and Lansing markets on existing, proposed and potential television stations in that market. The CATV said it couldn't meet that burden of proof unless it had access to certain financial information of WILX-TV "including, but not necessarily limited to, investment, operating and other revenues, and operating and other costs."

The commission agreed, though the vote was split 4 to 2 with Commissioners Kenneth A. Cox and James J. Wadsworth dissenting.

In a related matter, Multivision Northwest Inc., a Dalton, Ga., CATV, which was accorded the same privilege six months ago (BROADCASTING, July 3, 1967), told the commission last week that it has come to terms with the two television stations opposing it in a CATV hearing. The commission had permitted Multivision to examine the annual financial reports of WRCB-TV and WTVC(TV), both Chattanooga. The CATV, however, asked the commission to dismiss its waiver request because it had reached an agreement to provide the complaining stations simultaneous nonduplication program protection.

# ACTS proposals rebutted by CATV

Modifications in the FCC's CATV procedures proposed by the All-Channel Television Society last December have drawn opprobrium from several multiple CATV owners and the National Cable Television Association. They termed the ACTS requests an "overkill."

In December ACTS (among other proposals) called for the commission to institute a rulemaking that would amend the CATV rules, eliminating the top-100 market distinction and making their provisions applicable in all TV markets regardless of national ranking (BROADCASTING, Dec. 11, 1967). That was the main target of the CATV owners' comments, although they also complained about an ACTS suggestion that the commission might want to "freeze" all CATV activity while it is considering the ACTS proposals. The owners said the matter shouldn't be a current subject for rulemaking at all since Congress has under consideration copyright legislation that might affect CATV's.

Filing separate, but similar comments were Newchannels Corp., National Trans-Video Inc., Jerrold Corp., High Fidelity Cable Television and Cox Cablevision.

NCTA termed the proposed rulemaking "a diversionary move to find a bogeyman outside" the UHF television industry. The proposal, it said, avoids an "introspective analysis" of that industry's symptoms. If ACTS's complaint arises from the small audiences commanded by below top-100-market stations then, NCTA suggested, that time, study and effort might be devoted toward "a new assessment of the commission's channel-allocations policy and the technical capabilities of UHF television." That would be preferable, it said, rather than "deprive the public of service which they demand."

**Whose Burden?** ▪ The CATV owners refuted ACTS's claims that the present rules place "an unreasonable burden upon those small-market stations seeking what little relief is available." In fact the owners cited that if there is a burden in the rules, it is borne by the CATV's. Since an "automatic stay" in CATV operations is effected when a below top-100 market station files a protest with the commission, the owners asked: "What more does ACTS want? The freezing of a CATV proposal by the mere filing of a piece of paper would not appear to be too heavy a burden."

The CATV owners further excoriated ACTS' proposal to Chairman Rosel H. Hyde that the commission's CATV task force be placed within the organizational framework of the Broadcast Bureau. Though the task force is understaffed, the owners said, that group has now "accumulated sufficient experience and expertise" in the cable industry "to warrant its maintenance as a separate and functional commission body." A better solution, they proposed, would be to increase staff size rather than effect a reorganization.

## Hill letter seeks more Overmyer data

The House Investigations Subcommittee has taken to the mails in a resumption of its quizzing of the FCC on its approval of the transfer of five UHF television construction permits from D. H. Overmyer to a subsidiary of the AVC Corp.

The commision had been called before the subcommittee on the eve of the adjournment of the first session of the 90th Congress for an explanation of the Overmyer matter (BROADCASTING, Dec. 18, 1967). At the conclusion of the hearing, Representative Harley O. Staggers (D-W. Va.), chairman of the subcommittee and its parent, the Commerce Committee, indicated that the commission could expect more questioning.

In the hearing and again in the 26-question letter, the subcommittee indicated considerable interest in the efforts the commission had made to determine Mr. Overmyer's financial condition (he said he was selling the permits because of financial difficulties) and in the financial consideration he received for the transfer.

He was paid $1 million for out-of-pocket expenses for 80% of all of the five permits, and was granted loans totalling $3 million. In addition, the agreement gives the AVC subsidiary, U.S. Communications Corp., an option to acquire the remaining 20% of the permits for up to $3 million, the price to be determined under a formula.

The subcommittee asked for copies of the documents embodying the various agreements. It also asked whether the commission was satisfied, when it granted Mr. Overmyer the five construction permits, that he was able to finance all the stations, and whether, before approving the transfers to U.S. Communications, it required Mr. Overmyer to document other efforts he had made to finance the stations.

**Discrepancies** ▪ The subcommittee noted that AVC estimated its costs for equipment involved in the transfers to be double what Mr. Overmyer had estimated it would cost him two years earlier. The subcommittee asked if the commission had examined "these discrepancies" and whether "such discrepancies" are usual.

The subcommittee also wants to know if the commission has previously authorized transfers of construction permits, where only a portion of the seller's stock was sold with or without the buyer being given an option to acquire the balance.

A number of the questions dealt with the commission's attitude toward group ownership—what studies has the commission made to determine if group ownership enhances competition? Is it in the public interest to encourage group ownership of UHF stations? Is it in the public interest to encourage a network of UHF stations?

The subcommittee also asked for a list of all proceedings in which the commission has waived its "50-market rule" (presumably the commission's interim policy limiting the acquisition of stations in the top-50 markets to three, no more than two of them VHF's), and its three-year transfer rule, barring assignments or transfers of stations within three years of their acquisition.

Each of the five permits is for a station in the one of the top-50 markets—San Francisco, Pittsburgh, Newport, Ky. (Cincinnati), Atlanta, and Rosenberg, Tex. (Houston). A sixth UHF property acquired by the AVC subsidiary, WPHL-TV Philadelphia, is also in the top 50.



## Changing hands ...

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

▪ WCAM Camden, N. J.: Sold by City of Camden to McLendon Stations (group broadcaster) for $1,450,000. superseding sale in 1966 to L&P Broadcasting Corp. for same consideration. L&P Broadcasting, owned by Leonard and Phil Chess, Chicago, is licensee of WVON Cicero (Chicago) and WSDM-(FM) Chicago. Transfer of station to Chess brothers was set for hearing two years ago by the FCC on the question of whether or not survey of needs and interests of people of Camden was adequate. This hearing was never held. WDAS Philadelphia, which had opposed sale, is party to hearing. As part of new transaction, McLendon group is seeking to purchase land that is owned by city and has been offered for sale. Bids for the land are due today (Jan. 29). WCAM, founded in 1925, is on 1310 kc, with 1 kw days and 250 w nights.

▪ WUNS Lewisburg, Pa.: Sold by C. E. Miller and associates to Trans-National Communications for approximately $105,000. Ellis E. Erdman and Richard M. Feldman are president and financial vice president of Trans-National Communications, respectively. Mr. Erdman is also president of WTKO Ithaca, N. Y. WUNS is daytimer on 1010 kc with 250 w. Broker: Edwin Tornberg Co.

**APPROVED** ▪ *The following transfer of station interests was approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 105).

▪ KKJO St. Joseph, Mo.: Sold by Joseph W. Marti and the estate of John Marti to Thomas R. Elkins and others for $150,000. Mr. Elkins is president Marti Broadcasting Corp., licensee of KKJO. KKJO operates fulltime on 1550 kc with 5 kw.

## Channel 20 added to Fort Myers, Fla.

The FCC has amended its table of assignments of TV stations to allocate channel 20 to Fort Myers, Fla. That is the second commercial channel in Fort Myers.

The action was proposed by the following potential applicants for channel 20: Kenneth J. Schwartz; Hubbard Broadcasting Inc.; Gulf American Corp., and WSUN-TV St. Petersburg, Fla.

Group-owner Hubbard Broadcasting owns KSTP-AM-FM-TV Minneapolis-St. Paul; KOB-AM-FM-TV Albuquerque, N. M.; WGTO Cypress Gardens, and is permittee of WOTG-TV Ocala and WTOG(TV) St. Petersburg, all Florida.

Fort Myers currently has WINK-TV, channel 11; two TV translators importing Miami stations WCKT(TV) and WLBW-TV, and a CATV, Southern Cablevision.

### Pucinski's WEDC ownership

Another name can be added to the list of congressmen known to be shareholders in or having some other connection with broadcasting concerns. Representative Roman C. Pucinski (D-Ill.), according to the most recent ownership records at the FCC and confirmed by him, is board chairman and owns 600 shares (60%) of common stock in WEDC Chicago. (Foreign Language Broadcasters Inc. is the licensee.) WEDC has no network affiliation. Mr. Pucinski reports that the station is family owned. His inclusion on the list raises to 16 the number of representatives and senators with some connection with commercial broadcasting (BROADCASTING, Jan. 15).

## Carnegie boosts EEN with $250,000 grant

The Carnegie Corp. of New York was to announce Sunday (Jan. 28) its first grant to noncommercial television —$250,000 for locally produced, live, special-events coverage to be carried by the Eastern Educational Network (EEN). The corporation formed and financed the $500,000 Carnegie Commission on Educational Television, which reported its design for public broadcasting a year ago (BROADCASTING, Jan. 30, 1967).

Alan Pifer, Carnegie president, said of the grant that "EEN is a good example of a regional-television organization which has elected to depend upon the resources of local stations in producing programs rather than upon central-production facilities. In addition, it has shown great initiative in arranging for a live interconnected network. Thus our grant to the network is very much in accord with the recommendations of the report of the Carnegie Commission, which emphasized the importance of strengthening local production facilities."

EEN has interconnected 17 of its 24 stations in 12 states and the District of Columbia full time since Nov. 5, 1967. The $150,000-a-year cost of interconnection is split evenly between EEN and National Educational Television, whose joint affiliates have the opportunity of presenting regular NET shows and special events from a live feed rather than waiting their turn on NET's "bicycle" network.

**Mutual Help** ▪ EEN and NET also undertake special joint productions, such as *Congress '67*, an 80-minute review of the work of the 90th Congress, seen last Dec. 15, and the American Symphony Orchestra concert under the direction of Leopold Stokowski, which will be seen Friday, Feb. 2.

In addition, EEN carries the Public Broadcast Laboratory's two-hour news and cultural-affairs shows on Sundays. Because EEN interconnection saves PBL the cost of interconnecting Boston, Philadelphia and Washington with New York, PBL rebates 75%, or $23,000, of what the cost would have been for its seven-month interconnection.

Don Quayle, EEN executive director, said "it took Carnegie a while to understand the concept of regional networking. But the idea intrigues them, and they are interested in testing it. The grant will be used exclusively for local production, but EEN doesn't now and will not for some time have its own central-production facilities."

## Broadcasters to reopen negotiations with NCTA

Reopening of formal negotiations with the National Cable Television Association over differences of opinion between broadcasters and CATV operators was announced at the NAB TV board meeting in Sarasota last week.

NAB President Vincent Wasilewski appointed a seven-man committee to reinstitute the meetings.

Appointed for NAB were: Robert W. Ferguson, WTRF-TV Wheeling, W. Va., TV board chairman, John T. Murphy, Avco Broadcasting, Cincinnati, TV board vice chairman; Richard Dudley, WSAU Wausau, Wis., radio board chairman; John F. Dille Jr., Communicana Group of Indiana, past joint chairman; Charles H. Tower, Corinthian Broadcasting, New York; Arch Madsen, KSL-TV Salt Lake City, and Willard Walbridge, KTRK-TV Houston.

Status reports on CATV also came up, but one anticipated item failed to materialize. Roger Clipp, Triangle Stations, Philadelphia, had been expected to reintroduce a proposal that NAB create a CATV department. The expectation seemed even more assured when all board members, on their arrival at the hotel, found copies of "Broadcasters and CATV," a special study prepared by Triangle (CLOSED CIRCUIT, Jan. 15) waiting for them. But Mr. Clipp not only did not reintroduce his motion, he did not even bring up the subject of the book—broadcasters who have interests in CATV—at the meeting.

## Review board upholds Buffalo ch. 29 grant

The FCC's review board has affirmed a hearing examiner's initial decision that favored Ultravision Broadcasting Co. over WEBR Inc. in their contest for channel 29 in Buffalo, N. Y. (BROADCASTING, Aug. 29, 1966).

Ultravision is a partnership of Florian R. Burczynski (45%), Stanley J. Jasinski (45%) and Roger K. Lund (10%), three Buffalo residents. Mr. Jasinski owns 54% of WMMJ Lancaster, N. Y. WEBR is licensee of WEBR-AM-FM Buffalo and its parent company, *Buffalo* (N. Y.) *Courier-Express*, owns Courier Cable Co., a Buffalo CATV.

In its decision the board found that although both applicants are qualified to be licensees, Ultravision, from a comparative standpoint, "is unquestionably the superior applicant." Ultravision, the board said, met two primary objectives of the comparative process—a maximum diffusion of control of mass-communications media and a best practicable service to the public (with a preference accorded to local residence and broadcast experience).

WEBR had contended that since the *Buffalo Evening News* owns one of the area's three VHF network-affiliated stations (WBEN-TV), a grant to WEBR "would improve the opportunities for effective competition between the two daily newspapers." However, the board said, that contention "ignores completely" the objective of the diversification criterion—a maximum diffusion of control. "To abide by WEBR's request and further concentrate control of such media . . . in the hands of those who presently possess the potential for expressing their views to a substantial audience would frustrate this paramount objective," the board said.

In a related matter Ultravision currently has locked horns with Courier Cable over that system's plans to expand its service in the Buffalo market. Two week's ago a FCC hearing examiner concluded Ultravision failed to prove that Courier's proposals would cause "the early demise" of UHF in the market (BROADCASTING, Jan. 15).

## D.C. appeals court drops ABC-ITT case

The U. S. Court of Appeals for the District of Columbia last week dismissed as moot the long-standing ABC-ITT merger case. The court acted in response to a motion by the FCC and ABC-ITT, filed earlier this month (BROADCASTING, Jan. 8).

The court had no comment on its action beyond the official announcement of its decision. It had a second motion, filed by the Department of Justice, suggesting that the case be remanded to the FCC so that the commission could dismiss the ABC-ITT application for approval of the proposed merger. The Department of Justice believed that dismissal of the case by the court would leave the FCC approval on the record.

The merger was dropped on Jan. 1 when the ITT board voted to terminate the agreement with ABC. The ITT action followed two years of FCC and legal proceedings to win government approval, with the Department of Justice entering the case as an intervenor before the FCC early last year. It was the Department of Justice that took the case to the appeals court, after the FCC again approved the merger on the same 4-to-3 vote. The court never issued a decision.

### Collins in Senate race

Former Florida Governor LeRoy Collins, who was president of the National Association of Broadcasters from 1961 to 1964, has announced his candidacy for the Democratic nomination for U. S. senator from Florida. The incumbent, George Smathers (D-Ga.), said two years ago that he intended to retire at the expiration of his term this year. Mr. Collins faces primary opposition for the nomination from Florida Attorney General Earl Faircloth. The Democratic party in the state is still regarded as badly split since the election of a Republican governor, Claude Kirk Jr., two years ago.

## NAB specifies times for '72-'73 sessions

Dates for the 1972 and 1973 National Association of Broadcasters convention were set for April 9-12, 1972 in Chicago and for March 25-28, 1973 in Washington at the joint session of the NAB board last Tuesday in Sarasota, Fla.

In other business, the board re-elected Everett Revercomb to his 13th term as secretary-treasurer.

In the engineering field the board approved a fourth-engineering/management seminar at Purdue University in the fall. The upcoming seminar will be an advanced one and open only to those who have attended one of the first three.

The board heard the report of the American Values committee in which Chairman Carl E. Lee, WKZO-TV Kalamazoo, Mich., said that more than 3,100 booklets of editorials compiled by the committee in its first two campaigns had been requested by stations.

At the Tuesday-morning committee meetings, the convention committee went over plans for the March 31-April 3 Chicago session. As usual two luncheon speakers are already set: NAB President Vincent Wasilewski on April 1 and FCC Chairman Rosel Hyde on April 2. The April 3 speaker has not been named.

The membership committee heard that NAB's station membership stood at 3,815 as of Jan. 1, an increase of 63 stations from the previous year. Total membership, including networks and associate members, stood at 4,055, an increase of 83 from 1967.

Code membership was given as 2,489 in radio, an increase of 65, and 398 in television, an increase of seven in the past year.

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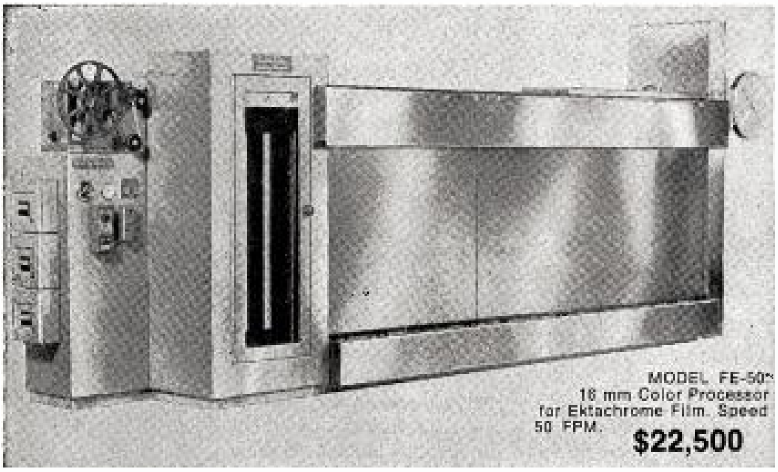

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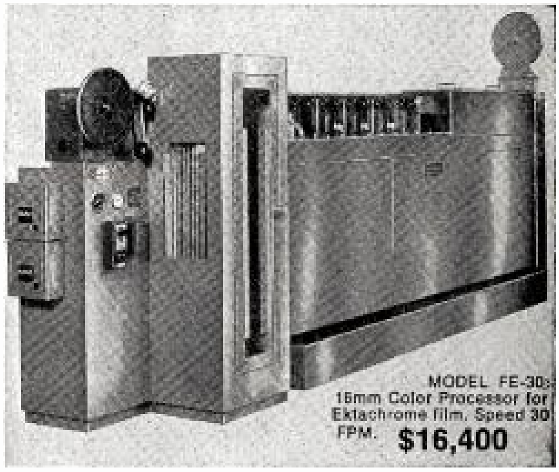

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## Hyde calls for 'climate of conscience'

FCC Chairman Rosel H. Hyde, speaking before the annual convention of National Religious Broadcasters in Washington last week, said that broadcasting, under enlightened leadership and imaginative use, can be "the most effective unifying force available to man."

The social ills, social turbulence and harsh attitudes that reflect today's challenging problems indicate "the need for greater efforts to relate social behavior with the high ideals which religion traditionally teaches," he said. The personal and professional commitment of the religious broadcasters, he commented, would appear "to have a limitless potential as a force to unite a community; to create in the community a climate of conscience." The stresses and strains that "threaten the social fiber of our nation," he said, require the best efforts of all.

FCC Chairman Hyde (l) and Dr. Bertermann at NRB's Wednesday luncheon.

Over 300 delegates met for the opening session of the convention at which Dr. Clyde Taylor of the National Association of Evangelicals attacked the "extremist" religious broadcast of the right and the left. He said that this group of broadcasters was responsible for the existence of the fairness doctrine. The abuse of freedom, he stated, brought controls: "The personality and character of a person or organization may be attacked in a free society without that entity having a right to defend itself. The fairness doctrine endeavors to provide this."

Other speakers at the conference included Robert J. Rawson, chief, renewal and transfer division of the FCC's Broadcast Bureau; Roy Danish, director of the Television Information Office, and Frederick W. Ford, president of the National Cable Television Associa-

## FINANCIAL REPORTS

# Meredith v. IRS set for claims-court trial

### LOSS OF FOUR NETWORK TIES TURNED BLACK INK TO RED

A 12-year battle by a TV station to win a tax break because of the loss of four TV-network affiliations, is nearing its second hurdle in the U. S. Court of Claims. A recommendation by a commissioner of that court in favor of Meredith Broadcasting Co. has been challenged by the Internal Revenue Service and is expected to be argued before the claims court in March or April.

The dispute is over the allocation of $459,706 charged to intangible assets in the $1.5 million 1953 purchase by Meredith of KPHO-TV Phoenix from John C. Mullins and associates. IRS, taking its accustomed position, refused to permit Meredith to amortize the network-affiliation contracts.

When Meredith bought KPHO-TV, it was the only TV station operating in Phoenix. It was affiliated with the ABC, CBS, NBC and Dumont networks. Beginning in 1953, however, the channel 5 station began losing these affiliations as new Phoenix TV stations began operations. It lost NBC in 1953, ABC in 1954, CBS in 1955 and Dumont went out of the network business in 1955.

After losing the last affiliation, (CBS moved to the Gene Autry-controlled KOOL-TV), KPHO-TV's balance sheet turned from black to red ink. Losses from 1956 to 1961, the claims commissioner found, ranged from $124,000 to $207,000 annually. In 1962, the loss was reduced to $41,000, and in 1963 KPHO-TV made its first profit, $122,000, since 1955. In 1964, KPHO-TV showed a $184,000 profit, and in 1965, $481,000.

In the late 1950's, the document shows, Meredith seriously considered buying KOOL-TV for $4 million; it figured it could sell KPHO-TV for $2 million.

Last September, Claims Commissioner Herbert N. Maletz recommended that Meredith be credited with $359,706 in its 1953 tax return as chargeable to KPHO-TV's lost network affiliations. He also proposed that $50,000 of the KPHO-TV purchase price be allocated to the station as a "going concern," and the same amount for pending TV-advertising contracts.

## Taft net up with TV station sale

Taft Broadcasting Co. reported net earnings from operations for the nine months of its fiscal year ended Dec. 31, 1967 down 9.4%, while total net earnings, including a capital gain from the sale of WKYT-TV Lexington, Ky. (to Bluegrass Broadcasting group for $2.5 million), were up 19.6%. Net revenues, however, increased by over $3 million.

Third-quarter earnings showed a decrease of 12.7%, attributable chiefly to continued softness in spot-TV sales, the company said. Expenses were up less than 1%.

Taft's board has declared a quarterly cash dividend of 15 cents a share, payable March 14, to stockholders of record Feb. 15.

For nine months ended Dec. 31:

| | 1967 | 1966 |
|---|---|---|
| Earned per share | $1.93 | $1.62 |
| Net revenues | 25,681,660 | 22,644,804 |
| Operating profit (before depreciation) | 11,444,772 | 12,208,278 |
| Earnings | 9,566,272 | 10,651,794* |
| Extraordinary credit | 1,575,000** | —— |
| Net earnings | 6,495,782 | 5,431,907 |

*Before federal and state income taxes and extraordinary credit.

**Gain on sale of WKYT-TV, less related income taxes.

## Lamb Communications buys midwest CATV

Lamb Communications Inc., Toledo, Ohio, has acquired Wonderland Ventures Inc. for preferred and common stock valued at over $1 million. Wonderland Ventures operates a CATV system with 2,500 subscribers in Flint, Mich., and has lease-back arrangements with Michigan Bell Telephone Co., which is building a CATV system in Lansing, Mich., and with Ohio Bell Telephone Co. for prospective cable systems in Fremont, Sandusky, Akron and Canton, all Ohio.

Earlier this year, Lamb Communications acquired WICU-TV Erie, Pa., for $2.5 million in cash plus stock, aggregating $6 million (BROADCASTING, Dec. 25, 1967).

Both Wonderland Ventures and WICU-TV were owned by companies controlled by Edward Lamb, who is tion. The NRA's plenary session included an award to Broadcasting Publications Inc. for its support of religious broadcasting.

The National Religious Broadcasters embraces 200 organizations that sponsor religious broadcasts. Its directors include such well known broadcasters as Dr. Billy Graham (*Hour of Decision*) and Dr. Theodore Epp (*Back to the Bible*).

The association began in 1943 when an ad hoc committee invited ministers and religious broadcasters to come together to discuss the formation of the NRB. Among the invited ministers were Dr. Peter Marshall, the chaplain of the U.S. Senate; Dr. M. R. DeHaan of the *Radio Bible Class;* Dr. Walter A. Maier, the first speaker on *The Lutheran Hour*, and Dr. Eugene Bertermann, who has served as the NRB's president for the past 11 years.

## One-year renewal given to WTLS

The FCC has granted a one-year renewal to WTLS Tallassee, Ala., because of the station's owner's alleged derelictions revealed during the course of pursuing another broadcast application.

The WTLS renewal had been deferred pending commission action on an application by Prattville Broadcasting Co. for a new AM in Prattville, Ala. Ned N. Butler has a 50% interest in Prattville; he also owns WTLS.

The Prattville application was denied by the commission's review board (a decision subsequently upheld by the commission). The board found Mr. Butler had actual knowledge that falsified program logs had been submitted with his 1964 license-renewal application for WTLS.

The commission said the one-year renewal will permit it to re-examine the station's operations.

## Cable franchise awarded in Newark

Community Cablevision Corp., a newly formed Newark, N. J., CATV operation headed by Newark attorney Charles Handler, has been granted an exclusive cable franchise for that city.

The firm, whose other stockholders were identified only as "a group of Newark and Philadelphia businessmen," must begin operating within two years, according to the terms of the franchise. Installation and monthly fees will be not more than $35 and $5, respectively. The city will receive 4% of the firm's annual gross revenue.

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president of Lamb Communications. Mr. Lamb, and Arthur Ingram, vice president, said last week that negotiations are actively underway for additional acquisitions in the television, radio, CATV and publishing fields.

## Wometco to buy Puerto Rican theaters

Wometco Enterprises Inc., Miami, a diversified company with TV-station holdings, announced last week that it has agreed in principle to acquire Commonwealth Theaters of Puerto Rico Inc. on the basis of one share of Wometco class A common stock for each three-and-one-half shares of Commonwealth stock.

Commonwealth, which has approximately 515,000 shares oustanding operates 22 movie theaters in Puerto Rico and three in New York, and is involved in film distribution and vending in Puerto Rico. For the fiscal year ended April 30, 1967, Commonwealth reported revenues of $4.4 million and net earnings of $250,376.

For 1967, Wometco released unaudited figures showing revenues of $57.5 million and net earnings of $4.3 million.

The acquisition is subject, among other things, to a favorable tax ruling from Puerto Rican authorities.

Wometco, listed on the New York Stock Exchange, closed last Thursday at 22⅝; Commonwealth, traded over the counter, at 5¾ bid, 6⅛ asked.

## Financial notes . . .

- Gross Telecasting Inc., (WJIM-AM-FM-TV Lansing, Mich.,) has declared the regular quarterly dividend of 40 cents a share on the class A common stock, and 7½ cents a share on the class B. Both are payable Feb. 9, to stockholders of record at the close of business Jan. 25.

- Metromedia Inc. has declared a quarterly dividend of 20 cents per common share, payable March 15 to stockholders of record Feb. 23. This is in addition to a 2% stock dividend declared last month, also payable March 15.

- Packard Bell Electronics, Los Angeles, producer of color TV sets, stereo equipment and electronic systems, has agreed in principle to being acquired by Teledyne Inc., Hawthorne, Calif., for more than $27 million in stock. Teledyne produces industrial and military electronics products and specialty metals. Under the proposed agreement Teledyne will exchange one share of its common stock for each 7½ of Packard Bell's shares. Involved in the transaction price is $19.2 million for Packard Bell's outstanding shares in addition to $8.5 million for a convertible note. The agreement is subject to approval by directors of both companies and to a vote of Packard Bell shareholders at a special meeting on a date not yet determined.

- Red Owl Stores, Minneapolis, operator of a chain of supermarkets and drug outlets which also owns three radio stations, announces regular quarterly dividend of 25 cents per common share to holders of record Jan. 26, payable Feb. 15. Currently, there are 1,522,348 shares outstanding. Red Owl stations are KRSI St. Louis Park and WEBC Duluth, both Minnesota, and WNAX Yankton, S. D.

- Memorax Corp., Santa Clara, Calif., manufacturer of magnetic tape, announces a 3-for-1 common stock split to shareholders of record Feb. 2. Additional shares will come from authorized, but unissued, shares.

- Storer Broadcasting Co. has declared a regular, quarterly dividend of 25 cents per common share, payable March 11 to stockholders of record Feb. 23.

- An agreement has been signed for the merger of Capitol Records Inc., Hollywood, into Audio Devices Inc., New York. Capitol Records is 99.7%-owned by Electric & Musical Industries Ltd., Middlesex, England. Audio Devices makes precision magnetic tape for instrumentation, sound and stereo cartridges and for computers.

## Capital-Technicolor vows off

Merger talks between Technicolor Corp. and Capital Film Laboratories Inc., Washington, have been called off, according to Alfred E. Bruch, president of Capital.

Mr. Burch also announced that Capital is going ahead with its expansion program for handling super 8mm film in Washington and 16mm color and Ektachrome and 8mm super 8 facilities in Miami.

# Tough fight for spectrum space

## That's what NAB promises in face of growing demands by other frequency users who say radio-TV could as well be distributed by wire

The National Association of Broadcasters last week began planning how to counter the threat of dislodgment from the broadcast frequencies.

At meetings in Sarasota, Fla., the NAB boards were briefed on what were said to be real dangers that radio and television, especially television, were marked for eviction from the airways to make room for other services.

Most of the discussion dealing with attacks on the spectrum took place at the television board meeting on Thursday (Jan. 25). But to make sure that both radio and TV board members understood the urgency for a defense, the whole picture was laid before them at the Tuesday (Jan. 23) joint board meeting.

The Tuesday meeting was highlighted by reports from Paul Comstock, vice president for government affairs; Douglas Anello, general counsel, and George Bartlett, vice president for engineering.

Mr. Comstock's report spelled out what NAB staffers have been trying to convey to the board members for several months: That among the staff of President Johnson's telecommunications task force there are indications of "an initial bias . . . in favor of nonbroadcast users." Many of the specialists on that task-force staff, the report noted, "are experienced primarily in wire services or the military."

In addition to the task-force study, he pointed out the Budget Bureau's current study of communications organizations in government and felt that "some major revision of governmental structure . . . [possibly] urging that all authority to allocate the spectrum be lodged in the executive branch . . . will be recommended."

"Some individuals in government, academic and even business circles," he continued, "will suggest the creation of a new department or expansion of an existing department to absorb the most important functions of the FCC."

**Tough Foes** ▪ In addition to the

# NAB doesn't like land-mobile report, either

In the diplomatic language used when talking to a government official, Vincent Wasilewski, president of the National Association of Broadcasters, has called a report by the FCC's land-mobile advisory committee "deeply disturbing."

But the intent of the letter sent to FCC Chairman Rosel H. Hyde and Task Force Chairman Eugene Rostow on Jan. 19 and released last week, was clearly that the NAB's hackles had been raised by the report which was released late last year (BROADCASTING, Dec. 4, 1967).

The letter noted, and in 11 pages of supplementary "comments" emphasized, that NAB felt the advisory committee, headed by Commissioner Kenneth A. Cox, had gone "far afield" from its original purpose, which was to find better use of frequencies already allocated to land mobile.

Instead, Mr. Wasilewski said, the Cox committee had "singled out for specific attack" TV's portion of the spectrum. "Indeed, it went so far as to suggest that conventional television broadcasting might well be replaced by a nationwide system of wired television and the vacated frequencies allocated to the land-mobile services."

This "excursion into the need for additional frequency space," he added, "far exceeded" the limitations placed on the committee before it began the study. Almost as if to add insult to injury, Mr. Wasilewski pointed out, the committee did not have a broadcast member on it. He said he hoped that any further talks on the subject would have broadcast representatives on hand.

The supplementary NAB comments said the land-mobile report's premise that frequencies allocated to land mobile must be "sufficient to accommodate the needs of every applicant who meets the eligibility requirements of the service in which he applies," was a false premise.

NAB also feels the committee ignored the fact that portions of the spectrum can be exhausted "in terms of present demands and technical capabilities" since the committee "does not consider either the establishment of a system of priorities of tightening up on the service eligibility requirements in those services where public interest factors are considerably less than in some others. . . . nor did the committee consider the fact that many of the mobile units licensed in . . . minimal public-interest services are being used in such a manner that they could be replaced by telephone service."

NAB also criticized the committee for failing to "even consider the possibility of establishing priorities" within the business, special industrial and manufacturers radio services. Thus, NAB said, "a diaper wash service, as a commercial activity, is accorded the same consideration as any other applicant, irrespective of the relative importance of the commercial activities in which they may be engaged."

The advisory-committee report, NAB charged, misleadingly "attempts throughout to create the impression that land-mobile users generally contribute heavily to the government studies, the increasing pressure for more spectrum space being generated by the business and public users of land mobile remains a cause for concern. These users, Mr. Comstock said, "are receiving an increasingly favorable reception by the government despite the absence of objective proof of their case." The sum of all these areas of concern was a not-too-heavily veiled request that the joint board at its Friday meeting (see page 9) allocate funds for research that will combat these antibroadcasting forces.

Three weeks ago NAB and five other trade associations agreed on the need for immediate research to support broadcast use of the spectrum (BROADCASTING, Jan. 15) and Mr. Comstock emphasized the need for prompt action. "We must have the facts and arguments within six months to make the strongest possible case for continued use of the existing spectrum allocations for broadcasting. Though the issue will ultimately be resolved in the political and economic arenas, the need right now is to convince the task force."

In addition to trade-association research, he recommended that individual broadcasters attempt to put "these issues in proper perspective" with members of Congress and the task force.

As it had two days earlier, the problems broadcasting faces in preserving its share of the spectrum took center stage at the Thursday (Jan. 25) meeting of the National Association of Broadcasters' television board in Sarasota, Fla.

The land-mobile problem gained more than the usual amount of attention from the board, which passed three resolutions—that in itself unusual—on the subject. Present at that portion of the meeting was Donald McGannon, Westinghouse Broadcasting Co., chairman of NAB's research committee. Mr. McGannon, who had been asked to approve reallocation of some of next year's research funds to make an immediate defensive spectrum study, said he would not stand in the way of temporarily diverting the funds. However, he felt the NAB and other trade associations opting for the special study need to define more clearly their objectives.

The research projects were to be presented to the joint board on Friday (see page 9).

In one resolution the TV Board virtually gave the staff a blank check with which to develop "essential research projects." It authorized "such funds as are required to proceed expeditiously in establishing these projects." It also asked that the board be told as soon as possible about "a plan for the total financing of these research projects involving as much as possible all facets of the broadcasting industry."

NAB staff members had already met with executives from five other trade associations: Association of Maximum Service Telecasters, Television Information Office, Television Bureau of Advertising, National Association of Educational Broadcasters and All-Channel Television Society to plot an industry-wide course of action. It is anticipated that all of the trade groups will lay cash on the line for the projects.

In a companion resolution the board heartily endorsed the comments sent to FCC Chairman Rosel Hyde and Eugene Rostow, task force chairman, on what NAB has found to be "errors, discrepencies and erroneous conclusions" in the FCC's committee report (see story below).

The board not only supported those comments, but found that the LMAC report "did not fulfill its prime function and went beyond its prime function." As a result, the board said, the initial comments should be supplemented quickly.

**Kear and Kennedy Study** ▪ Also in

safety of life and property" while implying that the "economic and human" values of television do not encompass safety of life and property but lie "solely in its being a source of entertainment, instruction and information."

Acknowledging the safety and public-service factors attributed to public-safety radio services and "to a lesser extent" the power and petroleum services, NAB maintained that such factors "are wholly lacking" in the discussion of some of the other land-mobile services. It noted that the special industrial and manufacturers' radio services are discussed in detail without breaking down the amount of safety and public-service usages. That omission, NAB said, "must be considered a screen."

Television's contribution to safety and public service, ranging from emergency weather warnings to information during periods of emergency "cannot even be measured," NAB said, because of the vast number of people the medium reaches.

NAB felt another soft spot in the committee's report was the statement that land mobile uses the spectrum four times more intensively than television. The committee's basis for this computation, based on the cost per magahertz, is not valid, NAB said, since it "ignores the technical realities of different forms of radio communications." If the same criterion were used per allocated TV channel, NAB claimed, it would show TV using its allocated space 50 times more intensively than land mobile uses its allocated space.

The $3.6-billion-per-year figure arrived at by the committee in figuring out how much it would cost to move television from frequency to wire is erroneous, according to NAB, because it does not account for construction of a national grid system; it does not take into consideration the greater construction costs in rural areas and underground construction in highly urbanized areas; it does not provide for TV service to those with portable sets or those who view TV aboard ships, buses, trailers and other self-powered vehicles; it ignores providing service to people unable to pay a $20 connection charge or to maintain a $5 monthly service charge, and it does not consider the cost of distributing the TV signal from the station to local headend of the cable system.

In addition to all these points, NAB noted that such a wire system would constitute pay TV and would lead to additional costs for certain program services that "would only aggravate the problem of providing service to the poor." NAB added that it intends to have research to "determine the true annual cost of maintaining such a system."

Regarding the advisory committee's comments on broadcast revenues, NAB made the following observations of where the report went wrong: the report's contention that UHF revenue in 1965 was only 2.5% of all TV revenues although UHF represents 85% of TV spectrum space is based on facts that were available eight months after the All-Channel Receiver Law—to promote UHF—went into existence, and 47% of the UHF allocations are reserved for noncommercial stations.

NAB also charged the report contained other "distortions and inaccuracies; among them an estimate of AM-FM operating costs of $586 million for 1965, while the FCC's own official figures released later showed costs of $714 million and failure to consider television advertisers expenditures in estimating TV broadcasting costs in 1965.

the land-mobile area, the board let NAB's engineering study on spectrum usage slide off into the never-never land of further study. The report, prepared for NAB by Kear and Kennedy, Washington engineering consultants, showed that—if necessary—broadcasting could give up the top-three UHF channels to land-mobile (BROADCASTING, Jan. 8).

The board's resolution, however, found that "certain assumptions" in the report are "not necessarily based on existing fact" and the board felt "a careful study" may show the land-mobile share of the spectrum is not as crowded as it seems; that all uses of the spectrum are not of equal value, even those used by land-mobile services, and that there may be other answers to the land-mobile problem, if that area is truly crowded, rather than reallocation of UHF channels.

## TV repairmen want FTC rate guidelines

The National Alliance of Television and Electronic Service Associations, Chicago, whose membership includes local radio-TV repairmen, has taken its case for standard rate practices to Betty Furness, special assistant to President Johnson for consumer affairs. NATESA's objective: elimination of service gyps.

Frank J. Moch, executive director of NATESA, wrote Miss Furness on Jan. 18 to plead for help in getting state legislatures to enact repairman licensing statutes and to convince the Federal Trade Commission to approve repair-rate guidelines. The letter noted the FTC turned down NATESA's request.

The FTC failed to note "that a 'Blue Book' of service rates has long and almost universally been used in the auto trades," the NATESA letter said. The FTC also overlooked news reports that it "had apparently authorized a home-improvement association to issue a rate schedule for that industry, which too has been plagued by 'phony bargain peddlers'," NATESA said.

## RCA gets big TV order

U. S. Communications Corp. announced last week that it has signed a contract with RCA for three 110-kw TTU-110A transmitters for installation at three company-owned stations: WPHL-TV Philadelphia, KEMO-TV San Francisco and WECO-TV Pittsburgh. The contract runs to about $1.2 million.

A company spokesman indicated that three additional maximum power transmitters will be ordered for its other stations in Cincinnati, Atlanta and Houston.

# CAB lashes out at FCC land-mobile group

### CITES GROUP'S FACTUAL ERRORS, FAULTY LOGIC

The joint FCC-industry Committee for the Full Development of All-Channel Broadcasting (CAB) met Thursday (Jan. 25) in New York, and heard the initial report of its subcommittee on specifications.

The report was passionately critical of the FCC's land-mobile advisory committee report, which it described as "an amazing compilation of statistical and factual inaccuracies using highly debatable logic, compiled in a very self-serving manner and going entirely beyond the scope of its authorization. . .

"We cannot in any manner accept the assumption that seems to underlie much of the report, namely that present and prospective television would be more efficiently distributed by a wired system," the report said.

**CPM** ▪ The report countered allegations in the land-mobile study concerning intensive use of the allocated spectrum space in terms of "cost per megaherz" with figures showing that on a cost-per-channel basis, land-mobile has invested $1.1 million, while television has invested $56.1 million. The report also criticized the basis for computing comparative "savings to the national economy" resulting from land-mobile and television use of the spectrum as logically "faulty" and "without factual basis."

The subcommittee urged more efficient use of spectrum space already allocated to land mobile on a priority basis: (1) public service, (2) other public agencies, (3) utilities, (4) general business and (5) miscellaneous consumer uses, alleging that: "Block allocations inhibit maximum utilization and the freedom with which channels are awarded to all users regardless of demonstrated need is equally wasteful."

The report was presented by William Putnam, president of Springfield Communications and a member of the subcommittee, in the absence of chairman Seymour Siegel, of WNYC-TV New York.

**New Research Chairman** ▪ There was also a lengthy and frequently heated discussion of the work of the CAB research subcommittee. The A. C. Nielsen Co. and the American Research Bureau were said by several members to be reluctant to cooperate fully with the subcommittee as long as its chairman was also the head of a competing research firm. The CAB appointed Arthur Schatzow, chief of the FCC's research and education division, chairman succeeding Albert B. Petgen, president of Med-Mark Research.

CAB also passed two resolutions. The first called for the commission to take no further action on CATV matters except on requests seeking CATV compliance with its rules, "until administrative procedures have been established which will permit the orderly processing and resolution of CATV matters." The second resolution empowered the All-Channel Television Society (ACTS) to undertake a survey of UHF construction and report back to the full committee, after which the survey would be forwarded to the FCC.

A third resolution, dealing with research, was postponed to CAB's March meeting in Washington.

## WDBO-TV allowed to short space

The FCC has waived its 220-mile separation rule to grant an application of WDBO-TV Orlando, Fla., to change its antenna site and increase its antenna height.

WDBO-TV will move its antenna site to approximately 3.5 miles north of Bithlo, Fla., and 19 miles east of its present transmitter site, and increase antenna height to 1,465 feet. The move will short-space co-channel WCIX-TV (ch. 6) Miami by about 1.5 miles. The commission last year granted WCIX-TV a transmitter move that involved a short-spacing of six miles.

The commission found that WDBO-TV's proposed directional antenna will provide "equivalent protection" to WCIX-TV, so that interference "will not exceed that which would exist if the transmitter were at the required minimum separation specified in the rules."

## Technical topics . . .

**Computer expansion** ▪ RCA said last week it is forming a new multi-million-dollar corporation with Commercial Credit Co. to establish and operate computer centers in principal U. S. cities for time-sharing and other data processing service to subscribers. First center will be opened in Baltimore this year, with 10 or more in other cities to be subsequently placed in operation.

**Marketing agent** ▪ Tri-Video Inc., Hollywood, has been named exclusive Southern California systems engineering company for International Video Corp. Tri-Video will be marketing IVC's recently announced color television recording system that is priced at less than $18,000 for video tape recorder, camera and monitor.

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# McCarthy appeals to courts

## FCC denies equal-time request in unanimous decision ruling President has not announced his candidacy

Senator Eugene J. McCarthy (D-Minn.) is moving from the FCC to the courts in his effort to force the networks to give him time equal to that afforded President Johnson last month in the three-network, one-hour *A Conversation with the President.*

The commission, in a unanimous ruling last week, rejected the contention that the President is "a legally qualified candidate" for re-election and that Senator McCarthy, who has announced his candidacy for the Democratic presidential nomination, is therefore entitled to equal time.

The commission based its decision on its "long-established rule" that a "legally qualified candidate," in the terms of the equal-time law, is a "person who has publicly announced that he is a candidate . . ." The networks cited the same rule in denying the senator's request for equal time (BROADCASTING, Jan. 8). They—and the commission in its ruling—pointed out that the President has not announced his candidacy.

**Will Seek Court Review** ▪ Joseph L. Rauh, the senator's attorney, promptly announced plans to appeal the decision in the U.S. Court of Appeals in Washington. "The FCC ruling that President Johnson is not a candidate for re-election would make a first-year law student blush with shame," Mr. Rauh said.

"What the commission has done is to make it possible for the President to be treated as a noncandidate right down to the Democratic convention in August." He noted that he had offered to prove in a hearing that the President is actively engaged in advancing his cause in primary-election campaigns in several states as well as in running full-fledged renomination and re-election campaigns throughout the country.

He said that the commission's ruling, in view of these asserted activities, "makes a mockery of the law," and added: "It is a sad day for the country when a commission of the federal government gives up its independence and knuckles down to presidential power."

The commission ruling, contained in a letter to Blair Clark, the senator's campaign manager, noted that the "public-announcement" requirement was developed more than 25 years ago "for the sound public-policy reasons of avoiding a chaotic situation which would undermine the efficacy of the congressional plan in Section 315 [the equal-time law], has never been deviated from in any commission ruling, and should therefore be followed here."

**Not All Run** ▪ The commission pointed out that many incumbent officer holders frequently engage in activities giving rise to speculation they will seek re-election—they make speeches, confer with financial sources—but that some of them decide not to run. To attempt to determine when or whether the incumbent has become a candidate during such preliminary periods would render the equal-time law "unworkable," the commission said.

It added that the interpretation advanced by the McCarthy camp "is of such a nature as to leave candidates, political figures and broadcast licensees in a hopelessly uncertain and untenable position." Accordingly, the commission said: "We decline to enter this tangled political thicket and instead adhere to the 'public-announcement' provision of our long-established rule as the proper guidepost."

The commission's answer to the argument that such an approach would render the equal-time law worthless is that the fairness doctrine is available to deal with abuses and to insure that the electorate is informed of all sides of controversial issues.

The commission also rejected Mr. Clark's contention that the senator is entitled to time under the commission's personal-attack rules and its fairness doctrine. The personal-attack complaint was based on several presidential references to an apparent collusion between Senators Robert F. Kennedy (D-N.Y.) and Mr. McCarthy—he talked of "the Kennedy-McCarthy movement" and of the "interest of both of them in the Presidency."

**Not Personal** ▪ But the commission said these statements "clearly did not constitute" a personal attack, which is defined in the rules as an attack "upon the honesty, character, integrity or like personal qualities" of a person.

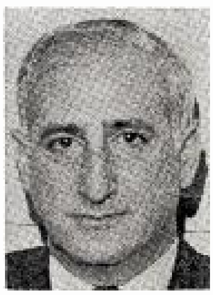
The fairness-doctrine argument was based on Mr. Clark's assertion that "there should be a well-rounded presentation of views on the issues of Vietnam." Senator McCarthy is one of the leading critics of the President's Vietnam policy.

But the commission noted that the three networks have given considerable time to a wide variety of views on Vietnam, including Senator McCarthy's.

The commission letter, dated Jan. 24 and released a day later, noted that the deadline for filing replies to the senator's petition for equal time had expired on Jan. 22 and that the matter "is thus now ripe for decision." This appeared to be the commission's answer to Mr. Clark's charge, issued on Jan. 23, that the commission was "stalling" on the issue for fear of White House "displeasure."

### The news in 1984

Ben H. Bagdikian, critical observer of the nation's news media (he used to be a newspaperman himself on the *Providence* [R.I.] *Journal*) is leading a RAND Corp.-sponsored study of what news and its delivery may be like in the next generation.



Mr. Bagdikian

The project will consider both the printed daily press and broadcast news, analyzing among other things how newspapers and radio and TV stations make decisions on news content and what impact developments in communications techniques may have on the news media.

Mr. Bagdikian is president of the Mellett Fund for a Free and Responsible Press, and has conducted a number of studies of the news media under grants from the Guggenheim, Reid and Dell foundations. Working with Mr. Bagdikian as consultants on the newspaper analysis will be Dr. William L. Rivers and Dr. James N. Rosse, both of Stanford University.

## Program notes . . .

**About movie-making** ▪ The newly-formed news and documentary department of Four Star International has announced its first series, *The Motion*

*Picture Hall of Fame*. The series, which either may be offered for network sales or placed in first-run syndication, will involve a minimum of 26 segments. The shows will examine the development of the motion picture industry from start to present with emphasis on the stars and executives who have contributed to its growth.

**Instant Poll** ▪ WHYN-TV Springfield, Mass., reports public response has been highly satisfactory to a new feature—called "Today's Vital Question" (TVQ)—which is part of the station's news programs. Viewers are given a timely question in the morning newscast and results are broadcast on the evening news shows (Sample: If next Tuesday were Election Day, would you vote for President Johnson? Response: Yes, 57%; No, 43%).

**Ad-Man film** ▪ The rehabilitation of a San Francisco advertising executive, who had a near-fatal automobile accident on a California freeway, is the subject of an industrial film produced particularly for showing on television stations by the Insurance Company of North America. Written, produced and directed by Herb Golden of the Hollywood-based production company of the same name, the color film follows the fortunes of advertising man Bob Burgon from the time of his accident to his current position as head of his own agency, Merchandising Dynamics. The Philadelphia insurance group is presenting the premiere of its film at an invitational luncheon in San Francisco's Fairmont hotel, Feb. 6.

**Walter Schwimmer Inc.**, Chicago, has signed TV personality Allen Ludden to host new half-hour musical game show in color for TV titled *Win with the Stars*. Now in production at NBC-TV Studios in Burbank, Calif., program will by syndicated by Schwimmer.

**Distributor named** ▪ Carousel Films Inc., New York, has been named distributor for the 16 mm film version of CBS News' experimental 57-minute documentary, *Road Signs on a Merry-Go-Round*. The color show broadcast last October, based on writings of theologians Martin Buber, Teilhard de Chardin and Dietrich Bonhoeffer, is available from Carousel, 1501 Broadway, New York 10036.

**More golf** ▪ NBC-TV will broadcast final rounds of the first annual *Andy Williams San Diego Open Golf Tournament* Saturday, Feb. 10 (6-7 p.m. EST) and Sunday, Feb. 11 (4:30-6 p.m. EST) from Torrey Pines golf course. The third largest tourney with a purse of $165,000, it will feature top golf professionals and show business celebrities. Proceeds will go to the Salk Institute for Biological Studies, La Jolla, Calif., and the San Diego junior golf program. NBC Radio's *Monitor* will broadcast tournament highlights that weekend.

**A new tornado** ▪ A Weather Bureau color film, *Tornado!* which emphasizes precautions to be taken to reduce dangers from tornadoes, has been released and is available to TV stations, schools clubs, and civic groups. The film was written by Coe-Peacock and produced by ASTRA Films Inc., Washington.

**Three scores** ▪ Century Library of Music and Sound, new division of Mark Century Corp., New York, is scoring industrial films for Eastman Kodak, U. S. Air Force and the New Jersey State Board of Education. A catalog of music and sound effects is available from the library, 3 East 57th St., New York.

# Sorensen's plan for TV politics

## Calls for suspension of Section 315, eight free prime-time TV hours

Theodore C. Sorensen, who was special assistant to President Kennedy, last week proposed a "package" of sweeping changes to allow more comprehensive network radio and television presentation of the issues in this year's presidential election, while reducing the major parties' "massive campaign budgets" for broadcast time.

Addressing a luncheon of the American Women in Radio and Television in New York Tuesday (Jan. 23), he urged the changes on a trial basis for the 1968 presidential candidates only. Mr. Sorensen's proposals, "the first five of which," he said, "are best treated as a package, the adoption of each one making the most sense only if the others are adopted," follow:

▪ Suspension by Congress of Section 315(A) of the Communications Act "to permit the allocation of substantial amounts of free [network] television and radio time to the two major party presidential candidates without granting equal amounts of time" to minor-party candidates.

▪ Such action should be taken by Congress at "the earliest opportunity . . . to free broadcasters from this restriction during the primaries and pre-convention competition," and to further provide protection for minor-party candidates "through the fairness doctrine, making its requirements of 'reasonable opportunity' to be heard applicable. . . ."

▪ Donation by each of the major television and radio networks of a total of eight prime-time hours—an hour each simultaneously during the eight weeks immediately preceding the Nov. 5 election—with four of these hours to be used for a series of "joint appearances or debates," and each of the other four divided equally between the two candidates.

▪ Agreement by the two major party nominees to a series of four "great debates."

▪ Prohibition by Congress of the purchase of network time segments longer than five minutes for presidential candidates of the two major parties.

▪ Adoption by Congress of the proposal by CBS President Dr. Frank Stanton for a "national voting holiday," during which polls in every part of the country would be open for the same 24-hour period, thus "preventing any possibility that the broadcasts of projections based on eastern states' returns might influence the turnout or decisions of voters in western states."

Mr. Sorensen noted the "massive campaign budgets of both major parties—budgets so large as to require the support of affluent special-interest donors—including outlays for radio and television that climbed from roughly $10 million in 1956, to nearly $15 million in 1960, to nearly $25 million in 1964, nearly half of this in the presidential contest alone."

Mr. Sorensen emphasized that "more voters will be informed and influenced regarding their election-day decisions by television than by any other source." He described televised "great debates" as opportunities for the presidential candidates to "dramatize their differences, spotlight the issues, test their abilities and increase the interest, enthusiasm and competence of the voting public."

**Voter Impressions** ▪ In reply to a newsman's question as to how television debates "tested candidates abilities to function as President of the United States," Mr. Sorensen said that while "clearly they are not the sole test of all the abilities required, confronting the issues alone with his opponent tests in a real way his judgment, depth and knowledge of the issues," and that while TV debates do not give the average voter "a precise understanding of all the issues," they do give him "a general impression of uncanny accuracy."

In response to a question about professional campaign managers' opinion that "the one-minute spot is the strongest use of television for a candidate," as in Jack Tinker & Partners' TV campaign for the re-election of New York Governor Nelson Rockefeller, Mr. Sorensen replied: "Yes, in terms of getting your money's worth, it is." But he added: "A serious candidate for the presidency needs to be seen in the greater depth afforded by half-hour and five-minute segments."

Informal comment from network sources on Mr. Sorensen's package of proposals was limited to enthusiastic support for suspension of Section 315. There weren't, however, any immediate offers of eight hours of free prime time.

# Barrow set as Hill moderator

### Plans move ahead for House panel sessions on fairness doctrine

House Investigations Subcommittee staff member Daniel Manelli was in Cincinnati last week working on an outline for the forthcoming fairness-doctrine hearing with Roscoe Barrow, professor and former law-school dean of the University of Cincinnati, who, subcommittee Counsel Robert Lishman has confirmed, will serve as moderator for the panel discussions.

Twelve of a minimum of 16 positions on the panels have been filled. The four panels are now planned for morning and afternoon or evening sessions on two days (instead of four mornings, as originally proposed). As of late last week no dates had been set for the hearing but Mr. Lishman told BROADCASTING that it may not be held until mid-March. When first announced the target dates were for the end of this month or early February. Difficulties in coordinating schedules of participants have caused the postponement, and consolidation from four days to two is expected to ease the problem of making topic assignments.

Asked to participate so far are: Vincent Wasilewski, president, National Association of Broadcasters; Elmer Lower, president ABC News; Dr. Frank Stanton, president, CBS Inc.; Reuven Frank, executive vice president, NBC News; Donald McGannon, president, Westinghouse Broadcasting Co.; William Harley, president, National Association of Educational Broadcasters; John White, president, National Educational Television, and Glenn O. Robinson, associate professor of law, University of Minnesota.

Also, the subcommittee staff has assigned spots for two representatives of the FCC, one from the Tobacco Institute and one from the American Civil Liberties Union. Among others still to be invited will be representatives of the advertising industry. The staff plans a maximum of 20 panelists.

**The Barrow Report** ▪ Mr. Barrow, now Wald Professor of Law at the university, was the director of a special FCC network study staff that in 1957 issued a massive set of recommendations, some of which were later adopted, that became known as the Barrow report. Among its recommendations that were later put in force, the report urged elimination of network option time (a move that, when adopted, had the result of increasing, rather than decreasing, the number of program hours cleared by networks, contrary to its intended effect), elimination of "must-buy" lists of stations and prohibition of networks acting as sales representatives for television stations other than those they owned (BROADCASTING, Oct. 7, 1957).

Other recommendations that were not adopted included one that would limit network ownership to three VHF stations in the top-25 markets. Another FCC project urged in the Barrow report, however, continues to this day: a network program practices study currently under the direction of Ashbrook Bryant.

Reliable sources report that Mr. Barrow had been collecting information on the fairness doctrine from network officials several months ago for what he was reported to have said was a paper he was preparing on the subject. Mr. Barrow told BROADCASTING, however, that he did not have a paper in preparation on the fairness doctrine, although his teaching duties required him to keep current on the subject. He added that he did not wish to take any position on the doctrine in the light of his role as moderator for the panels.

But the other professor on the panel, Dr. Robinson, has both a position and a recently published article on the subject. In the November issue of the *Minnesota Law Review* he tests aspects of broadcasting regulation against the freedom-of-the-press provisions of the First Amendment. The fairness doctrine, he concludes, is probably, or ought to be, unconstitutional although a narrow defense could possibly be made for it.

**Specialty** ▪ Dr. Stanton has indicated to the subcommittee that he will testify only on Section 315 and political broadcasting problems. The hearing, although billed as a "fairness-doctrine panel," will consider the general range of broadcast content regulation.

The first morning's session, according to the schedule as it now stands, will be devoted to Section 315 equal-time problems. The first day's afternoon or evening session will focus on the fairness doctrine as such and include editorializing, personal-attack rules, and application of the fairness dooctrine to product advertising.

The second day's sessions will both be devoted to exploring possible changes in the law or rules and administration, taking into account the potential impact of changing technology.

In preliminary letters to panelists, the subcommittee staff has submitted a list of proposed questions for discussion, with the request that participants submit other questions that might be useful.

The subcommittee's questions give an indication of specific proposals that may later be brought before members of the parent Commerce Committee:

▪ Assuming the First Amendment to apply to all communications of ideas, what circumstances justify a different standard of content regulation in the case of the electronic media as opposed to printed media?

▪ If there are such differences, is the present pace of technological advancement tending to eliminate them?

▪ Outside of the area of "illegal utterances," such as rigged quiz shows, profanity, and the like, is any further content regulation, direct or indirect, desirable?

▪ Has the existence of the fairness doctrine inhibited the discussion of controversial ideas via the broadcast media? If so, how?

▪ Would the elimination of the fairness doctrine result in raising the power of the broadcaster to a dangerous level?

▪ What are the alternatives to the fairness doctrine?

▪ Should the fairness doctrine, or a similar measure, apply to nonbroadcast electronic communications such as CATV originations and cable subscription television? On what basis?

▪ If the fairness doctrine remains in effect, could some more suitable body be established, such as an independent administrative court, to review questions of fairness?

▪ Should the term "controversial issue of public importance" be defined, by statute or FCC rule, so as to remove the present uncertainty surrounding the scope of the doctrine?

▪ Should the doctrine be limited to

## Need convention news space?

Feb. 16 is the deadline for submitting space requirements for news coverage of the 1968 Presidential conventions. Square-footage workroom-space needs both for the Fontainbleau headquarters hotel and the convention hall in Miami Beach and for the Conrad Hilton hotel and the International Amphitheatre in Chicago should be transmitted to Edmond Lebreton, chairman, standing committee of correspondents, Senate Press Gallery, U. S. Capitol, Washington 20510.

those questions which are to be voted on at an election?

▪ If the fairness doctrine were eliminated, would the public interest be adequately safeguarded by enlarging the present Section 509 (rigged quiz shows) so as to make it unlawful for any person to knowingly, and with intent to deceive the public, broadcast any false statement? This would be similar in effect to Section 5 of the Federal Trade Commission Act which proscribes false and misleading statements in advertising.

## Foreign-language safeguards ordered

The FCC has given WRIB East Providence, R. I., 20 days to explain what measures it will take to set up "adequate internal procedures" to insure control over foreign-language programs. The commission also served on the station a notice of apparent liability of $2,000 for failure to file time-brokerage contracts and for violations of logging rules.

In November the commission had requested an explanation from WRIB why no arrangements had been made for "responsible" persons with knowledge of the foreign languages it broadcasts to monitor the programs. WRIB replied that it requires all foreign-language programs to be translated into English and be given to the station one week before broadcast.

But the commission said that wasn't enough. Translations do not necessarily acquaint the licensee with what is being broadcast, the commission said, unless procedures are adopted to insure that "the language actually broadcast corresponds to the translations."

The commission claimed that WRIB had not maintained such procedures to insure "sufficient familiarity" with the foreign language broadcast and gave the station 20 days to provide a statement of adequate internal procedures.

## TV libel case to high court

The U.S. Supreme Court has agreed to review a Louisiana libel case involving a 1962 political speech on WAFB-TV Baton Rouge, by a candidate for the U. S. Senate. George St. Amant, running against Senator Russell Long (D-La.) in the Democratic primary that year, made charges against Herman A. Thompson, a deputy sheriff of East Baton Rouge parish. Mr. Thompson sued for $150,000, and won a jury judgment for $5,000, which was upheld in lower courts. The Supreme Court, at Mr. St. Amant's behest, agreed to determine whether the libel was uttered with actual malice.

# NBC sets up another long show

## 90-minute 'The Name of the Game', spinoff of first 'World Premiere' film, is set for '68-69 season

NBC-TV next season will program a new series, *The Name of the Game* on Fridays, 8:30-10 p.m., increasing to five the number of nights of the week in which the network will have at least one program running 90 minutes or more in prime time.

The new series will be produced by Universal Studios, which over the past few years has assumed an increasingly active role in program development for NBC. Universal's principal forte in assisting NBC in program evolvement has been in the "long form," specifically in making motion pictures for television, with an occasional TV series spin-off.

*Game* is a new concept but of similar motion picture genre. As described by officials last week, the series will combine major elements of motion pictures with the television series form. It'll be an anthology within a series, presented in a manner that's reminiscent of earlier experimentation by Universal and NBC as in the former 90-minute show in prime time, *90 Bristol Court*, into which several series were built within a "parent" series.

Mort Werner, NBC-TV's vice president in charge of programs and talent, said the network thinks of *The Name of the Game* series "as the first motion-picture series in television."

Universal will produce 24 of the films, and will concurrently distribute them overseas for playing in theaters. Tony Franciosa, Robert Stack and Gene Barry, as major characters in the series, will star in eight films each. These films will be separate stories, though with a continuing identification built around the star. According to Mr. Werner, each star will have a major production unit assigned to him and a fourth unit will be employed on "a swing basis."

**Worldwide Setting** ▪ The setting of the series is a vast publishing empire with activities throughout the world. Universal had produced a two-hour feature, "Fame is the Name of the Game," as the first "World Premiere." It was telecast in a movie period on NBC on Nov. 26, 1966. It was filmed in the studio in 30 days and starred Mr. Franciosa and Jill St. John. That feature obtained a favorable national rating.

It was reported in Hollywood that next fall's series would make use of some distant location shooting in addition to studio work, and would have the "markings of a feature film."

Also reported were the appointments

Mort Werner, (l) NBC-TV vice president in charge of programing, is pictured with Richard Irving, one of the three producers for the new 90-minute 'The Name of the Game' series to be produced for NBC-TV's 1968-69 season by Universal Studios. Picture was taken on the set of 'Laredo', which Mr. Irving produced for Universal and NBC-TV a few seasons ago. The 90-minute 'Virginian' on NBC-TV, also produced by Universal, is a 'Laredo' spinoff. ('Television' Magazine photo).

of David Victor and Richard Irving as producers, Mr. Victor on the unit for the films starring Mr. Stack, and Mr. Irving on the unit for the films in which Mr. Barry will star. A third producer is to be named for the unit filming Mr. Franciosa's series.

As viewed in Hollywood, Universal is one of the few filmmakers that has the studio facilities to accommodate production to the extent now planned by Universal and NBC. And it's of importance to Universal that its more than 25 sound stages be occupied with film making, theatrical or TV.

It was indicated that Universal plans to work its production units on *Game* concurrently while filming other TV series as well as the full-length features for its "World Premiere" commitments to NBC.

Mr. Werner said the "World Premiere" telecast of "Fame is the Name of the Game" in 1966 "achieved an audience level high enough to rank it among the top-25 motion pictures ever presented on network television. In creative resources, the new 90-minute series, along with 'World Premiere,' will give NBC-TV the two finest on-air program development sources in the television industry."

The "Fame" motion picture cost an estimated $900,000 to produce. While no budget figures were available on average costs for each of the 90-minute series, industry estimates were in the area of $400,000. According to these sources, the two-hour "World Premiere" pictures range in cost from $800,000 up to $1.5 million apiece.

**Other Long Shows** ▪ In addition to the Friday 90-minute series, NBC-TV next season appears set to program two-hour or more movies on Monday, Tuesday and Saturday, and the 90-minute *Virginian* on Wednesday. Additional "anchor" programing in other nights on NBC: all or most of Sunday night (including *Bonanza* and *High Chaparral*) and probably all or most of Thursday (including *Daniel Boone* and *Dean Martin Show*).

The NBC programing plan for Friday night conceivably could offer a ratings challenge of showing a feature-film type against an actual movie. Friday is a movie night on CBS, starting at 9 p.m. NBC's new series would start a half-hour earlier. The new series will be in the periods now occupied by *Star Trek* and *Hollywood Squares*.

Currently there is but one other 90-minute program in prime time—CBS's *Cimarron Strip* at 7:30 p.m. on Thursday. CBS authorities early this winter expected to present advertisers a firm nighttime schedule for the next season by mid-January (BROADCASTING, Dec. 18, 1967). But later indications have been that CBS aims to duplicate its first presentation last year (Feb. 22, 1967) to advertisers for the current season.

CBS has indicated it'll replace but three to four shows. ABC, which has 21 program "projects, including pilots" under consideration for next season, has not disclosed what form its schedule will take in 1968-69.

## Beckwith Productions formed in New York

Formation of Beckwith Productions, New York, as a TV programing and distribution company was announced last week by Aaron Beckwith, president, who has resigned as vice president and general manager of RKO Pictures Co.

Mr. Beckwith earlier was vice president in charge of special projects for BBDO, New York; vice president in charge of film syndication for MCA, and program sales director of ABC-TV. Beckwith Productions has established its headquarters at 1600 Broadway, New York. Telephone number is CIrcle 6-5700.

## Lancer to produce two specials for new season

Two 90-minute color specials are in preparation for the 1968-69 network season by Lancer Enterprises, New York, a diversified entertainment and broadcasting company recently formed by Alvin Sussman, president.

Mr. Sussman

Mr. Sussman, who resigned in 1967 as vice president and general manager of RKO General Productions, said last week that filming will begin in London in June on *The Stingiest Man in Town*, a musical adaptation of Charles Dickens' "A Christmas Carol," which will star Sir Michael Redgrave. Subsequently, he said, Lancer will produce on film and tape a musical adaptation of Washington Irving's "Rip Van Winkle," with exteriors to be shot in upstate New York and interiors in Hollywood.

Lancer also will function as a TV distributor of feature films and is now completing negotiations for a group of 30 foreign-made motion pictures that will be dubbed in English. Mr. Sussman disclosed he has been named broadcast consultant to the Dow Jones Co. and will advise D-J in syndicating a business and financial-news service to television and radio stations.

Mr. Sussman has been active in television for more than 20 years, and prior to his association with RKO General, he was vice president and general manager of WBC Productions and a sales executive with United Artists Associated. Lancer Enterprises makes its headquarters at 663 Fifth Avenue, New York 10022. Telephone is 212-753-1818.

## Latest ratings bring claims from networks

Ratings highlights reported last week: In the fast Nielsen ratings for 7:30-11 p.m. in the week ended Jan. 14, CBS-TV had an average rating of 22.6, NBC-TV 20.1 and ABC-TV 18.9.

ABC noted that Nielsen figures show its 1968 National Basketball Association schedule, based on the first three telecasts of this season, to be up from a 4.7 rating from the first three telecasts in 1967 to an 8.6, an 83% increase.

CBS said that in the fast weekly report its Walter Cronkite evening news show got an average 19.8 rating, representing 11,090,000 homes reached, and a score that CBS claimed to be the highest rating ever recorded by an evening news series "since they switched to half-hour formats" on the networks. The rating also represented the most homes per minute ever reached by a regularly scheduled news show, CBS asserted.

NBC pointed out that on Jan. 22 (Monday, 8-9 p.m. EST) its mid-season *Rowan and Martin Laugh-In* replacement show achieved a 20.2 rating and 33 share in the New York Nielsens, beating its network opposition. In New York, *Rowan and Martin* outscored the second half-hour of *Gunsmoke* and *Lucille Ball Show* on CBS (12.8 and 16.8 ratings, respectively) and the second half-hour of *Cowboy in Africa* and *Rat Patrol* on ABC (10.7 and 14.2 respectively).

## Stations respond in San Francisco strike

San Francisco-area radio and television stations have expanded greatly their news coverage as a public service during the strike at the *San Francisco Chronicle* and *Examiner* that began Jan. 5.

In addition to more detailed newscasts, with particular attention to local events, KPIX(TV) is distributing a one-page *Eyewitness News Bulletin*.

General Manager Richard Harris

said about 10,000 copies of the bulletin are being placed daily in major hotels and distributed free on downtown Market Street. It is edited by Charles C. Coane, KPIX(TV) public-relations director.

The strike began originally as an extension of picketing by American Newspaper Guild of their walkout at Hearst's *Los Angeles Herald-Examiner*. That strike began Dec. 15.

A number *Chronicle* newsmen on strike are staffing the *Newspaper of the Air* at noncommercial KQED(TV). A sequence was to be shown nationally on the *Huntley-Brinkley Report* on NBC-TV with San Francisco's new mayor, Joseph L. Alioto, reading the comics.

Pending in federal district court is a National Labor Relations Board suit against the San Francisco-Oakland Newspaper Guild and other unions charging a secondary boycott arising from the Los Angeles strike. A hearing on that complaint has been set for Jan. 31.

Meanwhile, the San Francisco Mailers Union is out on a primary strike, having been negotiating for a new contract since last March. And the Lithographers and Photoengravers Union, without a contract since Oct. 12, has voted strike sanction of its own.

A long shutdown of San Francisco's two major dailies appeared in prospect, even if the issue of a secondary boycott is settled in federal court.

## CBS plans film study of the Viet Cong

CBS-TV plans to telecast on April 2 a one-hour documentary film study of the Viet Cong, produced behind enemy lines.

The program consists of films taken by Roger Pic, a Frenchman who was with the Viet Cong in battle last fall; sequences obtained from Communist sources in Belgrade and Prague, and footage made available by the U. S. Army from film captured from the enemy. CBS said it was editing 30 hours of film into the one-hour program.

A CBS spokesman said the company had attempted to send its own camera crews into Viet Cong territory with permission of the National Liberation Front, but that all of its formal and informal requests had been ignored.



# Originator of phone polls drops it

## BUT WFIL-TV OFFICIAL SEES FUTURE IN TECHNIQUE

Participants at the first national conference on television news polling, held last week by WNDU-TV South Bend, Ind., heard the originator of the idea, Paul Martin, of Triangle Stations, admit that Triangle had decided to discontinue the method (a decision in which he concurred) but in spite of that argue that this or similar techniques had a strong future.

Mr. Martin, national director of advertising and promotion for Triangle Stations, told the conference of his efforts to introduce the innovation on Triangle's WFIL-TV Philadelphia almost a year ago, its subsequent spread to other outlets (Triangle providing assistance), and WFIL-TV's decision a few weeks ago to discontinue the method (see page 98).

Mr. Martin observed that he respected management's reservations about the instant polls and listed for his audience many of the pitfalls that inhere in the system. But he added that he foresaw a viable future for the technique as mechanical problems can be overcome and that audience response indicated a pent-up demand in the audience for a means of easy, yet in some sense visible, expression.

**Problems** ▪ Speaking during the opening session of the conference on Thursday (Jan. 25), Mr. Martin catalogued the difficulties with the instant-polling system as it has so far been developed:

▪ Mechanical problems were the first encountered. Line shortages resulted in thousands of viewers getting busy signals while the call counters on the "yes" or "no" circuits registered no calls. Related to the line-shortage problem was the calling-area problem. In effect, station coverage beyond the telephone company's local calling area —which could be substantial—remained unrepresented in the survey (respondents in those areas would be faced with a toll call if they wished to vote).

▪ Semantics can cause trouble, both with questions and with the method's critics. He suggested that the use of the word "poll" was unfortunate as it implies a measure of scientific preciseness. "Feedback" would be better, he said. Badly worded questions can easily affect responses, too, he noted.

▪ Interest attrition—the novelty can wear off and good questions can become increasing hard to find.

▪ Minorities with strong opinions can be more likely to vote—throwing off the totals—and people with negative opinions are known to be more likely to respond than those that favor a proposition.

▪ Limitations of the method itself—which includes possibilities for cheating and distortions when jammed lines keep calls from registering.

Mr. Martin, however, defended the relative accuracy of the polls, citing correlations with other polls (both instant and conventional) and the usefullness of even polls of approximate accuracy if they provide indications that large numbers of people are sufficiently moved to express themselves on a subject.

**Cautious Use** ▪ Commissioner Lee, speaking at the Thursday dinner meeting, had only a few words on the instant-poll technique (also see page 99). He said stations would be well advised to publicize disclaimers as to the polls' results and urged cooperation with telephone companies to ensure that other communications were not disrupted by a flood of voting calls.

Also on Thursday, Frederick H. Walton Jr., an attorney with Dempsey and Koplovitz, Washington, discussed possible FCC complications. He concluded that Section 315 equal-time requirements would seldom present problems because the technique did not involve use of the station's facilities by a candidate personally. He warned, however, of possible fairness-doctrine complications.

They could come into play if the station commented on the results of a poll as an element of persuasion. Also, if a vote were sought on a question or political race involving three or more alternatives, with only provision for two choices, fairness problems could occur, he said.

Anticipating Commissioner Lee's remarks, he noted that the likeliest danger lurked in representations made for the poll's accuracy. But disclaimers could undermine the very interest the station was trying to generate, he concluded.

**Call-Out Polls** ▪ The WGN Continental Broadcasting Co. outlets WGN-TV Chicago and KDAL-TV Duluth are believed to be the only stations using the "call-out" survey technique rather than tabulating viewer call-ins the conference was told by Eugene Filip, news director of WGN-TV. He appeared Friday in behalf of Bruce Dennis, vice president and manager of news, WGN Continental, who was recovering from illness.

Mr. Filip said both WGN-TV and KDAL-TV began calling out to viewers last September for their nightly "telepoll" survey because the special automated telephone equipment for call-in surveying was not yet available. The result, he said, was the discovery of what was considered to be a much more reliable survey technique so the call-out method has been retained.

The call-out system costs 50% more than the usual call-in system, Mr. Filip related, but WGN Continental is willing to underwrite this cost to obtain better data. The reputation of the call-out polls is high among civic leaders and congressmen. He said, and many have said the information is most valuable.

Nonstaff telephone interviewers supervised by station personnel are used to make the call-out polls, Mr. Filip said. About 1,000 calls are made in Chicago's eight-county area and 100 in Duluth daily. A weighted random sampling technique and local phone directories are used.

## ABC denies plans for TV slashes—but...

ABC officials last week branded as "absolutely false" reports that their television network would cut back its weeknight prime-time programing to two hours next fall.

ABC spokesmen reserved comment, however, on recurring speculation that corporate executives may withdraw from the radio network business if ABC's new radio plan does not become a profitable operation within a reasonable period.

Reports of extensive slashes in ABC's operations have been circulating in broadcasting and advertising circles since the proposed merger between ABC and the International Telephone & Telegraph Corp. was turned down by ITT on New Year's Day (BROADCASTING, Jan. 8). During the lengthy FCC hearings surrounding the merger proposal ABC officials had frequently expressed concern about ABC's financial position if the merger was not effected.

Reports that ABC was embarking on a stringent cost-cutting program were supported by the recent confirmation that the annual ABC News budget had been reduced by more than $10 million and, according to some sources, by closer to $15 million (BROADCASTING, Jan. 22).

While tending to discount reports of massive TV cutbacks, agency and industry executives appeared more inclined to give credence to reports that top executives, faced with financial problems, may be giving serious consideration to terminating ABC's radio network operation. "There's just not enough radio network money floating around at this time," said one media executive at a major agency.

"At a time when both TV and radio business is soft, it's obviously bad business to keep an unprofitable operation going, especially in an area where no network has been profitable for years."

## NCTA files brief in copyright test

The threat of a "takeover" of the cable-TV industry by copyright holders, if the U. S. Supreme Court upholds the contention that CATV operators are liable for copyright payments, was

## More stations vote no on instant polls

One key question about instant telephone polls: How do the stations vote? Early returns are mixed. Many more stations don't use the device than do, of course, and some that have tried it have subsequently decided to vote no. Some, however, defend the method as perhaps inaccurate but nevertheless a means of stimulating audience interest in questions of public importance.

Sure to be an influential "no" vote, however, will be the decision of the station that started it all, WFIL-TV Philadelphia, to discontinue automatically tabulated telephone polling. Paul Martin, national director of advertising and promotion for Triangle Stations, who pioneered the innovation at WFIL-TV almost a year ago, told participants at the first annual national conference of television news polling of his management's ruling against the method and added that he concurred in that decision. But, he continued, instant telephone polling still has a useful future (see page 97).

Meanwhile, in Washington (a city where any kind of poll is taken seriously) WMAL-TV said it had dropped its instant telephone survey. Frederick Houwink, WMAL-TV vice president, said the polling was judged not to represent a true cross-section of opinion. The poll was discontinued for fear it would "tend to damage the credibility of our own news efforts," he explained.

And an official of WJXT(TV) Jacksonville, Fla., reported last week that his station had decided months ago not to get into telephone polling. Not only that, WJXT broadcast an editorial criticizing its competitor, WFGA-TV Jacksonville, for introducing the technique. (Two weeks ago WBTV(TV) Charlotte, N. C. terminated its six-week test of the method.

Voting yes, however, was WIIC-TV Pittsburgh, which issued a statement defending instant polls. The station's general manager, Roger D. Rice, said: "We want to become actively involved within our own community and we feel this is simply one method of doing it." He notes that the station makes no claims that the polls are 100% accurate and publicizes only percentages of responses.

voiced by the National Cable Television Association last week.

CATV operators, the NCTA said in its friend-of-the-court brief filed in the United Artists v. Fortnightly case, would, if forced to pay royalties on program material, have to negotiate with 25 or more major syndicators, the three TV networks and the three music-licensing societies. Since cable owners do not choose the programs, they are at the mercy of the arrangements made by the TV stations whose signals they receive and relay to their customers.

"Thus, as a practical matter," NCTA said, ". . . negotiations will usually follow reception and consequent infringement, and the CATV system will have the choice of acceding to the copyright proprietors' demands or litigating damages. Where the claimed statutory damages were large," NCTA continued, "it is easy to see how the larger copyright proprietors and networks would end up owning the CATV industry."

In other arguments, the NCTA position is similar to that advanced by Fortnightly Corp. two weeks ago in its brief to the Supreme Court (BROADCASTING, Jan. 22).

## Hackes calls for upgraded news status

Peter Hackes, NBC News, Washington, reminded an audience at the 23rd annual Georgia Radio and Television Institute last Wednesday (Jan. 24) that news dissemination was a prime job of broadcasters—although it was still relegated to secondary status at too many outlets. He scored "rip and-read" newscasts by unprepared disk jockeys as a false economy. "The station with meaningless news will become the station with meaningless ratings," he said.

Mr. Hackes urged minimum standards for broadcast newsman as a step toward raising the journalism status to that of a profession. He also entered a strong criticism of unprepared hosts on local telephone discussion programs. Although it could be argued, he noted, that such shows could be defended as entertainment and not news programs, many listeners don't differentiate, accepting the uninformed opinions they hear as authoritative.

The institute also heard from two U. S. Senators—one a bona fide presidential candidate. The candidate, Senator Eugene McCarthy (D-Minn.) spoke Tuesday evening (Jan. 23), mostly about the danger of the Vietnam war in stifling domestic debate. Senator Herman Talmadge (D-Ga.) later countered Senator McCarthy's Vietnam views, urging a more vigorous prosecution of the war. In addition, Senator Talmadge added some praise and support for broadcasters.

At the Thursday luncheon (Jan. 25), Senator Talmadge cited the services performed by broadcasters in education and public service and offered his aid in giving radio and television "the same measure of freedom to discuss, investigate and criticize" as newspapers.

"Freedom of the press," he said, "as guaranteed by the First Amendment, must be made just as meaningful to the broadcasting industry as it is to the press. You have my full support in bringing this day to pass."

The Jan. 23-25 institute in Athens, Ga., was under the joint sponsorship of the Henry W. Grady School of Journalism, University of Georgia, and the Georgia Association of Broadcasters.

## Is TV-critic's power greater than paper's?

Television's critics of the legitimate theater in New York may have more influence than theater reviewers writing for the print media, a panel of two actors, a playwright, a producer, and two TV critics concluded last week.

The panelists agreed that there was not much wrong with TV drama reviews, despite their brevity, and that TV drama critics may have the largest single influence on the theater-going public.

The conclusions were reached during "Television's Men on the Aisle," a forum presented by the New York chapter of the National Academy of Television Arts and Sciences. On the panel were actors Henry Fonda and Cyril Ritchard; playwright Arthur Miller; producer Alexander Cohen; TV drama critics Leonard Harris of WCBS-TV, and Edwin Newman of WNBC-TV, both New York. John Cannon, chairman of the New York chapter's forum committe, was moderator.

Almost coincidentally with the academy's forum was an appearance by controversial Broadway producer David Merrick on NBC-TV's *Tonight Show with Johnny Carson*. Mr. Merrick lambasted the "superficial attention paid by the radio and television critic.

"As a matter of fact," he said, "there's a question in my mind whether we can't attack it legally because television . . . is not under that protective umbrella of the Constitution, you know, freedom of the press. That's why the FCC regulations and all—I've been into that with the FCC on the question of free and equal time."

## Lee questions ETV news

### Says government financing will give it appearance of having biased content

FCC Commissioner Robert E. Lee last week took a look at the emergence of educational television within the structure of the nation's television service, and offered some suggestions on how ETV and commercial television might live together with greater profit for both.

On the one hand, he sees no reason why ETV stations under the Public Broadcasting Act, which was enacted to pump new life and money into noncommercial television, should compete with commercial television in the presentation of scheduled hard news.

On the other hand, he suggested—as he has before—that commercial stations might be able to help themselves as well as ETV stations and the public interest by making "significant financial contributions" to ETV outlets.

The commisioner, who spoke at the First National Conference on Television News Public Opinion Polling, conducted by the Continuing Education Center of Notre Dame, moved into a virtually unique position in speaking against the wisdom of ETV stations' carrying hard news.

**No Bar** ▪ As he noted, the Public Broadcasting Act does not prescribe such programing, and the Carnegie Foundation report that led to enactment of the enabling legislation spoke favorably of the contribution ETV stations could make in the area of live news.

His concern, he said, is that live news from a government-sponsored corporation "may carry the appearance of bias. With the President appointing the [corporation's] board of directors and the government providing funds, it is difficult indeed to look at ETV as a completely nongovernment function."

He also said he does not believe the intent of Congress in enacting the Public Broadcasting Act was to create "competition to the existing broadcast structure but rather to provide a new and exciting choice to the discriminating audience."

He said that commercial broadcasters—networks and stations—are doing "a very, very good job" in presenting hard news.

His concern for the ETV stations'

"appearance of bias," however, does not extend to the belief that such stations should not present news analyses, panel shows and editorials in depth. He feels ETV can perform worthwhile service in that kind of programing.

The commissioner's suggestion that commercial stations can serve their own selfish interest in contributing to ETV stations is part of an effort to start a dialogue on the idea going back more than a year (BROADCASTING, Nov. 11, 1966).

**Experts** ▪ He said that the commission expects licensees to be experts in determining the programing needs of their communities. But, he added, the intense competition among commercial operators leads to the presentation of mass-appeal programing, especially in prime time, which ignores the needs of viewers interested in special-interest programing.

His solution: "To the extent that [an] educational station is airing special-interest viewing, it may not be necessary for the commercial station to carry as much of this type of programing as might otherwise be necessary to meet the needs of the community."

He also advanced another argument in favor of commercial TV's supporting ETV outlets. "He should be able to charge off such contributions as a business expense." However, the Internal Revenue Service has not isssued a ruling authorizing such deductions.

The commissioner voiced a note of caution in discussing the practice of stations polling their audiences on issues of public importance. He said it's possible for groups to distort the results of the poll by swamping the station with telephone calls on one side of an issue.

"If your judgment is to program these polls, so be it," he said. However, he said he would caution disclaimers as to results. He also said stations should work closely with their local telephone companies to make sure that local communications are not jammed.

## WNJR strike settled

The five-month strike of American Federation of Television and Radio Artists announcers against Rollins Broadcasting's WNJR Union, N. J., ended Jan. 11 with the signing of a new contract. According to the union, settlement was on the following terms: base wages were increased from $135 a week ($187.50, including guarantees against commercial announcements) to $220 a week for the first 18 months of the three-year contract, $240 for the remainder. The discharge clause, the five-day week, and permission to prerecord certain local commercials under certain conditions are retained, and staff announcers are permitted to operate turntables on their own record programs. The settlement represents a compromise between the union and management positions during negotiations.

## Ivan Tors to attempt its fifth spin off

Producer Ivan Tors, who four times before parlayed a theatrical feature-film into a television series, is trying the same route again. His Hollywood- and Miami-based Ivan Tors Films Inc. last week acquired rights to a forthcoming book and promptly announced plans to first produce it as a movie and then use that production as the basis for a new television series.

The book acquired by Tors Films is "Valley of the Tigers," recently completed novel by Roger Caras, set for hardcover publication by Little, Brown & Co. and in paperback by Bantam Books in this country, and by MacMillan Co. in England.

Feature films to TV has been the pattern for all the Tors properties currently on television. *Gentle Ben*, which started this season on CBS-TV, was spun off the movie "Gentle Giant," now being released by Paramount Pictures. *Daktari*, now in its third season, also on CBS-TV, was the result of the MGM feature "Clarence, the Cross-eyed Lion." *Flipper*, in reruns on NBC-TV following three network seasons, came out of the MGM movie of the same title. *Cowboy in Africa*, a current season entry on ABC-TV, was spawned by Paramount's "Africa—Texas Style" theatrical feature.

## FANFARE

## Pfizer honors four farm broadcasters

The Agricultural Division of Chas. Pfizer & Co., New York, last week named four farm broadcasters as recipients of 1967 awards for outstanding service to American agriculture.

C. Jan Westmoreland (center), Pfizer's director of agricultural public relations, is shown with the winners (l-r): Chuck Muller, KOA-AM-FM-TV Denver; Ray Wilkinson, WRAL-TV Raleigh, N. C.; Wally Erickson, KFRE-AM-FM-TV Fresno, Calif., and Russel Pierson, WKY-AM-TV Oklahoma City.

The four were chosen by a national panel of judges from a field of 37 state winners who were selected for outstanding contributions to their state's agricultural industries. The national winners are being presented $250 awards and an engraved recognition plaque at ceremonies in their respective states.

The awards program was initiated last year as a means of recognizing achievements by farm broadcasters.

## ABA adds award for crime-news coverage

The American Bar Association has added a new category to its annual Gavel-awards competition for all news media—a category to recognize outstanding examples of coverage of crime news that contribute to the "preservation of the constitutional guarantee of trial and free press."

The original three categories for the ABA awards also continue in effect. These are increasing public understanding and appreciation of the American system of law and justice; cooperating with the organized bar to improve court administration, and explaining the role of the lawyer in American life. Entry deadline is April 1.

The addition by the ABA of the crime-coverage-award category is significant because a special committee of the association has proposed extensive new restrictions upon coverage of criminal trials (BROADCASTING, Jan. 15). The proposals are to be considered on Feb. 19 by the ABA house of delegates at its meeting in Chicago.

## Vision spots offered to radio-television

The American Optometric Association is focusing in on Save Your Vision Week (March 3-9) with a series of public service films and announcements for radio and television.

The films are 60- and 20-second spots and are available in color. Using a cartoon format, they present a "comedy of errors" emphasizing the need for a vision examination for everyone at least once a year.

Other timely films available include a 60-second visit to the world famous St. Louis zoo portraying the wonder of seeing through the eyes of a child, and a 60-20 second film showing the relationship of good vision to the enjoyment of the highlights of a year's events.

The radio-TV offerings are part of a special all-media packet being offered by the association.

The American Optometric Association, 7000 Chippewa, St. Louis.

## CATV campaign to use newspapers, radio

Newspapers and radio are likely to be the two major media used by cable-TV systems next month to publicize National Cable TV Week (Feb. 4-10), according to the National Cable Television Association.

The trade group took a poll of CATV operators on how they intend to promote the special week and the response indicates, NCTA said, that newspapers will be used by 82% of the systems, with radio next with 73%. Dealer tie-ins ranked third, with 52%. Other methods: cablecasting, 27%; direct mail, 25%; special supplements, 18%; film showing, 14%; other (publicity, contests, drawings, open houses, plant tours, billboards, etc.), 38%.

Most of the promotions, NCTA said, will be tied in with special-connection offers.

## 'Project Life' knocks death rate down

Is a $300,000-to-$400,000 price tag on human life worth footing? WWL-TV New Orleans thinks so. That's what the station figures it spent in advertising, man hours, filming and processing to conduct a year-long "Project Life" campaign in 1967 to make New Orleanians aware that their city was not really a very safe place in which to walk or drive.

The campaign was launched after 1966 statistics revealed an almost epidemic rate of automobile accidents (86 a day), fatal injuries (2 a week) and personal injuries requiring medical attention (35 a day). The campaign featured special documentaries, scores of special editorials, fatality profiles, safe-driving spot announcements, bumper stickers and windshield decals.

A special documentary outlined the 10 most dangerous places to walk or drive in the city. Subsequent re-editing of the documentary into five-minute news specials for inclusion in WWL-TV's regular news show drove home the point—with the result that a dramatic decrease in the accident rate was evident at nine of the 10 locations.

"Project Life" made suggestions—extra traffic lights, bigger traffic control signs—and the city's traffic engineering department went to work. The campaign cited the inadequacy of emergency ambulance service on Louisiana highways (prompted similar state action) and urged the adoption of a mandatory helmet law for motorcycle and motorbike riders (passed by the City Council despite objections from that contingent of cyclists).

WWL-TV noted that "Project Life" caused for the first time in 30 years a marked decrease in automobile accidents (2,500 less than 1966) and traffic deaths (12% decrease from the previous year). According to the station, the price of the promotion was more than "worth it."

A shattered motorcycle helmet in New Orleans city hall serves as a reminder of the import of WWL-TV New Orleans' "Project Life" campaign. The men who helped to adopt a mandatory helmet law are New Orleans city councilman James A. Moreau (left), Mayor Victor H. Schiro and Phil Johnson, WWL-TV's special-projects director.

# INTERNATIONAL

## Pearson names new CBC heads

Responsibilities have been split in the top executive echelon of the Canadian Broadcasting Corp. in line with broadcasting legislation introduced into the Canadian House of Commons last year (BROADCASTING, Oct. 23, 1967). Prime Minister Lester Pearson announced the appointment of George F. Davidson, who has been secretary of the Treasury Board, as president of the CBC. Laurent A. Picard, a member of the committee for higher education of the Superior Council of Education in Quebec, has been named vice president of the corporation.

Both men assume responsibilities formerly carried by J. Alphonse Ouimet, who stepped down as president in December (BROADCASTING, Dec. 18, 1967). Under the new arrangement Mr. Davidson will be responsible for policy matters and Mr. Picard will handle decisions involved in the day-to-day operation of the CBC and its more than 8,000 employes.

In announcing the appointments at a news conference in Ottawa, Prime Minister Pearson described the posts as "two of the hardest and most responsible positions in the government service."

Mr. Davidson, a 58-year-old native of Bass River, N. S., has been with the Treasury Board, a committee that considers all government spending, since 1964. One of Mr. Davidson's duties on the Treasury Board was to review government expenditures that included the $144 million operating budget of the publicly owned CBC during the current fiscal year.

His earlier federal government service, dating from 1944, included posts as deputy minister of welfare in the health and welfare department and as deputy minister in the citizenship and immigration department. Later he went to the Privy Council office as director of the bureau of government organization. In this post he reviewed the recommendation of the Glassco royal commission on government organization.

**No Problems Foreseen** ▪ Mr. Davidson has refused to discuss the specific types of problems he may have to deal with as president of the CBC. But he does expect to be able to work out a good relationship with the new and more powerful regulatory agency for broadcasting proposed to replace the present Board of Broadcast Governors. "If I thought otherwise," he said, "I think I would not be putting my neck into the noose."

Mr. Picard, 40, a consultant on labor-mangement problems, will serve as general manager of the CBC. He was picked by the federal government in 1966 to investigate working conditions of longshoremen in the ports of Montreal, Quebec City and Trois-Rivieres, Que. He has also provided research and consultative services for several industries, including aluminum, printing, electronics, chemical products, railways, paper and wood products, and has acted as consultant to major Canadian and international companies.

Another important figure in Canadian broadcasting, David Sim, 68, one of the three full-time members of the Board of Broadcast Governors, said in an interview that he hopes to retire next month. Mr. Sim said he had accepted his appointment to the BBG on the understanding that he would leave when Parliament approved new broadcasting legislation. Mr. Sim said he has no particular plans for retirement except, possibly, for "a little hunting and fishing."

Before his association with the BBG, Mr. Sim had served for over 20 years as deputy minister for the revenue department's customs and excise division.

## O&M firms Paris operation

Ogilvy & Mather International, New York, has announced "an agreement of cooperation" with the Publicis Agency in Paris. O&M, which for several years has had a relationship with Publicis, said it will now set up an office in Paris and conduct a "symbolic exchange of shares" with that firm. Part of the agreement calls for an interchange of trainee personnel and of technical information between London, Paris and New York.

# FATES & FORTUNES

## BROADCAST ADVERTISING

**Henry Lampert,** president and founder of The Lampert Agency, New York, elected board chairman; **Bernard Zamichow,** executive VP, becomes president; **Milt Roseman** continues as executive VP but adds new duty of chairman, creative plans board; **P. G. Diamandis** and **Irwin M. Barnett,** elected VP's, becoming additionally director of client services and director of media, merchandising and promotional services, respectively.

**Leon Morgan,** president of Buchen Advertising, Chicago, named board chairman, succeeding **J. M. McDonald,** who retires. **Emery Dobbins,** eastern division executive VP, becomes president. **David Grant,** senior VP, elected executive VP, New York. **Bowman Kreer,** senior VP and director of client services, Chicago, elected administrative senior VP.


Mr. Burns


Mr. Mortimer

**Daniel Burns** and **Charles Mortimer** named senior VP's and respective heads of merchandising and television programing departments, William Esty Co., New York.

**Frank Siebke** and **Ned S. Tolmach** join LaRoche, McCaffrey and McCall, New York, as VP-art and TV group head, and VP-copy group head, respectively.

**Edson F. Allen, Russell A. Bauer, Verne C. Hohl,** and **Walter P. Zippel** named VP's at Klau-Van Pietersom-Dunlap, Milwaukee.

**Jules M. Bacal** and **Stuart H. Trott,** creative supervisors at Benton & Bowles, New York, and **Tom McCabe,** associate media director, elected VP's.

**James G. Cominos,** senior VP, Needham, Harper & Steers, New York, named president of AM-AD Advertising, Chicago, succeeding **George Anderson,** who becomes chairman of executive committee. **Ross Metzger** continues as AM-AD chairman.

**Nathan S. Lanning** appointed manager of spot development division of Station Representatives Association, New York.

**David Nazionale,** senior VP for Weightman Inc., Philadelphia, and with agency for 14 years, resigns; no future plans announced.

**T. Ballard Morton,** president of WAVE Inc., Louisville, Ky. (WAVE-AM-TV Louisville; WFRV-TV Green Bay, Wisc., and WFIE-TV Evansville, Ind.), elected director of Kroger Co., food retailer.

**Gregory P. Fitzpatrick,** with Foote, Cone & Belding, New York, joins Sullivan, Stauffer, Colwell & Bayles, that city, as VP and management supervisor on Ballantine Beer account.

**John Paul Jones** joins Frank B. Sawdon Inc., New York, as VP in charge of radio and television production.

**Allen N. Turner,** with National Association of Photographic Manufacturers, joins association division of American Association of Advertising Agencies, New York, as staff executive in charge of central region.

**Lee E. Carlson,** account executive with ABC-TV Spot Sales, New York, appointed sales manager of KYW-TV, Philadelphia.


Mr. Reiser


Miss Young

**Richard J. Reiser,** executive director, and **Shirley Young,** associate director, both in marketing and research department of Grey Advertising, New York, elected VP's.

**Arthur J. DeCoster,** manager of Chicago office of ABC TV Spot Sales, named to newly created position of midwestern sales manager.


Mr. Grimm

**Dave Grimm,** account executive with ABC Radio since 1960, named eastern sales manager for ABC's four radio networks (American Information, Contemporary, Entertainment and FM Radio). **Leo Collins,** director of advertising and sales promotion for WABC-TV New York since 1963, named to newly created post of promotion manager of four networks. **George T. Rodman,** director of advertising, promotion and press information for WBKB-TV Chicago, succeeds Mr. Collins at WABC-TV.

**Thomas P. Crolius,** senior VP, account supervisor and director of Reach, McClinton & Co., New York, joins Ogilvy & Mather, that city, as account supervisor on Consolidated Edison account.

Mr. Rockefeller Mr. Seibel

**Charles A. Rockefeller** and **David Seibel,** account supervisors with BBDO, New York and Minneapolis, respectively, named VP's.

**William R. Holmes,** VP and associate media director for D'Arcy Advertising, St. Louis, named media research director, succeeding **Sol Israel,** named assistant to director of marketing services. **J. Dolan Walsh** and **Harvey E. Diekroeger,** media supervisors there, appointed associate media directors. **Gerald P. Branson** and **Timothy G. Finney** named senior media buyers.

**Robert S. Tamblyn** elected VP of Worden & Co., Washington agency.

**Lyle Dennison Van Valkenburgh Jr.,** broadcast and print media buyer with Ted Bates & Co., New York, joins New York sales service office of Peters, Griffin, Woodward.

**James R. Osborn,** general sales manager for KABC-TV Los Angeles, named general sales manager of KGO-TV San Francisco. **Richard N. Savage,** sales manager at KABC-TV, named general sales manager. Both are ABC-owned stations.

**Richard W. Giltner,** with Clinton E. Frank Inc., Chicago, joins WBKB-TV there as director of research. **Karen Schmidt,** with Leo Burnett Co., joins WBKB-TV as research analyst.

**Quentin Fox,** account executive for all Purex brands assigned to Carson/Roberts/Inc., Los Angeles, named account supervisor. **Reg Bisgrove,** in local sales for KFMB-TV San Diego, appointed media buyer for Carson/Roberts/Inc., Los Angeles. **Toni Rothberg,** in media department at agency, appointed media buying assistant. **Jodie Rhodes,** media buyer, appointed associate media supervisor.

**Mahlon G. Remington,** account supervisor with J. Walter Thompson Co., New York, named director of marketing services.

**Paul R. Litt,** account executive, RKO General Broadcasting's national sales division, Chicago, named general sales manager of CKLW-TV Windsor-Detroit effective Feb. 1.

**Joseph C. Winkler,** formerly with WCAU and WFIL, both Philadelphia, appointed general sales manager for WPBS(FM), that city.

**Mary Jane Thompson,** senior copywriter for MacManus, John & Adams, Los Angeles, returns to Erwin Wasey, Los Angeles, as senior copywriter.

**Roger P. Laven** named account supervisor at Needham, Harper & Steers, Chicago.

**R. Terry Cherry,** art director for Gray and Rogers Inc., Philadelphia, joins Al Paul Lefton Co., that city, in similar position.

**David J. DeCapua,** account executive with WKYC-TV Cleveland, appointed manager of Taft Broadcasting Co.'s Cleveland sales office.

**Dorothy L. Fell,** VP of Radio Features, division of Walter Schwimmer Inc., Chicago, named administrative assistant to president of parent firm. **Helen Gray** named office manager.

**Matthew F. Rao,** with McCann-Erickson, New York, joins Kenyon & Eckhardt, that city, as art director.

**I. A. Saucier Jr.,** local sales manager for WTVW(TV) Evansville, Ind., named general sales manager, succeeding **Robert Ossenberg,** who resigns.

**Ray H. Kremer,** former eastern sales manager for CBS Spot Sales, New York, joins Wildrick & Miller, New York-based agricultural and industrial advertising agency, as director of broadcast operations and account executive.

**William T. Skeeter,** with Colonial Outdoor Advertising, Norfolk, Va., joins WTAR, that city, as account executive.

**Albert J. Till,** Leo Burnett Co., Chicago, named area account executive for Jos. Schlitz Brewing Co., Hollywood, with responsibility in media for Schlitz beer and malt liquor in California, Nevada, Arizona and Texas.

**Mac Lorimer,** account executive with WFLD(TV) Chicago, joins sales staff of WLWD(TV) Dayton, Ohio.

**Bob Knapp** named to local sales staff of WRAL-TV Raleigh, N. C.

**Sam Littleton,** account executive with WMC-AM-FM Memphis, joins local sales department of WREC-TV, that city.

**John C. Miller,** account executive with WIBG Philadelphia, named account executive with WPHL-TV, that city.

**George E. Ledell Jr.,** television sales manager for Edward Petry & Co., San Francisco, joins KBHK-TV, that city, as account executive.

**Deborah A. Lazarus** and **Peter P. Oak** join Henderson Advertising Agency, Greenville, S. C., as copywriter and assistant radio-television director, respectively.

**Tom Wood,** sales manager of WIBF-TV Philadelphia, joins The Hollingbery Co., as account executive in New York office.

**Wallis P. Parker Jr.,** with Baker & Associates Advertising, Springfield, Mo., in art and creative functions, appointed to creative staff of White Advertising Agency Inc., Tulsa, Okla.

**Bill Keup,** with local sales staff of WMAQ-TV Chicago, and **Ron Cochran,** with television division of Metro Broadcast Sales, New York, named account executives with National Television Sales Inc., their respective cities.

**Jennifer Shull,** in charge of casting for N. Lee Lacy & Associates, Hollywood, appointed director of casting for EUE/Screen Gems, West Coast.

**John Milton Seropan,** previously manager of San Francisco office of Paul H. Raymer Co., joins Bernard Howard & Co., station representative, as account executive in San Francisco.

**Paul Orio,** account executive, NBC-TV Spot Sales, named account executive, WABC-TV New York.

**Irwin Weinberg,** copywriter-producer at McCann-Erickson, New York, joins Kenyon & Eckhardt there as copywriter.

## MEDIA

**Joseph H. Higgins,** former executive VP of WCIX-TV Miami, named executive VP and general manager of WHP-AM-TV Harrisburg, Pa. **James R. Forney,** sportscaster, appointed assistant general manager.

Mr. Higgins Mr. Forney

**James A. Fellows,** assistant to president and secretary of National Association of Educational Broadcasters, Washington, appointed director research and development.

**Howard D. Holst,** director of noncommercial WKNO-TV Memphis, and **Warren A. Kraetzer,** executive VP and general manager of noncommercial WUHY-TV Philadelphia and noncommercial WHYY-TV Wilmington, Del., elected to three-year term on board of directors, National Association of Educational Broadcasters, Washington, to fill vacancies left by **Robert F. Schenkkan**, general manager of noncommercial KLRN(TV) San Antonio, and **Donald V. Taverner**, president of noncommercial WQED(TV) Pittsburgh, whose terms expire.

**Keigler E. Flake**, general manager of WHCT(TV) Hartford, Conn., named VP and general manager.

**Hal Vester**, former station manager of WCOG Greensboro, N. C., named VP of WRNC Raleigh, N. C.


Mr. King

**James M. King**, executive VP of Television Advertising Representatives, New York, appointed general manager of KDKA-TV Pittsburgh. Both are Westinghouse Broadcasting entities. **Theodore R. Lon**, with WCAO Baltimore as controller, appointed assistant business manager for KDKA-AM-FM-TV Pittsburgh.

**Sid Pike**, program supervisor for WHDH-TV Boston, appointed station manager of WAII-TV Atlanta, succeeding **Frank Cason**.

**Kenneth L. Hatch**, assistant station manager in charge of sales for KIRO-TV Seattle, appointed station manager.

**Randy Jeffery**, with sales and programing departments of KSYC Yreka, Calif., and WSDR Sterling, Ill., named manager of WHLT-TV Huntington, Ind.

**John Longo**, formerly with WEIF Moundsville, W. Va., joins WQTW Latrobe, Pa., as general manager.

**Richard H. Meeder**, manager of WAVY Portsmouth, Va., appointed manager of WRAP Norfolk, Va.

**Myron I. Roth**, with legal department of NBC, New York, as attorney, appointed senior attorney.

**Hub Warner**, program director for KBOI-AM-FM Boise, Ida., appointed administrative assistant.

## PROGRAMING

**Charles F. Simonelli**, executive VP of Technicolor Inc., Hollywood, resigns.

**Herbert G. Richek**, VP of Warner Bros.-Seven Arts television film operations, New York, named to direct expansion of international film services.

**Peck Prior**, executive VP of VPI Productions Inc., New York, and president of VPI of California Inc., Hollywood, appointed head of all commercial operations in New York. **Bob Milford**, with Doyle Dane Bernbach, Los Angeles, named executive producer for VPI of California. **Chuck Manno**, with Filmfair, Los Angeles, appointed producer with VPI in New York.

**Sid Weiner**, assistant to VP of syndication sales, Screen Gems Inc., New York, named director of film services.

**Larry Lippman**, VP of Berkey Eastern Effects, division of Berkey Video Services Inc., New York, named VP and sales manager for parent firm.

**Bill Sanders**, on-air personality and assistant to VP of WLEE Richmond, Va., appointed program director for WWDC Washington.

**Jim Hawkes**, creative services director for KBOI-AM-FM Boise, Idaho, appointed program director.

**John E. Martin**, in operations department at CBS-TV Hollywood, named plant manager at network's Studio Center facility in North Hollywood. **Harold E. (Bill) Rosson**, also in operations for network, appointed to newly created position of coordinator of plant construction and maintenance at Studio Center.

**Del W. Hostetler**, formerly with KYW-TV Philadelphia, joins noncommercial WQED(TV) Pittsburgh as director of production.

**Dominic Perruccio**, formerly film producer with William Esty Co. and Kenyon & Eckhardt, both New York, named assistant to president of Manhattan Sound Studios there.

**Bob Chesson**, production director for WUBE Cincinnati, appointed to similar position with WGH-AM-FM Newport News, Va.

**Harvey Kalfin**, with ABC New York as supervisor in production services, joins WOKR(TV) Rochester, N. Y., as production manager.

**Tom Cross**, production manager for KYAC Kirkland, Wash., appointed program director.

**Babette Doniger Mandell**, with Grey Advertising, Beverly Hills, Calif., appointed manager of programing, promotion and public affairs for WYDD (FM) Pittsburgh.

**Richard Richter**, deputy director of Peace Corps in Kenya, joins Public Broadcast Laboratory, New York, as producer.

**Marty Montell**, staff announcer for WSBT-AM-FM-TV South Bend, Ind., appoint sports director of WXEX-TV Petersburg-Richmond, Va.

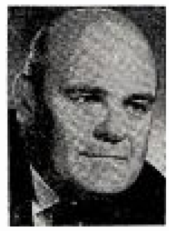
**Hal Parets**, writer-producer for Hartwest TV, named producer of *The Joe Pyne Show* syndicated series, position held before leaving eight months ago.

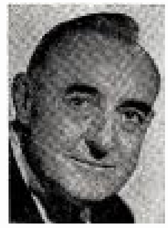
**William R. Furnell**, producer-director, named production manager for KBHK-TV San Francisco.

**Richard Taylor**, with WJVA South Bend, Ind., and WNIL Niles, Mich., appointed program director of WHME (FM) South Bend.

**Ward Sylvester**, production executive for Screen Gems, named producer of *The Monkees* series.

## NEWS


Mr. Heinemann


Mr. Rosen

**George Heinemann**, manager of public affairs for NBC News, New York, appointed director of public affairs, succeeding **Edward Stanley**, who retires. **George B. Rosen**, with NBC News, New York, succeeds Mr. Hienemann.

**Roger Peterson**, wounded in Vietnam in October 1966, returns to Far East as ABC News Tokyo bureau chief.

**Robert S. Huntley**, with UPI's Atlanta bureau, appointed manager of Greensboro, N. C., bureau.

**Herb Levy**, columnist and editor for *Vallejo* (Calif.) *Times-Herald*, appointed editorial director for KGO-TV San Francisco.

**Wes Vernon**, political specialist and newscaster, named Washington correspondent for KIRO-TV Seattle.

**James Johnson**, with WILL-TV Urbana, Ill., joins news staff of WLS Chicago.

## FANFARE

**Dean Linger**, director of advertising, promotion and public relations for Corinthian Broadcasting Corp., New York, and **Don Fischer**, director of promotion and advertising for WLBW-TV Miami, elected to one-year terms on board of Broadcasters Promotion Association.

**David J. McIntyre**, former news secretary and special assistant to Senator Joseph D. Tydings (D-Md.), named director of information services at noncommercial WETA-TV Washington.

**James E. Betts Jr.**, who formerly operated own PR company in Chicago, appointed manager, press services, General Foods Corp., White Plains, N. Y.

## EQUIPMENT & ENGINEERING

**Vinton D. Carver,** president of Atherton division of Litton Industries Inc., Minneapolis, and former VP and general manager of firm's electron tube division, named president of Newell Associates Inc., Sunnydale, Calif.

**Richard T. Monroe,** engineering manager for KYW-AM-TV Philadelphia, Westinghouse Broadcasting station, named manager of engineering for parent firm, New York.

Mr. Narma

**Rein Narma,** VP, engineering and product planning, Ampex Corp.'s consumer and educational products division, Elk Grove Village, Ill., named VP of parent firm and general manager of consumer and educational products, succeeding **John N. Latter,** who resigns.

**M. M. (Tex) Haertig,** sales specialist on broadcast equipment with export division of General Electric Co., and **Richard M. Smith,** sales engineer for broadcast equipment with GE's visual communication products department, appointed district sales representatives in greater New York area and northeastern U. S., respectively, for visual communication products department, Syracuse, N. Y.

**Joseph M. Engle Jr.,** district sales manager for New York, Gates Radio Co., named regional sales manager.

**W. G. Arthur,** personnel manager with Kaiser Aerospace & Electronics Corp., Phoenix, joins Ameco Inc., that city, as personnel director.

**Wendell Woody,** assistant western regional manager, Jerrold Electronics Corp., appointed midwest regional manager, Kansas City, Mo.

**Tim O'Gorman** and **Jerry Olson** appointed sales engineers for Memorex Corp., Elmhurst, Ill.

**Noble C. Shumway Jr.,** chief of antenna survey branch of FCC's field engineering bureau, retires Jan. 31. **Frank W. Cook,** electronics engineer with technical branch of industrial and public safety facilities division of FCC, and **Myrtle Whitelock,** recording secretary and representative of chief engineer's office on employes representative board of FCC, retire.

## ALLIED FIELDS

**Nicolai A. Pavlov,** assistant director of consumer survey division, and **Lawrence Karp** and **Robert Rhoades,** associate directors in test audit division of Audits & Surveys Inc., New York, elected VP's. **Richard F. Hess,** former assistant to VP, station administration, CBS Radio, New York, joins Audits & Surveys as research group head.

**Fred J. Goldsmith,** director of operations for U.S. Army 66th Intelligence Corps group in Germany, joins FCC as security officer.

## DEATHS

**Paul J. Miller,** 63, president of Radio Wheeling Inc. (WBZE Wheeling, W. Va.), died at his home in Martin's Ferry, Ohio, Jan. 23. Mr. Miller, former president of the West Virginia Broadcasters Association, was one of radio's first sportscasters at KQV Pittsburgh in the early 1920's and became general manager of that station in 1928. He joined WWVA in 1931, became assistant general manager in 1946, and served as general manager of WWVA from 1953 to 1963. Mr. Miller is survived by wife, Vivian.

# FOR THE RECORD

## STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 18, through Jan. 24 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**

**Rochester, N. Y.**—Philip Y. Hahn Jr. FCC granted UHF ch. 31 (572-578 mc); ERP 294 kw vis., 29.4 kw aur. Ant. height above average terrain 255 ft.; ant. height above ground 235 ft. P. O. address: 1180 East Main Street, Rochester. Estimated construction cost $415,000; first-year operating cost $326,500; revenue $187,500. Geographic coordinates 43° 09′ 22″ north lat.; 77° 36′ 33″ west long. Type trans. RCA TTU-12ALA. Type ant. RCA TFU-30J. Legal counsel Fly, Shuebruk, Blume and Gaguine, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principal: Mr. Hahn is president, treasurer, director and 100% stockholder in drug company; president, treasurer and director of subsidiary of Paine Drug Co., Paine's Inc., and Paine-Erie Hospital Supply Inc., also subsidiary of Paine Drug Inc.; director and stockholder in real estate. Action Jan. 18.

**Buffalo**—Ultravision Broadcasting Co. Review board granted UHF ch. 29 (560-566 mc); ERP 253 kw vis., 127 kw aur. Ant. height above average terrain 324 ft.; above ground 371 ft. P. O. address: 179 Stanislaus Street, Buffalo 12. Estimated construction cost $327,782; first-year operating cost $250,000; revenue $275,000. Geographic coordinates 42° 53′ 22″ north lat.; 78° 49′ 50″ west long. Type trans. RCA TTU-12A, type ant. RCA TFU-24DL. Legal counsel Welch, Mott & Morgan; consulting engineer Jules Cohen & Associates, both Washington. Principals: Florian R. Burczynski and Stanley J. Jasinski (each 45%) and Rober K. Lund (10%). Mr. Jasinski has 54% interest in WMMJ Lancaster, N. Y. Mr. Burczynski is majority owner of bakery. Action Jan. 23.

**INITIAL DECISION**

■ CP for new station on ch. 26, Houston, Tex., has been granted to Crest Broadcasting Co., Houston, in a supplemental initial decision by Hearing Examiner Chester F. Naumowicz, Jr. (Doc. 15827). Grant is conditioned on filing by Crest of an acceptable amendment to its application "delineating the details of its studio proposal" within thirty days after the release of the examiner's decision.

**OTHER ACTIONS**

■ Review board in Santa Maria, Calif., TV broadcast proceeding, Doc. 16430, granted petition for leave to amend filed November 27, 1967, by Central Coast Television, and amendment is accepted. Board member Nelson not participating. Action Jan. 18.

■ Review board in Rochester, N. Y., TV broadcast proceeding, Docs. 17706-07, granted joint request for approval of agreement, dismissal and grant filed Dec. 21, 1967 by Malrite Inc. and Philip Y. Hahn Jr.; the agreement is approved; the application of Malrite Inc. is dismissed with prejudice. Action Jan. 18.

**ACTIONS ON MOTIONS**

■ Hearing Examiner Millard F. French on Jan. 18 in Houma, La., Panama City, Fla. (St. Anthony Television Corp., and Delta Teleradio Corp.) TV proceeding, granted request by Broadcast Bureau and scheduled prehearing conference for Jan. 25 (Docs. 17446-8).

## 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.

■ Hearing Examiner Jay A. Kyle on Jan. 17 in Boston (Patriot State Television Inc. and Boston Heritage Broadcasting) TV proceeding, rescheduled Jan. 30 hearing for April 1 (Docs. 17742-3).

■ Hearing Examiner Jay A. Kyle on Jan. 19 in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV proceeding, granted request by Minshall and rescheduled Jan. 19 evidentiary hearing for Jan. 31 (Docs. 17609-10).

■ Hearing Examiner Jay A. Kyle on Jan. 22 in Gainesville, Fla. (Minshall Broadcasting Inc. and University City Television Cable Inc.) TV proceeding, granted request by Broadcast Bureau and rescheduled Jan. 31 evidentiary hearing for Feb. 1 (Docs. 17609-10).

■ Hearing Examiner Forest L. McClenning on Jan. 19 in Jacksonville, Fla. (Florida-Georgia Television Inc., Community First Corp., New Horizons Telecasting Inc., and Florida Gateway Television Co.) TV proceeding, granted petition by Community First Corp. for leave to amend application to substitute for loan commitment presently on file a clarifying loan commitment, stockholder commitment for endorsement pursuant to the loan commitment terms, current balance sheets for two stockholders and commitment of spouse of stockholder to terms of bank commitment relief owned by that stockholder (Docs. 10834, 17582-4).

■ Hearing Examiner Chester F. Naumowicz Jr. on Jan. 17 in Medford, Ore. (State of Oregon acting by and through the State Board of Higher Education, Liberty Television, a joint venture comprised of Liberty Television Inc., and Siskiyou Broadcasters Inc., and Medford Printing Co.) TV proceeding, granted petition by Medford for leave to amend application to show changes in roster of officers occasioned by the death of president (Docs. 17680-2).

### RULEMAKING ACTION

■ Commission has assigned UHF ch. 20 to Fort Myers, Fla. (Doc. 17281, RM-1085, RM-1106). Action is by amendment to Sec. 73.606(b) of the table of assignments of television broadcast stations. Channel 20 will be the second commercial channel in Fort Myers. Action Jan. 17.

### CALL LETTER APPLICATION

■ Chesapeake Eng. Placement Service, Baltimore. Requests WBFF(TV).

### CALL LETTER ACTION

■ Mountain Television Inc., Cumberland, Md. Granted WTBO-TV.

## Existing TV stations

### APPLICATION

WFMY-TV Greensboro, N. C. — Seeks transfer of control from estate of Fay M. Slover to Frank Batten and Virginia National Bank, Norfolk, Va. as trustees under article 6 of will of Mrs. Slover. Greensboro News Co. is licensee of WFMY-TV, which is owned by Landmark Communications Inc. which is in turn controlled by Landmark Securities Inc. Mr. Batten is 33.6% owner of Landmark Securities Inc. After transfer of control he will acquire 27.3% of additional stock, making him 60.9% owner of Landmark Securities Inc.

### FINAL ACTIONS

WSUN-TV St. Petersburg, Fla.—Broadcast Bureau granted mod. of license to change studio location to west end of Gandy Bridge, St. Petersburg. Action Jan. 18.

WMTU-TV Memphis — Broadcast Bureau granted CP to replace expired permit for new station. Action Jan. 22.

■ KJJJ-TV Lubbock, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to July 23. Action Jan. 23.

### ACTION ON MOTION

■ Hearing Examiner Forest L. McClenning on Jan. 19 in Lexington, Ky. (Berea Cablevision Inc., Gregg Cablevision Inc., and Mt. Sterling Antennavision Co.) petitions by Kentucky Central Television Inc. (WKYT-TV) and WLEX-TV Inc., Lexington, to stay construction and prevent expansion of CATV systems in Lexington market, ordered that proposed findings shall be filed on Jan. 31 and replies Feb. 21 (Doc. 16990).

### RULEMAKING PETITIONS

KUAB-TV Houston—Requests institution of rulemaking proceding so as to delete ch. 27 from Bay City, Tex., and to substitute ch. 17, 33, 43, 47, 48, 49, 50, 51, 55, 56, 57, 58 or any channel above 60. Ann. Jan. 19.

WMUL-TV Huntington, W. Va.—Requests amendment of rules so as to change television table of assignments as follows: Huntington, W. Va., add *17; delete *67; Williamson, W. Va., add *45; delete *31. Ann. Jan. 19.

### RULEMAKING ACTIONS

■ KHAR-TV Anchorage, Alaska — FCC denied in memorandum opinion and order petitions to make following changes in table of allocations: Anchorage, change from 13 to 4 and Seward, both Alaska, change from 4 to 13. KHAR-TV also requested that commission institute order to show cause looking toward the modification of the CP to provide for operation on ch. 4. Ann. Jan. 19.

■ **KSLN-TV Salina, Kan.**—FCC denied in memorandum opinion and order requests of (1) institution of rulemaking proceeding looking toward amendment of Sec. 73.606 of rules to (a) reassign ch. 9, Lincoln Center, Kan., reserved for educational use, to Salina, Kan. for commercial use and (b) allocate ch. 6 to Lincoln Center, Kan. with educational reservation waiving spacing requirements of Sec. 73.610 of rules and (2) issuance of order directing Mid-America to show cause why order of license modification should not be issued to require operation of KSLN-TV on ch. 9 in lieu of ch. 34. Ann. Jan. 19.

## New AM stations

### FINAL ACTIONS

**Austell, Ga.—South Cobb Broadcasting Co.** Broadcast Bureau granted 1600 kc, 1 kw-D. P. O. address: 5877 Spring Street, Austell 30001. Estimated construction cost $19,462; first-year operating cost $30,000; revenue $35,000; condition. Principal: Martin L. Lamar, president.

**Garden City, Ga.**—Commission granted 1520 kc, 1 kw-D, to **Paul Fred Woods** and **C. F. Watkins d/b as Woods and Watkins.** P. O. address: Box 1837, Savannah, Ga. Estimated construction cost $19,699; first-year operating cost $31,454; revenue $46,381. Mr. Woods has 25% interest in mobile home sales. Action Jan. 17.

### INITIAL DECISION

■ Grant of applications by Eider C. Stangland and Wallace L. Stangland, d/b as Sioux Empire Broadcasting Co. and John L. Breech for new daytime AM stations to operate at Sioux Falls, S. D., has been proposed in initial decision issued by Hearing Examiner Forest L. McClenning. Sioux Empire proposes to operate on 1520 kc, 500 w, and John L. Breece on 1000 kc, 10 kw. KISD Inc., licensee of AM station KISD, Sioux Falls, S. D., filed opposing petitions to both applications. Action Jan. 19.

### OTHER ACTIONS

■ Review board in St. Louis, AM broadcast proceeding, Docs. 17210-15, 17217 and 17219, granted petition to enlarge issues filed Oct. 12, 1967 by Great River Broadcasting Inc., Prudential Broadcasting Co., Six-Eighty-Eight Broadcasting Co., St. Louis Broadcasting Co., Home State Broadcasting Corp., Archway Broadcasting Corp., and Missouri Broadcasting Inc. Board also denied appeal from adverse ruling of hearing examiner filed Oct. 23, 1967 by Victory Broadcasting Inc., and denied petition to enlarge issues filed Oct. 19, 1967 by Great River Broadcasting Inc., et al. Board member Nelson not participating. Action Jan. 18.

■ Review board in New York, AM broadcast proceeding, Docs. 11227 and 17588, denied motion to accept partial opposition to petition addressed to issues filed Aug. 30, 1967 by Straus Broadcasting Group Inc., and granted to extent indicated and denied in all other respects petition addressed to issues filed Aug. 10, 1967 by Midwest Radio-Television, Inc. Action Jan. 17.

■ Review board in Wanchese, N. C., AM broadcast proceeding, Docs. 17886-88, granted petition for extension of time filed Jan. 15 by Onslow County Broadcasters and extended to Feb. 6 time within which to file joint opposition to separate petitions to enlarge issues filed by Seaboard Broadcasting Co. on Jan. 4 and by Onslow Broadcasting Corp. on Jan. 8. Action Jan. 17.

■ Review board in Sallisaw, Okla., AM broadcast proceeding, Docs. 17775-76, denied petition to enlarge issues filed on Nov. 28, 1967, by Booneville Broadcasting Corp. Action Jan. 22.

■ Commission has denied application filed July 6, 1967, by John T. Pittard, tr/as Sawnee Broadcasting Co. (WSNE) Cumming, Ga., for review of review board decision reversing proposal of hearing examiner and granting mutually exclusive application of Ernest H. Reynolds Jr., tr/as Hall County Broadcasting Co. (WLBA) Gainesville, Ga. (Doc. 16312). In initial decision hearing examiner had proposed grant of Sawnee Broadcasting Co. (WSNE) application (Doc. 16301). Review board in its June 6 decision had denied WSNE application. Commission in same action granted a petition filed Aug. 31, 1967, jointly by Hall County and WLBA Inc. to amend Hall County application to show the commission-approved change of licensee by substituting WLBA Inc. as applicant in Doc. 16312 and as licensee of WLBA, Gainesville. Action Jan. 17.

**WEBB Sumner-Tutwiler, Miss.** (All Delta Broadcasting Co.), rule waiver denied; application returned. Commission has denied request for waiver of Sec. 1.569 of rules (application for frequencies adjacent to Class I-A channels) and returned tendered application of All Delta for a CP on 1140 kc, 5 kw, daytime. Action Jan. 17.

### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on Jan. 17 in Southington, Conn. (Southington Broadcasters) AM proceeding, granted petition by Broadcast Bureau and extended from Jan. 17 to Feb. 7 time to file proposed findings, and from Jan. 29 to Feb. 21 for replies (Docs. 15871).

■ Hearing Examiner Charles J. Frederick on Jan. 17 in St. Louis (Great River Broadcasting Inc.) AM proceeding, ordered that at further hearing conference scheduled for Jan. 30 there will be oral argument on petition by St. Louis Broadcasting Co. for dismissal of application of Home State Broadcasting Corp. (Docs. 17210-5, 17217, 17219). And on Jan. 18 granted petition by Prudential Broadcasting Co. for leave to amend its application to reflect resignation of principal and other appointments and dismissed petition of Prudential for leave to reply and reply to opposition to petition for leave to amend.

■ Hearing Examiner Charles J. Frederick on Jan. 24 in St. Louis (Great River Broadcasting Inc.) AM proceeding, certified to review board petition by Kansas Broadcasting Inc. for leave to intervene (Docs. 17210-7, 17219).

■ Hearing Examiner Millard F. French on Jan. 18 in Donelson, Tenn. (Great Southern Broadcasting Co.) AM proceeding, granted request by Great Southern and continued Jan. 19 further hearing to Jan. 23 (Doc. 17365).

■ Hearing Examiner Isadore A. Honig on Jan. 19 in Wanchese, Midway Park and Maysville, N. C. (Outer Banks Radio Co., Onslow County Broadcasters and Hendon M. Harris) AM proceeding, on examiner's own motion, postponed Feb. 14 further prehearing conference to Feb. 21 (Docs. 17886-8). In Elmhurst and Wheaton, Ill. (DuPage County Broadcasting Inc., and Central DuPage County Broadcasting Co.) AM proceeding, granted request by DuPage and extended from Jan. 19 to Jan. 23 time to file proposed findings and from Feb. 2 to Feb. 6 for replies (Docs. 16965-6). On Jan. 22, by separate action, examiner ordered record closed. And in East St. Louis, Mo. on Jan. 22, (East St. Louis Broadcasting Inc., and Metro-East Broadcasting Inc.) AM proceeding, granted joint motion by applicants and received in evidence Metro-East Exhibit 6 and East St. Louis 41(A); closed record; scheduled March 7 date to file proposed findings and March 22 for replies; approved request by Metro-East and deleted certain material from affidavit of Ruth Anne Hines (Metro-East Exhibit 6) (Docs. 17256-7).

### CALL LETTER APPLICATION

■ Beacon Radio Inc., Berlin, Wis. Requests WISS.

### CALL LETTER ACTIONS

■ Durgin Associates Inc., Gardiner, Me. Granted WABK.

■ Yadkin Broadcasting Co., Yadkinville, N. C. Granted WYDK.

## Existing AM stations

### APPLICATIONS

**KIXF Fortuna, Calif.**—Seeks mod. of CP to change frequency from 1280 kc to 1090 kc, increase power from 5 kw to 10 kw, and change type trans. Ann. Jan. 19.

**KEPR Kennewick-Richland-Pasco, Wash.** —Seeks mod. of license to change station location from Kennewick-Richland-Pasco to Tri-Cities, Wash. Ann. Jan. 18.

### FINAL ACTIONS

**WFIX Huntsville, Ala.**—Broadcast Bureau granted CP to change ant.-trans. location to Mill St., Huntsville. Action Jan. 18.

**WFTL Ft. Lauderdale, Fla.**—Broadcast Bureau granted license covering increase in daytime power, installation of DA-D and trans. Action Jan. 17.

**WFAB Miami-South Miami, Fla.**—Broadcast Bureau granted mod. of license to maintain one main studio only at 1034 Biscayne Blvd., Miami; condition. Action Jan. 17.

**WONF(FM) Pensacola, Fla.**—Broadcast Bureau granted mod. of CP to change type ant., ERP 100 kw, ant. height 400 ft. Action Jan. 23.

**WCIK Gordon, Ga.** — Broadcast Bureau granted license covering new AM broadcast station, delete remote control. Action Jan. 17.

**WJJD Chicago**—Broadcast Bureau granted license covering change in ant.-trans. and studio location, install new type trans. (main). Action Jan. 17.

**WMCL McLeansboro, Ill.**—Broadcast Bureau granted CP to replace expired permit for new AM. Action Jan. 16.

**WSAL Logansport, Ind.**—Broadcast Bureau granted CP to change ant.-trans. location (main) to 0.15 mile south of point on US Route 24, 0.65 mile east of East Roselawn Drive, near Logansport, and make changes in ant. system; condition; and CP to change auxiliary trans. location to 0.15 mile south of point on US Route 24, 0.65 mile east of East Roselawn Drive near Logansport. Action Jan. 18.

**WXOK Baton Rouge, La.**—Broadcast Bureau granted renewal of license; condition. Action Jan. 19.

**WSMD La Plata, Md.**—Broadcast Bureau granted license covering increase in power and installation of new type trans., specify type trans. Action Jan. 17.

**WJBK Detroit**—Broadcast Bureau granted mod. of CP to make changes in nighttime DA pattern (MEOV); conditions. Action Jan. 17.

**KOKO Warrensburg, Mo.**—Broadcast Bureau granted CP to change ant.-trans. and studio location to US Highway 50, 0.9 mile east of State Highway 13, Warrensburg. Action Jan. 18.

**WAKS Fuquay Springs, N. C.**—Broadcast Bureau granted CP to change ant.-trans. and studio location to intersection of Highway 55 and State Rd. 1111, Fuquay Springs, and make changes in ant. system. Action Jan. 18.

**WCHO Washington Court House, Ohio**—Broadcast Bureau granted CP to change ant.-trans. location to State Route 70, 0.2 mile south of Hickory Lane Intersection, Washington Court House, make changes in ant. system; condition. Action Jan. 18.

**KEOR Atoka, Okla.** — Broadcast Bureau granted mod. of CP to make changes in DA system; condition. Action Jan. 19.

**KGAF-FM Gainesville, Tex.**—Broadcast Bureau granted mod. of CP to change type trans., type dual polarized ant. Action Jan. 23.

### OTHER ACTION

■ FCC has advised WFLI Inc., licensee of WFLI Lookout Mountain, Tenn., of commission's policy on operation of broadcast stations in public interest rather than for personal or private interest of licensee. Action Jan. 17.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 18 in Iron River, Ishpeming and Detroit, all Michigan., denied motion by Northland Advertising and WJPD for reconsideration and expedited hearing procedures (Doc. 17484).

■ Hearing Examiner Isadore A. Honig in Reno-Las Vegas, both Nevada (Circle L., Inc., Southwestern Broadcasting Co. [KORK], 780 Inc. and Radio Nevada), AM proceeding. Examiner having under consideration letter by 780 Inc. requesting application of 780 Inc. be dismissed without prejudice, order (1) that 780 shall file with commission, within 10 days of release date of order in action, affidavit of one of officers, with personal knowledge of facts, as to consideration for dismissal request; and (2) each party of applicant remaining in hearing, as to whom conflict would be removed by 780 dismissal, shall submit for inclusion in record, within 10 days of release date of order in this action, affidavit stating whether or not he has directly or indirectly paid or promised consideration in connection with removal of such conflict (Docs. 16110, 16111, 16113, 16115). Action Jan. 17. By separate action, having under consideration petition by Southwestern for leave to dismiss its application, directed each party or applicant remaining in hearing, as to whom conflict would be removed by dismissal of Southwestern, to file with commission within 10 days of release date of order in action, required affidavit with respect to dismissal petition, with action on petition to be held in abeyance pending submission of affidavits by parties concerned. Action Jan. 18.

■ Hearing Examiner David I. Kraushaar on Jan. 22 in Bethesda, Md. (Atlantic Broadcasting Co. [WUST]) and Bethesda-Chevy Chase Broadcasters Inc. AM proceeding, on examiner's own motion, continued hearing scheduled for Jan. 24 until release of Review Board's rulings on matters which are now before it and such further order as may be called for in circumstances (Docs. 16706-8).

■ Hearing Examiner Forest L. McClenning on Jan. 19 in Lemoore, Calif. (Braun Broadcasting Inc. [KOAD]), AM proceeding, granted petition for leave to amend application; returned to processing line amended application and terminated proceeding in Doc. 17433.

■ Hearing Examiner Chester F. Naumowicz, Jr. on Jan. 17 in Tolleson, Ariz. (L. O. Smith (KRDS)), AM proceeding, granted petition by KRDS and dismissed application and terminated proceeding in Doc. 17587.

### FINE

■ Robert Hecksher, licensee of WMYR Fort Myers, Fla., has been notified by commission of liability for forfeiture of $500 for apparent willful or repeated violation of commission's rules. Licensee was cited for six violations, including operation of station by improperly licensed persons (Sec. 73.93 (b)). Action Jan. 17.

### CALL LETTER APPLICATIONS

■ WKIG, Tattnall City Broadcasting Co., Glennville, Ga. Requests WQXE.

WPFP, Northland Broadcasting Inc., Park Falls, Wis. Requests WNBI.

KWIC, Group Communications Inc., Salt Lake City. Requests KRGO.

## New FM stations

### APPLICATIONS

**North Manchester, Ind.—Manchester College.** Seeks 89.5 mc, ch. 208, 3 kw. Ant. height above average terrain 80 ft. P. O. address College Avenue, North Manchester 46962. Estimated construction cost $47,405. Ann. Jan. 23.

***Grinnell, Iowa—Grinnell College.** Seeks 89.5 mc, ch. 208, 10 w. Ant. height above average terrain 74 ft. P. O. address 6th Avenue, between Park and East Streets, Grinnell 50112. Estimated construction cost $9,920; first-year operating cost $1,300; revenue $11,500. Principals: Dr. Glenn Leggett is president of Grinnell College, Dr. James H. Stauss is dean and Dr. Donald W. Lambie is treasurer and business manager. Ann. Jan. 19.

**Burlington, N. J., Burlington County Vocational High School**—Seeks 89.5 mc, ch. 208, 2.49 kw. ant. height above average terrain 123 ft. P. O. address: Cadillac Road, Burlington 08016. Estimated construction cost $18,108.30; first-year operating cost $1,000; Principals: Members of governing body are members of board of education, who are appointed for four-year terms. Ann. Jan. 23.

**Albany, N. Y.—WPOW, Inc.** Seeks 107.7 mc, ch. 299, 9.4 kw. Ant. height above average terrain 983 ft. P. O. address 424 West Harrison, Wheaton, Ill. 60187. Estimated construction cost $85,578.27; first-year operating cost $30,000; revenue $40,000. Principals: John M. Camp, president and treasurer (32%), Ruth S. Camp, secretary (38%) et al. Mr. Camp is president, treasurer, director and 32% owner of **WPOW** New York, and president, treasurer, director and 98% owner of **J. M. Camp** Advertising Agency, Wheaton, Ill. Mrs. Camp is secretary, director and 38% owner of WPOW New York, and an officer, director and 2% owner of J. M. Camp Advertising Agency. Ann. Jan. 19.

**Kaukauna, Wis.—Fox River Communications Inc.** Seeks 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 205 ft. P. O. address: Box 310, Kaukauna, Wis. 54130. Estimated construction cost $22,435; first-year operating cost $10,000; revenue $15,000. Principals: William F. Huffman, president, Richard D. Dudley, executive vice president, et al. Applicant is 100% owned by Forward Communications Inc., licensee of **WKAU Kaukauna. WSAU-AM-FM-TV** Wausau and **WMTV(TV) Madison**, all Wisconsin and **WCAU-TV Sioux City, Iowa.** Ann. Jan. 23.

***River Falls, Wis., Wisconsin State Univ.**—Seeks 89.5 mc, ch. 218, .425 kw. Ant. height above average terrain 16 ft. P. O. address: 410 South Third Street, River Falls 34022. Estimated construction cost $7,292; first-year operating cost $4,000; revenue $9,000 in appropriations. Principals: Wisconsin State University is controlled by Board of Regents of State Colleges. Ann. Jan. 23.

### FINAL ACTIONS

**Baton Rouge, La.—Miss-Lou Broadcasting Corp.** Review board granted 101.5 mc, ch. 268, 33.3 kw. Ant. height above average terrain 370 ft. P. O. address: 820 Commerce Building, 333 Laurel Street, Baton Rouge 70821. Estimated construction cost $40,500; first-year operating cost $65,000; revenue $75,000. Principals: Robert Dowe McGregor, Herbert Vardaman Brown and Miss-Lou Broadcasting Corp. (each 33⅓%). Mr. McGregor is president, general manager of Miss-Lou Broadcasting. Mr. Brown is president of furniture company in Jackson, Miss., and is vice president-secretary-treasurer of Miss-Lou. Action Jan. 22.

**Dundee, N. Y.—Finger Lakes Broadcasting Inc.** Broadcast Bureau granted 95.9 mc, ch. 240, 0.93 kw. Ant. height above average terrain 460 ft. P. O. address: 30 Main Street, Dundee 14837. Estimated construction cost $9,772.50; first-year operating cost $6,934; revenue $10,000. Principals: Henry Valent (100%), president, and Robert Burns, vice president. Mr. Valent is stockholder of **WFLR Dundee** and attorney and is partner in wholesale and retail milk distribution and processing. Mr. Burns is general manager, vice president and treasurer of WFLR Dundee. Action Jan. 19.

**Ahoskie, N. C.—Roanoke-Chowan Broadcasting Inc.** Broadcast Bureau granted 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 232, Ahoskie 27910. Estimated construction cost $14,582; first-year operating cost $12,000; revenue $14,000. Principals: N. W. Garrett, president, and P. G. Sewell, manager. Applicant owns **WRCS Ahoskie**. Action Jan. 19.

**Clinton, Okla.—Western Oklahoma Broadcasting Co.** Broadcast Bureau granted 106.9 mc, ch. 295, 100 kw. Ant. height above average terrain 285 ft. condition. P. O. address: Neptune Park, Clinton 73601. Estimated construction cost $39,800; first-year operating cost $7,500; revenue $7,500. Principal: Lonnie J. Preston, president. Applicant is licensee of **KWOE Clinton**. Action Jan. 19.

**South Williamsport, Pa. — Galen David Castlebury Jr. tr/as Will-Mont Broadcasting Co.** Broadcast Bureau granted 99.3 mc, ch. 257, 105 w. Ant. height above average terrain 1,230 ft. P. O. address: Box 883, Williamsport, Pa. 17701. Estimated construction cost $14,700; first-year operating cost $9,000; revenue $12,000. Principal: Mr. Castlebury owns **WMPT South Williamsport**. Action Jan. 15.

**Sioux Falls, S. D.—KSOO-TV Inc.** Broadcast Bureau granted 97.3 mc, ch. 247, 28 kw. Ant. height above average terrain 1,860 ft. P. O. address: Phillips at 8th Avenue, Sioux Falls. Estimated construction cost $26,475; first-year operating cost $5,000; revenue $12,000. Principals: Morton H. Henkin, president et al. Applicant owns **KSOO-AM-TV Sioux Falls**. Action Jan. 15.

**Garner Investors Inc. Longview, Wash.**—Broadcast Bureau granted mod. of CP for FM to change ant.-trans. and studio location to 130 S. Vista Way, Kelso; change type trans., type ant., ant. height minus 21 ft. Action Jan. 17.

### OTHER ACTION

Review Board in Baton Rouge, La., FM proceeding, Docs. 17517-18, granted to extent indicated herein joint request for approval of agreement and dismissal of application of Romac Baton Rouge Corp., filed by the applicants on November 21, 1967 and held in abeyance in all other respects pending resolution of consolidated hearing in Doc. 17005, et al.; and that application of Romac Baton Rouge Corp. is dismissed with prejudice. Ann. Jan. 22.

### ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on January 19 in Athens, Tenn. (Athens Broadcasting Inc. and 3 J's Broadcasting Co.) FM proceeding, granted petition by Athens Broadcasting Co. and continued hearing scheduled for Jan. 19 to Jan. 24 (Docs. 17617-8).

■ Hearing Examiner Millard F. French on January 17 in Thomasville, Ga. (Triple C Broadcasting Corp. and Collins Radio Co.) FM proceeding. Granted petition by Collins for leave to amend application to reflect change in name of partnership, "forced" withdrawal of T. O. Collins as partner, ownership of Robert P. Singletary increased as partner from 50 to 60%, and addition of Logan M. Lewis as 40% partner; increase in estimated cost of operating for first year to $43,000 by reason of the withdrawal and non-participation of Mr. Collins; changes in those determining the day-to-day programing decisions and station operating directions; and revision in financial proposal to reflect Robert P. Singletary as sole source of funds in new partnership (Docs. 17853-4).

■ Hearing Examiner Jay A. Kyle on Jan. 19 in Berwick and Pittstown, Pa., (Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc.) FM proceeding, cancelled all procedural dates and scheduled following dates: Exchange of exhibits on or before May 6; notification of witnesses desired for cross-examination on or before May 13 and hearing rescheduled for May 20 (Docs. 17884-5).

■ Hearing Examiner Forest L. McClenning on Jan. 19 in Waukegan and Des Plaines, Ill. (The News-Sun Broadcasting Co., Edward Walter Piszczek and Jerome K. Westerfield and Main Township FM Inc.) FM proceeding, granted petition by Maine Township for leave to amend application to give current information of other broadcast interests of principal of petitioner and to conform application of Maine in this regard with evidence of record as shown by testimony of principal on Jan. 15 with reference to exercise or expiration of certain stock options previously held by him in other broadcast entities; and closed record in Docs. 13292, 13940, 17242.

■ Hearing Examiner Herbert Sharfman on Jan. 22 in Lebanon, Mo. (Lebanon Broadcasting Co. and Risner Broadcasting Inc.) FM proceeding, dismissed petition by Lee Mace for leave to intervene (Docs. 17898-9).

■ Office of opinions and review on Jan. 16 in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding, granted request by South Coast and extended time to Jan. 17 to file opposition to petition to dismiss application (Docs. 17648-9).

### RULEMAKING PETITION

**Milo Communications Corp. Hollister, Calif.**—Requests institution of rule making proceeding to amend rules so as to assign FM ch. 228-A (93.5 MHz) to Hollister. Ann. Jan. 19.

### RULEMAKING PETITIONS

**KDEX Dexter, Mo.**—Requests table of FM assignments be amended so as to include FM Channel 272A for Dexter. Ann. Jan. 19.

**WGLI Inc. Bay Shore, N. Y.**—Requests petitions for institution of rulemaking proceeding to amend rules so as to assign ch. 276A to Bay Shore. Ann. Jan. 19.

**KETX Livingston, Tex.**—Requests amendment of rules to assign FM ch. 221A to Livingston. Ann. Jan. 19.

■ Commission has proposed tightening rules on availability of FM channels to unlisted communities. Suggestions are contained in Notice of Proposed Rule Making

*(Continued on page 117)*

# PROFESSIONAL CARDS



# Service Directory

# Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

# CLASSIFIED ADVERTISING

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads $25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

## RADIO

### Help Wanted

### Management

**Midwest** single market—(12,000) needs salesman-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.

**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.

**Station manager,** major market, excellent permanent opportunity with long-established profitable station. Send background, desires and compensation requirements first letter. Box A-281, BROADCASTING.

**Hard selling manager** for small market station. Ramrod sales crew, build gross and image. If you have ideas, can sell and enthuse others to sell—if integrity oozes from your pores this station needs you. Ownership can result from a modest beginning with this intermountain station ready to expand to other markets. Box A-294, BROADCASTING.

**Management:** Assistant manager with managerial-sales ability. Future stock options guaranteed & required. $700.00 plus. KSNN, Pocatello, Idaho.

**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.

**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.

**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.

**California daytimer** seeks hard core sales manager, preferably RAB trained, who can and will personally sell, train and direct producing sales staff. Excellent salary, bonus, incentives. Updated resume and photo requested. Box A-322, BROADCASTING.

### Sales—(Cont'd)

**Local Sales manager.** East. We are interested in a man with "creative sales ideas." Salary, $900 a month . . . plus override on gross . . . plus . . . bonus plan . . . plus . . . commission on own sales. Opportunity to join progressive operation. Solid sales background helpful, drive and imagination absolute must. Submit resume, photo, references . . . plus . . . three original sales ideas. Box A-338, BROADCASTING.

**Question:** 1. Are you a very good salesman? 2. Are you now working in one of the top 45 markets in USA? Answer: If you answer yes to #1 and no to #2 . . . send your resume to Box A-350, BROADCASTING now! If you're not strong on direct sales . . . forget it!

**Network affiliate** close to Chicago needs experienced aggressive salesman. Excellent account list. Hardwork will reward you with above average income. Box A-366, BROADCASTING.

**Great opportunity** with one of Florida's foremost stations: plenty of room for intelligent, energetic salesman to advance into executive echelon: stable record essential. Box A-368, BROADCASTING.

**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.

**Countrypolitan** member of 7 station group offers opportunity for future management-ownership. Account list waiting along with full fringe benefits. Guarantee plus commissions can net you more than $10,000 first year. Send resume to Manager, WITL, Lansing, Michigan.

**Real opportunity** for young man with experience in time sales—Ask for general manager, WLUV. Loves Park, Rockford, Illinois.

**Salesman-announcer.** Immediate opening. Permanent. Cape Kennedy area. WRMF, Titusville, Florida.

**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, Richmond, Virginia 23226.

### 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.

**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.

**Afternoon drive.** Top 40. East coast. Tape, resume, references. latest picture with first letter. Box A-177, BROADCASTING.

### Announcers—(Cont'd)

**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 "Cornpones". 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.

**Northern Ohio . . .** AM station, suburban to major market. Requires combo 1st phone announcer. Modern MOR format. Good salary. Box A-211, BROADCASTING.

**Two experienced DJ's** R&B and gospel. Major east coast chain. Tape and resume to Box A-288, BROADCASTING.

**Upper Midwest 10 kw,** C&W station in small market ready to add first phone announcer. Start at $110.00 Like small-city life? Then send resume to Box A-314, BROADCASTING.

**Wanted—Announcer** for small market daytimer. If you like to work, I have a job for you. Preferably a family man. Send tape and complete info to Box A-329, BROADCASTING. No tapes or pictures returned.

**Nebraska network** station needs permanent announcer with first ticket. Maintenance. Small market—Big Sound. Salary open. Start work late February. Box A-347, BROADCASTING.

**Progressive southeast Georgia** station has two immediate openings. Starting salaries, $100.00 per week. Send tape, resume and photo to Box A-340, BROADCASTING.

**Hard working** contemporary music personality to work in 180M southern market. Salary open. Send resume and tape to Box A-360, BROADCASTING.

**A-1 announcer,** leading station in southeast; good starting salary and excellent opportunity for advancement with growing organization. Box A-369, BROADCASTING.

**MOR morning man** for AM & FM station with first phone. If you would like to live in the beautiful Ozarks and want to learn the technical end of engineering, send resume and audition tape to Tony Rosmis, c/o KBLR-KLTB-FM, P.O. Box 360, Bolivar, Missouri 65613. All tapes will be returned.

**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.

**Mature MOR** announcer with experience and professional ability. Contact Dale Wood, KWBB, Wichita, Kansas 67201.

**WAAY Radio** and Television in Huntsville, Alabama has an immediate opening for an experienced newsman. WAAY Radio is rated number one and is a top 40 fulltimer. WAAY Television is an NBC station with a million and a half watts. This is an exceptional opportunity to grow with a young progressive chain. Rush tape and resume to Mr. Jim Kell, P. O. Box 3347, Blue Springs Station, Huntsville, Alabama 35804.

### Announcers—(Cont'd)

**Immediate opening** for experienced announcer with background in news and copywriting. Send tape, resume to WASA, Havre de Grace, Md. 21078.

**Permanent position** for professional midmorning man. Good pay, advancement potential growing North Carolina market. Send tape resume to WCEC Rocky Mount, N. C.

**Two announcers**, preferably first phone. Relocate in South Carolina. Year round fishing, hunting, golf. $120.00 or $135 first phone 5000 watt regional. Twenty first year. WDIX, Orangeburg.

**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.

**All-around staff announcer** for middle-of-road station to handle 6 to 10 morning show and another 2-hour show in the afternoon. First class ticket preferred but not necessary. Chance to advance within 3-station group. Send audition and resume to WEBO, Owego, New York.

**Check this!** N. H. Radio Network has one news and two deejay openings . . . 3 men moving up. Looking for stable, ambitious, personable men . . . program and news directorships definite possibilities for right men. Send tape and full resume to Bill Jones, Program Manager, N. H. Radio Network, c/o WEMJ-Laconia, N. H. 03246.

**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.

**We offer challenge**, opportunity for advancement and growth to the right man to be the final man to make up this new team to run this leading recently acquired Airmedia station. What do you offer? Are you an announcer—engineer looking for a future; are you capable of AM-FM maintenance, knowledgeable in MOR music, good on news and production; then you are our man. You'll go far with Airmedia. Send tape and resume to Hudson Millar, WIRA, Fort Pierce, Florida.

**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.

**If you're tired** of the rat race why not settle down with a well established, growing corporation. WLBB is looking for a bright, mature sounding announcer. Must be able to do play-by-play. Our station is located in a college community only 50 miles from Atlanta. Excellent chance for advancement. Send tape, and complete resume to Dan Turner, c/o WLBB, P. O. Box 569, Carrollton, Georgia 30117.

**Ready to move up** to a medium market located less than 100 miles from Chicago? This is your chance to grow with a growing three station group. AM-FM ABC affiliate looking for DJ who can do news and copy writing. Tape and resume to Harold Welter, WLOI, P. O. Box 385, LaPorte, Indiana 46350.

**Excellent opportunity** for right person. Minimum of $135 to start for a work week of 40 hrs, or less plus 15% commission on sales (If you wish to sell). Regular salary reviews. All replies confidential. WMHI. Route 5, Frederick, Maryland.

**Morning man MOR.** Tape and resume to WNBF, Binghamton, N. Y. (A Triangle Group station).

### Announcers—(Cont'd)

**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.

**Informative soul man** for AM drive-time. Washington soul cooker needs informative AM drive-time top 40 indoctrinative man who knows how to service the audience. If you're intelligent, have some production knowledge, you tell it like it is, and fit the image of the "now soul sound" send us your air check or audition tape. By the way we need a go-gettum news man, too! Reply to WOOK-Radio, 5321 First Place N.E., Washington, D. C., Attention Rudy Runnells, Program Director.

**Announcer**—first class ticket. No maintenance. Excellent pay. Beautiful community of 12,000. Send tape, photo, resume. Manager, WORX, Madison, Indiana.

**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.

**Florida calls!** Adult sound, successful fulltimer needs all around announcer-producer to work with staff of professionals. Experience, endorsed third, and love of radio essential. Send tape, snapshot, full details airmail to Art Ross, PD, WTMC, Ocala, Florida 32670.

**Ohio MOR daytimer** needs announcer with 3rd endorsed ticket. Some experience desired. Will consider beginner with ability. Contact Program Director WTNS, Coshocton, Ohio 43812.

**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.

**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.

**Morning man**, with a bright top 40 sound to work at sales oriented full timer. First ticket preferred but not mandatory. Contact Paul Wierman—309 967-9521.

**Lively personality**—morning man-salesman. Immediate opening. Adult sound, station in ski-hunting-fishing country. Potential unlimited. Send resume and air-check to Box 3390, Durango, Colorado.

### Technical

**First phone** for transmitter. No announcing. Will train beginner. Box A-143, 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.

**Chief engineer**—dj - $175 weekly. Must do proofs and maintain AM-FM in fine small city in Ohio, Great Lakes area. Permanent position. Excellent opportunity for right man. References please. Box A-287, BROADCASTING.

**Engineer, 1st phone**, needed by Fetzer Broadcasting in Cadillac, Michigan for work in 5 kw AM DA under construction. Some construction and maintenance experience desirable. Phone collect 616-775-3478 or write Box A-297, BROADCASTING.

### Technical—(Cont'd)

**Chief engineer** combination man. Position with existing station constructing new studios. Send particulars and audition. Box A-308, BROADCASTING.

**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.

**Chief engineer.** Ability to do board work helpful. Must be able to supervise installation of new studios. Opportunity for advancement. Full details, tape to KVOC, Box 2090, Casper, Wyoming.

**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**, must be conscientious hard worker, will consider beginner. Salary commensurate with experience. Write Earl Tolley, WNOR, 252 W. Brambleton, Norfolk, Va. or call (703) 622-7071.

### NEWS

**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.

**Weekend radio news announcers**—experienced—for top station in the nation's fourth market. Send resume to Box A-243, BROADCASTING.

**Newsman** - sharp, air news shows, specials, re-write, beepers, New York suburban market. Immediate opening, good future. Tape, resume, salary requirements. Box A-334, BROADCASTING.

**Experienced** on-air news director needed by southern California contemporary station to expand and manage department. Send resume, tape, and photo to Box A-341, BROADCASTING.

**Metro contemporary** wants newsman to gather, write and broadcast news with authority. Join a well equipped, professional staff at $7,200.00 minimum annual salary plus fringe benefits. Strong air delivery necessary. Send tape, photo and resume to General Manager, KSTT, Davenport, Iowa 52803.

**KTBB** in Tyler, Texas needs good newsman to take over the news department. Need someone to work early morning with the morning man and direct news activities for the balance of the day. Have all paraphernalia for top-flight news department. Good job for the right man. Call or write M. E. Danbom, Tyler, Texas. Phone area code 214-LYric 4-7278.

**WNEW Newscaster**—We think we're the best news operation in the nation. So do many others. If you think you're ready for us, we're interested in listening. Contact: Alan Walden, News Director, WNEW Radio, N. Y., N. Y. (212) YU 6-7000.

**News reporter** needed immediately for award winning medium market department. Gather, write and air news. Excellent facilities and personnel. Send tape and resume immediately! WSOY-AM-FM, Box 2250, Decatur, Illinois 62526.

## Help Wanted

### News—(cont'd)

**Top grade** newsman, to gather, write and deliver at full time swinger. Contact Paul Wierman—309 967-9521.

### 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-150, BROADCASTING.

**Modern network station** with latest production equipment needs production man. Immediate opening for right man. Box A-286, BROADCASTING.

**Operations manager** administrative assistant. Implement programing at successful Rocky Mountain C&W station. Send resume and air check to Box A-309, BROADCASTING.

**Production man:** Exceptionally creative, to produce radio and TV commercials. Send resume and samples. (Rockies) Box A-310, BROADCASTING.

**Program director**—suburban Chicago, 1st class license. Ability to supervise others. Complete information, tape first letter. Box A-330, BROADCASTING.

**Promotion director** for national radio chain. East coast. Starting salary - $14,500. Send resume and samples of audience promotions. Box A-339, 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.

**P/D, D/J, D/W**—Top twenty market, experienced. ready for big challenge and top dollar earning potential. First ticket preferred, but not necessary. Must be strong on the air, know current country format; production and promotion minded. Replies confidential. Rush audition tape, summary; 915 Olive St., Room 821, St. Louis, Mo.

### Situations Wanted—Management

**Selling manager.** Proven record in all media. Seeks small radio market. Will buy stock. Box M-200, BROADCASTING.

**Cost-sales** oriented management. Experienced small medium competitive markets. Midwest. Box A-210, BROADCASTING.

**Hard working** small market General manager looking for lifetime location. 15 years experience — management — sales — announcing — play-by-play. Box A-295, BROADCASTING.

**Aggressive, young** small market manager with group experience seeks sales or management opportunity in major or medium market. Box A-298, BROADCASTING.

**Present employer** my best recommendation! I have their blessing in improving myself and G-M in larger market. I'll take charge and do the whole job for you. 3rd ticket, married, 32, family. Call me at 806-983—2841 after 6:00 p.m. and I'll prove it. Oklahoma, Kansas, Texas, New Mexico. Available immediately. Box A-305, BRDADCASTING.

**Large/major market**—top job or opportunity for rapid advancement. Ten years sales top 30 market; general manager, top 100. Seven years present group. Box A-311, BROADCASTING.

**General manager** . . . midwest . . . small to medium market. Proven ability. Excellent track record & references. Experienced all phases. Can invest if situation exists. Interview at my expense. Box A-315, BROADCASTING.

**General manager.** Strong on sales. Creative. Good administrator. 22 years successful all-around broadcaster. Wishes to relocate in small market where ability and versatility pay off. Box A-323, BROADCASTING.

## Situations Wanted

### Management—(cont'd)

**Ten years** announcing, writing, sales manager, college, family. Box A-345, BROADCASTING.

**As station manager** will increase revenue as your best salesman and offer aggressive sales direction. Increase station acceptance with 20 years uninterrupted experience, broadcaster thru station managerships. Box A-356, BROADCASTING.

**Available Feb. 15**—3 man team experienced in management, sales, engineering. Not miracle men but hard workers, stable family men, reliable. Box A-358, BROADCASTING.

**Mature broadcaster,** 10 years in the business, with 7 years management experience in another field seeks broadcast management or programing position. Highly capable. Let's talk. Call my representative: Mr. S. Schreier, Detroit. Mich. WO 1-3777.

**11½ years** experience; College graduate; 4 years general manager experience; 33 years old. Available for management position. Excellent references. Jeff Guier, 3817 Dunbar Avenue, Youngstown, Ohio 44515. Phone 216-792-2926.

### Sales

**Have cash,** can invest, sales pro seeks last stop. Box A-187, BROADCASTING.

**Sales-woman**—8 years experience—age 32—attractive—also experienced in traffic. Box A-296, BROADCASTING.

**Salesman** — announcer — First. Salary plus commission. Four years experience, no tapes. Forty. Box A-316, BROADCASTING.

**Sales manager,** experienced also radio/TV play-by-play. 1966-67 sold over $330,000 radio time making in-person presentations every format. Owner references. Minimum $12M plus override. Box A-331, BROADCASTING.

**Salesmanager/salesman** to work under General manager. South. 12 years radio, excellent references. Available 60 days. Presently G.M. of directional AM in midwest market. Box A-354, BROADCASTING.

### Announcers

**Negro announcer.** Personality format oriented, with news and program leadership. Ten year man. Major markets only. Box A-46, 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.

**All night personality,** mature, honors, college graduate, 8 years experience. Box A-153, BROADCASTING.

**Announcer/dj**—Experienced, tight board, personable, authoritative newscaster. Family man, willing to relocate. Box A-170, BROADCASTING.

**Soul combo.** 1st phone. Elkins graduate. 918 LU 4-0957. News. Box A-171, 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.

**DJ tight board,** solid news, commercials, N.Y.C. trained, college education. third phone. Box A-218, BROADCASTING.

**1st phone** eastern announcer, five years experience, strong news background, desires Florida location. Box A-254, BROADCASTING.

**Experienced** sports director-newsman seeks medium-large market. Box A-127, BROADCASTING.

**College graduate,** honors, 8 years experience, MOR personality, reliable. Box A-245, BROADCASTING.

## Situations Wanted

### Announcers—(Cont'd)

**Baseball broadcaster** "AA" experience seeks position with station or club. Box A-283, BROADCASTING.

**Professional** — young — entertaining modern C&W disc jockey (but not limited to C&W). Consider all southern. Calif. given preference. Now at top mid-west C&W outlet. Box A-300, BROADCASTING.

**Personality** with 8 years experience, married—2 children, wishes to relocate anywhere with chain or individual top 40 or MOR operation as announcer or PD. Play-by-play, copy-writing and production experience in Penna. 3rd largest market. Write Box A-301, BROADCASTING.

**Need combo?** Let me know. DJ-announcer and production man with first phone and major market experience, can handle part-time chief's duties as well. Eastern Massachusetts desired. Box A-302, BROADCASTING.

**Top 40** personality with experience. Strong on and off air production. Young, draft-exempt desiring to relocate in major market. Afternoon drive or evening oriented. Intention to remain at right station. Heavy experience in sports. Photo, resume, and tape on request. Box A-320, BROADCASTING.

**Employer** will recommend: Experienced gal Friday, announcer, receptionist. Ticket—traffic—copy. Box A-321, BROADCASTING.

**Creative,** humorous top-40 morning personality seeking position with professional station that believes in personality. Have talent and experience for bigger and better things. Are you bigger and better? Box A-325, BROADCASTING.

**1st phone** announcer employed. married, late 20s. Seeks 1st break in combo work, PD, traffic or what have you. Small or medium southeast market. Day work only. $100.00 or more. Box A-332, BROADCASTING.

**Professional DJ.** Warm personality, tight board. third endorsed. Relocate at once. Box A-333, BROADCASTING.

**Announcer** with first phone interested in challenging position as program director or assistant. Will begin at bottom. Creative freedom a must. Will consider modern country-rock-MOR. Hard worker. Write Box A-335, BROADCASTING.

**MOR music** personality, employed P/T in major market on east coast (Full time in suburbs) desires full time in top market. Strong personality, motivates audience, establishes excellent rapor. Box A-343, BROADCASTING.

**DJ,** announcer experienced, creative, adaptable, dynamic. Authoritative newscaster. Tight board. Third phone endorsed. Dependable. Will relocate. Box A-344, BROADCASTING.

**Female-announcer-D.J.**—3rd endorsed. FM experience, looking for advancement in progressive position—New Jersey, extreme lower New York and Long Island area preferred. Works tight board, strong news and commercials. Box A-346, BROADCASTING.

**Negro lady** dj/announcer—radio & TV experience—excellent R&B dj—3rd class endorsement. Box A-357, BROADCASTING.

**Where's my** big break into top-40? Have 3rd, & what it takes! Box A-359, BROADCASTING.

**Negro dj**—3rd class license. Some experience. Needs chance. Hurry. Box A-361, BROADCASTING.

**Negro R'n'B** jock. First class license. Box A-362, BROADCASTING.

**Good voice** announcer dj, newscaster. Reads well. writes good copy too. Family man, no floater. Will relocate. Box A-363, BROADCASTING.

**Authoritative** announcer dj, newscaster. Mature sound, licensed 3rd class, special endorsement. Married. Wants to settle. Sales, personable. Preferably rock. Box A-364, BROADCASTING.

**First phone,** married. Top 40, straight. Draft exempt, veteran. Medium, metro market only. Excellent references. Bill: 218-722-8886, 741-2251.

## Situations Wanted—Announcers

### Continued

**Soul R&B, top 40 dj**—Needs start— authoritative news—excellent commercials—third endorsed. Clarence Collins, Box 5627, Chicago, Ill. 60680.

**Announcer-newscaster:** dependable, experienced, versatile. Steve Bobb-Semple, 919 Sterling Pl., Brooklyn, New York 11216.

**Experienced announcer,** luminous personality, college graduate. professional sound for permanent spot. Preferably Hartford, Conn. You will like me! Announcer, 2021 Davidson Ave., Apt./4A, Bronx, N. Y.

**Young personality dj.** Top 40 or MOR. 3rd endorsed. 2 years experience. 21. Will relocate. Bob Ketzell, 412-225-4343.

**Experienced news-sports announcer,** strong on sales. DJ. Third ticket with endorsement, relocate. Andy Denonn, Box 562, Sebring, Fla. EV 5-9846.

**Available immediately** — good announcer. Reading ability excellent. tight board, mature voice, draft deferred. Interested in top 40 or middle of the road air show—news—production—lots of work—and acquiring 1st phone if the opportunity presents itself. Limited experience but possess the ability, drive and desire to succeed in a competitive market. Will relocate and am willing to comply with your format and follow realistic leadership. Contact: Buzzy Beck, 1118 Wisconsin Avenue, Pittsburgh, Pennsylvania 15216. Phone 412-343-3493.

**Rock dj announcer**—1 year radio, 1 year newspaper experience. Third phone endorsed. Tight. Married, draft exempt. 19, call: 215-326-7633, or write Larry Brooke, 37 W. Vine St., Stowe, Pa. 19464—Will send resume, tape & pic.

**Experienced jock** . . . all phases . . . married . . . vet . . . seeking advancement. Northern Va. or Md. . . . Don Wilson, 1705 W. 7th, Frederick, Md. ph: 662-6382 after 6.

### Technical

**Experienced chief engineer** desires position in south or central Florida. Box A-304, BROADCASTING.

**21 years broadcasting** AM-FM-DA. Desires employment as technical director of a group or transmitter engineer. Presently located Ohio. Penna. line. Box A-318, BROADCASTING.

**Chief engineer** now employed desires change. Thoroughly experienced in construction and maintenance, AM to 5 kw, directionals and FM. No announcing. No board work. Box A-319, BROADCASTING.

**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.

### 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.

**Radio-TV newsman.** Finishing two-year Army hitch. 5 years experience in all phases of radio—18 months TV. Last year spent in radio and TV news in Saigon. Box A-284, BROADCASTING.

**Mature 1st phone professional family man** seeks position as newsman/Production—On camera experience. California only. Box A-306, BROADCASTING.

**Newsman seeks position** in western Pennsylvania. 3 years experience, with first class license. Does sports; play-by-play. 26, married, family. Box A-328, BROADCASTING.

**Experienced news commentator** and political analyst available for Washington, D. C. area. Radio only. Box 7305, Baltimore, Maryland 21227.

## Production—Programing, Others

**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.

**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.

**Bright and happy-sounding young DJ** . . . promotion-minded idea man seeking a permanent home as program director and music director in country and western station or small market with variety of music. Draft exempt. Tight board, production, news, high school and college play-by-play. Currently employed at number one rated station of 3 station market. Prefer station out west. Box A-293, BROADCASTING.

**Lower California;** Strong production man, first phone. Ten years present station. Box A-351, BROADCASTING.

**Wanted—A permanent position** in Texas, Oklahoma, New Mexico but will consider all offers. 11 years in broadcasting as announcer, newsman, production, continuity, sales and management. 3rd class endorsement. good work, for good pay, age 27, veteran USMC. single, but dependable. Can start two weeks after being accepted. Box A-353, BROADCASTING.

**Outstanding sportscaster.** Nine years. Probaseball, 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.

**Big Bands:** Then—Now . . . Free for returning tapes. 5 hours weekly. Includes 'spot' availabilities. 103 Middle Road, Muscatine, Iowa.

**Free!** For returning tapes. JIM 'N' JAZZ. Local spot availabilities. 6 hours weekly. 103 Middle Road, Muscatine, Iowa.

## 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.

**Experienced local salesman** for top ABC station in upper middle-size midwest market. Start with good account list and billing. Excellent opportunity for big earnings and possible advancement to sales management. Box A-290, 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.

**Wanted immediately** . . . mature, experienced announcer for TV booth and on-camera work. Progressive midwest ABC affiliate. Send resume. tape and salary requirements. Box A-285. 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-324, 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.

## TELEVISION—Help Wanted

### Technical—(Cont'd)

**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.

**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.

**Television studio technician** requires first class radio telephone license. Minimum three years experience. Write: Lou Bell, Studio Supervisor, Television Station KNTV, 645 Park Avenue, San Jose, Calif. 95110 (408) 286-1111. Equal opportunity employer.

**Maintenance technician** wanted to install and maintain microwave, television, audio equipment and telemetery systems. Position involves innovative experimentation in medical communications, under the direction of a leading medical center in cooperation with WGBH Education Division. Send complete resume to WGBH, Boston, 02134. Attn: Mr. Brask.

**Immediate openings** for qualified technicians in all color station. Experience desirable. 1st class license required. Contact R. L. Renaud, Chief Engineer, WWJ-TV, 622 Lafayette Blvd., Detroit 48231. Phone (313) 222-2182.

**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 quad 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.

**Studio engineer**—First class license, experience in operation and maintenance of 3 and 4½" I.O. cameras, monochrome and color film chains, studio switching systems. TV Tape operator—solid electronic theory background to work in videotape duplication operation, night shift. Will consider recent trade school graduates. Opportunity to work toward college degree. Send inquiries to Personnel Division, Indiana University, Bloomington, Indiana 47401.

### NEWS

**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 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.

## TELEVISION—Help Wanted

### News—(cont'd)

**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

**ABC affiliate** in top 50 with established award-winning tradition seeks man experienced in all facets of promotion including sales. Opportunities abound for right man. Fringe benefits include life and health insurance, profit sharing. Box A-291, BROADCASTING.

**Radio-TV sports director** for major southeastern market. Radio play-by-play, football and basketball. TV sportscasts. Unusual opportunity for ambitious, qualified man. Send resumes, salary requirements, picture. We'll contact you for tapes and audition if you look like right man. Box A-313, BROADCASTING.

**Photographer opening** at California network-affiliated station. Good facilities and processing equipment. TV experience preferable but will consider over-all ability first. Send complete background information to John Cohan, KSBW-TV, P. O. Box 1651, Salinas, Calif.

**Wanted, sports** reporter-photographer. Write or phone Gene Strul, News Director, WCKT-TV, Miami Florida Plaza 1-6692.

**TV producer-director** needed immediately for WKBD-TV, Detroit. Minimum of five years experience. Send resume or telephone Gary Floyd, Production Manager, Kaiser Broadcasting Corp., P. O. Box 359, Southfield, Michigan 48075. An equal opportunity employer.

**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.

## TELEVISION

### Situations Wanted

### Management

**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.

**Successful radio sales** top 30 market, manager top 100 wants move to television in management or sales with opportunity to move up. Box A-312, BROADCASTING.

**Creative,** sales-involved program manager seeking further challenge in management in top 20 market. Under 40, MBA degree. Long successful record with major group in important markets. Solid experience in all phases of station operations, network liaison, license renewals, union contracts, etc. Box A-342, BROADCASTING.

### Sales

**Still looking** for that seasoned TV salesman, not just a/c executive? I am the former, name of game sales, sales. Top grosser 12 years, 8 years here, activating tired, dormant accounts to year contracts my specialty. Relocate east, west, south. Only if you mean business, really want business write Box A-326, BROADCASTING . . . Financial references.

### Announcers

**Presently** announcer-weatherman in medium market. Seeking advancement and 175/wk plus talent. Married. Stable. Box A-229, 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.

### News—(cont'd)

**Experienced newsman,** network owned station, desires major market position as reporter, newscaster or new director. Box A-104, BROADCASTING.

**Professional radio/Television newsman** and responsible broadcaster. All phases including programing. College Journalism. Top references. Box A-273, BROADCASTING.

**Professional writer,** strong personality and editorial specialist wants metropolitan opportunity. Degree, multiple-awards, experience all media. Frequent net-feeder. Employed. Box A-299, 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,** now employed in top 20 market. Bachelor's Degree, 2½ years Armed Forces Television. Available February. Box A-279, BROADCASTING.

**Production supervisor** desires more active role in production than present position offers. Will relocate for right producer-director position. Extensive commercial ETV experience. References, family, BA. Box A-282, BROADCASTING.

**Man with color photography** skills and, good production background desires relocation. Age 30, 8 years experience. Box A-289, BROADCASTING.

**Communications executive** with full-scale news and public affairs background in TV, radio and newspaper and U. S. Senate PR now ready for college faculty, educational TV or related industrial position with pioneering challenge. Box A-307, BROADCASTING.

**Promotion manager**—14 years experience, solid broadcasting background, thoroughly experienced in graphic arts fields, exceptional creative ability. Minimum salary $10,000. Box A-348, BROADCASTING.

**Sports director**—mature. solid background, authoritative delivery, over ten years experience including radio play-by-play. Box A-349, BROADCASTING.

**Producer-director** presently employed with full color net affiliate, desires relocation and new position in major market TV production. Please reply to Box A-352, BROADCASTING.

**Major market promotion manager,** now employed withleading VHF station, is looking for new opportunity. Have won several promotional awards of national importance. Well known in BPA and network area. Thoroughly experienced in public relations, market and audience research, sales and programing. Excellent references. Write Box A-367, BROADCASTING.

**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.

## WANTED TO BUY—Equipment

**We need used,** 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

**Wanted—Used 5kw AM** broadcast transmitter in good condition. Specify make, model and dimensions. Chuck Delperdang, Chief Engineer, KOLY, Mobridge, S. D. 57601.

**Wanted—Used** 16mm camera, edit and projection equipment or two-way radios and monitors. Specify condition, make and model. Box A-317, BROADCASTING.

## 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.

## FOR SALE—Equipment

### Continued

**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.

**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.

**Priced for quick sale**—12 kw UHF transmitter, General Electric type TT-25-A. Presently on Channel 48. For details call or write WCET, 2222 Chickasaw St., Cincinnati, Ohio 45219.

**Translator power.** Now put your translator where antenna should be for best coverage, not where power line happens to be. Use the TELAN thermo-electric generator. No moving parts, 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.

**2 RCA color** camera chains, TK-40A modified by RCA to approximate TK-41. $16,000 each. Call 317-773-0030, or write WURD, Noblesville, Indiana.

**TK41-C** complete including orths. Only 600 hour, excellent condition, trans. preamps, extra lenses. Buy now, get loads of spares. Priced to sell. Reason for selling, expansion into new color system. Also new set E.E.V. orths for sale. Box A-355, BROADCASTING.

**Television radio** transmitters monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

**5 kw FM** transmitter—Collins model 737, complete with tubes and last proof. $3500 FOB St. Louis. Mo. Bill Drenthe, 5437 W. Division St., Chicago 60651, Phone 312-378-7461.

**New and used** towers, copper wire for ground systems, etc. Nationwide service. Associated Tower Service. (301) 593-6887.

## MISCELLANEOUS

**10,000 Professional Comedy Lines!** Topical issue service featuring deejay comment introductions. Free catalog. Orben Comedy Books Atlantic Beach, N. Y

**Deejays!** 6000 classified gag lines, $5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa. Calif. 95338.

**"365 Days of laughs"**—daily radio gag service—may be available in your market. Sample a month! $3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

**Now available** the 'Grampa Crawdaddy' comedy series . . . The original 90 year old man. No gimmick voice. actual old southern gentleman born 1878 gives spry, humorous birdseye view of life in today's global punchbowl. 50 wild 30 second samples designed for tight format. $7 to T. Reuter, 502 National Press Building Washington D. C. 20004.

**One liner** price war! Sexy gal, granny, Frenchman . . . all on tape! 125 for $5.95. 250 for $9.95. Airmail check to Kelly Enterprises, 2615 Pixley, St. Joseph, Michigan.

**Announcer tapes** your copy inexpensively. Free demonstration. Radio Recording Productions, Box 13, Edgemont, Pennsylvania 19028.

**Deejays**—new monthly—"HUMOR ORIGINALS." Deejay lines by top writers. 3 recent issues—$5.00, $25.00 yearly. Gag Re-Cap Publications, Box 86B, East Meadow, N. Y. 11554.

## 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.

## INSTRUCTIONS—(cont'd)

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.

Wanted: Instructor experienced in teaching 6 weeks first phone. Reply Box A-292, BROADCASTING.

## RADIO—Help Wanted

# MR. OWNER . . .

# WE RECRUIT TOP MANAGEMENT PERSONNEL

**GENERAL MANAGERS**
**SALES MANAGERS**
**BUSINESS MANAGERS**
**PROGRAM DIRECTORS**
**PRODUCTION MANAGERS**
**NEWS DIRECTORS**
**CHIEF ENGINEERS**

**May We Confidentially Represent Your Station?**

*Nationwide Broadcast Personnel Consultants*

645 NORTH MICHIGAN AVENUE CHICAGO 60611 AREA CODE 312—337 5318

### 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.**

## Help Wanted—Announcers

*Dee Jay's:*

We need the sharpest, slickest, Dee Jay's in the U.S. Morning drive and all-night show, early evening show. Major chain, top market, five figure salaries. No matter what time slot you are now filling, please send a short tape and brief resume to:

**Box A-365, Broadcasting.**
*Our employees know of this ad.*

*(Continued from page 108)*

calling for amendments to Sec. 73.203(b) of rules to modify the "25-mile" provision. Commission suggests replacing "25-mile" rule with 15 miles for Class B or C channels, and 10 miles for Class A channels. It also proposes that no more than one channel assigned to one community in Table may be used in other communities, and that community that has once utilized rule cannot do so again in order to obtain a second FM station. Action Jan. 17.

### CALL LETTER APPLICATION

■ *Univ. of Idaho, Moscow, Idaho. Requests *KUOI-FM.

### CALL LETTER ACTIONS

■ Mt. Sterling Broadcasting Co., Mt. Sterling, Ky. Granted WMST-FM.

■ New Hampshire-Vermont Broadcasting Corp., White River Junction, Vt. Granted WNHV-FM.

■ *Wisconsin State University, Stevens Point, Wis. Granted *WSUS(FM).

## Existing FM stations

### FINAL ACTIONS

KMND-FM Mesa, Ariz.—Broadcast Bureau granted mod. of CP to change studio location to 146 South Country Club Drive, Mesa, change type trans., type ant., ant. height 1,550 ft. Action Jan. 17.

KPFA(FM) Berkeley, Calif.—Broadcast Bureau granted CP to make changes in trans. equipment. Action Jan. 23.

WMFJ-FM Daytona Beach, Fla.—Broadcast Bureau granted license covering new FM, specify type trans., specify remote control point same as trans. Action Jan. 19.

KFTM-FM Fort Morgan, Colo.—Broadcast Bureau granted mod. of Doc. 17536 in accordance with commission report and order adopted Aug. 9, 1967 and released Aug. 14, 1967 to extend completion date to July 8. Action Jan. 17.

WLUV-FM Loves Park, Ill.—Broadcast Bureau granted CP to replace expired permit for installation of new type trans., dual polarized ant., increase ant. height; condition. Action Jan. 19.

KDVR(FM) Sioux City, Iowa—Broadcast Bureau granted CP to make change in transmitting equipment. Action Jan. 17.

WNGO-FM Mayfield, Ky.—Broadcast Bureau granted CP to install new type trans., new type ant., ERP 2.15 kw, ant. height 155 ft. Action Jan. 19.

WPAT-FM Paterson, N. J.—Broadcast Bureau granted CP to install new dual polarized auxiliary ant., ERP 22.5 kw, ant. height 310 ft. for auxiliary purposes only; condition. Action Jan. 17.

WXUR-FM Media, Pa.—Broadcast Bureau granted CP to install new type ant., delete vertical polarization. Action Jan. 17.

WPAB-FM Ponce, P. R.—Broadcast Bureau granted mod. of CP to change type trans., install dual polarized ant., ERP 14.5 kw, ant. height minus 225 ft.; condition. Action Jan. 15.

WLOM(FM) Chattanooga, Tenn.—Broadcast Bureau granted CP to make changes in transmitting equipment. Action Jan. 17.

WOLD-FM Marion, Va.—Broadcast Bureau granted mod. of CP to change type trans., type dual polarized ant. Action Jan. 19.

KXLY-FM Spokane, Wash.—Broadcast Bureau granted mod. of CP to install dual polarized type ant., ERP 4.6 kw. Action Jan. 17.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WRAG-FM, Carrolton, Ala. to June 30; condition; KBBI(FM), Los Angeles, Calif. to Feb. 29; KHVH-FM, Honolulu, Dec. 31; WORX-FM, Madison, Ind. to Feb. 26; WCTC-FM, New Brunswick, N. J. to July 9; KULP-FM, El Campo, Tex. to June 24. Action Jan. 19.

### CALL LETTER APPLICATIONS

■ KPPC-FM, Crosby-Avery Broadcasting Co., Pasadena, Calif. Requests KROQ(FM).

■ WCNT-FM, Prairieland Broadcasters, Centralia, Ill. Requests WILY-FM.

■ WVKO-FM, Skyway Broadcasting Corp., Columbus, Ohio. Requests WSPO(FM).

■ WPFP-FM, Northland Broadcasting Inc., Park Falls, Wis. Requests WNBI-FM.

### CALL LETTER ACTIONS

■ KWFM(FM), Hennepin Broadcasting Associates, Minneapolis. Granted KTCR-FM.

■ WJW-FM, Storer Broadcasting Co., Cleveland. Granted WCJW(FM).

### RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for the following stations and copending auxiliaries. WBBA and WBBA-FM Pittsfield, WDZ Decatur, both Illinois; WTRW and WTRW-FM both Two Rivers, Wisconsin.

### MODIFICATION OF CP's, ALL STATIONS

■ Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: BYOR Blythe, Calif., to Feb. 14; KREL Corona, Calif., to May 30; KABC (alternate main) Los Angeles to July 1; KUDU-FM Ventura, Calif., to Feb. 1; WBOM Jacksonville, Fla., to July 1; KBOI Boise, Idaho, to July 1; WTRE-FM Greensburg, Ind., to Feb. 23; WBOC-FM Ocean City-Salisbury, Md., to July 29; WBRK-FM Pittsfield, Mass., to July 22; KORK-FM Las Vegas, Nev., to Feb. 15; WFCJ(FM) Miamisburg, Ohio, to Apr. 15; WKJB, WKJB (Aux.) Mayaguez, P. R., to July 1; WCPK Chesapeake, Va., to Feb. 1; WGH Newport News, Va., to Apr. 1; WAWA-FM Milwaukee, Wis., to July 15; WAGO Oshkosh, Wis., to June 19. Action Jan. 17.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for the following stations: WUSI-TV(ED) Olney, Ill., to July 18; WTRE Greensburg, Ind., to Feb. 15; WLOB Portland, Me., to June 15; WASC Spartansburg, S. C., to Feb. 15, and KCBD Lubbock, Tex., to July 13. Action Jan. 18.

## Translators

### ACTIONS

K73AA, K79AT, K70AA, Bishop and Big Pine, Calif.—Broadcast Bureau rescinded action of Dec. 28, 1967, for UHF TV translators granting transfer of control of licensee corporation from Donald L. Tatum, Robert A. Shelton, Ernest F. Shelton and Bishop Professional Building to Continental Telephone Corp. Action Jan. 18.

K11AT, Gunnison and Gunnison Valley Rural area, Colo.—Broadcast Bureau granted CP for VHF TV trans. to make changes in ant. system. Action Jan. 12.

K11BY Evaro, Mont.—Broadcast Bureau granted mod. of CP for VHF TV trans. to change frequency from ch. 11, 198-204 mc, to ch. 6, 82-88 mc, change call letters to KQ6EZ. Action Jan. 15.

K07FK Broken Bow, Neb.—Broadcast Bureau granted CP for VHF TV translator to change frequency from ch. 7, 174-180 mc, to ch. 6, 82-88 mc, change type trans., also change call letters to K06EY. Action Jan. 12.

K06BJ Farley N. M.—Broadcast Bureau granted CP for VHF TV translator to make changes in ant. system. Action Jan. 17.

Garrison, N. D. Meyer Broadcasting Co.—Broadcast Bureau granted CP for a new VHF trans. to serve Garrison, operating on ch. 7, by rebroadcasting programs of KMOT (TV), ch. 10, Minot. Action Jan. 18.

K04AY Silver Lake, Ore.—Broadcast Bureau granted license covering changes in VHF TV trans. Action Jan. 15.

W8EAA Palmerton, Slatedale and Slatington, Pa.—Broadcast Bureau granted CP for UHF TV trans. to change type trans.

and make changes in ant. system. Action Jan. 12.

**K80BA Dallas, Oregon and Goldendale, Wash.**—Broadcast Bureau granted CP for UHF TV trans. to change type trans. Action Jan. 16.

**Spokane Television Inc., Spokane Wash.**—Broadcast Bureau granted CP for a new VHF TV trans. to serve northwest Pacific Heights of Spokane, operating on ch. 10, by rebroadcasting programs of KXLY-TV, ch. 4, Spokane. Action Jan. 19.

**K13BO Sheridan and Fort MacKenzie, Wyo.**—Broadcast Bureau granted CP for VHF TV trans. to change frequency from ch. 13, 210-216 mc, to ch. 4, 66-72 mc, make changes in ant. system, also change call letters to K04FD. Action Jan. 17.

■ Broadcast Bureau granted licenses covering following new VHF TV translators: K13IA, Boise Valley Broadcasters Inc., Lowman, Idaho; K09HZ, Harriscope Broadcasting Corp., Havre, Mont.; K07EA, 3 Cities TV Club Inc., Riddle, Myrtle Creek and Canyonville, Ore.; K02CG, 3 Cities TV Club, Inc., Riddle, Myrtle Creek and Canyonville, Ore.; K04EY, Southern Oregon Broadcasting Co., Grants Pass and Chinook Park, Ore. Action Jan. 17.

## CATV

### OTHER ACTIONS

■ Commission has denied request by Valley Cablevision Corp. to conduct experimental CATV operation in Goshen, Ind., approximately 12 miles south of Elkhart, in South Bend-Elkhart television market. Action Jan. 24.

■ FCC has ordered Winona TV Signal Co., owner and operator of CATV system in Winona, Minn., to cease and desist from further operation of its CATV system in Winona in violation of Sec. 74.1103(e) of commission's rules, and to provide program exclusivity to KAUS-TV (formerly KMMT), Austin, Minn. Action Jan. 17.

■ Commission has ordered Gregg Cablevision Inc., Hobbs, N. M., to provide program exclusivity for signals of KBIM-TV Roswell, on its CATV system in compliance with Sec. 74.1103(e) of rules. Action Jan. 17.

■ FCC has denied petition by Suburban Cable TV Inc., wholly-owned subsidiary of Triangle Publications Inc., for reconsideration of commission's Sept. 12, 1967 denial of authority to establish experimental CATV operation in Philadelphia area. Action Jan. 24.

■ Commission has denied petition of KCMC Inc., licensee of KTAL-TV Texarkana, Tex. for show cause order against Tele-Vue of Clarksville Inc., owner and operator of a CATV system at Clarksville, Tex. KCMC has asked commission to order Tele-Vue to show cause why it should not be ordered to cease and desist from further violations of Sec. 74.1103(e) of rules. Action Jan. 17.

■ Commission has ordered Port Angeles Telecable Inc., owner and operator of CATV system at Port Angeles, Wash. to provide program exclusivity for signals of station KVOS-TV Bellingham, Wash. in compliance with 74.1103(e) of rules. Action Jan. 17.

### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 18 in Lower Belle, Malden, Dupont City, Rand and George's Creek, all West Virginia. (Asbury & James TV Cable Service) CATV proceeding, designated Examiner James D. Cunningham to serve as presiding officer; scheduled a prehearing conference for Feb. 7 and hearing for Feb. 21 (Doc. 17968).

■ Hearing Examiner Thomas H. Donahue on Jan. 17 in Lewiston and Auburn, both Maine (Cable Vision Inc.) CATV proceeding, granted request by Cable Vision and dismissed application and ordered proceeding terminated (Doc. 17378).

■ Hearing Examiner Herbert Sharfman on Jan. 23 in Darlington, S. C. (Cosmos Cablevision Corp.) CATV proceeding, granted motion by Rovan of Florence Inc. and continued hearing scheduled for Feb. 1 pending disposition of Rovan's motion to dismiss, to be filed soon (Doc. 17817).

## Ownership changes

### APPLICATIONS

**KAHI and KAFI(FM), Auburn, Calif.**—Seek assignment of license from **Donnelly C. Reeves** to **Auburn Broadcasting Corp.** for $315,000. Principals: **F. Robert Fenton**, president (75%), and **John McCabe**, treasurer (25%). Mr. McCabe is advertising manager of retail store chain. Mr. Fenton is 60% owner of **KFIV Modesto, Calif.** Ann. Jan. 18.

**WAOK Atlanta**—Seeks transfer of control from **Stan Raymond** and **Zenas Sears** to **Belk Broadcasting Co. of Georgia.** Principals: **Henderson Belk**, president (100%). Mr. Belk is owner of Belk Broadcasting Co. of Florida Inc. licensee of **WPDQ Jacksonville, Fla.** and a 99% owner of **WIST** Inc. licensee of **WRNA(FM) Charlotte, N. C.** Consideration: $770,000. Ann. Jan. 23.

**KRYS Corpus Christi, Tex.**—Seeks assignment of license from **South Texas Broadcasting Inc.** to **Big C Broadcasting Corp.** for $500,000. Principals: Big C Broadcasting Corp. is 100% owned by Sigmor Distributing Service Inc., San Antonio, Tex. Principals of Sigmor Distributing Service, Inc. are **Tom E. Turner**, president and **Mary E. Turner**, vice president, (each 49.60%). Sigmore Distributing Service is chain of gasoline stations throughout Texas. Ann. Jan. 23.

**WCHV and WCCV-FM, both Charlottesville, Va.**—Seek assignment from **Eastern Broadcasting Corp.** to **Evans Communication Systems Inc.** for $390,000. Principals: **Edward S. Evans Jr.**, president, treasurer and chairman (100%) et al. Mr. Evans is also chairman of board and stockholder in two manufacturing companies. Ann. Jan. 18.

### ACTIONS

**KGMR, KGMR-FM, Jacksonville, Ark.**—Broadcast Bureau granted assignment of licenses and CP (KGMR) to Radio Jacksonville Inc. and assignment of CP (KGMR-FM) to Radio Jacksonville Inc. (John J. Shields, et al); consideration $45,000 (BAPL-366, BAPH-430).

**KGEE-AM-FM Bakersfield, Calif.**—Broadcast Bureau granted transfer of control from **Carl E. Haymond** (86.6% before, none after) to **Carl E. Haymond**, trustee (none before, 86.6% after). Action Jan. 19.

**WTHD Milford, Del.**—Broadcast Bureau granted transfer of control from **Edwin L. Fisher** and **Raymond W. Masten**, to **Thomas H. Draper** (49.2% before, 74.6% after) and **Edward S. Shaw** (25.4% before, 25.4% after). Mr. Draper's obligation under stock purchase options totals slightly under $2,500 during first year and similar amount during each ensuing four years. Consideration $12,240. Ann. Jan. 19.

**WRLJ(FM) Jacksonville, Fla.**—Broadcast Bureau granted assignment of license from **Fine Music Broadcast Inc.** to **Belk Broadcasting Co. of Florida Inc.** for $17,205.39. Principal: **Henderson Belk**, president. Action Jan. 23.

**WOLI(FM) Ottawa, Ill.**—Broadcast Bureau granted assignment of license from **Ottawa Broadcasting Co.** to **WOLI Broadcasting Corp.** for $98,001, with covenant not to compete. Principals: **Dolph Hewitt** and **Norbert A. Drake** (each 48%) et al. Mr. Hewitt is under contract with **WGN Chicago** as producer, director and talent. Mr. Drake is attorney, college administrator, director of **WIXN-AM-FM Dixon, Ill.**, and secretary-director of Dolph Hewitt and Associates Inc. Messrs. Hewitt and Drake have interest in **WGSB Geneva, Ill.** Action Jan. 19.

**KLFY-TV Lafayette, La.** and **KXII-TV Ardmore, Okla.**—Broadcast Bureau granted transfer of control from **KWTX Broadcasting Co.** to **M. N. Bostick** and all stockholders of same company. Of the 3,100 shares of common voting stock comprising licensee **Texoma Broadcasters Inc.**, 20% will be held by **M. N. Bostick** and 80% by KWTX. Action Jan. 22.

**KKJO St. Joseph, Mo.**—Broadcast Bureau granted transfer of control from **Joseph W. Marti** and the estate of **John Marti** to **Elkins Broadcasting Corp.** Principals: **Thomas R. Elkins**, president (50.59%) et al. Mr. Elkins is **Marti Broadcasting Corp.** president (licensee of KKJO). Consideration $150,000. Action Jan. 19.

**WHLM-AM-FM Bloomsburg, Pa.**—Broadcast Bureau granted assignment of license from **Harry L. Magee** to **Magee Industrial Enterprises Inc.** Principals: **Harry L.** and **James A. Magee** et al. Action Jan. 19.

**WTRW-AM-FM Two Rivers, Wis.**—Broadcast Bureau granted assignment of license from **Two Rivers Broadcasting Co.** to **J.J.C. Broadcasting Corp.** for $200,000. Two Rivers is wholly owned subsidiary of **WTRW Inc.** Principals of assignee: **Jerry J. Collins**, president (51%) and **Catherine J. Collins**, vice president (49%). Mr. Collins has interest in **WLKE Waupun, Wis.** with wife. Also granted renewal of licenses for stations. Action Jan. 17.

# COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Jan. 24. 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.

■ **Carmel, Calif.**—The Alarm Corp. has been granted a 15-year renewal of its franchise.

**San Dimas, Calif.** — International Cable Television Corp., Glendora, has applied for a 15-year franchise. The city would receive $2,000 upon acceptance of the application, and 3% of gross annual revenues. Monthly rates would be $5.95 when paid by the month or $5.45 per month when paid a year in advance. These rates would hold constant until there are 1,500 subscribers, at which point the fees would drop to $5.25 monthly and $5 a month when paid annually.

**High Springs, Fla.**—CAVU Inc. of Williston, Fla., has applied for a franchise. Installation and monthly fees would be $15 and $5.95, respectively. City would receive 3% of firm's annual gross revenues for the first 10 years.

**Tampa, Fla.**—The Tribune Co., publisher of the *Tampa Tribune* and *Tampa Times*, and owner of WFLA-AM-FM-TV Tampa, has become part owner of Community Cablevision Inc., Lakeland, Fla.

**Eagle Grove, Iowa**—B. V. Willie has applied for a franchise. Monthly fee would be about $5.25 and installation charge $15.

**Topeka, Kansas**—Community Cable Services Inc. of Topeka has applied for a franchise. Previous applicants are General Electric Cablevision Corp. (multiple CATV owner); H&B Communications Corp., Beverly Hills, Calif. (multiple CATV owner); Cable Television and Construction Inc., Iola, Kansas (multiple CATV owner); Kansas Cable TV Inc., Ft. Worth, Tex.; Total Television of Topeka Inc.; Topeka Cablevision Systems Inc.; Topeka Telecable Inc.; CATV Systems of Topeka Inc. and American Quality Cable TV Inc.

■ **Madison-Anson, Maine**—Madison-Anson CATV Co. (owned by John J. Pineau and William L. Philbrick) has been granted a franchise. Firm will offer seven TV channels and a full FM band.

■ **Peabody, Mass.** — Peabody Cablevision Co., Inc. has been granted a 25-year franchise. Installation fee has been set at $15 with a monthly fee of $5. The city will receive $52 dollars for each mile of cable laid.

■ **Concord, N. H.**—Patriot Realty Co. of Concord (a subsidiary of *Concord Daily Monitor*) has been granted a franchise.

■ **Bainbridge, N. Y.**—Bainbridge Video has received an eight-year renewal of its franchise. Firm plans to modify system to ten channels.

■ **Narrowsburg, N. Y.**—Continental Telephone Corp. (multiple CATV owner) has been granted a 15-year franchise. Installation charge will be $15 with a $5 monthly fee. The monthly fee will remain constant for four years after which time an annual 4% increase will be initiated and held until a fee of $6 is reached.

**North Tarrytown, N. Y.**—U. S. Cablevision Corp. of Poughkeepsie has applied for a franchise. Installation fee would range from $19.95 to $25 while the monthly service rate would be $5.

**Lower Allen Twp., Pa.**—West Shore TV Cable Co. (multiple CATV owner) has begun operation. Installation fee is set at $5 until final construction is complete after which the fee will be $15. Monthly fee is $4.95. Firm is offering a 12-channel system.

■ **Athens, Tex.**—Ray Barnes of Palestine has been granted a franchise. Operations are due to begin in 15 months.

LEONARD J. Patricelli credits in part a fortuitous knowledge of Hamlet's relationship with Ophelia in rescuing him from a job in boiler insurance and projecting him into the more esthetic environment of broadcasting.

Mr. Patricelli, who was elected president of Broadcast-Plaza Inc. (WTIC-AM-FM-TV Hartford, Conn.) last November after 38 years of continuous service with the stations, recalled the Shakesperean ploy last week:

"I was fresh out of Wesleyan University in Connecticut in 1929 with a degree in English and a specialty in 18th-century literature," he recounted. "I wanted to be a writer, but my first job was in the boiler-insurance department of Travelers Insurance Co. in Hartford. I was on the job only a few days when I realized I didn't want to be the bright young man in boiler insurance. The company owned WTIC and I heard of a job with the station as a script writer. My supervisor gave me permission to apply.

"There was a retired vice president of Travelers, Walter Cowles, who used to screen all job candidates for the station. He looked at my application and surprised me with this question: 'Young man, tell me, did Hamlet feign insanity in his relationship with Ophelia?' I replied, 'Yes,' and gave a learned dissertation for about 15 minutes in support of my view. He sent me right over to see the station manager. I had not known at the time that Mr. Cowles was a Shakespeare buff."

The station manager asked him to write a sample script and to listen to WTIC that evening. If the script was used, he was advised, he would become the first full-time script writer at the station and in New England.

"I went to my fiancee's house that night, tuned in and my script wasn't used," Mr. Patricelli related. "I was crestfallen, but the next day I found out I had been hired. It turned out that the announcer had taken it upon himself to rewrite the script that the management had liked."

**Well Prepared** ▪ Mr. Patricelli paused for a moment in his reminiscenses and added with a smile: "What nobody knew until a few years later was that I had written my college senior thesis on the subject of Hamlet's relationship with Ophelia."

His talent for writing and his knowledge of music (he was a violinist and a choral singer in college) were valuable assets both in those early radio days and subsequently. Among today's well-known figures whose talent was nurtured at WTIC are actor Ed Begley, TV-radio host Allen Ludden and composer Robert Maxwell.

Mr. Patricelli's rise at WTIC was steady. He was appointed program

# Career spans the growth of broadcasting

manager in 1943; vice president, TV programs, 1957; vice president and general manager, 1963, and executive vice president, 1966.

As president, he succeeded Paul W. Morency, a colleague for 38 years, who has retired from office but continues as consultant to the corporation.

Though responsibilities in his present position encompass all facets of radio-TV operations, Mr. Patricelli retains an overriding interest in programing. He considers programing the single most-important ingredient of a station.

As an index of growth over the past 38 years, Mr. Patricelli remarked that the staff of WTIC-AM-FM-TV now totals about 200 in contrast to 20 back in 1929.

Mr. Patricelli conceded that 1967 was a year that had not lived up to expectations in the sales area ("It was a little soft") but said "we were pleased it turned out as well as it did." He is hopeful for an upturn in 1968 and said the stations plan to mount a vigorous effort to acquire additional business in the local and regional classifications.

He speaks warmly of WTIC-TV's facilities, staff and programing. He pointed out that all programing on the station is presented in color; the news department has a full-time staff of 11 people, including five cameramen and a mobile unit, and local entertainment and documentary shows are designed to be responsive to community needs.

"One of our programs called *What in the World?* has been on the air since WTIC-TV began operations in 1957," he reported. "It is a panel show on which well known individuals in the state appear. It has been sponsored continuously by the Electric Light Companies of Connecticut. We produce and put on many documentaries on local issues and we are particularly proud of one program titled *The Rat Problem*, which resulted in a change in the system of garbage collection in Hartford."

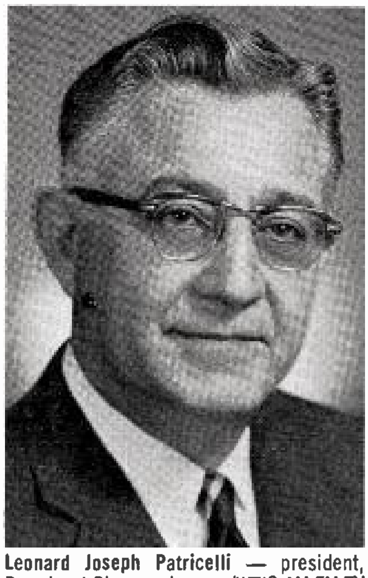
**Unfair Attack** ▪ Mr. Patricelli, usually amiable and even-tempered, becomes perturbed when he touches upon the subject of television critics. "We all know that it's impossible to have high-quality entertainment shows on the networks every hour of the day," he stated. "But on every night of the week there is at least one program and sometimes more that are outstanding. Yet we rarely see the critics giving proper credit to the many fine specials that are on all three networks. But I'll say this: The audience appreciates the programs a lot more than the critics do."

Mr. Patricelli has been married for 37 years to the former Lydia Erdman of Middletown, Conn., to whose home he had scurried to listen to his first radio script. He speaks with parental pride about his children, Joan (Mrs. Leonard Horton Jr.) and Robert, who was a Fulbright scholar, a White House Fellow, editor of the *Harvard Law Review* and is now in Washington as Senate minority counsel and special legal counsel to Senator Jacob Javits (R-N.Y.).

His interests outside of his job, his family and his many community-involvement projects reflect his musical and literary inclinations. He plays the fiddle in a Dixieland band, composed of long-time friends, who meet in each other's homes and at private parties. He occasionally composes music, and has a private collection of first editions.

"Some day I would like to write a novel about the TV-radio industry," he remarked. "It would not whitewash the industry, but I would show it in its proper light, which hasn't been done up to now."

## WEEK'S PROFILE



**Leonard Joseph Patricelli** — president, Broadcast-Plaza Inc. (WTIC-AM-FM-TV Hartford, Conn.); b. New Haven, Conn., March 1, 1907; B.A. in English, Wesleyan University, Middletown, Conn., 1929; with WTIC since 1929 as script writer; program director; VP, TV programs; VP and general manager; executive VP and president since Nov. 1967; m. Lydia Erdman, 1930; children—Joan (Mrs. Leonard Horton Jr.) and Robert; national director, Broadcast Pioneers and Broadcasters Foundation; member—Hartford Rehabilitation Center; director, Connecticut Society for the Prevention of Blindness; the Connecticut Cancer Society, Hartford Golf Club; active in Wesleyan University affairs; edited "Songs for New England Colleges" and "Wesleyan Song Book"; hobbies—golf, gin rummy, music, collecting first-edition books.

## Right means, wrong end

AS a close adviser to John Kennedy, Ted Sorensen was in a position to learn much about the effects of broadcast coverage of political campaigns. So Mr. Sorensen must be conceded to be speaking from experience when he advocates, as he did last week, extensive reforms in the political broadcasting law.

Regrettably, however, he is speaking more as politician than as objective political observer. His recommendations, which are described in detail elsewhere in this issue, are directed more toward the use of broadcasting as a political instrument than toward its more productive function as a medium of journalism.

Mr. Sorensen wants Section 315 suspended for presidential and vice presidential candidates so that the networks could provide large blocks of free time to major-party candidates without having to provide quite that much time to minor-party aspirants. (Minor candidates would get some exposure through the operation of the fairness doctrine.) This time would, of course, be under the candidates' control. Here Mr. Sorensen is thinking of radio and TV as nothing more than larger versions of a political rally.

He is getting closer to the mark when he suggests that the major-party nominees agree to join in "great debates" in at least some of which, presumably, they would also be subjected to questioning by broadcast newsmen. But he is probably being unrealistic in according any hope to the prospect of an incumbent President's sharing the same tube with his principal opponent.

What is needed is indeed a suspension—or better yet, repeal—of Section 315, but with no strings attached. Unencumbered by the equal-time restrictions and debilitating effects of the fairness doctrine, broadcasters could produce news specials that examined candidates and issues in detail. That kind of examination would be more enlightening to the electorate than the unedited and uninterpreted political rally.

But repeal of Section 315 will remain a lost cause until broadcasters unite in a sustained and coordinated effort to obtain it. Maybe they aspire to no higher function than that of supplying the physical means of distributing campaign oratory.

## Double trouble

BROADCASTERS may be paying too little attention to an attempt by performing artists to acquire protection under copyright law. If the artists get their way, a performer's recorded rendition of a song could be copyrighted as the words and music written by the author or composer are. A station broadcasting the record could then be charged performance fees by both the performers and the writers-composers.

A couple of weeks ago Senator George Murphy (R-Calif.) announced his conversion to the performers' cause (BROADCASTING, Jan. 15). The word from knowledgeable sources is that a good many other senators have been similarly won over (see story on Washington outlook in Perspective section of this issue). Senator Harrison Williams (D-N. J.), who introduced the copyright legislation for the performers, said in the same Los Angeles news conference in which Senator Murphy announced his support, that he anticipated "no real hostility" from broadcasters in the Senate's consideration of his measure.

If Senator Williams's reading of the broadcasters' current temperature is correct, it is because the broadcasters don't understand the situation. The Williams measure, if embraced in the new copyright law, would probably double the broadcasters' bill for music licensing.

There is no economic justification for adding to the broadcasters' bill. Featured artists are already handsomely compensated by proceeds from record sales (which are to a great extent influenced by broadcast exposure of the records). Nonfeatured musicians are well paid for their work according to scales established by their union. Indeed it could be argued that some musicians are being overpaid for their contributions to contemporary recording.

A true representation of music economics must be made to the senators who have been beguiled by the performers' arguments. Much personal work remains to be done on the Hill.

## All is not lost

THE year 1968 confronts broadcasters with a great deal more uncertainty than they have faced at the advent of most recent years.

What happened in 1967 and what is likely to come in 1968 are reported and examined in detail in the Perspective section of this issue. In sales, of course, what happened in 1967 was disappointing.

We think there is a danger that too much will be made of the 1967 slowdown and that a pessimistic atmosphere will be unwarrantedly perpetuated. Jeremiahs beget Jeremiahs. It was, after all, a year of softness for all media. The economic outlook for 1968 is decidedly better, and as other reports in Perspective indicate, unbridled enthusiasm may not be in order, but realistic optimism is.

Certainly broadcasters should not be concerned exclusively about sales. For aside from growth rates, Perspective finds many conundrums to cope with—new and perhaps sweeping restrictions on advertising, community-antenna TV regulation, CATV copyright and studies that could affect basic spectrum assignments, to name a few at random.

We mentioned these as examples of issues pending "aside from growth rates," but in reality, of course, their outcomes can affect growth rates profoundly. Broadcasters cannot afford to disregard them or give them secondary importance. If unwarranted requirements and limitations are decreed in Washington, the question of growth rates could become academic.


Drawn for BROADCASTING by Sid Hix

*"Darling! Does this mean we're going to have a spin off?"*