



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Broadcasters dig in against spectrum grabbers. p19

What network TV's biggest clients spent in '67. p22

LBJ's budget: good for FCC but bad for ETV. p34

Supreme Court may not rule on fairness until '69. p50

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"SCREEN GEMS PRESENTS"...  
six hour-long color tape  
entertainment specials produced  
by Jackie Barnett starring  
such personalities as Ella  
Fitzgerald and Duke Ellington,

Julie London, Jane Morgan and  
The Doodletown Pipers, and Polly  
Bergen. Already licensed to  
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KMOX-TV St. Louis, KTLA Los

Angeles, WJAR-TV Providence,  
WNAC-TV Boston, WMAR-TV  
Baltimore, WAST Albany, KBTW  
Denver, WTVJ Miami, and other  
key stations. Available exclusively  
through Screen Gems.

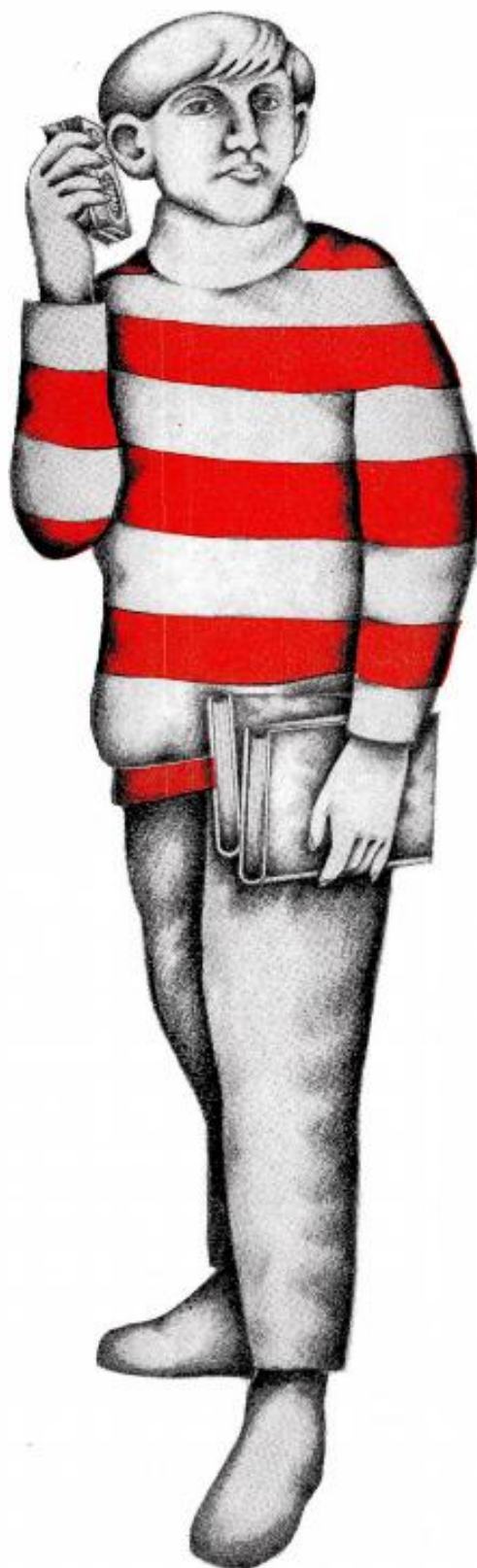


CONCORDIA COLLEGE  
6 R YLVISAKER LIB  
MOOREHEAD MN

TO EXP12/ 8  
56560

NEWSPAPER

CARL B. YOUNG  
LIBRARY  
2/6/68



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

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

**CRC**



# 4 o'clock MOVIE

Truth or  
Consequences  
5:30-6:00

**NEWS at 6**

with a **NEW** news team

**KTRK-TV/HOUSTON**

CAPITAL CITIES BROADCASTING CORPORATION



# WTEV

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

## 6

abc

Serving the Greater Providence Area

# WTEV

## Serving the Greater Providence Area

*greater audience reach, increased sales power*

The new WTEV antenna reaches 1049 feet above sea level to achieve 100 Kw ERP. The result is greatly increased coverage. In addition to its new antenna system and new transmitter, WTEV is recognized for skillful programming of marketwide interest. The result for advertisers: a larger, growing audience with increasing loyalty and responsiveness.

Represented by

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

## Three-way stretch

There's speculation that with expanding use of 30-second commercials, and with TV code's commercial revisions finally set (including elimination of references to station-break lengths), networks are apt to feel mounting pressures from affiliates for longer breaks. Reasoning is that although code allows three commercials in station breaks, stations cannot get three into 42 seconds—now basic length of breaks in prime time—if one of them is 30.

*Network sources say some affiliates "always" want longer breaks, just as they want higher compensation rates, but that there's been no rise in pressures lately. They also note that ABC-TV affiliates recently scuttled proposal to lengthen some breaks by shortening others (BROADCASTING, Dec. 11, 1967, et seq). Even so, speculation persists that sooner or later there'll be move for longer breaks.*

## Lady's day?

Some people in official circles still believe Nancy Hanschman Dickerson, NBC newswoman, is in line for next FCC vacancy. Reports spread again last week that Mrs. Dickerson might be asked to fill vacancy next June when Commissioner Lee Loevinger's term expires after five-year tenure. Judge Loevinger has said publicly he isn't candidate for new seven-year term and plans to re-enter private practice. (He has strong support from his Minnesota delegation for appointment to federal judgeship, but nothing has happened.)

*Mrs. Dickerson, who served with CBS News prior to joining NBC in 1963, is well known in Washington social circles as well as journalistic. She's "Nancy" to President Johnson and family.*

## Coup de grace

Further and perhaps conclusive proof that FCC's proposed top-50 multiple-ownership rule is dead and merely awaiting decent burial—possibly this week—is now at hand. Commissioner Lee Loevinger, believed to be swing vote, has indicated to colleagues he has turned against proposal, which would bar acquisition of TV station if it would result in buyer's owning more than three outlets (no more than two of them VHF's) in 50 biggest markets. Chairman Rosel

# CLOSED CIRCUIT®

Hyde and Commissioners Robert E. Lee and James J. Wadsworth opposed rulemaking in first place, presumably still oppose it.

*Top-50 proposal was designed to encourage diversification of ownership in major-market TV. But Commissioner Loevinger is said to feel it would have opposite effect—would protect present groups against development of new competition. He's also said to believe that under present rules (permitting ownership of seven TV's, no more than five of them V's) there's no evidence of concentration of control in big markets. Number of stations and of multiple owners has been rising since 1954.*

## Going up

Network radio, where rate increases have been rare in recent years, is getting one soon. NBC Radio will introduce major increases in some periods (drive time, for example) and minor ones in others. It'll be first increase in rates at NBC Radio in more than three years.

## Spot watcher

Block Drug Co., estimated \$20-million TV advertiser (heavily in network), and Aurora Plastics, \$2 million in spot, have signed as first clients of International Digisonics Corp., electronic commercial monitoring service. IDC, formed by Jordan Ross of Talent and Residuals, Chicago, and Sangamo Electric, thus take lead from Broadcast Advertiser Reports and Agency - Media - Performer - Sponsor competitors in budding proof-of-performance monitoring business (BROADCASTING, Sept. 11, 1967).

*IDC's strategy is to sell advertisers and agencies first, then start selling media—which in long run are expected to foot most of monitoring bill. IDC says it will be monitoring all New York stations by April 1, top-25 markets by July 1, all markets in contiguous 48 states by next Jan. 1.*

## Wire programs

With strong belief in future of CATV as program-origination source, Robert Weisberg, VP in charge of special projects for Trans-Lux Television Corp., has resigned to establish com-

pany to provide community antenna systems with syndication product. Mr. Weisberg has been with Trans-Lux for more than seven years, established its TAC service of public-service TV programming and headed its inflight airlines' program services.

## So who's counting?

Leading station reps are reported up in arms over request from Ted Bates & Co., spot-TV pool agency for Colgate-Palmolive, citing additional paper work and extra cost. Traditionally, when initiating new spot-TV campaign for Colgate products, Bates's media department applied certain rating adjustment factors (season of year and day part in which spot is to run) to rating information supplied by reps on spots already run in each market. Now, Bates has notified reps it will supply them with formula to cover various adjustment factors and has requested them to perform necessary calculations. Many reps said they would resist request, though Colgate, with some \$30 million in spot TV, is blockbuster advertiser.

*Bates has different view. It said it has used adjustment formulas for years and claimed reps often asked how it arrived at adjusted rating figures. To take "mystery" out of its approach, Bates said, it has offered to make its formulas available to reps so they may make more advantageous use of their availabilities. Bates said reps are under no obligation to use formulas.*

## Andy Hardy dusted off

Spinoff trend from longer-form programming in television may be series of two-hour features made specifically for medium. Idea would be to make six two-hour pictures each season about specific character such as Alexander Mundy, role Robert Wagner plays in ABC-TV's *It Takes a Thief*. These presentations would be scheduled in network's regular movie slots at various times throughout the season or even could be rotated with similar movie series. Such trend, if it develops in TV, would parallel what happened in motion pictures with Andy Hardy, Philip Marlowe, Ma and Pa Kettle, Thin Man, etc. Idea is under study at Universal TV, Hollywood.



**WIBBAGE  
DELIVERS**

**THE  
"GET"  
SET**

## CHARGE!



**WTBBAGE**

\* Data used is subject to the limitations on accuracy inherent in the method of survey and should be considered estimates.  
ARB—October/November 1967. Average Quarter-Hour Ratings—Metro Survey Area. Monday-Sunday, 6:00 A.M.-Midnight.

# WEEK IN BRIEF

Battle lines are drawn as NAB, AMST lead radio and television in hard-line decision not to give up even a single channel in face of land-mobile and other service demands. See . . .

## SPECTRUM FIGHT . . . 19

FCC Commissioner Kenneth A. Cox, in Wisconsin speech, urges broadcasters, land mobile to make concessions in developing controversy over spectrum space, sees little chance of all-wire system in future. See . . .

## COX SEES . . . 20

Broadcast Advertisers Reports show Procter & Gamble in kingpin position on 1967 network television advertisers list with 11.3% increase in expenditure for total \$112.5 million, covering 35 different brands. See . . .

## WHO SPENT WHAT . . . 22

Television Bureau of Advertising reports that 14 rep firms have agreed to use TVB's Systems of Spot program (standardized confirmation/contract forms). Next step, they say, is to get stations to use SOS. See . . .

## SOS ACCEPTED . . . 25

FCC budget gets boost in the arm from increased CATV activity and spectrum research. Those reasons cited as President Johnson proposes 2.1-million increase in commission spending to total \$21 million. See . . .

## MORE FCC MONEY . . . 34

Glum educational broadcasters make no secret of their disappointment with LBJ's financial plans for educational broadcasting. CPB set for \$4 million in 1968, \$5 million less than when LBJ signed ETV act last year. See . . .

## EDUCATORS UPSET . . . 34

Another knot in AT&T rates for TV-program transmission: FCC hearing examiner says that AT&T charges to part-time users are discriminatory; examiner's decision favors position taken by Sports Network Inc. See . . .

## ANOTHER AT&T WRINKLE . . . 37

AT&T says it will delay proposed new rates up to a year if FCC makes such a request; commission moves to drastically revamp procedures in the current AT&T rate hearing to expedite matters. See . . .

## GRACE PERIOD ON RATES? . . . 39

Yearend report for NBC network shows highest net sales (over \$500 million) in NBC's 41-year history; sales represent 21% of total reported by parent company, RCA. NBC News is biggest program supplier for NBC-TV. See . . .

## 41-YEAR HIGH . . . 42

U.S. Supreme Court decides to hold off oral argument in Red Lion fairness case until appellate court rules on appeals brought against FCC's fairness doctrine in Chicago. See . . .

## FAIRNESS CARRY OVER . . . 50

## DEPARTMENTS

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## Broadcasting

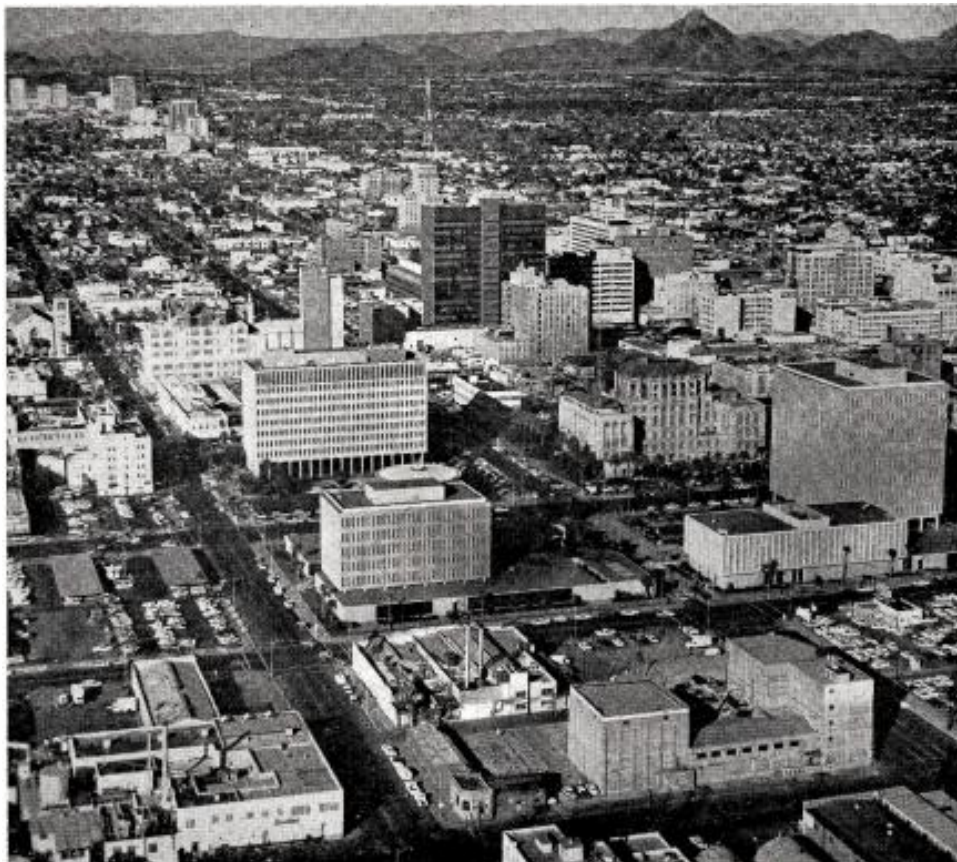
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

# Listen to this! KOOL-CBS Radio, Phoenix, has appointed Blair Radio!



What's new in Phoenix is a 25-year tradition. The nation's leading broadcast representatives, John Blair & Company, have served the area's leading radio station for a quarter-century. Effective February 1, KOOL-CBS Radio will be represented nationally by Blair Radio. When success is a tradition, it's progressive to be traditional.



BLAIR  RADIO



## No favoritism shown in 4 fairness cases

FCC, in display of even-handedness Friday (Feb. 2), directed WHN New York to make time available to leftist DuBois Clubs, and told KUHT Houston ETV to present response of rightist John Birch Society to attack on Society that station had aired.

Decisions were among four involving fairness doctrine that FCC issued Friday. In others, it held that all but one of 19 California TV stations that were subject of complaint from Democratic leaders had complied with doctrine, and it denied Dr. Billy James Hargis's request that WMDN Midland, Mich., be fined for violating personal-attack rules.

DuBois Clubs had complained after WHN refused request for time to respond to Feb. 25, 1967, editorial describing group as "Marxist" or "Red," "founded at a special meeting in California dominated and controlled by American communists." Commission said this constitutes personal attack and that under fairness doctrine DuBois Clubs is entitled to opportunity to respond. DuBois Clubs asserts editorial is untrue.

But it also said that, although licensee has "wide discretion" in determining format of response it cannot insist on roundtable or panel discussion since this might impose "considerable burden" on person attacked.

Complaint concerning California stations was filed by Democratic State Central Committee last summer, after 19 TV stations, formed into network for purpose by California Broadcasters Association, featured Republican Governor Ronald Reagan in discussion of state issues. Democrats said stations had refused request for opportunity to offer rebuttal.

Commissioner Robert E. Lee, lone dissenter, said fairness doctrine "ends at international border" and he would not turn microphone over to those who would advocate violent overthrow of government.

Birch Society complaint was in connection with *Star Spangled Extremists*, produced by Anti-Defamation League of B'nai B'rith, and presented twice by KUHT. FCC agreed references to Birch Society—such as it often engages in "physical abuse and violence"—constituted personal attack.

Station had offered to present Society's spokesman on program with moderator and opposing participant. Society had asked for time to present its local coordinator and film of Robert Welch, Society's president.

FCC said station had exercised reasonable judgment in rejecting Society's proposed program as not being responsive to *Star Spangled Extremists*.

Commission, however, said eight stations involved offered time and 10 others showed they had offered opposing views on other programs. Commission said showing of KBAK-TV Bakersfield indicated it had not complied with fairness doctrine, and it directed station to take steps to "bring about a balanced presentation of the issues."

Dr. Hargis's request that commission fine WMDN was rejected on ground station had offered time for response to what Dr. Hargis said was attack on him. He said he had not been notified in advance of attack and been offered time for reply.

Commission noted station had offered time for reply but that no request was ever received.

## Metromedia to appeal adverse court ruling

Motions for reversal and/or new trial will be filed in Philadelphia federal court today (Feb. 5) by attorneys for Metromedia Inc., following jury award of \$750,000 to Philadelphia magazine distributor who had been called "smut peddler" over MM's wip there.

George Rosenbloom, distributor for group of nudist magazines, claimed defamation and loss of friends and business, when appellation was applied to him following his 1963 arrest, with other magazine distributors, in police crackdown on obscene material. He was acquitted last year.

Award is considered one of largest in recent years in broadcasting libel actions.

## Iowa ad tax beaten in court

District judge in Iowa has ruled state's 3% use tax on advertising is unconstitutional. In decision handed down Friday (Feb. 2), he issued permanent injunction against state attempts to collect tax.

Scott County District Judge Nathan Grant handed down 30-page decision supporting suit filed against tax by

WOC-AM-FM-TV Davenport, WMT-AM-TV Cedar Rapids, two newspapers and area ad agencies and advertisers (BROADCASTING, Oct. 2, 1967). State revenue department is expected to appeal decision to Iowa Supreme Court.

## Bloede new B&B boss; looks for upturn

Benton & Bowles announced Friday (Feb. 2) election of new president, and management said it was hopeful of upturn this year in new accounts and in domestic billing.

Victor G. Bloede, 48, at one time creative head and since 1963 executive vice president and general manager, is new president and chief executive officer. He succeeds William H. Hesse, 54, who has resigned. Mr. Hesse, B&B president for past seven years, has agreed to consult with agency and take on "several specific and important missions" for agency, but which were not identified by L. T. (Ted) Steele, board chairman, who announced changeover in command.

Messrs. Steele and Bloede reviewed billings status at news conference Friday, noting that worldwide billings moved up from \$177.5 million in 1966 to \$192.2 million in 1967, with overseas billing specifically responsible for increase. Domestic billing in fact was down from \$156 million to about \$144.7 million, overseas up from \$21.4

## Harper all the way out

Marion Harper Jr. resigned Friday (Feb. 2) as director, officer, and employee of Interpublic Group of Co.'s Inc.

Robert E. Healy, who succeeded Mr. Harper last November as president and chief executive officer at Interpublic, has assumed duties as board chairman.

Mr. Harper's resignation follows a chain of events which began late last year (BROADCASTING, Nov. 27, 1967) when it became publicly known that Interpublic complex of agencies and marketing activities was in financial trouble (see page 61).

million to \$47.5 million. Mr. Steele said projection this year was for 5% gain in overseas billing, despite slowdown in expansion because of government's policy of discouraging overseas investments and spending by U. S. companies.

They said agency's U. S. billing loss was in part attributable to advertiser cutbacks but in main to departure of American Motors \$12-million account, which, they said, was "precipitated" by Benton & Bowles in belief that to continue with account "would not have been in the agency's best interest." American Motors moved to Wells, Rich, Greene.

Mr. Bloede said that as president he expected to be working mostly in "the creative area, and with clients the rest of the time."

## McCarthy goes to court on equal-time request

Senator Eugene J. McCarthy (D-Minn.), only avowed candidate for Democratic nomination for presidency, turned to federal court Friday (Feb. 2), filing appeal against FCC's Jan. 24 ruling that he is not entitled to equal time to answer President Johnson.

Senator, through his attorneys, asked for immediate ruling on summary basis to permit him to use requested time on networks before March 12 New Hampshire primary.

Anti-Vietnam war candidate claimed he is entitled to respond to President's Dec. 19, 1967, "Conversation" program carried by all three TV networks under Section 315 of Communications Act.

FCC said since President has not publicly announced his candidacy, he's not legally qualified candidate; therefore Section 315 doesn't apply (BROADCASTING, Jan. 29).

Pleading, filed by senator's attorneys, termed this reasoning "patently erroneous." It claims President is "acting like a candidate" and is actively engaged personally or through intermediaries in Democratic primaries in New Hampshire, Wisconsin, Massachusetts and California.

In interesting approach, Senator McCarthy challenges "public announcement concept" as permitting President to obtain broadcast time to advance candidacy while denying his opponents equal opportunity.

Senator also contends Section 315 applies only to person making request for equal time "not whether the person who obtained the initial time is a candidate."

President's one-hour interview with three TV-network correspondents last December was termed by senator as "gift" valued at as much as \$500,000.

## WEEK'S HEADLINER



Mr. Fitzpatrick

**Horace S. Fitzpatrick**, first VP of Shenandoah Life Stations Inc. (WSLS-AM-FM-TV Roanoke, Va.) named executive VP. Mr. Fitzpatrick joined WSLS in October 1940, became VP and manager of television in January

1960 and first VP in January 1967. He also has been president and board member of Virginia Association of Broadcasters.

For other personnel changes of the week see FATES & FORTUNES

## MGM, Cameo-Parkway to buy out Chappell

Metro-Goldwyn-Mayer executives have approved acquisition, in cooperation with Cameo-Parkway Records Inc., of Chappell & Co., one of world's largest music publishers.

Under plan, Cameo could reportedly pay about \$60 million for both domestic and overseas operations of Chappell. Cameo would then sell Chappell & Co. Ltd., London, to MGM, and would retain Chappell & Co., New York.

Announcement of agreement followed disclosure that merger discussions between MGM and Teleprompter had been broken off (see page 61).

## DDB's gross, net are up

Doyle Dane Bernbach Inc., New York agency, has reported profits up 4.3% and billings up 16.8% for fiscal year ended Oct. 31, 1967. DDB recorded billings of \$228,025,024 with net income of \$4,842,730 in its annual report made public Friday (Feb. 2). Earnings per share for 1967 were \$2.30

|                  | 1967          | 1966          |
|------------------|---------------|---------------|
| Gross billings   | \$228,025,024 | \$195,823,476 |
| Net income       | 4,842,730     | 4,644,594     |
| Income per share | 2.30          | 2.27          |

## Rawson, Ray, Levy on agenda

FCC staff panel with chiefs of three Broadcast Bureau divisions will be one highlight of National Association of Broadcasters' annual state presidents conference in Washington, Feb. 27-28. Taking part in first-morning session will be Robert Rawson, renewals and transfers; William Ray, complaints and compliance, and Martin Levy, broadcast facilities.

## Magnuson sharpens advertising blade

On eve of American Advertising Federation's annual Washington conference on government relations, Commerce Committee Chairman Warren Magnuson (D-Wash.)—who will be keynote speaker for conference's Tuesday (Feb. 6) consumer session—told Senate that his committee is "deeply disturbed about role of advertising, especially television advertising" for cigarettes.

In major Senate address on consumer issues delivered Friday (Feb. 2), Senator Magnuson said particular focus was on youth appeals by tobacco firms; added that hearings are planned "early in session" on series of tough anti-cigarette bills before committee.

One of pending measures would require stronger warning than that now on packs and require its use in advertising, including broadcast. Another would empower FCC to regulate broadcast cigarette commercials.

On X-ray front (see page 58) Senator Magnuson said he expected committee to act on legislation empowering Secretary of Health, Education and Welfare to set and enforce radiation standards. Bills in both Houses, awash in wave of color-TV-set X-ray publicity, have no opposition.

## 5-year frequency reviews

Major step in frequency management—review of government-assigned frequencies every five years unless subject to review more frequently—was announced Friday (Feb. 2) by James D. O'Connell, director of telecommunications management in executive office of President.

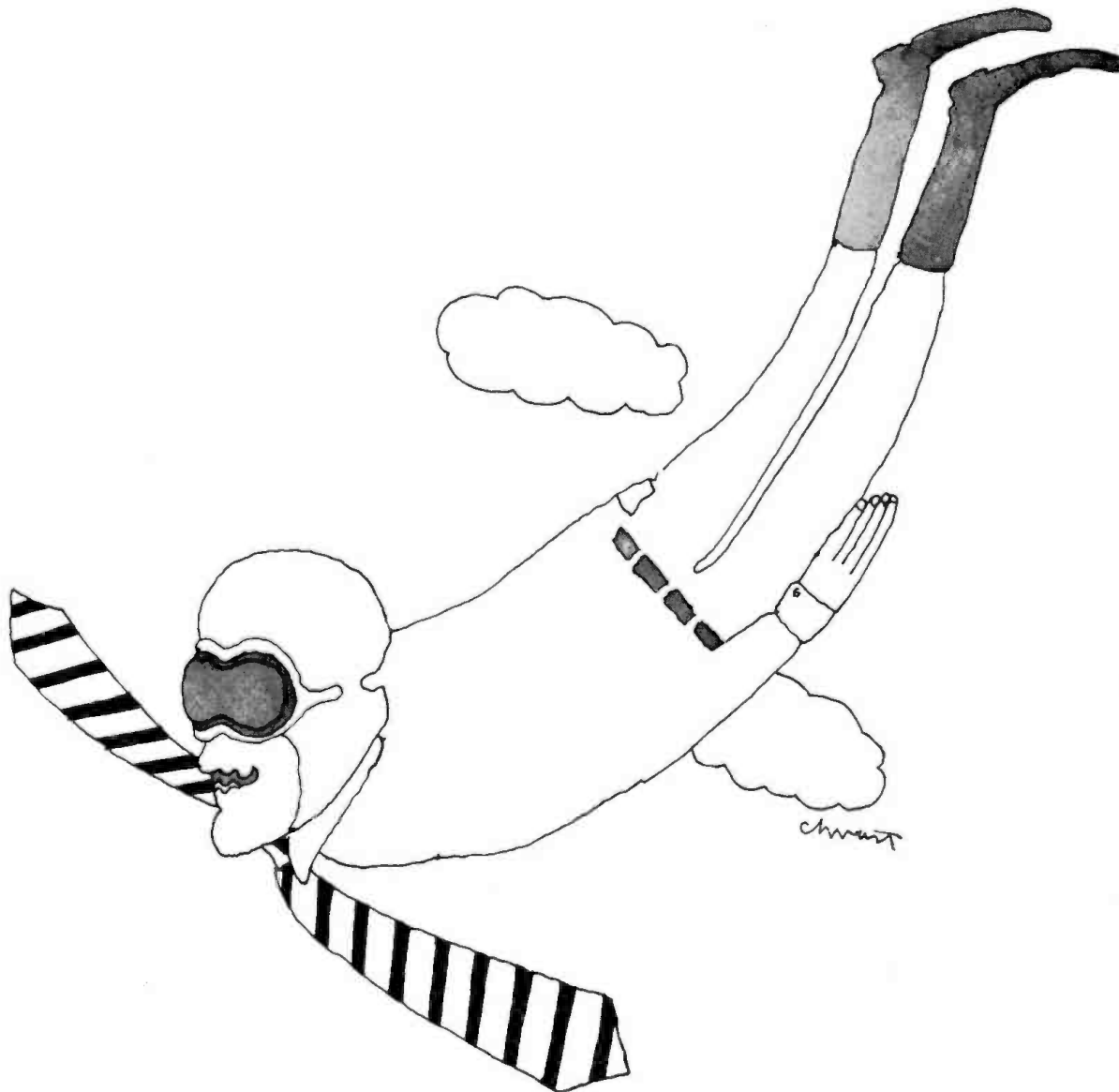
Move—long sought by radio spectrum analysts—was developed by Interdepartmental Radio Advisory Committee (IRAC), and came after virtually all government assignments were computerized by OTM.

## NGC going into publishing

National General Corp., Los Angeles, once major CATV operator and now producer of *Tarzan* series among other interests, is set to acquire Grosset & Dunlap Inc., New York, book publisher. According to terms of agreement made in principle by two firms, National General would buy Grosset & Dunlap for \$49.2 million cash, paying \$41 per share for publisher's 1.2 million outstanding shares. NGC's board must still ratify proposal.

## WHERE ARE YOUR REP TIES TAKING YOU?

Last year was a tough year, to be sure. But 12 important stations in important markets all showed increased spot sales. And all 12 of these stations are repped by the same firm, Metro TV Sales. Maybe it's the greater manhours we can offer: 84 trained specialists, 20 researchers, 3 sales development people. Whatever! It works.



## METRO TV SALES

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

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



# DATEBOOK

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

■Indicates first or revised listing.

## FEBRUARY

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 mid-winter 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. 12—General meeting, Washington Section, Institute of Electrical and Electronic Engineers. Featured speaker: Curtis B. Plummer, chief of Field Engineering Bureau, FCC, on "FM Broadcast Station Interference to TV Reception." Pepco auditorium, Washington.

■Feb. 12-16—Ampex Corp. video tape training seminar in cooperation with University of West Florida. Pensacola. Registration information: Chris Rager, Department of Instructional services, University of West Florida, Pensacola, Fla. 32504. (904) 476-9500.

■Feb. 13—Annual stockholders meeting, A. C. Nielsen Co., to elect 11 directors and transact other business. 2101 Howard St. Chicago.

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

■Feb. 13-15—National Winter Convention on Aerospace and Electronic Systems, co-sponsored by Aerospace and Electronic Systems Group and Los Angeles Council of Institute of Electrical and Electronics Engineers. Unclassified sessions will follow conference theme "Frontiers in Electronics," with featured panelists: 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., and James H. Green, associate director, research and technology, Office of Telecommunication Management. 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—Annual stockholders meeting, National General Corp., to elect directors, vote on increasing authorized shares of common stock from 7.5 million to 15 million, and transact other business. Fox Wilshire Theater, Beverly Hills, Calif.

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 employee of CBS News, CBS-owned radio stations, CBS-owned television stations, U. S. stations affiliated with, but not owned by CBS Radio, or U. S. stations affiliated with, but not owned by CBS Television; regular members of staffs of non-commercial educational radio and television stations that are engaged for a substantial portion of their time in news and public affairs programs; teachers of courses in the techniques of radio and television news and public affairs at colleges and universities. Address all correspondence to: Julius F. Brauner, executive director, CBS Foundation Inc., 51 West 52 Street, New York 10019.

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

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

## MARCH

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

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

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

March 8—Deadline for receipt of entry cards from members, 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 spe-

sify, 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 27-29—Annual meeting of affiliates of NBC-TV. Chicago.

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.

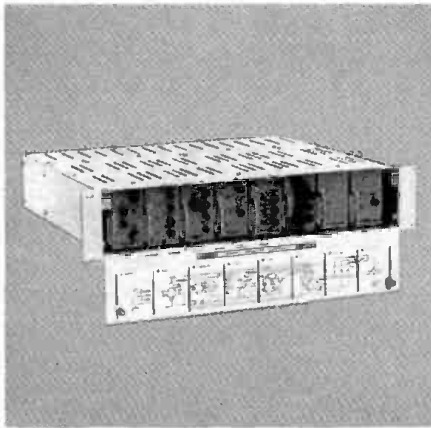
April 4—Awards presentation in the fourth



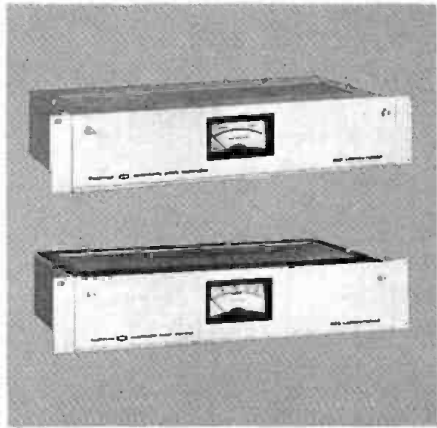
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annual competition for the ANDY awards, given by the Advertising Club of New York for advertising creativity. New York Hilton hotel, New York.

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—New 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.

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

■April 8—Tenth annual Broadcasting Day, co-sponsored by Florida Association of Broadcasters and University of Florida. Speakers include Red Barber, sportscaster. University campus, Gainesville.

April 16—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 is 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 26-28—Meeting of Pennsylvania AP Broadcasters. George Washington Motor Lodge, Allentown.

■April 28-30—Annual meeting of affiliates of ABC-TV. Los Angeles.

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

## MAY

May 1-5—Seventeenth annual convention of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

May 3-4—Annual convention of Kansas Association of Radio Broadcasters. Speakers include Vincent Wasilewski, NAB president. Holiday Inn Midtown, Wichita.

■Indicates first or revised listing.

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 638-1022

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

\*Reg. U. S. Patent Office

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## Two views on Hawks's Memo

EDITOR: I must take issue with Marshall Hawks's Monday Memo on Sunday-morning programing [BROADCASTING, Jan. 15].

In the first place, with the proliferation of radio stations in most markets, you are not driving the audience away to present locally originated religious programing. You may drive the uninterested to another radio station, if radio is their Sunday-morning media choice.

Secondly, no matter how minute the tune-in, these programs serve a real purpose to the elderly, the shut-in and the lonely, if for no other reason than they provide a kind of local and spiritual companionship.

Aside from the personal application of public interest in a small group of needy citizens, I can't possibly believe that Mr. Hawks really meant that advertising is supposed to stop after the client has made the sale.—*Roy Bacus, general manager, WBAP-AM-FM-TV Fort Worth-Dallas.*

EDITOR: Three cheers and a hearty "amen" for Marshall Hawks's Monday Memo [BROADCASTING, Jan. 15] on Sunday-morning radio. This [programing] is often one of the few disaster areas preserved as a public service.

More power to broadcasting personnel willing to enforce quality control in this area. There might be fewer hours of "religious" broadcasting but the listener could count on being accorded intelligent respect. That, in itself, would be a public service and just might pay dividends on the balance sheet.

In this case, I'm a "Hawks."—*Gerald D. Brown, associate secretary for radio-television, Iowa Council of Churches, Des Moines, Iowa.*

## D-F-S's reorganization

EDITOR: We were pleased to see that the Dec. 25, 1967, issue of BROADCASTING carried an article about [Dancer-Fitzgerald-Sample's] formation of a new television art direction and production department.

However, we felt that the article may unintentionally have misled your readers when it reported that our reorganization announcement gave indication of "substantially retrenching its [D-F-S] commercial-production operations on the West Coast . . . will cease its radio and television commercial-production services in Los Angeles . . . and instead will produce commercials out of

San Francisco. . . ."

Actually, we will continue to produce commercials out of both West Coast facilities—Los Angeles and San Francisco—as we have always done, so there's really no retrenching, as you put it, of our front lines or movement of our Los Angeles creative people to San Francisco. . . .—*Maxwell Arnold Jr., vice president and creative director West, Dancer-Fitzgerald-Sample, San Francisco.*

## Instant political action

EDITOR: Just a note to thank you for the nice box on our political-action spots in the Jan. 8 issue. We had several inquiries right away [by Jan. 12] as a result of the story.—*Joseph M. Gambatese, manager, news department, Chamber of Commerce of the U. S., Washington.*

## Kind words from a pro

EDITOR: I deemed it a distinct honor to have made even a tiny contribution to your outstanding publication [Monday Memo, Nov. 13, 1967]. Let us hope that some time in the future there will be another such opportunity.—*Loomis C. Irish, vice president, director of news and public affairs, BBDO, New York.*

## Quick response to story

EDITOR: You'll be happy to know the piece you did on our "Where There's Hope" film in the Jan. 22 issue of BROADCASTING is already bringing responses.

We've had requests from several western stations and know that there will be more. . . .—*Rita Marie Flynn, assistant, public information, Boys' Clubs of America, New York.*

## Xerox special's title

EDITOR: In the listing of ABC specials in the Jan. 8 issue of BROADCASTING, the *Xerox Special Event* tentatively scheduled for May 1 was inadvertently described as "The Army-McCarthy Hearings—Point of Order." I wish that you would make it clear that . . . the program is not the motion picture "Point of Order" and that "Point of Order" will not be used in our title. . . .—*William W. Firman, vice president of sales for news and specials, ABC, New York.*

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## Farm-product firms put their dollars where their faith is

Farm broadcasters are a vast but virtually untapped pool of sales-communication talent. Hundreds of highly knowledgeable farm broadcasters offer unusual opportunity for anyone wishing to reach the farm and rural markets. And they are also astute at selling the urban audience.

Among broadcasters, the radio and television farm director is a rare breed. Many of them open the station in the morning. Their hours are long—they are often on the air from 5 a.m. to 7 a.m.; but that is only a start. They work until noon on their midday programs, then prepare the next day's shows. Evenings they are touring the countryside, attending farm meetings, judging livestock shows, making presentations and visiting farmers. Saturday and Sunday are no exception.

Farm broadcasters are both highly qualified and personally dedicated to the farm-broadcast business. This personal dedication makes them unusually valuable assets to any agricultural firm or company wanting to reach the farm and rural audience.

If you have a train load of fertilizer to sell, several tons of antibiotic-fortified feed or insecticides to stop plagues of voracious insects, you can count on farm broadcasters.

Many of the major agricultural firms have used farm radio and television. Many more should. Too often advertisers stick with printed word (you know, the four-color ad you can show your wife to get her approval). But farm broadcasters give you much more.

**Quick Reactions** ■ When insects strike a crop, these broadcasters are on the air the next morning discussing the problem, suggesting ways to stop the disaster and selling the products you advertise. This is flexibility and immediacy. Only radio and television can do this. And only these broadcasters have the knowledge, the local contacts and the audience loyalty that gives you strong believability that lends to effective, immediate sales.

Antibiotics are important to keep livestock healthy and producing at peak efficiency. Farm broadcasters know local farming conditions. When weather changes or disease problems affect their area farms, these men can tell an advertiser's story forcefully and quickly.

In radio, we think too often in terms of flight campaigns. We should seriously consider annual contracts. Companies like American Cyanamid, International Harvester and Geigy do business this way. Their faith in farm broadcasters is

well justified.

**Big Bonus** ■ In addition to getting the time you buy, local broadcasters learn more about your products, become your voices in their area, run contests, judge livestock and crop events, speak at farm meetings and become a powerful year-around salesman for you.

American Cyanamid sells an effective antibiotic, Aureomycin, available in crumbles form. During a contest that offered a free farmers' kit, the response was amazing. Farmers wrote in by the thousands to their local broadcasters enclosing labels from their 50-pound bags—WKY Oklahoma City pulled over 1,000 requests; KVOO Tulsa, Okla., doubled that.

In Maryland a farm station promoted a soybean seminar for Eastern Shore markets. This small station attracted several thousand farmers into personal participation in the day-long meetings.

There are farm stations with departments of four to five men. There are some with one. WMT Cedar Rapids, Iowa, has one of the largest staffs in the nation. They have obtained personal interviews, testimonials and high-believability commercials that sell the products that farmers need. A dollar spent on this type of station is enhanced by individual commercials, personal appearances and endorsements of products that work. Involvement by farm reporters is the key factor in making farm broadcasting work magnificently. One rule should be firm—never use a canned commercial.

Farmers today feed themselves and 40 other people. Average farm investment exceeds \$150,000. Most farmers are big businessmen, and farm broadcasters know this. They are communicators with businessmen and are catalysts between farm-product manufacturers and their markets.

Farm broadcasters keep you informed on weather, crops, competitive situations and data. More than ever they are interpreting agriculture to the suburban and urban communities.

Farm broadcasters are geared to immediate reaction. Take this example of one radio farm director who keeps in touch with the agency. If it snows heavily and cattle are under stress, he'll call the local Cyanamid representative and the agency to check on copy aimed directly at solving the local problems.

Farm-radio's flexibility allows effective adaptation. For example a where-and-when campaign can be used. Insects ravaging crops in a multistate region sometimes don't arrive in a particular area when predicted. Radio farm directors know their areas. Smart advertisers have used stand-by schedules. If the weather is wrong or insects aren't hatching, they can hold off the schedule. A quick telephone call when the pests arrive triggers the schedule so commercials are selling insecticides at a time and place when the need is there.

**New Products** ■ When American Cyanamid introduced low-volume Malathion, it was a revolutionary approach to pest control. Eight undiluted ounces of the product could do what the old amount in water did.

Radio farm directors helped close the believability gap. They arranged demonstrations to prove that this dramatic new approach really worked. Their listeners had faith in them, which helped build sales fast.

By any yard stick, farm broadcasters are a vast potential. You won't find farm shows high in the ratings. After all, ratings systems seldom get beyond city limits. But if you are looking for loyal audiences, farm broadcasters have them year around in the rich agricultural areas of the country.



Allan A. Swenson is president of Armstrong Associates Inc., New York, advertising-public relations agency specializing in the agricultural field. He was formerly with Dancer-Fitzgerald-Sample, New York, as account executive on American Cyanamid Co. agricultural division account. His previous experience also includes writing copy for farm accounts at agencies and farm and garden shows for both radio and TV. Mr. Swenson is a 1955 graduate of Rutgers University.





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Fantastic action. From the Universal 123 list of

motion pictures (92 in color). Ratings like nothing else in the history of TV.

For a smashing toppler, here comes Universal 50. Fifty all-color, all-current features. Nothing to match it. Not even U-123.

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# Broadcasters fight for spectrum

**NAB, AMST lead radio and television in hard-line decision not to give up even a single channel in face of land-mobile and other service demands**

A battle that major broadcaster groups regard as one of the most significant that they have been called on to fight is now shaping up in Washington. At issue, they feel, is nothing less than the entire spectrum space allocated to television. The first engagement in the fight is now underway—with land-mobile users, who are applying pressure in their effort to obtain for their use a portion of the spectrum allocated to television.

As in all Washington battles, this one is being fought on both sides by platoons of lawyers and lobbyists, supported in this case by engineers and economists. It is already being waged in the halls of Congress and the FCC, and before it is over it could conceivably engage the attention of the President himself.

The broadcasters' immediate target is the report of the government-industry Advisory Committee on Land Mobile Radio Services, which concluded that, even if all possible steps were taken to improve the efficiency of land-mobile-services' use of the spectrum space assigned to them, additional spectrum space would be needed to meet land mobile's soaring needs (BROADCASTING, Dec. 4, 1967). The report did not specify where the space was to be obtained, but the implication was clear—the UHF share of the spectrum.

Broadcaster groups, including such major ones as the National Association of Broadcasters and the Association of Maximum Service Telecasters, professed to see in it an argument in favor of moving all of television onto cable, and reallocating the vacated space to land mobile and other services that cannot be served by wire. FCC Commissioner Kenneth A. Cox, who was chairman of ACLMRS, last week said this represents a misreading of the report (see page 20).

Last month, the National Association of Broadcasters and the Committee for All Channel Broadcasting, a UHF-oriented government-industry group, denounced the report. And last week it

was the turn of AMST and the All-Channel Television Society, primarily a trade association of UHF members.

**Question Analysis** ■ All questioned the committee's statistical analysis supporting the claim that additional spectrum space is not presently available for land mobile, and criticized as inadequate the committee's efforts to find ways of improving the efficiency of the use land-mobile services make of their share of the spectrum.

The reaction represents a hardening of the broadcast industry's attitude toward land mobile. Last year, Dwight W. Martin, WDSU-AM-FM-TV New Orleans, then chairman of NAB's Future of Broadcasting Committee, said on a panel at the NAB convention in Chicago, that broadcasters "will be required to reappraise our requirements and the use which we are making of those portions of the spectrum allocated to us." He said that broadcasters should adopt

a "sensible" approach and be willing to "give where we will not be hurt."

Lester W. Lindow, executive director of AMST, in a speech to the members of that organization at the same convention, appeared to strike a similar note. He said that, in view of the pressures land-mobile forces were then generating, "we will have to consider alternatives" to unyielding opposition, "particularly if new technical developments emerge which can ease this situation."

But the kind of rolling defense these remarks appeared to advocate has been dropped in favor of an "unyielding" one. The symbol of this decision was the action of the NAB TV board two weeks ago to return to the staff for further study an engineering report showing that broadcasting could give up the three top UHF channels to land mobile (BROADCASTING, Jan. 29).

**Task Force Threat** ■ The broad-

## Dingell to be first spectrum prober

In what looks to be a lively year for spectrum-allocation hearings on Capitol Hill, the curtain-raiser will probably be provided by the House Small Business Subcommittee on Regulatory Agencies, under the chairmanship of John Dingell (D-Mich.), long an advocate of land-mobile relief.

One or two days of panel sessions are to be held, tentatively set for Feb. 20. Representatives of commercial broadcasters, the various federal task forces on spectrum allocation, municipal users and equipment manufacturers are to probe the "whole scope of allocations problems, and how to solve them—the best way and the quickest way," a staff member said.

Later, the FCC is to be invited to discuss the hearing record developed in the panel discussions. A complete list of participants should be available next week, reported subcommittee counsel Gregg Potvin.

The Dingell hearing may provide the first congressional forum for the President's task force on telecommunications, charged with formulating basic communications policy in the light of advancing technology. The Senate Commerce Committee has also expressed interest in hearing from the telecommunications task force, and Representative Torbert Macdonald (D-Mass.) has said he hopes to have his Communications Subcommittee institute a large-scale review of allocations policy.

cast-industry groups' reaction must be viewed against the background not only of the ACLMRS report but of a number of other developments some broadcasters regard as ominous. One was a meeting NAB officials had with members of the staff of the task force President Johnson appointed last fall to make an exhaustive study of how to improve management of the spectrum; the NAB representatives came away with the feeling that the task-force group favors an all-wired TV system.

Another was the think-tank type conference on spectrum usage that was sponsored at Airlie House, in Virginia, last September by the Brookings Institution and the Resources for the Future. A number of the participants favored the shift of television to wire and the transfer of the vacated space to services that cannot use wire.

NAB President Vincent T. Wasilewski will relate this history of growing concern on the part of NAB, in his speech Friday (Feb. 9), at the International Radio and Television Society meeting in New York. It will be the first forum he has used to reach the general public,

as apart from broadcasting groups, on the issue.

Broadcast-industry groups began mobilizing for what they consider to be the defense of their share of the spectrum last month, when representatives of six associations—AMST, NAB, ACTS, Television Bureau of Advertising, National Association of Educational Broadcasters and Television Information Office—met in Washington and agreed to form a united front against any effort to move television onto cable (BROADCASTING, Jan. 15).

**Strong Opposition** ■ Broadcast-industry groups are opposed by some of the most powerful groups in American business—the National Association of Manufacturers, General Motors, General Electric, AT&T and trade groups.

These companies and groups are establishing a Land-Mobile Communications Council, which will inform members of developments in land-mobile radio and provide a forum for consultation. Most of the member groups were members of the ACLMRS. Their influence on Capitol Hill is reflected in the interest congressional committees are giving the spectrum-shortage matter.

Another land-mobile group—the Allocations Research Council, has been studying the feasibility of using UHF spectrum space for land mobile. Computer programs have been completed, and a final report is expected to be ready for submission to the commission this spring.

The NAB has already earmarked \$100,000 for research to buttress the case for permitting TV to retain its share of the spectrum. AMST's executive committee will meet Feb. 15 in Washington, presumably to discuss the size of the contribution it will make to the joint effort. Two weeks ago, NAEB's executive committee directed its staff to begin research on the spectrum-space squeeze. (Almost all new ETV stations will be using UHF space and half of the 150 stations now operating are U's. The projected public broadcasting system would encompass 380 stations.)

Board and executive committee members of each of the groups participating in the ad hoc intraindustry committee are scheduled to meet in Washington on Feb. 16. They are expected to discuss the financial burden each member group is willing to carry. They will probably also parcel out specific research projects—NAB, for instance, is expected to focus on the economic im-

# Cox sees little chance of all-wire TV

## URGES BROADCASTERS AND LAND-MOBILE SERVICES TO MAKE CONCESSIONS

FCC Commissioner Kenneth A. Cox has urged a spirit of compromise—a willingness to make concessions—on both sides in the developing controversy over possible reallocation of spectrum space now allocated to television.

The commissioner, in a speech to the Wisconsin Broadcasters Association in Milwaukee last week, indicated disappointment at what he regards as broadcasters' overreaction to the report of the government-industry Advisory Committee on Land Mobile Radio Services—he was chairman of the committee—and to suggestions that a limited amount of spectrum space now reserved for television be reallocated to land mobile. He feels land mobile services need some additional space.

He also made clear that he neither favors a wholesale shift of television to an all-wire system nor thinks one is likely to occur, at least in the foreseeable future. However, he also advised broadcasters to take "seriously" proposals for such a shift as a means of freeing frequency space for the use of land

mobile and other services that cannot be served by wire.

**'Middle Ground'** ■ "What is needed is some middle ground," he said, "and I think we're more likely to find it if the parties concerned don't dig into entrenched positions and refuse to concede a point."

The commissioner rejected broadcasters' contention that the ACLMRS committee, at least by implication, had proposed shifting all of television onto a wired system to make the space available for land mobile and other services.

He acknowledged that a working group had made comparisons between land-mobile and television use which, understandably, favor land-mobile radio and that the report—which was approved by the executive committee—referred to the cost of shifting television to cable. "But I don't think it is accurate to say that the ACLMRS has recommended to the commission that it reassign the entire television spectrum to the mobile users," he said. "They are too realistic for that sort of thing."

He said the committee had not ig-

nored instructions to concentrate on ways of improving the efficiency of land-mobile-users' use of the spectrum now allocated to them and to refrain from considering the reallocation to themselves of channels now reserved for others. Broadcasters who think otherwise have misread the report, he said.

**More Space Needed** ■ The commissioner noted that the committee had concluded that, even if all of its recommendations were adopted, the need for additional spectrum would remain. "Quite obviously," he said, "the UHF allocation is their most logical target, both because it adjoins bands in which they now operate and because, for reasons we all understand, it is not very heavily occupied."

But he said that the committee made no such recommendation and that if such a suggestion is pursued, it will be the subject of a rulemaking, to give everyone an opportunity to comment.

The commissioner was disappointed to learn that the National Association of Broadcasters board two weeks ago



plications of requiring a switch to an all-wired TV system.

The research will be developed primarily in an effort to make the broadcasters' case before the task force. But it could also prove useful in presentations before the commission and Congress.

**FCC Position** ■ Some indication of the commission's attitude toward meeting land mobile's expressed needs with television channels may emerge from a special meeting today (Feb. 5) on a report of a staff committee on land-mobile frequency relief. The committee since May has been considering the implications of three possible approaches to the problem—transferring the lower four to seven UHF channels (14 through 20) to land mobile, providing for a sharing by television and land mobile of channels 14-50 on a geographic basis, and transferring the top 14 UHF channels (70 through 83) to land mobile.

The committee has made no recommendations as to which approach should be taken. However, several bureau chiefs are expected to present their views today. One, James Barr, of the Safety and Special Radio Services Bureau, is known to favor transferring the seven low UHF channels—the solu-

tion most favored by land-mobile users, whose share of the spectrum ends where the UHF band begins, at 470 mc. But Broadcast Bureau Chief George Smith has in the past expressed opposition to any reallocation of broadcast frequencies.

Chairman Rosel H. Hyde has stated publicly that he favors a sharing of UHF channels in communities where they are unassigned (BROADCASTING, Dec. 11, 1967).

Ralph J. Renton, who headed the staff committee and who retired as chief engineer on Jan. 26, will be making his last appearance before the commission today. He agreed to stay past his retirement as "an unofficial consultant" to Chairman Hyde until today's meeting. He is expected to make his own recommendations as to the best course to pursue.

Sources said the commission may want additional research before formulating a notice of proposed rulemaking to implement any approach. However, it seemed likely that the commission would be in a position today to drop as unfeasible one or another of the possible selections.

**Hill In Action** ■ Meanwhile, congressional interest in allocations matters is heating up. The House Small Busi-

ness Subcommittee on Regulatory Agencies, one of several congressional units that have expressed an interest in land-mobile radio's spectrum-shortage problems, announced plans for a series of panel discussions on spectrum-allocation matters (see page 19). Later in the session, the Senate Commerce Committee plans to invite the President's task force to present its preliminary findings, if any are ready before summer.

But members of Congress as well as broadcasters feel that the initiative on spectrum-management problems rests with the President, through the task force as well as the Bureau of the Budget. The latter has been directed to make recommendations as to whether the present administration of telecommunications (the FCC is in charge of the nongovernment side of the spectrum and the Office of Telecommunications Management, the government side) should be revamped.

Accordingly, the broadcaster-group assaults on the ACLMRS report are written with the White House reaction in mind.

**Saving Space** ■ AMST, in its comments on the report last week, said that the committee had rejected a number of plans for improving frequency-



Commissioner Cox

had shelved staff plans which involved "some concession that the land-mobile services do need more spectrum, although they were offering frequencies the land-mobile people do not regard as satisfactory [the top three UHF chan-

nels (BROADCASTING, Jan. 29)]. I think this is overreacting a bit." He said he is satisfied that the mobile services "need more spectrum, at least in certain areas."

Commissioner Cox feels that the likelihood of a wholesale shift of television to cable is remote both because the FCC considers such a proposal undesirable and because Congress would oppose a development which would seem to involve a charge to the public for programing; he noted that Congress was "disturbed" even about the "carefully circumscribed over-the-air pay-television service" a committee of commissioners, of which he was a member had proposed.

But in suggesting that broadcasters take such proposals "seriously," he noted that the idea appeals to some authorities, particularly economists, who see it as a means of reserving the spectrum space for services that cannot do without it. What concerns him about the argument—apart from the fact that he feels it overlooks some "complications"—is that it reflects an "attitude which is a compound of a critical view of broadcasting . . . and of an exaggerated opinion of the advantages of cable technology."

**Exaggerated Value** ■ Commissioner Cox believes those who cite wide variety of services that would be available

through, say, a 20-channel system incorrectly assume that such a capacity can be "realistically implemented in a way they will provide us with a significantly better programing service." He indicated doubt that the talent to feed such a system with diversity of quality programing could be found.

He also said that although a nationwide wired system, tied together with satellites, would facilitate the emergence of additional networks, there is a serious question as to whether sufficient advertiser support could be found to keep the system a free one—apart from the cost of subscribing to the cable system.

The commissioner's principal concern is with the impact a nationwide wired system in which networks would not need affiliates would have on local stations. Stations forced to obtain all of their own programing and then to compete with networks would find the going grim, he suggested.

He noted that although he has frequently been critical of stations' local-live programing—or lack of same—he believes "strongly in a diversely owned, locally based broadcast system—both to insure diversity of viewpoints and to provide the base for a service emphasizing local news, local weather, local religion, local issues, local charitable organizations and local program tastes."

management techniques, especially plans involving the establishment of priorities to restrict the use of the spectrum to users "offering the most important values to society." AMST feels it is not relevant to treat the needs of public-safety services at the same level as the needs of route services, such as beer deliveries.

AMST also said that the commission leaves the day-to-day administration of the land-mobile services to the users because of budget limitations, with the result that conditions are frequently chaotic. It said that "the best solution to the land-mobile 'crisis' might be increased commission regulation." (A commission official denied

Coordinating committees of users make the accuracy of the AMST premise. recommendations, "but we are not bound by them," he said.)

And the association questioned the committee's assertion that there are not enough unused channels in metropolitan areas to make interservice sharing (among land-mobile groups) worthwhile. It said that an analysis of the FCC monitoring report on the land-mobile channels in the New York City area shows that the additional channels to be derived from increased sharing would be 20% to 25% of all the channels available. The committee's figure is 3.6%.

ACTS struck at the committee's as-

sertions that savings and benefits result from the use of land-mobile radio. ACTS said there is no data indicating that the increased profitability and greater efficiency of commercial enterprises is passed on to the public in the form of lower costs. The question arises, ACTS said, "whether factors of private convenience warrant the gross and wholesale disruption of radio allocations implicitly desired in the Land Mobile Report."

Thus, it appeared last week that broadcasters, expressing concern about loss of all spectrum space, were determined to defend every last megacycle of space.

The battle was on.

## BROADCAST ADVERTISING

# Who spent what in network TV

**BAR reports kingpin P&G's \$112.5 million in '67 exceeded combined spending of Bristol-Myers and GF**

Procter & Gamble again led the list of network television advertisers in 1967, increasing its network spending 11.3% to a total of \$112,560,333 in support of 35 different brands, according to figures released last Wednesday

(Jan. 31) by Broadcast Advertisers Reports.

BAR said Crest regular and Crest mint-flavored toothpastes got the biggest share (9.4%) of the P&G budget with outlays totaling \$10,611,600.

### BAR's estimated expenditures of network advertisers by product classification

(Net time and talent in thousands of dollars.)

|                                                              | 1966                 | 1967                 | % change     |
|--------------------------------------------------------------|----------------------|----------------------|--------------|
| Agriculture & farming                                        | \$ 503.6             | \$ 274.9             | - 45.4       |
| Apparel, footwear & accessories                              | 26,839.9             | 26,169.8             | - 2.5        |
| Automotive, automotive accessories & equipment               | 106,656.8            | 116,159.4            | + 8.9        |
| Beer, wine                                                   | 20,007.4             | 20,131.4             | + 0.6        |
| Building, materials equipment & fixtures                     | 11,213.3             | 12,948.7             | + 15.5       |
| Confectionery & soft drinks                                  | 36,520.0             | 41,126.0             | + 12.6       |
| Consumer services                                            | 14,622.9             | 14,027.2             | - 4.1        |
| Drugs & remedies                                             | 168,120.8            | 172,402.2            | + 2.5        |
| Entertainment & amusement                                    | 2,477.7              | 3,624.2              | + 46.3       |
| Food & food products                                         | 237,455.8            | 266,258.2            | + 12.1       |
| Freight, industrial & agricultural development               | 414.6                | 784.1                | + 89.1       |
| Gasoline, lubricants & other fuels                           | 19,128.8             | 22,410.4             | + 17.2       |
| Horticulture                                                 | 2,407.0              | 2,636.2              | + 9.5        |
| Household equipment & supplies                               | 49,443.8             | 48,151.3             | - 2.6        |
| Household furnishings                                        | 8,307.9              | 9,753.3              | + 17.4       |
| Industrial materials                                         | 14,121.1             | 12,282.6             | - 13.0       |
| Insurance                                                    | 20,347.2             | 27,875.7             | + 37.0       |
| Jewelry, optical goods & cameras                             | 28,759.6             | 33,576.6             | + 16.7       |
| Office equipment, stationery & writing supplies              | 12,295.8             | 13,789.4             | + 12.1       |
| Pets & pet supplies                                          | 21,101.4             | 20,695.8             | - 1.9        |
| Political                                                    | 45.9                 | .....                | .....        |
| Publishing & media                                           | 2,118.5              | 3,545.5              | + 67.3       |
| Radio, TV sets, phonograph, musical instruments, accessories | 22,274.2             | 18,548.2             | - 16.7       |
| Retail & direct-by-mail                                      | 152.8                | 27.9                 | - 817.4      |
| Smoking materials                                            | 161,355.7            | 181,643.0            | + 12.6       |
| Soaps, cleansers & polishes                                  | 131,504.4            | 133,517.4            | + 1.5        |
| Sporting goods & toys                                        | 22,552.7             | 18,933.0             | - 16.0       |
| Toiletries & toilet goods                                    | 261,649.9            | 253,459.6            | - 3.1        |
| Travel, hotels & resorts                                     | 8,419.3              | 14,730.1             | + 74.9       |
| Miscellaneous                                                | 473.8                | 3,632.0              | + 666.5      |
| <b>Total</b>                                                 | <b>\$1,411,292.6</b> | <b>\$1,493,114.1</b> | <b>+ 5.8</b> |

BAR also reported that seven individual products spent more than \$10 million in network TV during the year: Anacin tablets \$14,485,700; Alka-Seltzer \$12,706,100; Bayer aspirin (regular) \$10,865,100; Winston filter cigarettes (king size) \$10,755,700; Salem menthol cigarettes (king) \$10,680,600; Benson & Hedges 100's cigarettes \$10,375,500, and Pall Mall Gold 100's cigarettes \$10,218,300.

These figures were released along with BAR's estimates of the top-100 parent-company spenders in network TV in 1967 and of network-TV spending by product categories. The figures represent estimated net expenditures for time and talent.

Estimated expenditures for network TV advertising by the top-100 parent companies during 1967 compared with the calendar year 1966. (Net time and talent in thousands of dollars.)

| Parent company name          | 1967      | 1966      |
|------------------------------|-----------|-----------|
| 1. Procter & Gamble          | 112,560.3 | 101,251.2 |
| 2. Bristol-Myers             | 52,233.9  | 68,070.6  |
| 3. General Foods             | 50,216.9  | 49,712.8  |
| 4. R. J. Reynolds Tobacco    | 47,625.8  | 42,515.6  |
| 5. American Home Prod. Corp. | 45,035.2  | 45,215.3  |
| 6. Colgate-Palmolive         | 37,558.5  | 36,879.1  |
| 7. General Motors            | 35,493.3  | 34,300.3  |
| 8. Gillette                  | 32,394.0  | 33,485.5  |
| 9. Sterling Drug             | 31,362.5  | 32,235.1  |
| 10. Lever Brothers           | 31,221.7  | 32,740.6  |
| 11. American Tobacco         | 30,706.9  | 31,470.7  |
| 12. P. Lorillard Co.         | 30,388.9  | 18,307.9  |
| 13. Philip Morris            | 27,441.4  | 23,908.8  |
| 14. Chrysler Corp.           | 27,254.6  | 25,691.7  |
| 15. General Mills            | 26,749.9  | 22,021.5  |
| 16. Brown & Williamson       | 25,021.9  | 21,960.2  |
| 17. Warner-Lambert Pharma.   | 24,672.9  | 20,913.8  |
| 18. Kellogg Co.              | 24,273.8  | 18,648.3  |
| 19. Liggett & Myers          | 22,778.5  | 21,434.6  |
| 20. Ford Motor               | 22,734.7  | 23,347.4  |
| 21. Miles Labs.              | 21,626.8  | 16,759.5  |
| 22. S. C. Johnson & Son      | 20,652.3  | 17,776.8  |
| 23. J. B. William Co.        | 16,170.9  | 14,998.4  |
| 24. Carnation Co.            | 14,601.3  | 15,638.0  |
| 25. Stanley Warner           | 13,936.0  | 15,954.7  |
| 26. Block Drug               | 13,893.8  | 12,483.8  |
| 27. Quaker Oats              | 13,134.3  | 10,423.0  |
| 28. National Dairy Products  | 12,894.4  | 12,839.1  |
| 29. PepsiCo Inc.             | 11,671.4  | 11,570.2  |

# Last week your commercial was seen 500,000 times by Pittsburghers\*.



But . . . you failed to reach 320,000 other Pittsburgh viewers like Ben Burdulis.



And 64,000 Pittsburgh viewers like Jim Sloan don't remember it!

## You just can't afford a buy that delivers limited reach and frequency!

TO HELP YOU SELECT SPOT PURCHASES THAT WILL PROVIDE THE BROADEST AND MOST EFFECTIVE REACH OF THE PITTSBURGH TELEVISION AUDIENCE, WIIC-TV HAS OBTAINED COMPLETE INFORMATION ON 250 DIFFERENT SPOT POSITIONS.

THIS COMPUTERIZED INFORMATION INCLUDES DETAILED DATA ON TOTAL REACH, UNDUPLICATED HOMES AND FREQUENCY OF REACH FOR ANY COMBINATION OF SPOTS DESIRED. WE CALL IT "INSTANT CUME" ANALYSIS AND IT'S AVAILABLE FOR YOUR USE NOW.

FOR SOME EYE-OPENING FACTS ON EFFECTIVELY REACHING PITTSBURGHERS, CONTACT WIIC-TV'S GENERAL SALES MANAGER, LEN SWANSON OR YOUR BLAIR TELEVISION MAN.

\*An example extracted from Instant Cume analysis. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



# **FULL COLOR WIIC-TV 11**

**FOR EFFECTIVE TV BUYS IN PITTSBURGH**



Basic NBC Television Affiliate



|                                |          |          |                              |         |         |
|--------------------------------|----------|----------|------------------------------|---------|---------|
| 30. Eastman Kodak              | 10,791.9 | 9,119.5  | 85. Green Giant Co.          | 3,506.9 | 2,853.2 |
| 31. Union Carbide              | 9,857.7  | 5,763.7  | *86. McDonalds Corp.         | 3,487.6 | 349.7   |
| 32. National Biscuit           | 9,692.1  | 10,091.8 | 87. General Cigar            | 3,436.0 | 3,304.7 |
| 33. Campbell Soup              | 9,627.8  | 7,669.6  | *88. Olin Mathieson Chem.    | 3,426.0 | 2,266.7 |
| 34. Alberto-Culver             | 9,596.6  | 12,759.2 | 89. Firestone Tire & Rubber  | 3,358.8 | 3,658.0 |
| 35. Polaroid Corp.             | 9,368.5  | 7,466.5  | 90. Prudential Ins. Co.      | 3,287.2 | 3,327.2 |
| 36. RCA                        | 9,342.1  | 7,691.0  | *91. Libby McNeill & Libby   | 3,180.6 | 2,671.4 |
| 37. Richardson Merrell         | 8,620.8  | 7,606.3  | 92. Sunbeam Corp.            | 3,178.0 | 7,885.0 |
| 38. Ralston-Purina             | 8,226.2  | 9,055.5  | *93. Mead Johnson & Co.      | 3,140.9 | 2,258.2 |
| 39. Beecham Group Ltd.         | 8,190.9  | 7,139.0  | *94. John Hancock Mutual     | 3,089.4 | 2,318.1 |
| 40. Armour & Co.               | 7,994.2  | 6,905.7  | 95. Zenith Radio             | 3,088.8 | 3,086.1 |
| 41. Hunt Foods & Industries    | 7,544.5  | 6,919.5  | *96. American Airlines       | 3,082.8 | 2,495.2 |
| 42. Standard Brands            | 7,538.0  | 6,922.3  | 97. Carter Wallace           | 3,076.8 | 4,483.0 |
| 43. General Electric           | 7,480.3  | 8,590.9  | *98. Mars Inc.               | 3,076.7 | 2,288.9 |
| 44. Norwich Pharmacal          | 7,289.0  | 7,266.8  | *99. Whirlpool Corp.         | 3,069.3 | 960.6   |
| 45. Pillsbury Co.              | 7,264.1  | 8,846.4  | 100. American Gas Assoc.     | 3,017.4 | 2,364.0 |
| 46. Smith, Kline & French      | 7,183.9  | 7,321.0  | *New To Top 100 List in 1967 |         |         |
| 47. American Tel. & Tel.       | 6,984.2  | 5,843.7  |                              |         |         |
| 48. Shell Oil                  | 6,906.5  | 5,478.6  |                              |         |         |
| 49. Anderson Clayton           | 6,738.0  | 5,332.5  |                              |         |         |
| 50. American Cyanamid          | 6,681.8  | 7,025.5  |                              |         |         |
| 51. Noxell Corp.               | 6,644.1  | 5,197.3  |                              |         |         |
| 52. Mattel Inc.                | 6,521.4  | 6,449.0  |                              |         |         |
| 53. Chas. Pfizer & Co.         | 6,407.4  | 4,189.1  |                              |         |         |
| 54. Textron                    | 5,330.8  | 4,935.4  |                              |         |         |
| 55. Consolidated Cigar         | 5,232.7  | 7,171.8  |                              |         |         |
| 56. Goodyear Tire & Rubber     | 5,219.1  | 5,389.0  |                              |         |         |
| 57. Chesebrough Ponds          | 5,123.1  | 6,986.7  |                              |         |         |
| 58. Johnson & Johnson          | 5,009.9  | 6,749.5  |                              |         |         |
| 59. Nestle Co.                 | 5,007.4  | 4,927.5  |                              |         |         |
| 60. Westinghouse Electric      | 4,983.8  | 4,888.2  |                              |         |         |
| *61. Anheuser-Busch            | 4,804.5  | 1,994.0  |                              |         |         |
| 62. Singer Co.                 | 4,798.1  | 4,115.7  |                              |         |         |
| 63. Coca-Cola                  | 4,741.6  | 4,638.9  |                              |         |         |
| 64. Reynolds Metals            | 4,730.6  | 4,776.9  |                              |         |         |
| 65. U. S. Time Corp.           | 4,674.4  | 3,727.8  |                              |         |         |
| 66. DuPont de Nemours          | 4,643.3  | 6,482.9  |                              |         |         |
| 67. General Tel. & Electronics | 4,605.1  | 3,876.2  |                              |         |         |
| 68. Minnesota Mining & Mfg.    | 4,601.2  | 3,878.6  |                              |         |         |
| *69. A. G. Volkswagenwerk      | 4,410.1  | 1,621.7  |                              |         |         |
| 70. Plough Inc.                | 4,370.3  | 3,806.1  |                              |         |         |
| 71. Shulton Inc.               | 4,285.9  | 5,360.7  |                              |         |         |
| 72. Borden Co.                 | 4,258.7  | 4,123.4  |                              |         |         |
| 73. Andrew Jergens Co.         | 4,230.6  | 4,491.3  |                              |         |         |
| 74. American Motors            | 4,223.3  | 4,902.4  |                              |         |         |
| 75. Armstrong Cork             | 4,160.2  | 5,467.6  |                              |         |         |
| *76. Gulf Oil Corp.            | 4,039.0  | 2,327.2  |                              |         |         |
| *77. United Airlines           | 4,037.3  | 2,233.8  |                              |         |         |
| 78. H. J. Heinz Co.            | 3,975.6  | 2,776.3  |                              |         |         |
| 79. Burlington Industries      | 3,965.2  | 3,478.1  |                              |         |         |
| 80. Corn Products              | 3,757.3  | 3,126.9  |                              |         |         |
| *81. Metropolitan Life         | 3,752.3  | 1,465.0  |                              |         |         |
| *82. Swift & Co.               | 3,662.7  | 2,455.0  |                              |         |         |
| *83. R. T. French              | 3,614.5  | 2,626.1  |                              |         |         |
| 84. Dow Chemical               | 3,598.2  | 2,767.6  |                              |         |         |

## Commercials in production . . .

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

Delta Films International Inc., 357 Ponce de Leon Avenue, San Juan, P. R.

Milton Bradley Co., Springfield, Mass. (games); one 60, two 30's for TV, live on film, color. Agency: Harvey and Carlson, New York. James Harvey, account executive. Bob Steel, agency producer.

Olin Mathieson Chemical Corp., New York (HTH pool chemicals); two 60's for TV, live on film, color. Agency: Fuller & Smith & Ross, New York. Frank Huber, agency producer.

Heller Corp., 1606 North Highland Avenue, Hollywood 90028.

Belfast Beverages Inc., San Francisco (soft drinks); four 60's for radio, musical. Hugh Heller, production manager. Agency: Post-Keyes-Gardner, San Francisco. Les Mullins, account executive. Jim Deasy, agency producer.

Schlitz Brewing Co., Milwaukee (Primo Beer); five 60's, five 30's for radio, musical. Hugh Heller, production manager. Agency: Post-Keyes-Gardner, San Francisco. Les Mullins, account executive. Jim Deasy, agency producer.

Jenkyns, Shean & Elliott Inc., 8718 Sunset Boulevard, Los Angeles 90069.

Southern California Gas Co., Los Angeles (services); five 20's for TV, live on film, color. Agency: McCann-Erickson, Los Angeles.

Bob's Big Boy Restaurants, Los Angeles (restaurants); four 60's, two 30's for radio. Chris Jenkyns, Jack Silver, production managers. Agency: Bob Wian Enterprises, Glendale, Calif. Chris Hansen, account executive.

Atlantic Richfield Co., Los Angeles (Richfield gasoline); one 60 for TV, animated on film, color. Agency: Hixson & Jorgensen, Los Angeles.

Pacific Telephone Co., San Francisco (area code services); one 20 for TV, animated on film, color. Agency: BBDO, Los Angeles.

Pepper Sound Studios Inc., 2076 Union Avenue, Memphis 38104.

Blistex Inc., Chicago (ointment); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Media Service Inc., Chicago. Charlie Tempkin, account executive.

Colodzin Productions Inc., 62 West 45th Street, New York 10036.

American Home Foods, New York (Chef Boy-Ar-Dee Pizza); one 60 for TV, on film, color. Agency: Young & Rubicam, New York. Will Wright, agency producer.

Vick Chemical Co., New York (Vicks Formula 44); one 30 for TV, on film, color. Agency: Benton & Bowles, New York. Mike Alexander, agency producer.

Whirlpool Corp., Benton Harbor, Mich. (ovens); one 60 for TV, on film, color. Agency: Doyle Dane Bernbach, New York. Jay Eisenstat, agency producer.

Clark Oil & Refining Corp., Milwaukee (gasoline); one 60 for TV, on film, color. Agency: Chappell, Fiore, Endelman, New York. Bob Fiore, agency producer.

Armstrong Cork Co., Lancaster, Pa. (ceiling tile); one 30 for TV, on film, color. Agency: BBDO, New York. Mal Thompson, agency producer.

## From TVB: how TV networks in '67 billed 6.3% above '66

Television Bureau of Advertising reports a surge of timebuying in TV sports events, noting particularly December weekend daytime gains in network billings of 45.1% in 1967

over December 1966. Football in particular was cited as responsible for the rise. The role of sports on network TV was highlighted in a summary of 1967 network TV bill-

ings that totaled nearly \$1.5 billion, or a 6.3% gain over 1966 (BROADCASTING, Jan. 29).

TVB's billings report by dayparts and by networks:

| Network television net time and program billings by day parts and by network (add \$000) |  |  |  |  | 1967 | ABC        | CBS        | NBC        | TOTAL       |
|------------------------------------------------------------------------------------------|--|--|--|--|------|------------|------------|------------|-------------|
|                                                                                          |  |  |  |  |      | January    | \$55,902.7 | \$46,627.3 | \$140,436.9 |
|                                                                                          |  |  |  |  |      | February   | 35,587.2   | 47,586.4   | 123,912.3   |
|                                                                                          |  |  |  |  |      | March      | 40,206.4   | 53,215.2   | 138,633.2   |
|                                                                                          |  |  |  |  |      | April      | 34,275.4   | 44,496.1   | 118,842.7   |
|                                                                                          |  |  |  |  |      | May        | 30,205.2   | 41,864.0   | 108,447.0   |
|                                                                                          |  |  |  |  |      | June       | 24,445.2   | 36,009.5   | 90,502.3    |
|                                                                                          |  |  |  |  |      | July       | 24,877.7   | 33,093.2   | 88,422.3    |
|                                                                                          |  |  |  |  |      | August     | 24,922.5   | 34,448.8   | 90,039.9    |
|                                                                                          |  |  |  |  |      | *September | 36,291.5   | 48,551.5   | 128,917.5   |
|                                                                                          |  |  |  |  |      | *October   | 42,994.6   | 61,018.7   | 163,728.7   |
|                                                                                          |  |  |  |  |      | *November  | 42,345.3   | 63,522.8   | 157,032.3   |
|                                                                                          |  |  |  |  |      | December   | 38,988.0   | 63,879.8   | 150,952.1   |

\*Revised  
Source: LNA-1967; LNA/BAR-1966

# SOS accepted by most reps

TVB reports that 14  
rep firms have agreed  
to standardized forms

Officials of the Television Bureau of Advertising reported last week that the first phase of their Systems Of Spot program to simplify spot-TV buying is now airborne, with station-representation firms handling perhaps two-thirds of all national-spot-TV business pledged to use SOS's standardized confirmation/contract form.

TVB is now moving into the task of getting phase two off the ground. This involves introduction of a standardized invoice form at stations throughout the country.

All but one of TVB's 14-station-rep members have agreed to switch to the standard confirmation/contract when their current supplies of individualized forms are exhausted and some are already switching to it, according to Albin B. Nelson, TVB director of special projects, who is in charge of the SOS program.

He said the lone holdout has indicated its delay is temporary, attributable to formalities unrelated to the merits of the new form, and that, in addition, station reps who are not TVB members are beginning to show interest in switching over.

One nonmember has already agreed to do so, bringing the total reps thus far to 14 firms, Mr. Nelson said. Not included are the self-representation firms of the network-owned stations, but Mr. Nelson said they agree on the need for standardization and hope to work toward it.

**Order To Diversity** ■ The standardized forms will replace a variety now used by different reps, leading to faster processing and in time curtailing duplication of efforts among agencies, reps and stations and providing greater controls on accuracy in both scheduling and bookkeeping, according to TVB authorities.

Adoption of uniform station-invoice forms will carry the simplification process further, with the result that "the transmission of spot-transaction data will be speeded up dramatically," Mr. Nelson said.

In the meantime, he told agencies in a recent letter, introduction of the confirmation/contract form "will have little effect on your present procedures" but

| SPOT TELEVISION CONFIRMATION                                                                     |                 |                                                                     |               |                    |                                       |               |      |                |             |
|--------------------------------------------------------------------------------------------------|-----------------|---------------------------------------------------------------------|---------------|--------------------|---------------------------------------|---------------|------|----------------|-------------|
| DATE                                                                                             |                 |                                                                     |               |                    |                                       |               |      |                |             |
| ADVERTISER                                                                                       |                 |                                                                     |               |                    | STATION/CITY                          |               |      |                |             |
| PRODUCT                                                                                          |                 |                                                                     |               |                    | CONTRACT NO.                          |               |      |                |             |
| CODE CLASS                                                                                       |                 |                                                                     |               |                    | MODIFICATION NO.                      |               |      |                |             |
| STRAIGHT <input type="checkbox"/> P/BACK <input type="checkbox"/> COLOR <input type="checkbox"/> |                 |                                                                     |               |                    | MODIFICATION <input type="checkbox"/> |               |      |                |             |
| AGENCY EST. - REF. - NO.                                                                         |                 |                                                                     |               |                    | SALESMAN/OFFICE                       |               |      |                |             |
| STARTING DATE                                                                                    | EXPIRATION DATE | NO. OF WEEKS                                                        | CONTRACT YEAR | STARTING RATE CARD | FUTURE RATE CARD                      |               |      |                |             |
| BILLING WEEK                                                                                     | BILLING METHOD  | AS EARNED <input type="checkbox"/> BLANKET <input type="checkbox"/> |               |                    | COMMERCIAL                            | LIVE          | FILM | TAPE           | SLIDE       |
| SCHEDULE                                                                                         |                 |                                                                     |               |                    |                                       |               |      |                |             |
| DAY                                                                                              | TIME            |                                                                     |               | TYPE               | CLASS                                 | FREQ. OR SEC. | PLAN | SPOTS PER WEEK | EARNED RATE |
|                                                                                                  |                 |                                                                     |               |                    |                                       |               |      |                |             |
| MONTHLY COST BREAKDOWN                                                                           |                 |                                                                     |               |                    |                                       |               |      |                |             |
| JAN                                                                                              | FEB             |                                                                     |               | MAR                |                                       |               | 1st  |                |             |
| APR                                                                                              | MAY             |                                                                     |               | JUNE               |                                       |               | 2nd  |                |             |
| JULY                                                                                             | AUG             |                                                                     |               | SEPT               |                                       |               | 3rd  |                |             |
| OCT                                                                                              | NOV             |                                                                     |               | DEC                |                                       |               | 4th  |                |             |
| QUARTERLY TOTALS                                                                                 |                 |                                                                     |               |                    |                                       |               |      |                |             |

"will serve to standardize the presentation of information (thus easing handling at all locations); will eventually be of considerable help to accounting people at agencies, at stations and at the representatives, and will help develop disciplines in the handling of data on these documents that will make the inevitable changeover to the computer easier."

A centralized computer operation is the ultimate goal of SOS, developed by Arthur Young & Co. for TVB. Eventually the plan envisions a wired network linking agencies, reps and stations with a central computer into which orders would be fed and which would then make all the necessary calculations and automatically feed the information back to the agencies, reps and stations involved in the orders (BROADCASTING, Sept. 25, 1967, et seq.).

**Big Step** ■ While Mr. Nelson and his TVB associates feel that a computerized system is inevitable at some point, and that it will substantially reduce the costs of spot buying and selling at all levels, they stress that the essential first step is to get standard forms in use, with manual entries and calculations and with distribution by conventional means.

In line with the one-step-at-a-time approach, the new standard confirmation/contract form comes in two versions. The only difference between them is that one (shown above) provides space for monthly and quarterly cost breakouts of the schedule ordered. Mr. Nel-

son said this is the one envisioned for ultimate use by all reps and that some would use it from the start, but that others are not yet equipped to compute such breakouts immediately and therefore, until they are able to do so, will use the alternate form.

Looking to introduction of the new standard-invoice form, Mr. Nelson said several reps had indicated they would encourage their stations to adopt it and that "there are already heartening indications of acceptance" by stations. The standard invoice, he said, "represents even greater potential for straightening out our industry's bookkeeping than does the confirmation/contract, though the one is necessary to the other."

## Rep appointments . . .

- KOTA-TV Rapid City, S. D.: National Television Sales Inc., New York.
- KBTR Denver: John C. Butler Co., New York.
- KATZ St. Louis: Bernard Howard & Co., New York.
- WWSA Brattleboro, Vt.: Eckels & Queen Inc., Boston.
- WQDY Calais, WQOU Houlton and WMKR Millinocket, all Maine: Vic Piano Associates Inc., New York.
- WINE-AM-FM Brookfield, Conn.: Harold H. Segal & Co., Boston.

## Hunter in Detroit gets PGW Colonel honor

Top sales incentive award at Peters, Griffin, Woodward, station representation firm, which is designated as Colonel of the Year, has been presented for 1967 to Raymond L. Hunter Jr., manager of PGW's Detroit office.

The award, which recognizes the person whose contributions resulted in the year's "most notable growth" to the company, is in the form of an illuminated scroll and a bonus check.

PGW Chairman H. Preston Peters, announced today (Feb. 5) that Mr. Hunter, who joined the Detroit office in 1965, received the award at a ceremony held in Detroit.



James Sefert (l), PGW vice president in New York and the 1966 Colonel of the Year, presents the scroll to Mr. Hunter.

## N.Y. study documents data on Negroes

Results of a special demographic study of the Negro community in the 18-county greater New York radio market, released by WLIB-AM-FM New York, indicate significant economic progress since previous studies in 1965 and 1962.

The study was prepared and conducted by The Pulse Inc. for WLIB. Its findings included:

- Median salaries for both male and female family heads increased steadily over the three report periods; progress by male family heads in terms of occupational category was general.

- Median salaries for male family heads increased from \$85.20 per week in 1962 to \$94.50 in 1965 to \$101 in 1967. Median salaries for female heads of households increased similarly from their considerably lower base, from \$56.60 per week in 1962 to \$59.30 in

1965 to \$73.40 in 1967.

- Of male household heads, the percentage of professional/technical workers and executives, managers and proprietors increased from 7.7% in 1965 (down from 9.4% in 1962) to 11.6% in 1967. The percentage of skilled craft workers returned to its 1962 level of slightly over 17%, after a decline in 1965 to 13.2%.

In line with better employment and income, the study disclosed increased car ownership, more travel by more expensive means of transportation and better credit accommodation in the Negro community.

The percentage of households owning cars increased from 25% in 1965 to more than 31% in 1967. The percentage of families traveling for business or vacations for longer than a weekend increased from 20.6% in 1962 to 28.4% in 1965 to 35.6% in 1967. The percentage traveling by bus and plane increased, while the percentage traveling by car declined.

The new Pulse study was conducted in August 1967 with in-home interviews in 604 homes in the 18-county area.

## Agency appointments . . .

- Ludlow Corp., Needham Heights, Mass., has appointed Richard K. Manoff Inc., New York, for its floor covering division. Plans are being made for a \$1-million introductory campaign, using television and magazines.

- Magic Chef Inc., Cleveland, Tenn. appoints Keller-Crescent Co., Evansville, Ind. Account was formerly handled by D-Arcy Advertising Co., Atlanta.

- Hastings Manufacturing Co., Hastings, Mich. has named Norman, Navan, Moore and Baird Inc., of Grand Rapids and Detroit, both Michigan, to handle advertising of Casite products (additives for use in automotive engines, transmissions and radiators) effective April 1. Former agency, Bozell & Jacobs, will continue to represent the piston ring and filter divisions of Hastings.

- Buddy L Corp., New York toy manufacturer, has appointed E. A. Korchnoy Ltd., New York, to succeed Helitzer, Waring & Wayne, also New York, as its agency. Advertising plans include radio and TV.

- Connecticut Bank & Trust Co. has appointed Chirurg & Cairns Inc., Farmington, Conn., to handle radio and television advertising as well as sales promotion for the bank. The bank has headquarters in Hartford, and 43 offices located throughout central and eastern Connecticut. Culver Modisette, Chirurg & Cairns vice president, will serve as account executive.

## Grey picks up Puffs

Procter & Gamble Co., Cincinnati, announced last week it has appointed Grey Advertising, New York, as the new agency for Puffs facial tissues, effective May 1, replacing Dancer-Fitzgerald-Sample, New York. Puffs bills about \$1.2 million, of which about \$700,000 is in TV-radio. Grey figured in an account loss last week. The General Electric Co. reported that it has named Compton Advertising, Chicago, to succeed Grey for its TV-set business. The annual billing is approximately \$1 million, with an estimated \$300,000 in TV-radio.

## Bell warns of perils facing advertising

In a speech that transcended the boundaries of the job he was leaving and the job he was taking, Howard Bell last week called this a "critical time for advertising" with consumer protection "running rampant and threatening advertising" and the industry suffering from a "general image problem."

Mr. Bell was the luncheon speaker at the Advertising Club of Washington on Tuesday (Jan. 30). He delivered his talk less than two days before leaving the National Association of Broadcasters as code-authority director and before assuming the presidency of the American Advertising Federation. Mr. Bell has been a member of the Washington ad club for 20 years; it is one of 173 ad clubs that are AAF members.

Advertising's image problem, he said, was caused by the industry itself, which has done a good job of selling goods for others, but hasn't done a good job of self-selling. In addition, he pointed out that advertising must bear the brunt of "many critics—the intelligentsia, who find anything to do with the marketplace and selling almost obscene."

It was hard to tell who was speaking: Code Director Bell or AAF President Bell, when he said advertising must "seek to retain its freedom and promote professionalism" through "self-restraint, self-discipline and self-regulation."

He said that in "light of the current storm clouds over advertising on the national and state scenes" all forms of advertising should operate from the "umbrella of the AAF."

"We hope," he continued, "to marshal the forces and work with government while resisting unnecessary and unfair legislation."





**RCA Gibbsboro...where most of  
the TV antennas come from.**

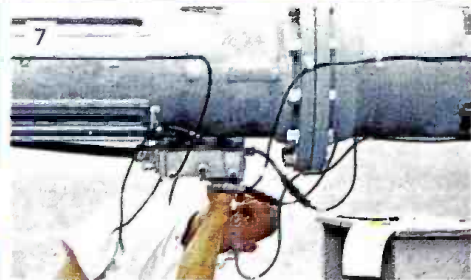


# A world of broadcast antenna engineering capability.

(1) Here, at Gibbsboro, is amassed a complex of RCA antenna engineering skills and facilities for design and production of radio and television antennas, filterplexers, accessories. Three large turntables handle full-size TV antennas for testing, while two small turntables handle model antennas. A stationary antenna trestle is large enough to accommodate four Traveling Wave antennas at a time. The main engineering office-laboratory and assembly buildings complete this facilities area. In addition—a test transmitter and tower for testing antennas transmit signals to the Gibbsboro complex from a site three miles away.



(6) The complex horizontal pattern of this UHF Panel antenna was tailored to avoid signal reflections from a mountain at the rear of the transmitting site, while meeting specific pattern requirements in three other directions. Each Zee-Panel radiating element is fully protected by its radome cover.



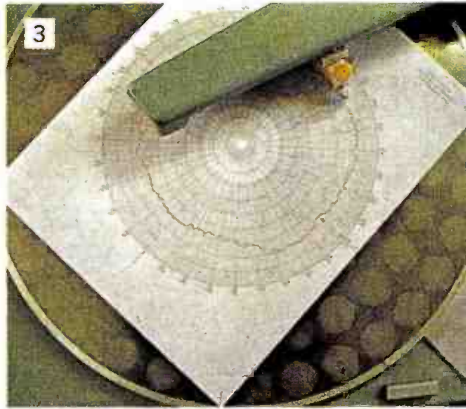
(7) Connecting the de-icer into the junction box on a TFU-45J UHF Pylon antenna. This is one of a new family of moderately priced UHF Pylons.



(8) Giant turntable called "Tiny Tim" where test antennas up to 15 tons move on a circular track 90 feet in diameter. It is one of three large turntables available for testing.



2) Combined laboratory/office showing some of the engineering staff. Here is located the computer terminal where precise calculations assure an antenna with desired characteristics.



(3) Horizontal antenna plotter in use on one of the model ranges. New ideas for stacking and platforming were proved practical here. On this range, exact scale models of the Baltimore and Sacramento multiple antenna systems were measured to confirm mathematical studies.

(4) Huge stationary antenna testing trestle measuring nearly 400 feet in length. Phase and attenuation characteristics are measured in the three-story laboratory building which is flanked by two trestles. All the Traveling Wave Antennas now in use received their final testing here.



(5) Assembling one of the largest Pylon Antennas ever built. It will provide a base for a large Super Turnstile antenna in a stacked antenna arrangement.

(9) High-rise crane truck, shown conveying special UHF Panel antenna to testing site, is typical of many special equipments employed in this unique antenna engineering site. Pylons in foreground await shipment.



# Widest choice from the broadest background in antennas.

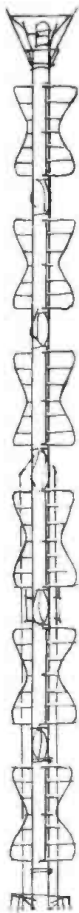
No one has RCA's broad background of experience, nor the facilities to back up their experience in such a measure as RCA. And no one has produced as many TV antennas as RCA... Here's where the first Super-Turnstile—and all its famous offspring—came from! Here, too, are the engineering capabilities that produced the sophisticated VHF Traveling Wave antenna. Yes, and all the big multiple antenna systems—but one—came from

here. And for UHF, all the Pylons! It was here, too, that the ingenious design of the new Vee-Zee Panel antennas was first plotted and developed. And, of course, the new circularly polarized FM antenna also came from the drawing boards at Gibbsboro.

We hope you will visit Gibbsboro, and see for yourself how these antennas are engineered, how they are tested, and learn how they are followed up in the field

after they reach their destinations. After all, it's their actual record in the field that proves their superiority. As part of the RCA "Matched Line" they're all system engineered for finest performance with other RCA equipment. For more information, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J. 08102.

**VHF SUPER TURNSTILE**  
This antenna has long been the standard of the industry. May be diplexed for use by two stations.



**VHF TRAVELING WAVE**  
For high band VHF, the finest antenna ever designed.



**VHF OR UHF ZEE PANEL**  
Provides the widest choice of patterns. Shown radome enclosed.



**UHF PYLON**  
In use by the majority of today's UHF stations.



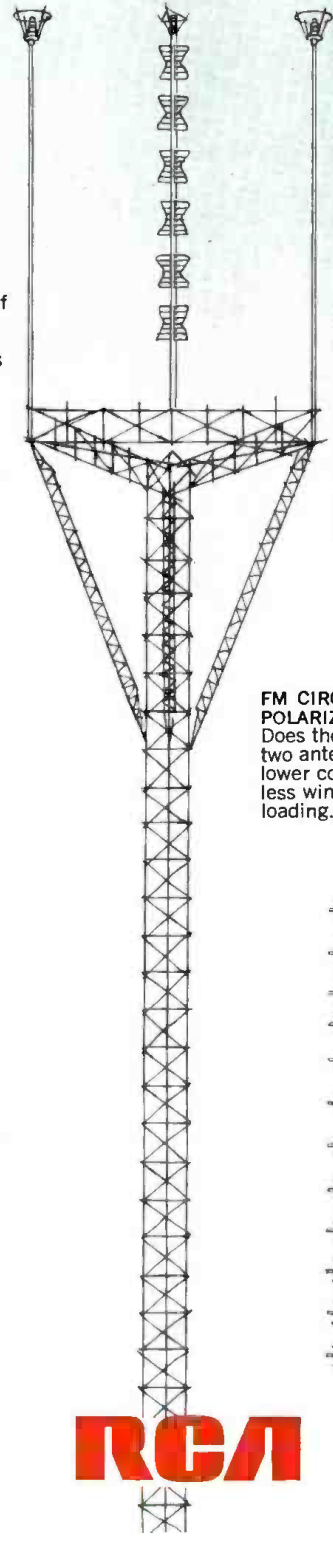
**UHF VEE-ZEE PANEL**  
Vertical panel antenna shown leg-mounted on triangular tower, leaving top free for other antennas. (UHF Pylon is shown on top.)



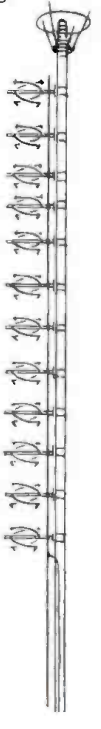
**STACKED ANTENNAS**  
Combinations of Pylon-type antennas with super turnstiles afford economies.



**MULTIPLE ANTENNAS**  
Achieve optimum siting, minimum cost, choice of individual antennas.



**FM CIRCULARLY POLARIZED**  
Does the work of two antennas at lower cost, with less wind-loading.



**RCA**

## Lewron, HVC enter service pact

Tape production services will be offered on both the East and West Coasts under a co-operative arrangement established between Lewron Television Inc., Baltimore and New York, and the Hollywood Video Center, Hollywood, it was announced last week.

Ron Spangler, president of Lewron, and Rounseville (Skip) Schaum, president of HVC, provided details of their venture to advertising-agency and independent-production-company executives last week at a series of parties in New York. Under their arrangement, Lewron will serve in New York as the marketing representative for HVC and the latter organization will act in a similar capacity on the West Coast for Lewron. Both organizations produce commercials and programs and make their facilities available to outside producers on a rental and fee basis.

Lewron was formed in 1965 in Baltimore and is now constructing new studios and a postproduction center in New York, which will be operative this summer. It has specialized in color mobile video-tape operations.

Hollywood Video Center, a division of Western Video Industries Inc., was established last September. The company produces TV commercials, performs physical production on the *Pat Boone in Hollywood* syndicated series and the *Operation: Entertainment* series on ABC-TV, and rents its facilities to independent producers, TV packagers and advertising agencies.

HVC anticipates delivery of \$1.4-million worth of Norelco equipment in its first phase of studio expansion. The company plans to become active in the production of its own programming, particularly in the area of educational television.

## Advertising added to truth-in-lending bill

The House of Representatives passed and sent to a House-Senate conference last week a truth-in-lending bill that would require advertisements—including broadcast—to give full details whenever any credit terms were mentioned (BROADCASTING, Dec. 4, 1967). The Senate bill, passed last year, contained no advertising provisions.

If accepted in the conference compromise, the House regulations could cause modification of commercials dealing with credit transactions or cause their elimination entirely by requiring lengthy additions to copy. As adopted by the House, advertisements that mention the size of an installment payment

must also give the cash price, the down payment (if any), "the number, amount and period of each installment payment," the time-sale price and "the finance charge, expressed as an annual percentage rate."

## Business briefly . . .

**Stella D'Oro Biscuit Co.**, manufacturer of breadsticks, biscuits and cookies, through Firestone & Associates Inc., both New York, launches its 1968 spot television campaign this month with 10-second and 60-second commercials filmed in Italy. They will run on stations in the top-30 markets.

**PepsiCo Inc.**, New York (Pepsi-Cola Co. and Frito-Lay Inc.), through Foote, Cone & Belding, New York, will sponsor a youth-oriented color special, *Romp!!*, on ABC-TV on April 21 (7-8 p.m. EST). Program features Ryan O'Neal and actress-singer Michele Lee.

**Texaco Inc.**, New York, one of the sponsors of ABC-TV's Winter Olympics coverage Feb. 4, 6-18, will use that time to introduce new campaigns for two products—new Havoline Motor Oil and "localized" Sky Chief gasoline. Benton & Bowles, New York, is agency.

**Anheuser-Busch Inc.'s** Budweiser Beer, through D'Arcy Advertising Co., both St. Louis, will sponsor NBC-TV's rebroadcast Sunday, April 21 (9-10 p.m. NYT) of *Frank Sinatra: A Man and His Music + Ella + Jobim*. Budweiser was the sponsor of the first broadcast, Nov. 13, 1967. Other NBC-TV purchases include **Colgate-Palmolive Co.**, through Ted Bates & Co., both New

York, in three nighttime entertainment programs; **Standard Brands Inc.'s** purchase in nine prime-time shows through J. Walter Thompson Co., New York; and **Chesebrough-Ponds'** buy in nine nighttime shows, also through Thompson. **Coca-Cola Co.**, Atlanta, through McCann-Erickson, New York, has signed for full sponsorship of *Travels with Charley* on NBC-TV for a one-hour special based on the John Steinbeck book of that title and scheduled for March 17 (10-11 p.m. EST).

**Knudsen Creamery Co. of California**, Los Angeles, through Grey Advertising Inc., Beverly Hills, Calif., has scheduled a 10-week color TV campaign to promote its yogurt line. Markets included in the campaign are Bakersfield, Los Angeles, San Luis Obispo, Santa Barbara, Fresno and San Diego.

**Pacific Hawaiian Products Co.**, Fullerton, Calif., subsidiary of R. J. Reynolds Tobacco Co., through MacManus, John & Adams, Los Angeles, will use more than 20 daytime and prime-time network TV shows in the next three months on behalf of its Hawaiian Punch fruit beverage. Theme of the campaign will be "Hawaiian Punch Has Hawaii." Some of the commercials will make use of animated characters. Some, too, may be piggybacked with other R. J. Reynolds food products.

**Campbell Soup Co.**, Camden, N. J., is supporting its national distribution of two new soups, Chicken Noodle-O's and Tomato Beef Noodle-O's, with color commercials on daytime and nighttime network television and selected spot television. A special schedule on children's programs will be aimed at young children. BBDO, New York, is agency.

**General Electric Co.'s** Large Lamp Department, Cleveland, through BBDO, New York, will sponsor a Sports Network Inc. special, *Jesse Owens Returns to Berlin*. Approximately 100 stations have signed for the one-hour film, to be televised March 29 and March 30 at various hours in prime time.

**Pfizer Laboratories Division**, Charles Pfizer & Co., through MacManus, John & Adams, both New York, has bought sponsorship in NBC Radio's *Emphasis, News on the Hour and Monitor*; while the **Retail Clerks International Association**, through William Magnes Advertising Inc., Washington, has renewed its 52-week sponsorship in *Monitor News on the Hour*. **Aluminum Co. of America**, Pittsburgh, has purchased a 39-week sponsorship in *Chet Huntley's Perspective on the News* through Fuller & Smith & Ross, New York-Pittsburgh. *Monitor Olympic Briefs* has been bought by the **Chap Stick Co.**, Lynchburg, Va., through Cargill, Wilson &

## Blondes are out this year

Do blondes have more fun?

Apparently not, for Clairol Inc., New York, has switched its attention to redheads with the theme "every woman should be a redhead at least once in her life" (BROADCASTING, Oct. 23, 1967), and now Shulton Inc.'s Technique Labs, New York, is planning a spring campaign for a new hair-coloring line on the premise that "not every woman wants to be a blonde." Technique Shampoo-in is designed for those "looking for a color change but within conservative limits." The product will be distributed nationally in April, supported by an as yet unidentified network television schedule, after test marketing in Tampa and St. Petersburg, both Florida, and San Diego. Benton & Bowles, New York, is the agency.



## Commercial preview: Westinghouse's pro line

Frank Gifford, CBS sports personality and former pro-football star, yesterday (Feb. 4) kicked-off Westinghouse Electric Corp.'s 1968 network television campaign for major household appliances.

The TV campaign—164 commercials placed on CBS-TV features Mr. Gifford making about 10 different pitches for Westinghouse dishwashers, refrigerators, laundry machines, air conditioners, ranges and TV sets. Mr. Gifford is sports director at WCBS-TV New York.

Theme of the campaign is "Compare and you'll buy Westinghouse." The campaign will also be extended to embrace print media and radio at a later, but as yet undetermined,



Mr. Gifford uses a Yankee Stadium background.

date. McCann-Erickson is Westinghouse's agency.

Acree Inc., Richmond, Va.

**Alberto-Culver Co.**, Melrose Park, Ill., schedules heavy spot TV and network TV participations drive to introduce new Calm roll-on deodorant. Agency: N. W. Ayer & Son, Chicago.

**American Dairy Association** groups within greater Chicago area plan their one million-dollar fluid milk and dairy product advertising and promotion campaign this year to supplement national drive. Extensive radio-TV will be used. Agency: Compton Advertising, Chicago.

**Packard-Bell Electronics Corp.**, Los Angeles, through Sachs, Finley & Kaye Inc., Beverly Hills, has started one of the largest spring promotions in its history the end of this month via regional spot TV and full-color spreads in general magazines. More than 200 one-minute spots per week are to run in 21 markets throughout the western states.

**Bristol-Myers Co.**, New York, through Young & Rubicam, New York, has renewed *The Children's Doctor*, featuring pediatrician Dr. Lendon Smith, on ABC-TV (Mon.-Fri., 2:55-3 p.m.). The sale was made by CBS Enterprises.

**U. S. Borax & Chemical Co.**, Los Angeles, through McCann-Erickson Inc., same city, is introducing its "new, power formula" Borateem brand via an extensive television campaign that will emphasize the laundry product's stain removal capabilities as compared to chlorine bleach. Commercials on the advertiser's owned and nationally syndicated *Death Valley Days* series will be supplemented by spots on five NBC-TV daytime programs: *Snap Judgment*,

*Personality*, *Let's Make a Deal*, *Jeopardy* and *Concentration*. Local spot buys also are planned.

## TV code adds 3 members; radio list down by 9

The National Association of Broadcasters radio code showed a net loss of nine stations and the TV code showed a three-station gain between Nov. 15-Dec. 15, 1967. In that period, the radio code gained 16 stations and 25 stations withdrew.

The three TV stations added: WCIX-TV Miami, KXJB-TV Valley City-Fargo, N. D., and KHSD-TV Lead, S. D.

Radio additions: WGAD Gadsden, Ala.; KENT Prescott, Ariz.; KVEE Conway, Ark.; KSNO Aspen, Colo.; WJKY Jamestown and WLRS(FM) Louisville, both Kentucky; KANO Anoka, Minn.; KNDC Hettinger, N. D.; KBK Elk City and KVLH Pauls Valley, both Oklahoma; KTIK Pendleton, Ore.; WRTI-FM (non-commercial) Philadelphia; WWCH Clarion, Pa.; WDEB(FM) Jamestown, Tenn.; KEDO Longview and KREN Renton, both Washington.

Radio withdrawals: WBLO Evergreen and WMOO Mobile, both Alabama; KRDU Dinuba, Calif.; WIVY Jacksonville and WSAF Sarasota, both Florida; WAAG Adel and WLOV Washington, both Georgia; WHEL New Albany, WPCO Mount Vernon and WPFR(FM) Terre Haute, all Indiana; WHAV-AM-FM Haverhill, Mass.; WDAL Meridian, Miss.; KHDN Hardin, Mont.; KRNY-AM-FM Kearney, Neb.; KSWs Roswell, N. M.; WMOA-AM-FM Marietta, Ohio; KWLK Wagoner, Okla.; KBKR Baker, Ore.; KOPY Alice and KGRI-AM-FM Henderson, both Texas, and KOL Seattle.

## Also in advertising . . .

**Southwest expansion** ■ Lennen & Newell, New York, reports it has acquired Wyatt, Dunagan & Williams, a Dallas agency, that bills about \$6.5 million. It will be known henceforth as the Wyatt & Williams division of Lennen & Newell. Jack Wyatt will continue as head of the division and also has been named a senior vice president of L & N.

**Branch office** ■ Los Angeles-based station representative J. A. Lucas Co., also known as JALCO, has opened a branch office in Houston. The new branch is under the supervision of Gerald (Jerry) Tolle, Southwest regional manager.

**More room needed** ■ Filmex Inc., New York, has acquired additional space at 305 East 46th Street, opposite the company's headquarters, to house new personnel and facilities for its subsidiaries, Tapexpress Inc. and Filmexpress Inc. These companies provide editing, breakdown and shipping facilities in New York and Hollywood for tape and film commercial spots and programs, respectively.

**New MSI clients** ■ Media Surveys Inc., New York, reports that nine radio and TV stations have signed contracts to receive MSI marketing research and distributional information during 1968. They are WJW-TV Cleveland; WDIO-TV Duluth, Minn.; KMBC-TV Kansas City, Mo.; WQXI Atlanta; WJXT-TV Jacksonville, Fla.; WGN Knoxville, Tenn.; WGBS Miami; WMAK Nashville, and WIBG Philadelphia.

**Apparel-Cosmetics-Tennis Mix** ■ Licensing Corp. of America, New York, reports that seven major apparel manufacturers and a leading cosmetics producer will launch a "massive" broadcast and print advertising campaign this spring for their individual products, each carrying an endorsement by the United States Lawn Tennis Association. LCA officials said that tennis will get "billions of additional exposure mentions" from the scheduled participating companies who are: Bonne Bell Inc., Catalina Martin, Inc., Edythe Sullivan Tennis Creations, Haspel Brothers Inc., Kayser-Roth Corp., Robert Reis & Co. and Uniroyal Inc.

**Plans to merge** ■ Two Chicago agencies, Grant, Schwenck & Baker and Wright, Campbell & Suitt, have announced plans to merge and become Grant, Wright & Baker at 520 North Michigan Blvd. Grant's present offices. Combined billings will total \$4 million. The new firm's offices will be Paul Grant, chairman; Frank Baker, president, and William E. Wright, executive vice president.





## **Tomorrow's child will learn more quickly --with the energy of progress.**

The energy of progress is electricity. Already it is helping children learn—in schoolrooms, libraries, labs and the home.

And as electricity is put to ever more

ingenious uses, the people of the investor-owned electric light and power industry will keep on planning and building to stay way ahead of tomorrow.

They'll keep on working to make the energy of progress as plentiful, dependable and low in price as it can be—to make today great, tomorrow better, electrically.

### **The people at your Investor-Owned Electric Light and Power Companies\***

\*For names of sponsoring companies write to: Power Companies, 1271 Avenue of the Americas, N.Y., N.Y. 10020.  
Watch TOMORROW'S WORLD: FEEDING THE BILLIONS on NBC-TV, Friday evening, February 23.

# More money proposed for FCC

LBJ's budget would increase commission spending

\$2.1 million, about 10%, to \$21 million;

CATV work, spectrum research cited as reasons

An increase of more than \$2.1 million in the FCC budget—to \$21,271,000 for the 1969 fiscal year—will go mostly, according to the President's budget message to Congress last week, to handle the "greater workload in the community antenna-TV activity" and for research into "the more effective use of the electromagnetic spectrum."

President Johnson asked Congress to appropriate a total \$186.1 billion for the 1969 fiscal year, with an estimated deficit of expenditures over receipts of \$8 billion if his 10% surcharge on income taxes is passed, or \$20.9 billion if Congress fails to legislate the surtax.

In the 1968 budget the President asked for \$19.1 million for the FCC. An additional \$74,000 will be asked, the President said, as a supplement to the 1968 budget to take care of pay increases voted by Congress last year.

For broadcast activities, the President asked for \$4,346,000 for 1969, up

almost \$200,000 from 1968's \$4,154,000. The largest jump came in the item for research and planning in communications technology, from \$1,718,000 in 1968 to \$2,447,000 for 1969. CATV moved up from \$509,000 in 1968 to \$652,000 in 1969.

**More Stations** ■ Under broadcast activities, the commission said it expects to regulate 10,894 stations in fiscal 1969, compared to the estimated 10,362 it will be regulating by June 30, the end of the 1968 fiscal year. It anticipates handling the same number of applications for AM, FM and TV in 1969 as it estimated it will for 1968—400, 450 and 250 respectively—but sees an increase of 50 in the number of translator applications in 1969 over 1968—450 to 500.

The proposed new budget also shows an increase of 43 in permanent personnel, bringing total FCC employees to 1,659. Average civil-service salary also

will rise—from \$10,848 in 1968 to \$11,103 in 1969.

For the Federal Trade Commission, the President asked an increase of \$846,000—to \$16,127,000 for 1969. He also said he would ask for an additional \$131,000 for pay raises in a 1968 supplemental bill, to bring this year's appropriation for the trade agency to \$15,281,000. In the new budget, deceptive practices work, which includes monitoring advertising, is up \$240,000 to \$4,654,000. In addition to added activity in the wool labeling and fair package and labeling fields, the budget says the FTC's cigarette program will be increased in 1969. Over-all, the number of permanent positions at the FTC is increased by an even dozen, to 1,256.

The U. S. Information Agency is set for operation at \$178,888,000 in 1969. The motion-picture-and-TV service, which translates film and TV programs into 58 languages, is up \$700,000 to

## Educators upset with LBJ's budget plans for ETV

Glum educational broadcasters are making no secret of their disappointment with the President's financial plans for educational broadcasting. On Capitol Hill, comment was guarded, but off-the-record remarks boded heavy going for the financing of the infant Corp. for Public Broadcasting.

In his budget proposals for the fiscal year 1969, which begins July 1, the President asked \$20 million for CPB, and \$12.5 million for federal grants to aid states in constructing noncommercial, educational radio and TV facilities. He also said he would ask for \$4 million for CPB and \$396,000 for the grants project as a supplement in the 1968 appropriations.

The educators' tone was set by William G. Harley, president of the National Association of Educational Broadcasters. He referred to the \$9 million for CPB and the \$10.5 mil-

lion for the construction program both authorized for this year when the President signed the Public Broadcasting Law last November.

But, Mr. Harley added: "At the same time, we are aware that although this act must now take a lesser priority in view of the major crises facing our nation, we are nevertheless convinced that the support for public broadcasting will be sought and accomplished by this administration and the Congress just as soon as the national security and welfare permit."

Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, declined to speculate this new tack on CPB. He noted, however, that the \$20 million for CPB was a change from the congressional authorization and would require approval by his committee. Other committee members, and staff members on both sides of

the Capitol, expressed concern, since the original plan was to fund CPB with \$9 million in seed money and to return later with a permanent financing plan.

In the coming debate on the proposed appropriation for CPB, one Hill observer pointed out, there was sure to be some backing for various financing proposals that had been held in abeyance on the assumption the administration would submit a permanent financing plan for CPB. Among them, he noted, was the suggestion, aired during the House floor debate on CPB, that broadcasters, through a tax on revenues or profits, be made to support educational broadcasting operations.

The possibility that opponents of the CPB idea might muster additional support was also voiced—particularly, it was said, in view of the civil-rights segments in Public Broadcast Laboratory TV programs,

\$11,435,000. The broadcast service, including the Voice of America, which broadcasts in English and 37 other languages from five domestic and 12 overseas transmitters, is increased by almost \$2 million to \$35,422,000. The new VOA transmitter in Greece, at \$18.2 million in 1968, will be completed in 1969, the budget states.

**Miscellany ■ Other highlights:**

■ For telecommunications activities in the Office of Emergency Planning, the President recommended an increase of only \$56,000, from \$1,930,000 in 1968 to \$1,986,000 in 1969. Funds for telecommunications management are down, from \$1,330,000 in 1968 to \$1,186,000 in 1969; but research and development funds are up, from \$719,000 in 1968 to \$800,000 in 1969. The number of permanent positions remains the same, 70, for both fiscal years.

■ An extra \$3 million is asked for research and development by the Environmental Science Services Administration of the Department of Commerce. The increase is for, among other purposes, a study of electromagnetic spectrum utilization. In 1968, ESSA's research and development budget was \$24 million; in 1969, \$27,432,000 is being sought.

■ Office of Civilian Defense in the Department of Defense is down by \$9.3 million; for 1969 \$76.8 million is asked.

■ An increase of almost \$2.4 million is asked for radiological health purposes in the Department of Health, Education and Welfare budget. In asking for

\$18,077,000 for this purpose, the budget message said the money will be used for, among other things, research on the health effects of radiation. No mention is made of x-radiation from TV sets.

The Department of Justice's anti-trust division is asking for a modest \$132,000 increase, to \$7,991,000. An additional \$239,000 however, will be used as a supplement to the 1968 appropriation to take care of wage increases.

## CATV's day in court

### Supreme Court sets date to hear jurisdiction, copyright cases

The U. S. Supreme Court has set March 12 to hear arguments on two CATV cases, both of which have vital significance to the CATV as well as the broadcasting industries.

To be heard first is the San Diego case in which the FCC's jurisdiction over cable TV is in question. Following the San Diego case, the court will hear the CATV-copyright case.

At the same time in the copyright area, the Supreme Court was told by Solicitor General Erwin N. Griswold that cable systems carrying only local TV programs should be exempt from copyright liability; Senator John L. McClellan (D-Ark.), chairman of the subcommittee of the Senate Judiciary Committee that handles copyright, has asked both the National Association of Broadcasters and the National Cable TV Association for comments on their current position on copyright, and both NAB and NCTA have appointed committees to negotiate with each other to determine if a single recommendation can be presented to Congress.

**Jurisdiction Case ■** The San Diego case involves three cable systems in that city that have been bringing in Los Angeles independents. The FCC asked the Supreme Court to review after an appeals court on the West Coast ruled that the commission had no authority to issue a stop order against expansion of the San Diego cable systems.

The copyright case was initiated by United Artists Corp. against two CATV systems in Clarksburg and Fairmont, W. Va., which had been providing their subscribers with programs from TV stations in Pittsburgh, Wheeling, W. Va., and Steubenville, Ohio. Two

lower federal courts held that CATV provides a performance for profit and thus was infringing UA's copyrights. Fortnightly Corp., the then owner of the two cable systems, asked the Supreme Court to review.

Briefs have already been filed by the FCC and KFMB-TV, KAAR-TV and KJOG-TV, all San Diego, in the jurisdictional case. The San Diego cable systems are due to file their briefs late next week.

In the copyright case, Fortnightly and NCTA, as a friend of the court, have filed their briefs. The United Artists brief is due Feb. 17, together with a friend-of-the-court filing by the National Association of Broadcasters.

In his filing last week, the solicitor general told the court that CATV systems serving their customers with the programs of local TV stations should be exempt from copyright liability.

**Implied License ■** Mr. Griswold, who entered the copyright case at the court's request—and who tried but failed to persuade the court to defer argument on the Fortnightly case until after Congress has legislated a new copyright bill (BROADCASTING, Dec. 18, 1967, et seq.)—expressed the view that there is an implied license given by a copyright holder when the holder licenses a TV station making its programs available to all viewers in the station's normal coverage area.

He suggested that the FCC's predicted grade-B contours be used to determine this area.

The solicitor general maintained that there is no question that CATV constitutes a performance under the present copyright law. But, he continued, there is a question of whether the court should impose a limitation on the exclusive right of the copyright owner. The court could, until Congress acts, withhold the extension of copyright "monopoly," he noted.

Where CATV's distribute the programs of distant TV stations into a market, he said, the copyright holder's value in his property is diminished. In that case, he contended, the CATV systems should pay copyright fees.

**Dropped In House ■** This formula is very similar to the proposals recommended by a House Judiciary Subcommittee, but which were deleted from a House-passed copyright bill last year after a jurisdictional dispute between the Judiciary and Commerce Committees of the House.

The same section, however, is still in the bill under consideration by the Senate Judiciary Committee. Senator McClellan asked both NAB and NCTA for statements of their respective current positions by March 15. NCTA has asked for an extension of this deadline to April 1.

Meanwhile, NCTA and NAB have

and the controversial Vietnam film shown two weeks ago by National Educational Television.

Generally, much less Capitol Hill criticism was heard on the facilities-grants proposals, although there were suggestions that the White House should ask for the \$10.5 million authorized for this program in 1968.

In discussing his plans for CPB, the President said that the \$20 million he was recommending for fiscal 1969 would be the subject of a special message to Congress.

The budget message noted that the \$12.5 million for matching grants would provide for 32 new TV and 50 new radio facilities in that year. Pending at the Department of Health, Education and Welfare, it was learned, are applications seeking \$35 million in projects for educational broadcast facilities; the federal share, it's estimated, would amount to about \$25 million.



## When the NAB board hit the beach, it meant work

When the National Association of Broadcasters board of directors met in Sarasota, Fla. (BROADCASTING, Jan. 29) it took Washington off one list and put it on another.

The board voted to reduce the number of fall conferences from eight to six, and in the process removed Washington and St. Louis from the list of cities where 1968 conferences had been scheduled. However, it later picked Washington and the Washington Hilton as the site of the June 17-21 board meeting.

The approved fall conference list:

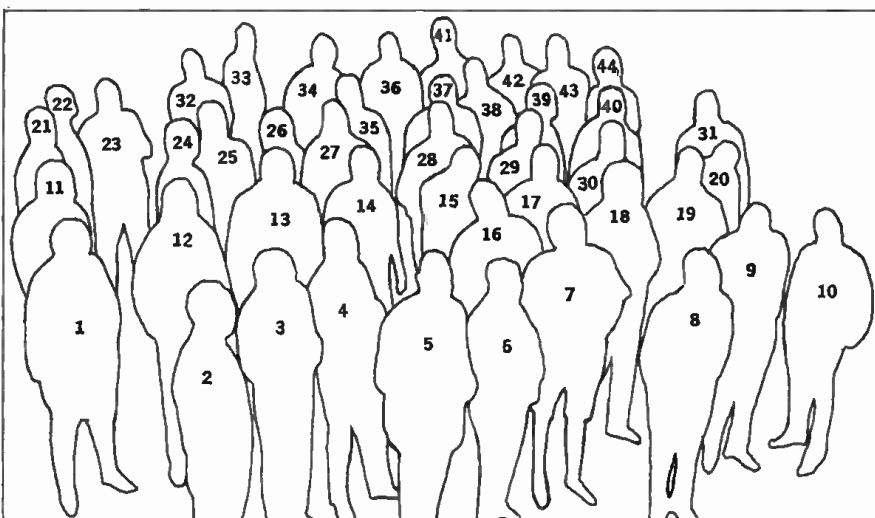
Oct. 17-18, New York Hilton, New York; Oct. 21-22, Ambassador hotel, Los Angeles; Oct. 24-25, Denver Hilton; Nov. 11-12, Sheraton-Gibson, Cincinnati; Nov. 14-15, Dallas Hilton, Dallas; Nov. 18-19, Marriott, Atlanta.

In addition to the actions taken in the board room, the joint board took a 15-minute break to pose for a "family" portrait.

Pictured are:

(1) Norman Bagwell, WKY-TV Oklahoma City; (2) Eldon Campbell, WFBM-TV Indianapolis; (3) B. Floyd Farr, KEEN San Jose, Calif.; (4) Donald Thurston, WMNB North Adams, Mass.; (5) Carl Lee, WKZO-TV Kalamazoo, Mich.; (6) Richard Dudley, WSAU Wausau, Wis., radio board chairman; (7) Everett Dillard, WASH(FM) Washington; (8) Kenneth Harwood, KUSC(FM) Los Angeles; (9) Roy Morgan, WILK Wilkes-Barre, Pa.; (10) Simon Goldman, WJTN Jamestown, N. Y.; (11) J. R. Livesay, WLBH Mattoon, Ill.

(12) Hamilton Shea, WWSA-TV Harrisonburg, Va.; (13) John F. Dille Jr., Communicana Group of



Indiana, past joint board chairman; (14) William Lodge, CBS-TV, New York; (15) John T. Murphy, Avco Broadcasting Corp., Cincinnati; TV

board vice chairman; (16) Arch Madsen, KSL-TV Salt Lake City; (17) Daniel Kops, WAVZ New Haven, Conn., radio board vice chairman;

appointed negotiating committees to consult with each other on copyright legislation. The NAB's committee consists of Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; John T. Murphy, Avco Broadcasting; Charles H. Tower, Corinthian Broadcasting; Willard E. Walbridge, KTRK-TV Houston; John F. Dille Jr., Communicana group; Richard D. Dudley, WSAU-TV Wausau, Wis., and Arch L. Madsen, Bonneville International.

On NCTA's committee are Alfred R. Stern, Television Communications Corp.; Robert Beisswenger, Jerrold Corp.; Ralph Demgen, Willmar, Minn., and Irving B. Kahn, Teleprompter.

Jack R. Crosby, NCTA chairman, is an ex officio member of the NCTA group.

## Dingell plans two broadcasting bills

Draft legislation, expected to be submitted by Representative John Dingell (D-Mich.), dealing in part with issues raised during the House Investigations Subcommittee probe of the FCC's approval of the Overmyer construction-permit transfers, has been delayed but its introduction is still anticipated, the congressman's office indicated last week. The legislation may also gain the support of John E. Moss (D-Calif.), it was noted.

Another Dingell bill, a revision of a strong network-regulation measure

introduced last year by Congressmen Dingell, Moss and Richard Ottinger (D-N. Y.), is being prepared and may be ready for submission shortly, a staff member said.

The Overmyer legislation is expected to outlaw selling of construction permits, require FCC hearings in certain station-transfer cases, put a stricter limit than current FCC practices place on multiple-station ownerships and generally toughen rules on station sales. It was suggested that a limit on station-sales profits might be sought.

**Network Bill** ■ The Dingell-Moss-Ottinger bill as submitted last year was an omnibus measure that would have prohibited networks from holding any equity in programs they did not themselves produce, place the networks di-

# Another wrinkle on AT&T rates

## Initial decision in SNI case finds that charges for part-time users are discriminatory

(18) Charles Tower, Corinthian Broadcasting Corp., New York; (19) F. C. Sowell, WLAC Nashville; (20) Frank Gaither, WSB Atlanta; (21) Ralph Beaudin, ABC Radio, New York; (22) Lester Smith, KJR Seattle; (23) Roger Clipp, Triangle Stations, Philadelphia.

(24) Harold Essex, WSJS-TV Winston-Salem, N. C.; (25) Willard Walbridge, KTRK-TV Houston; (26) Joseph S. Sinclair, Outlet Co. Stations, Providence, R. I.; (27) Robert Ferguson, WTRF-TV Wheeling, W. Va., TV board chairman; (28) Grover Cobb, KVGB Great Bend, Kan., joint board chairman; (29) Donald Mercer, NBC Radio, New York; (30) Jack S. Younts, WEEB Southern Pines, N. C.; (31) A. F. Sorenson, WKRS Waukegan, Ill.; (32) John Gilbert, ABC-TV New York; (33) Harold Krelstein, WMPS-FM Memphis; (34) David Morris, KNUZ Houston; (35) N. L. Bentson, WLWL Minneapolis.

(36) George W. Armstrong, Storz Broadcasting Co., Omaha; (37) James Caldwell, WAVE Louisville, Ky.; (38) Charles Gates, WGN Chicago; (39) Richard W. Chapin, KFOR Lincoln, Neb.; (40) Vincent Wasilewski, NAB president; (41) Charles Smith, WDEC Americus, Ga.; (42) Raymond Plank, WKLA Ludington, Mich.; (43) Al Ross, KNAB Burlington, Colo.; (44) Clark George, CBS Radio, New York.

Peter Kenney, NBC-TV, Washington, was not present when picture was taken; Matthew J. Culligan, MBS, New York, was not at the board meetings.

rectly under FCC regulation, would severely limit the amount of prime-time programming they could offer and prevent network ownership interests in professional sports (BROADCASTING, June 5, 1967). Since its submission, Representative Ottinger has introduced another measure with only the sports sections of the omnibus bill, which includes a prohibition against arbitrary time-outs for commercials-placement purposes. The Dingell revision is expected to refine the network-regulatory aspects without the additional matters covered earlier.

Mr. Dingell has also been expressing strong interest in network production of feature films, a staff member on his Small Business Subcommittee reports.

Another potentially complicating knot has been tied into the string of events involving AT&T rates for television-program transmission: An FCC hearing examiner has decided that the company's present rates are discriminatory as they apply to part-time users.

Examiner Herbert Sharfman, in an initial decision on a complaint brought by Sports Network Inc., last week ordered AT&T to file new tariffs within 30 days that would eliminate the discrimination among full-time and part-time users of video-interexchange channels and associated audio channels. AT&T is certain to seek commission review of the decision.

The order, if implemented, would mark the first basic change in program transmission rates since AT&T originally filed its tariffs for such service in 1948. Examiner Sharfman noted that, although the rates haven't changed, the television industry has—with the spread of independent stations, the emergence of educational stations and the development of new networks (like SNI). The needs of such customers, he said, are for shorter periods of service than those required to qualify for the most attractive rates.

The decision was issued a day before AT&T filed tariffs providing for higher rates for video and audio service (see page 39). Since the proposed new rates are based on existing tariffs, the decision, which calls for a restructuring of the transmission charges, could require changes in them if the examiner's decision is upheld.

**Change on Charge** ■ Thus, changes might become necessary since broadcasters will seek a hearing in order to oppose the new rates.

In the meantime, broadcasters and other user-parties are participating in the drawn-out commission inquiry into the Bell system's over-all rate structure, an inquiry that will produce a commission decision on rate-making principles that will figure importantly in the program-transmission rate case.

Examiner Sharfman's decision does not deal with the lawfulness of the rates or with the level of revenues they produce. It deals, instead, with the ratio of the charges for interexchange use of less than eight hours to the charges for eight-hour use, regardless of the level of the eight-hour charges.

SNI's complaint was that AT&T tariffs provide for monthly contract charges totalling \$39.50 per airline mile, based on eight consecutive hours of use

daily, seven days a week, each month. SNI, which puts together networks for telecasts of sports events, complained that it seldom needs AT&T lines for more than three hours, but that it pays the same rates as others pay for eight hours' use of the same facilities. It spends about \$7 million a year on AT&T services.

AT&T also provides rates for occasional users totalling \$1.15 an airline mile for each hour of use. But these rates are proportionately higher than those used for the full-time service, and the use of any part of the first hour requires payment for the full hour.

AT&T maintains that its costs are determined by over-all expenses and that they are allocated to all video-service customers regardless of the time that they use the facilities—whether eight hours or less. It adds that its ability to restructure rates as requested by SNI depends on its ability to find customers whose needs for service complement each other, so that the same system of interexchange channel facilities can be used to serve customers during different times of the day or week. A customer's need for less than eight hours of service, the company says, is met by the occasional service.

"But," the examiner said, "AT&T's claimed revenue requirements (which owe their present level, in any event, to the almost casual establishment of the present rate structure in 1948) are no justification for the unreasonable and unduly discriminatory rate relationship. A carrier's revenue requirements cannot override a customer's own right to fairness."

He added that less-than-eight-hour users bear a disproportionate and inequitable share of the fixed costs of the over-all service and contribute an unbalanced share of the revenues.

He noted that monthly interexchange rates on a per-airline-mile basis are considerably higher for part-time than for full-time users. For instance, a customer using AT&T facilities eight hours a day, every day, for a month, would pay interexchange costs at the rate of \$0.16 per mile for each hour. A customer using the facilities only one hour each day for a month would pay \$1.15.

In its original complaint in 1965, SNI asked the commission to direct AT&T to file tariffs providing for rates that would be three-eighths of the present charge of \$39.50, or about \$14.82 for each airline mile, based on three daily hours of service for each month



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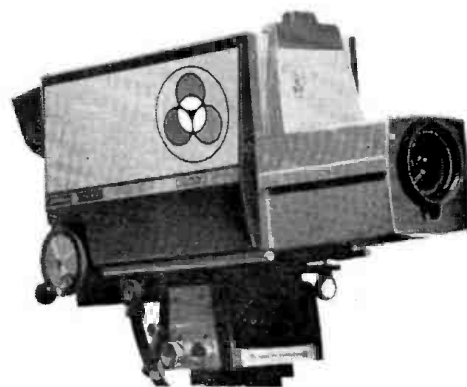
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**GENERAL  ELECTRIC**

BROADCASTING, February 5, 1968

(BROADCASTING, June 14, 1965). It also asked that AT&T be required to file tariffs for occasional service that would be based on 15-minute service, rather than one hour with the cost per airline mile scaled down.

Examiner Sharfman wasn't that specific, however, in his order. He directed the company to cancel current charges to the extent that they apply to monthly and occasional customers who request and obtain less than eight hours per day of service, and file new tariffs that will provide for equal treatment of customers, based on their use of the company's facilities.

SNI also asked for damages of about \$354,218 for monthly service charges paid for the 12 months before filing its complaint, but the examiner rejected this request. He said SNI had not introduced evidence that AT&T's rate structure was unreasonable or discriminatory for any past period. Its evidence, he said, was designed to establish a reasonable rate structure and the rates that the commission should prescribe.

## ABC doesn't skimp on radio networks

ABC executives may be wielding the cost-cutting knife to many network operations, but thus far they've avoided slashing the budgets of the four radio networks that went on the air Jan. 1.

Although the four-part radio network concept may be having trouble attracting big-dollar advertisers in this early part of 1968, it reportedly has not skimped on one facet of its operation: radio news.

Sources indicated last week that despite the failure of the merger between ABC and International Telephone & Telegraph Corp., and subsequent economy measures, ABC Radio has expanded its news operation by about 30 full-time employees, 14 of whom have been assigned to on-air work since Jan. 1. Addition of the 30 or so employees brings the full-time, radio-network-news complement to about 155 people, it's been learned.

Expansion of the news department during the month following the merger fall-through augurs corporate management's decision to stick by the novel network plan until it gets out of what officials admit is a deficit operation at the present time. Officials, however, denied reports that corporate executives were prepared to drop one or more, if not all, radio network operations if they should prove continually unprofitable.

Spokesmen said sales for the second quarter of the year are considerably higher than those for the first quarter.

## Grace period on higher rates?

**AT&T says it will delay  
new rates up to year if  
commission requests it**

Broadcasters will probably be given a grace period of at least a year before being required to pay the higher rates for program transmission that AT&T is seeking. They had faced the prospect of paying the new rates on April 1 (BROADCASTING, Jan. 29).

The probability of a grace period developed last week during the course of a hearing conference of all the parties in the FCC's current top-to-bottom examination of AT&T's rate structure, which has been underway for two years.

Counsel for AT&T indicated the utility would postpone the effective date of the new rates for as much as a year, if asked to do so by the commission. And counsel for the commission indicated that the request would be made.

In another development last week, the commission's Telephone Committee (Chairman Rosel H. Hyde and Commissioners Robert T. Bartley and Kenneth A. Cox), acting on suggestions of the Common Carrier Bureau, drastically revamped procedures in the current hearing in an effort to expedite matters. At issue in the present phase are the principles and factors that AT&T should apply in determining rates.

As a means of permitting economists representing the parties to sharpen the issues, the parties would be permitted to submit their views on the principles involved in written comments and then attempt in an informal conference to determine what areas of agreement exist. In the meantime, the conventional hearing procedures, in which witnesses are presented and cross-examined, will be dropped.

**Purpose of Conference** ■ It was for the purpose of discussing ways of expediting the current phase of the hearing that the conference was called last week. The phase has occupied the parties in the hearing since October, and the end is not in sight.

Frederick W. Denniston, counsel for the commission, outlined the proposed procedures the Common Carrier Bureau was suggesting and some of the counsel expressed reservations. Joseph Kittner, representing the networks, felt that the procedure might result in

lengthening the inquiry rather than shortening it.

The inquiry would have to be returned to the conventional hearing procedure to resolve areas of disagreement—and such areas are likely to develop. Furthermore, there remains a second issue in the current phase—the question of what interim adjustments, if any, should be made in the over-all level of rates in the application of the rate-making principles that the commission ultimately adopts.

**Keen Interest** ■ And broadcasters, Mr. Kittner noted, have a vital stake in winding up the current inquiry as rapidly as possible. Until it is concluded and rate-making principles are adopted, it is not likely that a new hearing will be started on the proposed transmission rates, which broadcasters have said they will request. And in the meantime AT&T would be free to impose its new rates. Company officials last week said the new rates would raise annual costs for all broadcasters some \$17 million, based on estimates of the amount of business the company expects to do in 1968. (The estimate anticipates some decline in business as a result of the higher rates.)

AT&T had announced it would file its new tariffs by Feb. 1—a deadline it met last week—with the rates to be-

come effective April 1. And the commission, Mr. Kittner noted, is not authorized to suspend tariffs for more than 90 days.

It was perhaps with that concern in mind that Mr. Denniston raised the question of a 12-month grace period; he indicated that the staff would recommend that the commission request such a postponement.

And F. Mark Garlinghouse, vice president of AT&T and its chief counsel in the current hearing, said that "if the commission follows the recommendation and asks the postponement, we'd acquiesce, even though we feel [the 12-month period] is an unduly long time." He noted that the company has been responsive to such requests from the commission in the past.

**Relief** ■ The exchange brought a measure of relief to counsel for the networks and the National Association of Broadcasters. There is no certainty that the issue could be resolved by the commission even within the proposed 12-month grace period. But the broadcast-industry representatives weren't worrying about that last week. Presumably, the commission could request a further extension of the effective date, if that appeared necessary.

The new procedures to be followed in the current inquiry were spelled out

in a commission Telephone Committee order issued last Thursday: Within 14 days of AT&T's completion of its direct case, the company will submit a written statement of the rate-making principles it advocates. Two weeks later, all other parties, including the Common Carrier Bureau, will file their respective comments and counterproposals. A week after that, all parties will participate in a conference in an effort to determine what areas of agreement or disagreement exist. The hearing examiner will submit a written report on the conference that will be used by the Telephone Committee to determine what further procedures are required.

The committee noted that the procedure will not commit any party in advance to the results or conclusions of the conference. Following presentation of the examiner's report, parties who still want to argue their cases on the record are to file a statement of the evidence they propose to develop.

AT&T, meanwhile, as its contribution to the expeditious handling of the case, said it would withdraw three witnesses it had intended to present in the current phase of the inquiry.

## Changing hands . . .

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

■ **KXYZ-AM-FM Houston:** Sold by Lester Kamin and associates to ABC for 20,000 shares of ABC stock (see page 44).

■ **WERX Wyoming, Mich.:** Sold by Greg Rouleau and associates to Rose Merici, A. R. Ellman, Marjory L. Adler, June L. Pollak, Frank Levy and Jules Levy Jr. for \$133,000. Purchasers own WOKZ-AM-FM Alton, Ill. WERX operates with 500 w daytime only on 1530 kc. Broker: Hamilton-Landis and Associates.

■ **KBSN Crane, Tex.:** Sold by Albert L. Crane to Richard A. Peterson and Gary L. Miller, both of Phillipsburg, Kan., for \$65,000. Mr. Peterson previously was general manager of KKAN Phillipsburg. KBSN operates daytime only with 1 kw on 970 kc. Broker: Hamilton-Landis & Associates.

■ **KNEZ Lompoc, Calif.:** Sold by E. D. Cannon Sr. to H&B Communications Corp. for \$120,000 (see page 45).

■ **KRCR-TV Redding, Calif.:** 46% sold by George A. and Mary Margaret Schmidbauer Jr., William Glenn Crawford and Lois Elizabeth Tracy, children of the late Frank Crawford, to California Oregon Broadcasting Inc. for \$185,000. California Oregon Broadcast-

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ing, principally owned by William A. Smullin, group broadcaster, already owns 46% of KRCR-TV. KRCR-TV began operating in 1956, is on channel 7 and is affiliated with both ABC and NBC.

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week.* (For other FCC activities see FOR THE RECORD, page 66.)

■ KVII-TV Amarillo, Tex.: Sold by John B. Walton Jr. to Marsh Media Ltd. for \$1.5 million plus \$500,000 for covenant not to compete (see page 44).

■ WRFV-FM San Juan, P. R.: Sold by Paradise Broadcasting Co. to Ralph P. Perry for \$235,000. Mr. Perry owns WKVM San Juan, WKBM-TV Caguas and WSUR-TV Ponce, all Puerto Rico. WRFV-FM is on 105.7 mc with 50 kw.

■ KREK Sapulpa, Okla.: Sold by Claude H. Hill to Edward K. and Melba H. Livermore for \$125,515. Mr. and Mrs. Livermore jointly own the *Sapulpa Herald* and 50% of *Claremore* (Okla.) *Progress*, and 79% of *Edmond* (Okla.) *Booster Sun*. KREK operates on 1550 kc daytime only with 500 w. Commissioner Kenneth A. Cox abstained and Commissioner Nicholas Johnson dissented.

## NEW TV STATIONS

**Channel 34, Fond du Lac, Wis.** plans to begin broadcasting Aug. 1 with a 30 kw transmitter and an effective radiated power of almost 700 kw, covering the Fox Valley area of central Wisconsin. KFIZ Broadcasting Co., permittee has placed equipment orders with General Electric and RCA. GE will supply the studio portion of the package and RCA will supply the transmitter, antenna and associated equipment.

## Ottinger hints pay TV may be ETV's answer

House Communications Subcommittee member Richard Ottinger (D-N.Y.) has put in a plug for pay TV and advanced a suggestion that subscription television may be a better answer for educational broadcasting than the Public Broadcasting Act.

In the *Congressional Record* last week Mr. Ottinger charged that the Commerce Committee's decision to seek a delay in the FCC's consideration of subscription TV was unfortunate and merely postponed the question of "whether the government will continue to permit the networks to control, by and large, what the viewing public will see, or whether the viewer, through the power of the purse, will have more

freedom to select what he will see on television."

Representative Ottinger also commended National Educational Television for its balanced handling of a North Vietnam film that drew a number of congressional attacks before it had been aired. A staff member indicated that the congressman was the first to come to the defense of the NET program and of the abilities of viewers to draw their own conclusions about the film's propaganda value.

## To find new NAB chairman

Seven outgoing board members of the National Association of Broadcasters have been named as a committee to nominate the next NAB's joint-board chairman. The committee will hold its organizational meeting in Chicago, April 2, during the NAB convention.

Committee members are: Grover Cobb, KVGB Great Bend, Kan., current joint-board chairman; Robert Ferguson, WTRF-TV Wheeling, W. Va.; John T. Murphy, Avco Broadcasting Corp., Cincinnati; Daniel Kops, WAVZ New Haven, Conn.; George Armstrong, Storz Broadcasting Co., Omaha; Everett Dillard, WASH(FM) Washington, and Joseph Sinclair, Outlet Co. Stations, Providence, R. I.

## ACTS expands its board of directors

The All-Channel Television Society (ACTS) has almost doubled the size of its board of directors because of increasing membership, according to Robert F. Adams, ACTS secretary-treasurer.

The six new directors joining the seven founding directors are: Lucille Frostman, WSMS-TV Fort Lauderdale, Fla.; Milton Grant, WDCA-TV Washington; Francis P. Matthews, KNIO-TV Omaha; W. Robert McKinsie, WJRJ-TV Atlanta; A. Frank Reel, of United Artists Broadcasting, and Vincent B. Welsh of Continental TV Enterprises.

Plans are to increase the membership of ACTS to about 90 UHF broadcasters and associate members by the end of March, Mr. Adams said, when the organization will hold a breakfast and two seminars as part of the National Association of Broadcasters convention in Chicago.

One seminar will cover what Mr. Adams called "the EPP"—equipment, programming and people—required to start a UHF station; the other will deal with special UHF sales techniques. Both will be conducted by veteran UHF

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broadcasters.

Since the organization of ACTS last May, it has become an active advocate for UHF interests in the areas of broadcast research, CATV and land-mobile radio. Most recently, the society has been working toward a meeting with representatives of the Electronic Industries Association, which will be held under FCC auspices probably this month (BROADCASTING, Oct. 16, 1967).

## NBC hits 41-year high

Yearend report says

NBC News was network's  
biggest program supplier

Net sales in 1967 achieved their highest point in NBC's 41-year history as they exceeded \$500 million for the second consecutive year, according to the network's year-end report released last week. While NBC did not specify further, it was learned that in 1966 NBC's net sales were about \$541 million.

The report, by Walter D. Scott, chairman of the board, and Julian Goodman, president, stated that NBC News was the largest single supplier of programing for NBC-TV, responsible for more than 25% of the total schedule; that 96 countries are being supplied TV programing and services by the NBC Enterprises Division, and that during the year NBC acquired rights to golfer Arnold Palmer's personal appearances on TV and radio, grouping five of his companies as Arnold Palmer Enterprises, an NBC division.

NBC-TV, the report noted, is still the principal network for automotive advertising. This advertising, NBC said, equalled the combined total auto revenue of the other two networks last year, while insurance companies, a growing advertiser category, were responsible for revenues surpassing the combined total of this category on ABC-TV and CBS-TV last year.

**Daytime Rise** ■ Advertiser investment in NBC-TV's daytime programs was at a record in 1967, a year in which the network claims to have increased its audience in daytime by 21% over 1966 (up 11% for the 1966-67 season—September through April—a period also in which the nighttime audience was said to have increased by 1%).

In sports, the report continued, NBC-TV broadcast nearly 250 hours, and it colorcast about 4,700 hours, "twice the

total of any other network." NBC built a fourth color mobile unit at a more than \$1-million cost while studio 3B in New York, NBC's last monochrome studio, was converted to color.

The report by Mr. Scott and Mr. Goodman emphasized NBC Radio's stability, noting that the network maintained a "strong growth position in sales" with 44 new advertisers purchasing sponsorship on NBC Radio—20 of them new to network radio.

News expansion in 1967 at the station level also was cited for the NBC-owned television stations, particularly in Los Angeles where KNBC(TV) continued to add to its coverage after doubling its news staff in 1966.

**RCA Comparison** ■ The approximate \$541 million in net sales compiled in 1966 by NBC, which represented 21.2% of the total reported by its parent company, RCA, came near the dollar level of total RCA net sales in 1950 and was well above RCA's 1949 total.

According to the figures made available last week, NBC's net sales have nearly doubled in a decade. In 1956, the network's total net sales were \$286.4 million (25.4% of RCA's \$1.1 billion) and in the previous year of 1955, \$246.1 million, or 23.3% of RCA's first \$1-billion year.

RCA in 1950 had net sales of \$586.3 million, a year that NBC accounted for 15.8%, or some \$92.3 million. In 1949 when RCA reported a little over \$397.2 million in net sales, NBC accounted for 18.3%, or more than \$72.8 million. Before the TV-electronics explosion in the economy, NBC's net sales accounted for 30% or more of RCA's total in the three years 1939, '40 and '41 during which time RCA's net sales were \$110.4 million in 1939, \$128.4 million in 1940 and \$158.6 million in 1941.



Mr. Goodman  
A drastic reshaping is coming

## Goodman assesses TV-radio of 70's

The changes in television that will come during the 1970's in terms of audience appeal, programing, costs, advertising effectiveness and technological developments were explored by Julian Goodman, NBC president, in speaking Jan. 26 to the Soap and Detergent Association.

He told the 41st annual convention of the association in New York that a striking difference will be seen in the audience of 1978 as compared to that of 1968. He said that over the next 10 years there will be a 40% rise in the number of people between 20 and 34 while the number in the 35-and-over classification will remain fairly level. He called the 20-to-35 group emerging in 1978 "the style-setters," "the sophisticated," the class that was born and raised during the rise of electronic communication, and added:

"In short, they will be the 'TV generation,' the 'computer generation,' come of age, and their ways of doing things will show it. As businessmen they will be applying sophisticated computer techniques to the problems of new-product development, merchandising and marketing. As manufacturers they will have closed-circuit television for dealing directly—and on a regular basis—with suppliers, wholesalers and chain-store owners. . . ."

**75% With Color** ■ Mr. Goodman predicted that by 1975, 75% of the U. S. homes will be color-equipped. The massive spread of color, he said, will bring "new changes in the next decade and advertisers who need to reach large audiences will study these changes and learn to use them to advantage."

Mr. Goodman said that television costs will rise, in part because of the increased costs of color production. But he pointed out that "the increased value delivered by color will more than justify these rising costs."

He prophesied that the long form of programing is apt to gain added strength in the 1970's; that by 1977 the evening that consists of a 90-minute program followed by a two-hour show may be commonplace. He predicted there will be evenings devoted to a single program.

Though Mr. Goodman concentrated on television, he remarked that radio will sound different too. He pointed out that researchers believe that by 1977, 77% of all radios sold and 75% of all portables will be FM sets. He said that techniques for measuring the reach and frequency of radio impressions will become more refined.

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## KVII-TV sale OK'd; KXYZ sale at FCC

A \$2-million transaction in which channel 7 KVII-TV Amarillo, Tex., is being bought by the Marsh family of Amarillo was approved by the FCC last week.

At the same time, an application for the transfer of KXYZ-AM-FM Houston to ABC was filed at the FCC for approval (CLOSED CIRCUIT, Jan. 8).

The Amarillo sale was by John B. Walton Jr., a group broadcaster, for \$1.5 million for the ABC-TV affiliated station, plus \$50,000 a year for 10 years as a consultant and for a covenant not to compete.

Transfer was to Marsh Media Ltd., 85% owned by Estelle Marsh, mother of Stanley, Tom F. and Estelle Marsh, each of whom owns 5%. The Marshes are in the oil, gas, banking and cattle business.

Mr. Walton continues to own KVII-AM-FM Amarillo, KVMM-TV Monahans, KPLP-TV El Paso, KCUL-AM-FM Fort Worth, all Texas; KAVE-TV Carlsbad and KVOD Albuquerque, both New Mexico, and KFIF Tuscon, Ariz.

The KXYZ-AM-FM sale is by Lester Kamin and associates; consideration is 20,000 shares of ABC stock, which closed last Thursday at 57½, making it a \$1,157,500 deal at present prices. The contract also provides that ABC will assume obligations not to exceed \$1.5 million. This will give ABC its full quota of seven radio stations.

In a balance sheet dated Nov. 30, 1967, the KXYZ stations are shown to have total assets of \$700,280, of which \$134,471 are total current assets. Current liabilities were listed at \$80,066; due parent company (Kxyz Inc., the licensee, is owned by Public Radio Corp.), \$446,635; and retained earnings, \$133,232.

Tangible property was listed at \$693,710 for original costs; \$273,109 after depreciation.

Kxyz is full time on 1320 kc with 5 kw; KXYZ-FM is on 96.5 mc with 100 kw.

## Mass. council urges CATV freeze

A freeze on the granting and implementation of CATV franchises in Massachusetts has been recommended by the consumer council, an agency of the state government, "because of the confusion close to chaos that now exists in many communities due to the

lack of appropriate legal safeguards." The recommendation is part of the council's interim report on CATV to the state legislature transmitted Jan. 24 and released last week.

The council also requested an extension of its CATV study to get opinions on certain legal questions from the state attorney general, and to draft its legislative recommendations, until April 17. The freeze would be in effect until then.

In general, the interim report recommends "government regulation of CATV by joint agreement between the state and the municipalities." The tenor of the council's public hearings, which involved mayors and selectmen of various towns, representatives of CATV and the All-Channel Television Society, a UHF group, and interested state legislators, favored state regulation of rates and terms of operation, with, as the interim report further suggests, "primary responsibility for the granting of any franchises resting with the municipalities."

**Fairness Problems** ■ Another possible area for legislative recommendation, called a "hot potato" by the selectmen of Weston, is "the offer of all [CATV] firms to provide service to local governments for transmission of public meetings and events. We believe the problems of control here are substantial. Questions of 'equal time' for proponents and opponents of local is-

ssues are raised. The entire gamut of regulatory problems facing the FCC could well be raised in the municipalities of the commonwealth."

According to the interim report, there are 28 municipalities in the state with operating CATV systems; 21 have issued permits where systems have not yet started construction, and three have systems under construction.

The Massachusetts consumer council is composed of eight public members and six ex-officio members and alternates, the state attorney general, chairman of the public-utilities commission, and the commissioners of banks, insurance, and labor and industries. Dermot P. O'Shea is executive secretary.

## UHF's seek relief from overlap carriage

Two Philadelphia UHF stations, faced with the prospect of a 24-channel CATV system in Levittown, Pa., carrying four New York City independent stations, have asked the FCC to set a hearing on that system's carriage proposals. WIBF-TV and WPHL-TV termed the CATV's operations as a "real, ominous, immediate and substantial" threat to UHF-audience fragmentation in Philadelphia.

The Levittown CATV is owned by Lower Bucks Cablevision Inc., which announced the start of construction of the \$1-million system last November (BROADCASTING, Nov. 6, 1967). Lower Bucks is principally owned by multiple-CATV-owner Philadelphia Community Antenna Television Co., a subsidiary of the *Philadelphia Bulletin*.

Among its 18 channels of initial program service Lower Bucks will carry four New York independents as well as eight local TV stations. Six other channels are reserved for local programming. The New York stations put a grade-B signal over the community, thus removing the CATV operation from the top-100-market rule that would have required a waiver from the commission.

And that's what concerns the complaining UHF's. The stations argue that since the New York stations are more than 60 miles from Levittown, "this case is a classic example of the need for a hearing to consider the impact of CATV carriage of signals that, while not technically distant under the rules, are distant in every practical sense." Levittown, they say, is an integral part of the Philadelphia market and should not be treated differently from other parts of the market with respect to carriage of the New York stations. The Lower Bucks carriage proposal, the



### Set for CBS-TV

Gordon Hayes (left), CBS-TV national manager of affiliate relations, and Dan Snyder, president of KRTV(TV) Great Falls, Mont., complete negotiations affiliating that station with the network, effective Feb. 16. KRTV replaces KFBB-TV, which becomes an affiliate of ABC-TV. KRTV also continues as the affiliate of NBC-TV in the Great Falls market.



stations said, should be set for hearing and consolidated with the next evidentiary hearing on CATV proposals in the Philadelphia market. (The commission currently has 29 other dockets involving proposals to bring in the New York stations to communities in the Philadelphia market.)

## Film complaint made issue in hearing

Six months ago Wometco Enterprises Inc. received conditional renewals for two of its outlets pending the result of a civil antitrust suit against it in a New York court (BROADCASTING, Aug. 7, 1967). Last week as a result of second-thoughts by the FCC, Wometco faces a possible hearing on those renewals—and a new issue in a comparative hearing in which it is engaged. The Wometco stations involved are WTVJ (TV) Miami, and WLOS-TV Asheville, N. C.

The commission enlarged the issues of a comparative hearing for channel 12 Jacksonville, Fla., to include a determination whether Florida-Georgia Television Co. has been used in conjunction with "anticompetitive activities" in the distribution of first-run motion pictures. Florida-Georgia is 45.5% owned by Wometco and has been operating WFGA-TV (ch. 12) Jacksonville, since 1957. It is one of four applicants for permanent operation of the facility as a result of commission action last July (BROADCASTING, July 10, 1967).

The commission action last week denied a petition by Florida-Georgia for review of a November 1967 review board decision that permitted Antwin Theaters Inc., an operator of a drive-in theater in the Miami area, to intervene and enlarge the scope of the television proceeding. Allegations made by Antwin against Wometco were pertinent both to the renewals and the comparative hearing, the commission indicated.

**Court Suit** ■ Antwin brought the New York suit against Wometco, alleging monopolistic and fraudulent practices were conducted by Wometco, through its ownership of theaters in Dade county (Miami) and throughout Florida, and ABC Inc.'s wholly owned subsidiary, Florida-State Theaters, by maintaining an alleged monopoly over the distribution of first-run motion pictures in that county (BROADCASTING, Nov. 7, 1966).

With regard to the Jacksonville hearing Antwin charged that Wometco used the film purchasing power of WFGA-TV as part of a conspiracy to prevent Antwin from gaining access to first-run



## Metromedia digs in

Los Angeles Mayor Samuel W. Yorty (left) and Richard L. Geismar, vice president and treasurer of Metromedia Inc. simultaneously transmit a television signal that activated an earth moving machine into scooping up the first ground for Metromedia West, a projected \$15-million communications-and-office-building complex in Hollywood. The ground-breaking ceremony was held on Jan. 23. All but two of Metromedia's diversified West Coast operations will be in the new facility (BROADCASTING, Oct. 9, 1967).

pictures.

The commission agreed that the Antwin allegations are "clearly relevant to Florida-Georgia's qualifications" as a licensee. But the commission also said that since Antwin's allegations must be heard in the Jacksonville hearing, "we are persuaded that the public interest would be best served by a prompt resolution . . . of the questions raised" regarding the Wometco renewals. The commission instructed its general counsel to seek a remand of that case so that the renewals could be designated for hearing. (Those Wometco renewals are still tied-up in the U.S. Court of Appeals in the District of Columbia. Antwin's appeal of the commission decision granting the conditional renewals is still pending.) The commission further said it would not now "call up" for renewal consideration Wometco's KVOS-TV Bellingham, Wash., and ABC's five owned-and-operated TV stations (as requested by Antwin in its original complaint), but would consider such renewals "in due course." This statement leaves open the option of the commission holding hearings on their renewal applications.

## H&B asks for new U; buys Lompoc AM

H&B American, one of the giants of the CATV industry with over 100,000 subscribers in 47 communities, applied last week for channel 16 in Dubuque, Iowa. The company also announced the purchase, subject to FCC approval, of KNEZ Lompoc, Calif., for \$120,000.

The TV application, the first entry of the Beverly Hills-based CATV firm into broadcasting, calls for 158 kw visual power from an antenna 680 feet above average terrain. It plans to spend \$335,000 on the TV facility. Already pending for the Dubuque UHF channel is an application from Winnebago Television Corp. (owned by group broadcaster H&E Balaban and Irwin and H. W. Dubinsky).

The purchase of the 500-w full-time station on 960 kc in Lompoc calls for H&B to pay \$120,000 for the facility, but with over \$100,000 going to pay off obligations of the present licensee.

H&B operates CATV systems both in Dubuque and in Lompoc.

For the fiscal year ended July 31, 1967, H&B reported total revenues of \$5.9 million, and net income after taxes of \$806,000 (31 cents a share).

In announcing the application and purchase, H&B said it was considering applying or buying other broadcast properties.

## Bill Henry enters closed-circuit TV

A former chairman of the FCC is in the television business—although it's on the periphery.

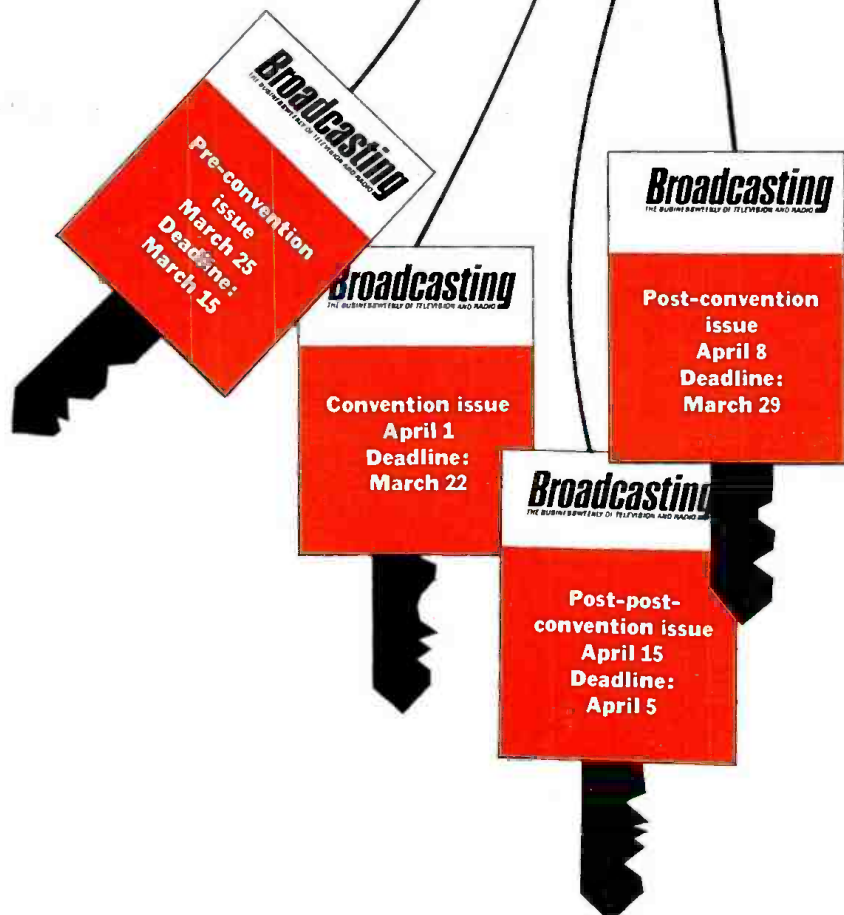


Mr. Henry

E. William Henry, FCC chairman from 1963 to 1966, last Thursday (Feb. 1) was elected chairman of the board and executive committee of Management Television Systems Inc., a New York-based closed-circuit TV

service. The firm, organized late last year, specializes in providing large-screen TV for stockholder, sales and other business meetings in single cities or through leased lines for multiple-city meetings. Mr. Henry is on an indefinite leave of absence from the Washington law firm of Arnold and

## Four keys to sales action at the NAB convention



The March 25 Pre-Convention issue is your key to convention sales to executives in management, programming, engineering, education and the creative field of local and network broadcasting. These potential buyers will read this issue thoroughly before they leave for Chicago. Features will include: TFE '68—a complete report on this year's film exhibits with emphasis on films available, number of episodes, whether or not in color, suite numbers, executives attending; companies not taking part in TFE '68 will also be listed in full; also complete convention agenda; problems facing convention and possible solutions; an outline of the engineering topics and speakers; rundown of equipment manufacturers; executives attending and what they'll be exhibiting and where. Advertising deadline: March 15.

The April 1 NAB convention number keys your advertising messages to 32,000 regular subscribers. An additional 3000 copies will be delivered to all suites, rooms and exhibitors. Features: A complete report on where to find everything at the convention including hospitality suites, NAB convention rooms and offices, brokers and representatives, research organizations, program services and others; BROADCASTING's final wrap-up report will contain all the problems facing radio and television at the time of the 1968 NAB convention. BROADCASTING's convention issue is always the most popular selling vehicle for advertisers who want to direct the delegates to their exhibit at the convention. It's your best point-of-sale medium in the business paper field. Advertising deadline: March 22.

The Post-Convention issue, April 8, is covered completely by BROADCASTING's 15 reporters. Since it is physically impossible for delegates to attend all meetings this issue does it for them. Additionally, for those who weren't there and want to know what transpired, this number gives them reports on network-affiliate meetings, FM, AMST, CATV, syndication programming, a general look at equipment exhibits, all NAB meetings, pictures of important speakers along with other convention sidebars. Unquestionably, the Post-Convention issue commands maximum readership among stations, networks, agencies, advertisers and the allied fields of the business of broadcasting. Advertising deadline: March 29.

April 15 is the Post-Post Convention issue, BROADCASTING's definite look at the new equipment shown at the 1968 NAB convention. There will be an analysis of the new color camera and accessories—complete with pictures, availabilities, where to order them. Also, reports on monochrome and color TV equipment, television, AM/FM transmitters, tape equipment, audio equipment, AM, FM and TV antenna systems and towers, radio and microwave equipment, CATV equipment. . . . in fact, all types of equipment used in radio, TV and CATV will be studied in this special issue. Of course, BROADCASTING will carry its regular complement of spot news which undoubtedly will include new developments ensuing from NAB meetings. Advertising deadline: April 5.

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# Fairness edict may carry over to '69

## RED LION TO WAIT IN SUPREME COURT UNTIL CHICAGO RULING

The battle against the FCC's fairness policy took a new turn last week when the U. S. Supreme Court decided it would be better to have both fairness cases before it in order to decide properly. In a brief and unexpected order last Monday (Jan. 30), the court ordered argument on the pending Red Lion case delayed until after the U. S. Court of Appeals for the Seventh Circuit rules on the appeals brought against the FCC's fairness rules by the Radio Television News Directors Association, CBS, NBC and others.

The highest court's move is expected

to have the effect of delaying a final decision on the two-decade-old fairness policy of the FCC until the end of this year, or early in 1969—well after the 1968 presidential campaign.

Although the RTNDA, CBS and NBC, as well as KING-AM-FM-TV Seattle, as intervenor, have filed briefs in the federal appeals court in Chicago (BROADCASTING, Nov. 27, 1966), the FCC was permitted to delay filing its brief pending the Supreme Court's ruling on several motions filed by the Seventh Circuit appellants—ranging from the suggestion that the court ac-

cept certiorari from the Chicago court before judgment to a request that the group be given permission to argue its case in the Red Lion argument as friends of the court (BROADCASTING, Dec. 29, 1966 et seq.).

With the Supreme Court's order last week, the FCC brief is now due the end of this month. Argument before a three-judge panel of the Seventh Circuit will take place, it's expected, by the end of April. Normally, a decision, would follow in May or June.

Since the Supreme Court has clearly indicated that it will favor a petition

## WCFL samples records at Monday breakfast

Records. How do you pick them, do it fairly and still keep it all under control?

One of a station's biggest headaches continues to be making up the weekly list of top records and auditioning the new entries. But it's a challenge that WCFL Chicago contends it has finally licked with its Monday-morning breakfast meeting with record representatives, a system it considers unique and a form

of collective open audition.

The WCFL system is now in its second year and based upon the acceptance of the record men themselves apparently has become an institution, according to Ken Draper, WCFL general manager and program director. All of the WCFL disk jockeys also participate in the breakfast audition, as do John Wellman, director of operations, and Maryan Weller, librarian.

Each Monday morning Miss Weller issues tickets numbered one to 10 to the record representatives on a first-come, first-served basis. The record men are the guests of WCFL for breakfast and they are given eight minutes each in turn to tell about their latest offerings. They may play their new disks, talk about them or otherwise promote during this period.

Each Monday session permits some 65 to 70 new releases to be played or discussed for the air personalities. On Tuesday a committee of the disk jockeys plus Mr. Wellman and Miss Weller vote "yes," "no" or "hold" as the selections are replayed. On Wednesday Miss Weller and her library staff canvass local record stores for the record-sales data while Mr. Wellman gathers the latest published list data and telephones key contacts in other markets from coast to coast to confirm reactions.

Armed with the disk-jockey votes and all the other sales and popularity information, Mr. Wellman on Thursday morning meets with Mr. Draper who makes the final decisions. The WCFL play list usually totals about 60 records a week. Mr. Draper adds an average of 10 to 12 titles at the Thursday meeting. The Tuesday committee vote usually has whittled the original 65 or 70 down to about 20 or 25.

Mr. Draper's only problem now: a growing crowd for Monday breakfast.



WCFL director of operations John Wellman (r) makes notes on latest

releases at Monday morning breakfast session.

for certiorari from the loser in the Seventh Circuit, the schedule before the Supreme Court justices would call for briefs and argument in the fall-winter session, with a final ruling contemplated toward the end of the year, or early next year.

**Agrees with Networks** ■ In announcing its solution last week, the Supreme Court apparently accepted the suggestion made by CBS and NBC in their filings on the Red Lion petition for certiorari. In those filings, both networks suggested that it might be best for the court to defer reviewing or hearing argument in the Red Lion case until the Chicago court ruled in their case (BROADCASTING, Oct. 16, 1967). When the court granted the Red Lion petition for review, it said nothing about the networks' suggestions; this was construed to mean that it had considered the idea and refused it.

**1964 Campaign** ■ The Red Lion case goes back to the 1964 presidential campaign when the Reverend Billy James Hargis in a sponsored program on WGB-AM-FM Red Lion, Pa., attacked Fred Cook, the author of an anti-Goldwater book. Mr. Cook demanded time to reply but refused to pay; he also refused to warrant that he was unable to afford the payment, as the stations asked him to in order to give him free time, and complained to the FCC. One year later, the commission told the WGB stations that under the commission's personal-attack policy broadcasters are required to provide time for reply, without regard to ability to pay. A federal appeals court in Washington upheld the FCC, and Red Lion's appeal to the Supreme Court followed. The court agreed to review the case last December.

Shortly after the Red Lion situation, the commission adopted as a rule the personal-attack, as well as the editorial-advocacy provisions of its fairness policy. This was appealed in the federal appeals court in Chicago by RTNDA, CBS and NBC. Briefs were filed by the appellants; the commission won a delay when the Seventh Circuit appellants maneuvered to become parties in the Red Lion case. Last week's Supreme Court order insures that this will take place.

## DGA to bargain separately

The Directors Guild of America has advised the Association of Motion Picture and Television Producers and its member companies that it no longer will bargain collectively with the association. Instead, the guild will bargain with each member company individually. The action was the result of a mandate voted by DGA membership last May. Current DGA agreements with AMPTP and members expire April 30.

# Chicago meet to cost more

## Networks faced with short set-up time for Democratic convention

Network news coverage of the Democratic National Convention this summer will be much more expensive than anyone anticipated.

News officials at all three networks say the break between the closing of the Chicago Housewares Show on July 19 and the opening of the Democratic convention on Aug. 26 will present a number of problems, the solution of which can only be made by extensive and expensive overtime. Both the housewares show and the convention are to be held at the Chicago Amphitheater.

Both the Democratic National Committee and housewares interests were apprised of the problem shortly after the Democrats announced their convention date. By then, however, contracts for the housewares shows were signed and apparently irrevocable.

The 38-day break between the two shows is less than half the 10-week lead-time the news departments at ABC, CBS and NBC feel is needed to properly prepare and "de-bug" the mounds of electronic gear and web of interconnections needed at the conventions. Engineers at all three networks say convention coverage is television's most complicated technical effort. Officials compare technical preparations to the establishment, from scratch, of a major broadcast center in New York.

**Miami to Chicago** ■ Compounding the difficulties surrounding preparations for the Democratic convention is the short three-week interval between that meeting and the Republican convention in Miami Beach, Fla., which ends Aug. 8. During the three-week break the networks will be trucking expensive and delicate equipment between the two cities. De-bugging operations will also be extensive at Chicago since, like the Republican meeting in Miami, it will be completely covered by all three networks in color.

Despite the problems presented by the short lead-time at Chicago, the networks said they will go on the air. "We'll do everything necessary and the technical quality of the coverage will not be compromised," said one engineer. He indicated that in previous years, technicians worked about 12 hours a day for 10 weeks preparing

electronic gear. "This time we'll just have to work 24 hours a day for five weeks," he said.

Whatever the cost at Chicago, the networks continued refining coverage plans. Last week's developments:

■ NBC News announced it will originate *The Huntley-Brinkley Report* from Manchester, N. H., on March 11 and 12. In addition, NBC-TV will present two special nighttime programs on March 12, with projections of the primary winners in that state. ABC-TV reportedly will extend at least one of its half-hour early-evening newscasts those nights to one hour. CBS-TV said it would present an hour special on the primary on March 12, 10 p.m. EST.

■ CBS News last week announced that Walter Cronkite will anchor a 25-man team of CBS reporters for coverage of the Republican and Democratic conventions. Working directly with Mr. Cronkite will be Eric Sevareid and Roger Mudd. ABC announced earlier that Howard K. Smith will anchor its convention coverage. NBC has not announced who will anchor its coverage, but few doubt it will be anyone other than Chet Huntley and David Brinkley.

## WMAR-TV plea for court access denied

A request by WMAR-TV Baltimore to film the verdict in a case involving a former U. S. congressman from Maryland was turned down by Chief Judge Roszel C. Thomsen of the U. S. District Court in Baltimore.

Former Democratic Representative Thomas Johnson was sentenced to six months imprisonment last week following his conviction on conflict-of-interest charges. The sentence was imposed by Judge R. Dorsey Watkins.

Earlier WMAR-TV had asked Judge Watkins to allow a sound-film camera in the courtroom to record the verdict.

D. P. Campbell, vice president and general manager of WMAR-TV, told the judge that the station believed it could record the verdict without demeaning the dignity of the court. He said the trial itself was over and that nothing done in the courtroom would or could alter the record or change the verdict. Because every Maryland citizen could not personally attend, he said, television provided the logical next-best means of allowing the people of Maryland to witness the event.

The matter was referred to Judge Thomsen, who said the filming could not be permitted. He did not elaborate further.

Mr. Johnson, found guilty and given a six-month jail sentence plus a \$5,000 fine after his first trial in 1962, won a new trial when a conspiracy count was thrown out.

## How to improve TV public-affairs shows

A group of commercial and non-commercial television producers and executives met with members of the academic community for a three-day conference on television and world affairs at Endicott House, a conference center in Dedham, Mass., over the Jan. 26-28 weekend.

There were at least two practical results of the deliberately abstract discussions: The conferees unanimously passed a resolution calling for President Johnson to name the remaining members of the Corp. for Public Broadcasting board of directors, and a pilot project was proposed in which National Educational Television public-affairs staff members would meet regularly with foreign-affairs specialists to discuss ways to improve programing.

The main thrust of the weekend, however, was toward what Elmer Lower, president of ABC News, called "a series of interesting discussions with some very intelligent gentlemen." William Kobin, NET programing vice president, seconded the thought: "It was the first such conference I've ever attended in which the academics weren't taking television to task for what, in their opin-

ion, it was doing wrong. Instead, the emphasis was positive. We discussed ways in which public-affairs programing, and in particular, programing on foreign affairs and the developing nations, might be improved."

The conference was initiated by Dr. Max Millikan, director of the Massachusetts Institute of Technology's Center for International Studies, and was co-sponsored by the World Peace Foundation, the Carnegie Endowment for International Peace and the Foreign Policy Association.

Among the broadcaster participants in addition to Messrs. Lower and Kobin, were Lester Cooper, ABC producer; Hartford Gunn, noncommercial WGBH-TV Boston; Fred Freed, NBC News producer; John Kiermaier, president of noncommercial WNDT(TV) Newark-New York, and Sig Mickelson of Time-Life Broadcasting.

### Flynn switches to WBKB-TV

Fahey Flynn, newscaster for nearly three decades with CBS-owned stations in Chicago including 15 years as top news personality on WBBM-TV in the 10 p.m. period, was signed Thursday by ABC-owned WBKB-TV Chicago to a new 10-year contract. "You could describe this as a million-dollar contract," ac-

cording to Richard O'Leary, ABC vice president and WBKB-TV general manager. Mr. Flynn also is president and chief owner of WCSR Hillsdale, Mich. At WBKB-TV he will be teamed in the 10 p.m. spot with Joel Daley.

## Stations sign up for 'Superteen' contest

Eight radio stations so far have agreed to locally sponsor a musical talent hunt, which eventually will be a network special on television. Top radio stations in major markets have been offered exclusive sponsorship of the pop-music talent search called "Superteen," which Robert E. Petersen Productions, Hollywood, is conducting. Winners of the talent hunt on a local level, selected by the radio stations, will compete in the "Superteen" hour special, which Singer Co. has announced it will sponsor on network television in August.

The local talent contests will start in May, when the radio stations participating in the event will audition teen-age performers and choose three local winners—a male singer, female singer and instrumental or vocal group. More than \$200,000 in prizes will be involved in the contests.

The radio stations are being lined up

## ABC names 32 features for next season

ABC-TV last week disclosed the titles of 32 motion pictures the network will schedule next season in the Sunday and Wednesday movie periods. All are of recent vintage.

Among the movies identified by the network are 10 from Paramount Pictures, 12 from Columbia Pictures, six from Twentieth Century-Fox and two each from Warner Brothers-Seven Arts and Embassy Pictures.

One of the features, "You're a Big Boy Now" (W7), with Geraldine Page, Elizabeth Hartman, Peter Kastner and Julie Harris, was showing on a first-run basis in New York City last week at the Gramercy theater.

The full list of 32 features films identified by the network follows:

Paramount Pictures: "The Carpetbaggers" (George Peppard, Carroll Baker, Alan Ladd); "Come Blow Your Horn" (Frank Sinatra, Jill St. John); "The Fall of the Roman Empire" (Sophia Loren, Stephen Boyd); "Is Paris Burning?" (John Wayne, Anthony Perkins, Yves Montand, Orson Welles); "Zulu" (Stan-

ley Baker); "Boeing Boeing" (Jerry Lewis).

Also from Paramount: "Circus World" (John Wayne, Rita Hayworth); "Assault on a Queen" (Frank Sinatra, Virna Lisi, Tony Franciosa); "The Sons of Katie Elder" (John Wayne, Dean Martin, Martha Hyer), and "Who's Got the Action?" (Dean Martin, Lana Turner).

Columbia Pictures: "Dr. Strange-love" (Peter Sellers, George C. Scott); "Lost Command" (Anthony Quinn, Claudia Cardinale, Alain Delon); "Suddenly Last Summer" (Elizabeth Taylor, Montgomery Clift, Katharine Hepburn); "The Heroes of Telemark" (Kirk Douglas, Richard Harris); "Alvarez Kelly" (William Holden, Richard Widmark); "The Rage" (Glenn Ford, Stella Stevens); "The Chase" (Marlon Brando, Jane Fonda); "Cat Ballou" (Lee Marvin, Jane Fonda); "The Trouble With Angels" (Rosalind Russell, Hayley Mills).

Also from Columbia: "Bunny Lake Is Missing" (Lawrence Olivier,

Carol Lynley); "The Nutty Professor" (Jerry Lewis), and "Dead Heat on a Merry-Go-Round" (James Coburn).

Twentieth Century-Fox: "High Wind in Jamaica" (James Coburn, Anthony Quinn); "Zorba the Greek" (Anthony Quinn, Alan Bates, Lila Kedrova); "John Goldfarb, Please Come Home" (Shirley MacLaine, Peter Ustinov, Richard Crenna); "Do Not Disturb" (Doris Day, Rod Taylor); "The Agony and the Ecstasy" (Charlton Heston, Rex Harrison), and "Those Magnificent Men in Their Flying Machines" (Stuart Whitman, Terry-Thomas, Gert Forbe).

Warner Bros.-Seven Arts "55 Days at Peking" (Charlton Heston, Ava Gardner, David Niven) and "You're a Big Boy Now" (Geraldine Page, Elizabeth Hartman, Peter Kastner, Julie Harris).

Embassy Pictures: "The Oscar" (Stephen Boyd, Elke Sommer, Milton Berle) and "The Sands of Kalahari" (Stuart Whitman, Susanna York, Stanley Baker).



by Robert L. Dellinger, vice president of Petersen Productions and "Super-teen" executive director. Those agreeing to local sponsorships of the talent hunt so far are: KIMN Denver, WKY Oklahoma City, WMPs Memphis, KNUZ Houston, KFJZ Fort Worth, WIBG Philadelphia, WAYS Charlotte, N.C., and WKDA Nashville.

## W7 offers package of 30 features

The release to syndication of 30 first-run off-network features by Warner Brothers-Seven Arts was announced last week by George Mitchell, vice president and general manager (CLOSED CIRCUIT, Dec. 11, 1967). It will be the first feature group to be marketed by the new television division of W7.

The group of films, which will be issued under the title of Volume 13, includes 22 pictures in color. Among the films are "Hemingway's Adventures of a Young Man," "A Distant Trumpet," "Ensign Pulver," "The Roman Spring of Mrs. Stone," "The Second Time Around," "PT 109," "Act One," "Days of Wine and Roses," "Ulysses" and "Youngblood Hawke."

## Republicans urge USIA to use network news

The Republican Coordinating Committee has adopted a seven-point proposal by the party's foreign-relations task force that calls for an enlarged role for the U.S. Information Agency and urges that the agency "concern itself more with dissemination than production."

The report notes that "news films of major TV networks are less suspect than government films," and added that "by making a conscious effort to stimulate the distribution of private materials abroad, our government would at once advance its information objectives and generate additional opportunities for U.S. business."

The committee also pointed to cuts that have been made in USIA's appropriations as evidence that the administration is "incapable of performing responsibly and imaginatively in this area. . . ."

## TV series sales . . .

*Suspense Theater* (MCA TV): KRON-TV San Francisco; KTTS-TV Springfield, Mo.; KGMB-TV Honolulu; KHOL-TV Kearney, Neb.; WBAL-TV Baltimore; KSTP-TV St. Paul-Minneapolis; WCIV-TV Charleston, S. C.; WSBK-TV Boston; KRGV-TV Weslaco, Tex.; WGAL-TV

Lancaster, Pa.; KAIT-TV Jonesboro, Ark.; WROC-TV Rochester, and WAST-TV Albany, both New York; WBRE-TV Wilkes-Barre, Pa.; KOA-TV Denver; KOAA-TV Pueblo, Colo.; KOAT-TV Albuquerque, N. M. and KCMO-TV Kansas City, Mo.

*McHale's Navy* (MCA TV): WMAZ-TV Macon and WALB-TV Albany, both Georgia; WXEX-TV Petersburg-Richmond, Va.; KAIT-TV Jonesboro, Ark., and KBAK-TV Bakersfield, Calif.

*Wagon Train* (MCA TV): WANE-TV

Fort Wayne, Ind.; WSIX-TV Nashville; WTOG-TV Savannah, Ga.; WDCA-TV Washington, and KAIT-TV Jonesboro, Ark.

*America!* (Sandy Frank Program Sales Inc.): WGHP-TV High Point-Greensboro-Winston Salem, N. C.

*Colonel Bleep* (Sandy Frank Program Sales Inc.): WAKR-TV Akron, Ohio.

*You Asked for It* (Sandy Frank Program Sales Inc.): WZZM-TV Grand Rapids, Mich.

## Who Belongs On Your "Top 20" Market List?



**WHO** RADIO *...that's who!*  
**DES MOINES**

### In POPULATION . . .

**we deliver the nation's 13TH MARKET!**

- 30,500 more people than Newark!
- 1½-million more people than "metro Des Moines"!

### OUR P.M.A. PROVES IT!

WHO's "Prime Market Area" (PMA) includes 79 Iowa counties surveyed in our latest 93-county area Pulse study. Whether it's people, food, drug, gasoline sales, etc.—our PMA statistics prove that WHO delivers the vast, rich Iowa market area that deserves to be on your "top 20" list. We're not just "metro Des Moines".

|                      | WHO P.M.A.* | Metro Des Moines |
|----------------------|-------------|------------------|
| POPULATION . . . . . | 1,911,000** | 280,400**        |



\*Sept.-Oct., 1966 93-County Area Pulse  
\*\*1967 "Survey of Buying Power"

**WHO** RADIO • Des Moines, Iowa  
1-A Clear Channel • 50,000 Watts •

# Programers' agenda set

TV program executives have full schedule for New Orleans meeting

Some 125-150 station program executives are expected in New Orleans Thursday and Friday (Feb. 8-9) for the annual convention of the National Association of Television Program Executives.

Highlights of the two-day session will be naming of NATPE's man of the year at the Thursday luncheon, and presentation of first annual program awards to nine stations at the Friday luncheon.

Before and after the luncheons the NATPE members will be sitting in on workshop sessions designed to help them program more creatively. Chairman of the convention is Sam Gifford, WHAS-TV Louisville, Ky.

The opening session on Thursday morning will be devoted to a 30-minute film produced by NATPE for showing at the 1967 National Association of Broadcasters fall conferences. The film illustrates local programs and promotions by six stations. Representatives from five of the stations will be on hand to explain how they came up with the ideas, what they cost and what community reaction was.

The moderator will be Herb Victor, WMAL-TV Washington. Participants will be: John Comas, WSJS-TV Winston-Salem, N. C.; Lew Klein, WFIL-TV Philadelphia; Mike Kievman, WLWT (TV) Cincinnati; Jack E. Shafer, KLZ-TV Denver and Keith Gunther, KSD-TV St. Louis.

Thursday afternoon Chuck Day, WHIO-TV Dayton, Ohio, will preside at a workshop session on exchanging ideas. NATPE member stations have been asked to send in tapes and films of programs, ID's, promotions to show other stations how these things might be done differently and possibly more professionally.

The Friday morning session will feature three panelists: Harry Morgan, a writer-producer of CBS News's *CBS Reports* series; Martin Hoade, producer-director of NBC's *Catholic Hour*, and Karl Genus, national vice president of the Directors Guild of America and a former director of such series as *Studio One* and *duPont Theater*.

Friday afternoon will be a general session primarily devoted to ways stations have handled riot coverage. George Paterson, WAVE-TV Louisville, Ky., will moderate the session, which

## The news is serious

A news bulletin flashed across the bottom of the screen during NBC-TV's *Rowan and Martin Laugh-In* Monday (Jan. 29): "Help! Help! I'm being held prisoner in the newsroom."

Very funny. Until police in several cities showed up at their local NBC affiliates to free the "prisoner." Seems some people take TV news very seriously.

According to an NBC spokesman, it is "very unlikely" that simulated news flashes will be used in entertainment programing again.

is designed to elicit from stations in cities that have had riots and civil disturbances how those events were covered, the reaction of the station personnel and the community. Also up for discussion will be how stations cover local elections.

William Carlisle, NAB vice president for television, will discuss tentative NAB plans to create a national TV programing seminar beginning in 1969 (BROADCASTING, Dec. 18, 1967). Such a seminar would be in addition to the film exhibits at NAB's annual convention.

## Program notes . . .

**Salute to St. Patrick** ■ WBC Program Sales reports that more than 40 TV stations have already bought *Merv Griffin's St. Patrick's Day Special*, which

was filmed in Ireland by WBC Productions. The one hour color program, in addition to Mr. Griffin, features appearances by John Wayne, Burl Ives, John Huston, Ella Logan, the Clancy Brothers and Tommy Makem.

**CBS Radio at Olympics** ■ CBS Radio said last week it would present daily results of the 1968 Winter Olympic games in a special series of 18 five-minute reports Feb. 5-18. Sportscaster Ron Reusch will be heard from Grenoble at 7:30-7:35 p.m. EST on weekdays; twice daily on weekends (1:35-1:40 p.m. and 4:35-4:40 p.m. EST).

**Competition entries** ■ The National Catholic Office for Radio and Television has selected two TV programs to represent the U. S. in the 11th annual television festival in Monte Carlo Feb. 19-25, sponsored by UNDA, the International Catholic Association for Radio and Television. The programs are *Road-signs on a Merry-go-Round*, produced by CBS News, and "A Small Statistic," from the *Insight* series produced by the Paulist Production Co. A series of religious commercials by the St. Francis Production Co. will also be entered in a special category.

**Second 'experiment'** ■ "The Hamster of Happiness," a new play by Charles Eastman, will be the second *NBC Experiment in Television* offering of the season on NBC-TV Sunday, Feb. 25 (3-4 p.m. EST). It stars Mildred Dunnock and Susan Tyrrell.

**Dramatic offering** ■ Theater-on-the-Go, Alexandria, Va., has made available the production of a new play, *Romola*, by Peter Kline and based on George Eliot's Renaissance novel of the same name. The tape, with appropriate nar-

## SG plans more daytime programs

Why is a major television producer and distributor such as Screen Gems Inc. involved in the production and syndication of *The Perfect Match*, a half-hour daytime game show that seems far afield of the company's slick and expensive prime-time output? The wraparound explanation would appear to lean heavily on professional business savvy that sees vitality in the first-run syndication market, senses a growing station demand for fresh daytime product, believes in the potential new business that UHF represents and foresees the evolution of daytime game shows as effective and economically efficient counterprograming to network prime-time movies.

*The Perfect Match*, which made its debut last September, is the initial on-air result of SG's move into the daytime and game production fields. This move was from a standing start some 15 months ago. It took almost a year for the company to get into the market with a salable product. *The Perfect Match* is now in nine markets: New York; Los Angeles; Boston; Dallas-Fort Worth; Houston; Buffalo and Albany, both New York; Springfield, Ohio, and Bristol, Va. It's distributed by Screen Gems Inc., New York, under Dan Goodman, vice president in charge of syndication sales.

Although a game show with romantic overtones in the tradition of

ration, is available at \$100 for the first airing and \$50 for a second airing by the same station. Theater-on-the-Go plans to continue to produce dramatic tapes for broadcast by radio stations. The current production and further information are available from Theater-on-the-Go, 6347 Hillcrest Place, Alexandria, Va. 22312.

**NET musical revue** ■ *NET Playhouse* will present its first musical revue, "Julius Monk's Plaza 9," premiering Friday, March 15, at 8:30 p.m. EST. The one-hour color special, starring Julius Monk, Mary Louise Wilson, Rex Robbins, Terry O'Mara, Liz Sheridan and Alex Wipf, will be taped at the Plaza hotel in New York.

**Country sound** ■ Jan. 15 marked "The countryopolitan sound of Cleveland" on WCJW(FM) (formerly WJW-FM). Before the switch to country music, WCJW-FM had been programing pop concert and classical music for more than two years. The new format, programed and produced by Charles Renwick, will be presented as "The Countryopolitan Countdown," featuring the top-50 country-music singles each week, selections from top country albums, best sellers and performances by popular artists. WCJW is a Storer Broadcasting Co. station. It's sister station, WJW Cleveland, will not be affected by the changeover.

**Space reporters fete** ■ Newsmen, including radio-TV, who have covered activities at Cape Kennedy will meet at an annual reunion in Cocoa Beach, Fla. on March 14. The group, known as the Missile, Space and Range Pioneers, will attend a banquet that evening. Inquiries should be addressed: Pioneers, Box 1000, Cocoa Beach, Fla.

## He won't pre-empt self

Bill Cosby has been given a last-minute reprieve from the performer's fate that's worse than death: His NBC-TV hour special on March 18 was going to pre-empt his own *I Spy* series. But after meetings between the Campbell, Silver, Cosby Corp., producer of the special, and NBC-TV programing officials in New York, it was decided to give viewers a Cosby doubleheader instead. Now the Cosby special will pre-empt *The Rowan and Martin Laugh-In* from 8-9 p.m., to be followed an hour later by *I Spy*.

**Folk-rock hour** ■ *Broadside*, a one-hour folk-rock radio show, is being prepared for April syndication by Gerry Wilkinson Productions, Philadelphia. The 13-program package will feature Philadelphia radio personality Ed Sciaky.

**Health series** ■ *Consultation*, a new public-service TV series dealing with health and health problems is being offered by the University of Illinois Medical Center in Chicago. The continuous series is divided into 30-minute segments and is available to all stations free of charge. Directed at a lay audience, the series covers a wide range of health problems. Further information may be obtained from the University of Illinois at the Medical Center, Public Information, P.O. Box 6998, Chicago 60680.

shows such as *Blind Date*, *The Perfect Match* tries to reflect two of today's significant happenings—the computerized society and the youth revolution. Prospective contestants, all in the 18-to-34 age bracket, fill out computer data cards that are sent to Computer Match, a San Francisco-based computer company, where they are processed to determine which prospective female contestants are "perfect matches" for which prospective male contestants on the show.

A daily daytime series, *The Perfect Match* is produced at KTLA(TV) Los Angeles with Dick Enberg, KTLA's sports director, as host. Harry Koplin, whose experience with game

shows goes back to radio days and who helped develop the show, is executive producer.

What has happened so far may be only the beginning of what Screen Gems comes up with in the game, daytime and live or tape areas. It has several projects in the development stage.

Screen Gems also has a coproduction deal that may see Jack Benny returning to nighttime network TV in a somewhat different show. The deal is with Mr. Benny's Jac Productions and it could result in a program for the 1968-69 season.

SG also has coproductions with Ralph Edwards pending. They would be for nighttime presentation.

# Friendly voice from the Hill

Senator Allott plans

legislation to revise

fairness doctrine

Senator Gordon Allott (R-Colo.), who is on record as a supporter of legislation to repeal the fairness doctrine, has indicated he intends to take the matter a step further. He hopes to draft, and submit legislation to eliminate a doctrine that he calls "unfair, unworkable and impossible to administer."

The senator, in a speech delivered before a convention of the Colorado Broadcasters Association on Jan. 26, urged broadcasters to deal with charges of overcommercialism and show a spirit of accommodation toward other spectrum users so as to present a better front in battles sure to come on wide-scale revision of the nation's basic communications laws.

In his speech, he cited the extension of the fairness doctrine to cigarette advertising as an example of the rule's "absurdity."

Last week he told BROADCASTING that he hoped to offer "some kind of a bill," broader than simple repeal of Section 315 of the Communications Act (the equal-time provision that, as amended in 1959, provides the only statutory reference to the fairness doctrine). The Senator wants to "backtrack on some of the interpretations" that have been placed on the doctrine, such as its extension to product advertising.

**Position On Hill** ■ Senator Allott is ranking minority member of the Senate Appropriations Subcommittee that passes on the FCC's budget and as such, is in a position senior enough to exert above-average influence on broadcasting legislation.

The senator, in his Colorado speech, told broadcasters that the industry's promises to focus on problems of overcommercialization had helped in the past to fight off forces that wished to impose reforms, but "failure to comply with your promise of self-regulation will make the next attempt to regulate your commercial activity very difficult, indeed, to defeat."

He also indicated that if the industry was "willing to give a little in order that questions surrounding the land-mobile problem may be resolved" such accommodation may help forestall moves that are afoot to establish a superagency of telecommunications with arbitrary authority over the spectrum.

The senator further warned of an



## FCC mans its election defenses

The FCC has girded itself for what it expects will be a record number of letters, telegrams and telephone calls on fairness-doctrine and political-broadcasting problems in this election year. In a public notice issued last week the commission said that members of its complaints and compliance division "during periods of election activity" would be available around-the-clock to provide immediate response to inquiries and complaints. The commission recommended that persons with political broadcast of fairness complaints follow the procedures set out in its "Political Broadcast Primer." Copies

of that primer as well as one on fairness and a codification of the personal attack rules are available from the commission.

The commission also said it will distribute to all licensees a questionnaire regarding political broadcasting activities during 1968. The information requested includes a listing of charges for broadcast time, amount of paid and sustaining time, number of political announcements and a report on editorializing for or against candidates. The commission said the information will be compiled for eventual release as a special report on political broadcasting.

impending attempt to assert for the office of President emergency powers over the nation's communications facilities, including broadcasting stations—a power now only granted the President in wartime. (BROADCASTING, Jan. 29).

## Minority groups drop in TV appearances

The percentage of Negro, Puerto Rican, Oriental and Indian performers seen on television during a given viewing period has declined in most types of programs since 1964, according to the results of a survey released last week.

The survey was conducted by the Joint Equality Committee, with 73 volunteers monitoring New York television channels 2, 4 and 7 (network-owned stations) from 8 a.m. to midnight Nov. 20 to Dec. 10, 1967, and channels 5, 9 and 11 (nonnetwork stations) in that city less frequently. A comparison was made by the committee, consisting of local representatives of the Screen Actors Guild, the Writers Guild of America, the Directors Guild of America and the American Federation of Television and Radio Artists, with a survey of this type conducted by the New York Society for Ethical Culture in 1964.

The comparison shows, the committee said, that the use of these minority groups in TV programming has declined except on variety shows. Of the 843 units (half-hour segments) monitored in 1967, 201 used at least one person representing minorities, which was said to be 24% of all viewing segments and a decline from the 28% figure reported in 1964.

## Stanford fellowships open to newsmen

Stanford University last week issued a reminder that it is offering journalism fellowships annually to newspapermen and news broadcasters from the U.S. and Canada. Between 20 and 30 newsmen each year receive these fellowships, which are intended to keep them abreast

### Fairness date set

March 5 and 6 have been set as the dates for the House Investigations Subcommittee's panel-format hearing on the fairness doctrine, and a working newsmen has been added to the panelists already chosen to participate (BROADCASTING, Jan. 29).

The newsmen, Jay Crouse, is president of the Radio Television News Directors Association and news director of WHAS-AM-FM-TV Louisville Ky. Other working newsmen are expected to be invited, committee staff members said.

It was indicated that this week the other participants for the two-day, four-session hearing may be announced, but a delay was cautioned because of the committee's desire, as a courtesy, to confer on the choice of panelists with Roscoe Barrow, who has been named moderator of the panel discussions. Still being selected at week's end were representatives of the advertising industry and advertisers.

of complex world situations.

The fellowships, established with a Ford Foundation grant, offer study in any field except journalism. Fellows may study up to nine months.

Full-time newsmen with at least three years experience in radio-TV, newspapers and magazines, 25-40 years old, can apply for the fellowships. Media groups are invited to nominate applicants. For further information write Professional Journalism Fellowships, Cypress Hall, Stanford University, Stanford, Calif. 94305.

## Million-dollar budget for religious programs

In 1967, *Herald of Truth*, a weekly radio and television religious program heard on radio stations in 46 states and seen on about 150 television stations, spent \$1,191,036. After 16 years, the radio version was to move to NBC Radio Sunday (Feb. 4). *Truth*, which features John Allen Chalk as its spokesman, is to be aired Sundays at 8:30 a.m. in each time zone.

The programs' 1967 budget was expended as follows: \$271,058 for radio time and production, \$470,911 for television time and production, \$50,760 for follow-up to handle responses to the programs, \$116,968 for program promotion and advancement, \$61,201 for administrative salaries and expenses, \$52,670 for general and administrative expenses, \$15,000 for data processing, and \$152,468 for support solicitation.

Mr. Chalk is also featured on the television series. Both programs are produced by the Highland Church of Christ, Abilene, Tex.

In moving to NBC Radio, Mr. Chalk says, *Truth* will place greater emphasis on contemporary problems, such as divorce, student uprisings, drug addiction, crime, violence and racial strife.

## FCC approves pact between TV and CATV

An agreement designed to resolve differences between a CATV system and a television station doesn't automatically provide a reason for the FCC to drop proceedings against the system. The commission must examine the agreement first.

This has emerged in a commission order granting a joint petition of Bettervision Systems Inc. and WBOY-TV Clarksburg, W. Va., to hold in abeyance show-cause proceedings against the cable company.

The commission on Dec. 7, 1967, directed Bettervision to show cause why it shouldn't be directed to stop violating

the rule requiring it to afford program exclusivity to WBOY-TV on systems in Shinnston and Buckhannon, both West Virginia. Subsequently the cable company and the station said they had reached a mutually satisfactory agreement on their dispute and that no issues remained to be resolved in a hearing.

The commission, however, directed the parties to submit the agreement, and authorized the Broadcast Bureau to file comments on it.

"We believe that the agreement executed by the parties must be filed with the commission before a determination may be made as to whether dismissal of the show-cause order would be in the public interest," the commission said.

The agreement provides that simultaneous nonduplication protection will be provided WBOY-TV on the Shinnston system by Sept. 4 and on the Buckhannon system by March 4; and that WBOY-TV will withdraw its request for exclusivity on those systems until the specified dates.

## Alcoa signs Laureate for one-hour special

Laureate Productions will develop "The American Dream," a one-hour dramatic-documentary special for the Aluminum Co. of America, it was announced last week by B. B. Randolph, manager of television, radio and motion pictures for Alcoa, and Stephen Gallati, president of Laureate.

Alcoa is participating in the development of the first program in a series of "American Dream" specials, which will be included among a group of TV programs projected for network showing by Alcoa in 1968-69 under the umbrella title of *The Worlds of Alcoa*. Several programs are planned by Laureate in "The American Dream" portion of the series. In these programs the story of a real-life American will be told in both dramatic and documentary terms. George Lefferts, production head of Laureate, is developing the project for Alcoa.

## Soviet space special on NBC

Various facets of the U.S.S.R.'s space program will be shown in a one-hour NBC News color special on March 1 (10-11 p.m.), it was announced last week. A network spokesman said that most of what is shown in the film has never been seen publicly, not even in the Soviet Union. According to George Vicas, head of European production unit, Paris, who produced and directed the program, NBC News was permitted to go into high-security areas heretofore

## 'As we were about to say last week ...'

The House Republican Policy Committee has challenged the Democrats for presidential campaign debates on television and is urging suspension of Section 315 for the offices of President and Vice President. The challenge was to have been hurled on the Republicans' rebuttal to the State of the Union message carried by CBS on Jan. 23,

but time ran out before the idea could be broached on the air. To support the Republican proposition, Representative James Broyhill (R-N. C.), ranking Republican on the Communications Subcommittee, submitted a joint resolution (H.J. Res. 1024) that would permit the debates without engendering equal-time demands from minor candidates.

closed not only to foreigners but to Soviet TV crews as well. NBC News correspondent Kenneth Bernstein serves as reporter on the special.

## Yarnell to head new TV production firm

The establishment of HGF Enterprises, New York, by David Yarnell, executive producer for RKO Productions and RKO Pictures Co., was announced last week. Mr. Yarnell's resignation from RKO will take effect in

about three weeks following completion of production work on a TV special for RKO Pictures.

HGF Enterprises, with Mr. Yarnell as president, will be located at 415 East 54th Street, New York. Telephone is 688-2400. Its first project will be a one-hour special, *Buddy Hackett's Brooklyn*, and, according to Mr. Yarnell, other specials are in the planning stages. Production of features and series also are contemplated by HGF. He added that H/G Productions, New York, a TV-commercials company, has an interest in HGF and its facilities and staff will be utilized by HGF.

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## Philbrick continues to fight Communism

Herbert A. Philbrick, who was once the subject of a syndicated television show, has returned to television. The former "Communist spy for the FBI" during the late 1940's, whose bestselling book "I Led Three Lives" eventually reached both movie and TV audiences, has made several recent TV appearances in his capacity as national chairman of the U. S. Anti-Communist Congress Inc. in Washington.

The congress, in promotional material, terms itself a responsible anti-communist movement whose purpose is to combat "the Communist leadership

which is back of most of today's extremist attacks on American government." The congress proposes, among other courses of action, to demand equal time on TV "to oppose the near monopoly that the 'new-left' extremists have in all news media."

Mr. Philbrick said in Washington last week that some TV stations apparently have a "difficult time getting people on [the air] who are right-of-center." He cited several examples where Washington stations on their talk shows permitted a congress representative to present the group's views as a follow-up to what the congress considered a "more radical" presentation. Mr. Philbrick noted that based on his own experiences "many television stations seem more than interested in getting a nonradical approach to things."

## Radio series sales . . .

*The Joe Pyne Show* (Hartwest Productions Inc.): CHML Hamilton, Ont.; WTIF Tifton, Ga.; KOYL Odessa, Tex.; WFAI Fayetteville, N. C.; WGTM Wilson, N. C.; CHNS Halifax, N. S.; WSEO (FM) Kalamazoo, Mich.; WTBK Troy, Ala.

*The Barry Gray Show* (Hartwest Productions Inc.): KID Idaho Falls, Idaho.

*Dex Card Survey Show* (Noyes, Moran & Co.): WLPO LaSalle, Ill.; KCIL Washington, Iowa; WBEL Beloit, and WHBL Sheboygan, both Wisconsin.

*Bird Watching Society* (A.R.B. Productions Inc.): WRNL Richmond, Va.; WBUD Trenton, N. J., WCRO Johnstown, Pa., and WTSB Brattleboro, Vt.

## EQUIPMENT & ENGINEERING

### X-ray hearing gets little information

Preliminary results from the U. S. Public Health Service's check on X-radiation levels of color-TV sets owned by Washington-area PHS employees proved to be very preliminary indeed last week. Called before Representative Paul Rogers (D-Fla.) and members of the House Public Health Subcommittee, James G. Terrill Jr. of PHS's National Center for Radiological Health, although pressed for details, would only say that excessive X-radiation had been found to be "not limited

to the sets of one manufacturer."

Mr. Rogers, who served as chairman during the question-and-answer session held Thursday (Feb. 1), and has been active in urging early release of the PHS findings, managed to get some specific brand names and radiation readings into the record by introducing the most recent report of the Pinellas county, Fla., health department.

Mr. Rogers did get Mr. Terrill to say that more detailed data might be expected from PHS in four weeks. But when he asked if names would be named, Mr. Terrill demurred, saying that the sample was not statistically representative of sets in use nationally and that the limited numbers of many models in the sample would not yield

statistically significant data. In the light of these caveats, he said, naming brands could be unfair to set makers.

But Mr. Terrill said he felt that the project "has already been successful, at least to my own satisfaction, in determining that the problem of television-receiver X-radiation is one with which all television manufacturers should concern themselves."

**Methodology** ■ As has become usual in congressional X-ray investigations, members at last week's hearing spent considerable time examining the problem of radiation-measurement methodology, expressing an interest probably stimulated by the fact that industry and PHS technicians usually rely on different instruments and techniques,

## Most emergency broadcast receivers flub in first test

Work toward developing for use in emergencies a radio and TV receiver circuit that would respond to a special tone even when the receiver was off has been at a standstill, following the completion of a two-week equipment test of prototype receivers in Washington. The problem: About 20 of the 32 AM-FM receivers used for daily reporting of the system failed to respond to the alarm tones.

Glum staff members of the FCC's Emergency Broadcast Service Division believe that the contact points on the resonant-reed relay—the element that triggers the receiver when the special tone is broadcast—has oxidized and is not passing current. The problem is being studied by Zenith Radio Co., which made proto-

type sets and its component supplier.

The tests on the broadcast alerting system (BROADCASTING, Oct. 23, 1967) began Jan. 2 and were completed Jan. 15. In addition to the 32 sets used for the test, another 50 are in commissioner's offices, EBS staffers' offices, the FCC laboratory and with consulting and station engineers in the metropolitan Washington area.

Four sets in the New York City area functioned perfectly, an EBS engineer reported.

**No False Signals** ■ All the test receivers, including the four in New York, were tuned to WTOP-AM-FM Washington which, twice a day, broadcast the twin-tone, audible signal composed of a combination of 853 cps and 960 cps for a total of

22 seconds each time. Receivers reproduced this alarm-clock buzz after it continued for between eight and 12 seconds. The delay was built into the circuit to overcome false triggering of the receiver by a similar tone that might result from a musical passage or other audio sources. No false responses were reported for any of the sets under test.

The development of a radio and TV alarm system was undertaken in 1963 by a special group of the National Industry Advisory Committee, in conjunction with the Office of Civil Defense. The developmental work and the production of the prototype receivers (300 AM-FM sets, 30 tone generators and 50 TV receivers) is estimated to have cost OCD over \$100,000.



and urging that some standard method be adopted. Mr. Terrill said a conference with industry representatives looking to a resolution of differences in technique was being planned for March.

The Pinellas county report gave set-by-set data on 110 color receivers. About 16% of the sample was found to exceed the industry standard (0.5 milliroentgens per hour at a distance of 5 centimeters from any surface of a receiver). A General Electric set led the list with a reading of 180 mr/hr, a figure that was reduced to normal background levels when the high-voltage rectifier tube was replaced.

(The previous Pinellas county test, made in conjunction with the PHS, was to test the effectiveness of GE's shunt-regulator tube-replacement program, designed to correct the radiation hazard that set off the flurry of TV-set X-ray investigations when some 100,000 sets were found last year to be exceeding specifications. The Pinellas survey found that GE's correction program was providing a satisfactory solution to shunt-regulator radiation problems.)

An Admiral receiver in the Pinellas sample also scored more than 100 mr/hr. It was corrected with a different tube.

## Staggers enters bill to curb interference

It promises to be a big year in Congress for pollution remedies—air and water pollution—so why not a spectrum-pollution bill? That's the nickname being given this year to legislation long sought by the FCC that would give the agency the power to regulate the manufacture or import and sale of devices that can cause interference to radio and television reception.

And last week House Commerce Committee Chairman Harley O. Staggers (D-W. Va.) introduced such a bill (a companion to measures already placed in the hopper by Representative John Dingell [D-Mich.] and Senate Commerce Committee Chairman Warren Magnuson [D-Wash.]). Chairman Staggers then went one step further—he scheduled a hearing this week on the measure, indicating that this might be the year the FCC proposal finally becomes law.

The Staggers bill (H.R. 14910) enables the commission to make "reasonable regulations" affecting the manufacture, sale or use of devices with a potential for disrupting communications.

The hearing, set for Tuesday (Feb.

6) before the Communications Subcommittee, will be under Torbert MacDonald (D-Mass.), subcommittee chairman.

Mr. Staggers said the hearing signaled the start of an attempt by the committee "to clean up a lot of long-pending matters," some of which have been on the agenda for years.

## Technical topics . . .

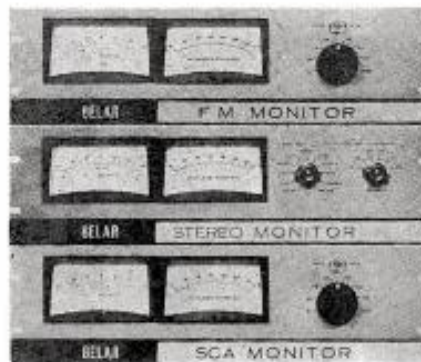
**Closed circuit color** ■ RCA Broadcast and Communications Products Division will market IVC-800 closed circuit color TV tape recorders under an agreement with the devices' manufacturer, International Video Corp., Mountain View, Calif. Compact recorder will be used in RCA closed-circuit systems and will be priced at \$4,200 for color operation and \$3,800 for monochrome use.

**Video switcher** ■ A solid-state video switching system with optional automatic features has been designed by The Grass Valley Group Inc., Grass Valley, Calif. The system, designed to reduce operator fallibilities, provides for logical circuitry to automatically process the signal once a source is selected. Such options as mixers, special effects and color keying also may be incorporated into the system.

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## KATZ plan aims for busy and cool summer

Actions to lower the summer's high-pressure areas are being taken by KATZ St. Louis. The first stage of the station's plan is to reach the city's teen-agers to tell them to "cool it" by getting summer jobs. To aid them in finding employment, the station, working with the Missouri State Employment Service and the Federal Civil Service Commission, produced a Summer Job Caravan.

Presenting special programs to students at St. Louis high schools, the caravan offers instructions on preparations for job interviews, areas in which they can expect part-time employment and the pay they will receive for their labor. In addition, each student was given a summer-job kit containing more detailed information.

The second stage of KATZ's plan is to find openings for the teen-agers. Area businessmen, including the station's cli-

ents, are being solicited to expand opportunities for summer jobs. The station is also offering prizes to youths who create their own jobs or form new service businesses.

The final stage of the plan is to convince teen-agers to return to school in the fall to further their education instead of dropping out for unskilled jobs.

## BPA to expand its member services

Several programs will be undertaken this year by the Broadcasters Promotion Association to improve its member service, according to an announcement last week by its board of directors.

The projects include broadening the scope of BPA's *Big Ideas* monthly magazine; extending its advisory service and industry group liaison; launching of an in-depth study of the duties and responsibilities of promotion managers and the organization of their depart-

ments.

In addition, BPA has a study underway of the feasibility of internships for college students, and is continuing work on a textbook on broadcast promotion.

## Drumbeats . . .

**Corny contest for charity** ■ WIBG Philadelphia, in conjunction with Cornhuskers lotion, recently sponsored a corny joke contest and the winners are still smiling. The listener who sent in the best joke won for himself and his favorite charity a Muntz color TV console and Parker games. The charity, the Methodist Home for Children, also won a fully decorated Christmas tree to put their new presents under.

**Top billing** ■ WBTV(TV) Charlotte, N.C., awarded a \$1,000 bill to Phil Ganz, assistant media director of Sullivan, Stauffer, Colwell & Bayles, New York, as the winner in their contest to name the top 25 shows in the Charlotte market. Mr. Ganz won the grand prize by naming 22 out of 25 correctly.

## INTERNATIONAL

### Japan becoming top TV nation

Television-set saturation in Japan is approaching the U. S. level and set usage there during most of the day far exceeds the levels here.

Between 8 a.m. and 9 a.m., for example, when 12.9% of U. S. homes are watching, the comparable figure in the Tokyo area is 52.2%—a figure surpassed in the U. S. only in the hours between 7 p.m. and 11 p.m. And in Tokyo's prime time the level goes to 80.4% between 7 p.m. and 8 p.m. (as against 57.1% in the U. S.), reaches 81.8% at 8-9 p.m. (63% in the U. S.) and is 69.9% at 9-10 p.m. (62.9% in the U. S.).

These and other figures on Japanese viewing habits are reported in the winter edition of A. C. Nielsen Co.'s *Newsweek* released last week. The report places TV ownership at 6.2-million homes (94.2%) in the Tokyo-service area and at 2.8-million homes (92.9%) in the Osaka area, indicating that "national TV ownership is rapidly approaching the U. S. 94% level.

"No one today questions that television has become Japan's most powerful advertising medium," the report asserts.

It finds pronounced differences between viewing tastes in Tokyo and those in Osaka, however, with Tokyo

viewers preferring "rather sophisticated fare, with a heavy emphasis on news shows [and] on serious drama" while Osakans "seem to prefer entertainment, comedy and participation programs."

**Push to Color** ■ There are fewer U. S. programs among the top-rated shows on Japanese Television now than there were a few years ago, according to *Newsweek*, but the programs that are bought are all in color and this "is playing a big role in the development of color broadcasting" in Japan.

In set-usage comparisons for two weeks last November, the percentage of homes using TV in the U. S. was higher than in Tokyo in only five of the hours between 6 a.m. and midnight. Three of these were in late morning and mid-afternoon; the other two were between 10 p.m. and midnight.

The drop-off in Tokyo viewing after 10 p.m. is sharp. Homes using television fall from 69.9% at 9-10 p.m. to 50.8% at 10-11 p.m. (compared with 54% in the U. S.) and down to 21% at 11-midnight (33.8% in the U. S.).

The *Newsweek* report credited the 49%-52% viewing levels between 7 a.m. and 9 a.m. largely to news programs presented in those hours. But why the sharp fall-off after 10 o'clock at night? A U. S. official thought he might have the answer: "Man, they've got to get to bed so they can get up early and start watching television again."

### Ad critics called know nothings

Critics of British advertising came in for some heavy static last week from Archie Graham, head of advertising control, Independent Television Authority. Mr. Graham, who was addressing the Society of Members of the Advertising Association in London, said: "The economic future of Britain must depend not only on efficient production, but on the hard-selling and persuasive advertising of British industry in all the markets of the world."

Pointing out that advertising standards in all media had advanced with the statutory control exercised by the authority in advertising, Mr. Graham added, that because of the Television Act of 1964, "we now have a situation in which the ITA—a public board—is one of the country's instruments of consumer protection, and possibly the most directly powerful one at that."

Mr. Graham was of the opinion that British advertising standards were the highest in the English-speaking world, and that the advertising business in Britain had developed a highly effective method of self discipline.

For this reason, he said, it was high time that "critics and publicists gave British advertising the credit it deserved" in relation to standards elsewhere. Standards in Britain, he stressed,

"will continue to improve and we have all the means—and the will—to see that they do. We will not knock the guts out of British advertising under pressure from academic theorists who do not know what it's all about."

## Abroad in brief . . .

**Mexican network buys** ■ Television Independiente de Mexico, a new television network, has appointed Charles Michelson Inc., New York, as program purchasing representative. Michelson reportedly will have a fund of over \$1 million to spend during the next six months, in addition to the purchase of the *Superman* and *Charlie Chaplin* series already made.

**Yorkshire gets tapes systems** ■ The purchase by Yorkshire Television Ltd. of Britain of \$650,000 worth of RCA color television tape systems has been announced by the RCA Broadcast and Communications Products Division. The equipment, consisting of seven high-band color tape systems, will be installed in Yorkshire's new all-color studio center in Leeds. Yorkshire is one of Britain's new program contractors, appointed by the Independent Television Authority in that country.

**NBA in Mexico** ■ The National Basketball Association's *Game of the Week* series has been bought by Telesistema Mexicano, with headquarters in Mexico City, according to Gil Cohen, vice pres-

ident foreign sales, ABC Films, which syndicates telecasts. The games are being fed "live" each Sunday to the Mexican network.

## U.S., Mexico extend pact

A protocol between the U.S. and Mexico extending the life of an interim agreement on the two nations' use of the AM band has been sent to the Senate for ratification. The agreement was renegotiated in December 1967, shortly before the expiration of an existing protocol extending an earlier treaty. Talks have been underway for several years on the full treaty revision (BROADCASTING, Jan. 15).

## FINANCIAL REPORTS

### Interpublic offers stock for aid

Interpublic Group of Companies, New York, last week confirmed reports that it is negotiating to sell about 30% interest in its business in exchange for financial help.

Interpublic officials confirmed that, although details have not been settled, the corporation is dickering with various financial institutions in an effort to solve current financial difficulties. Potential investors reportedly are asking Interpublic directors for a 30% interest in the company in exchange for the financing needed to keep the sprawling company in operation.

Interpublic spokesmen say the company must raise \$5 million in permanent capital; renegotiate about \$5 million in current bank debts; and completely isolate Interpublic founder Marion Harper from the company's activities. Mr. Harper late last year was succeeded by Robert E. Healy as chief executive officer of Interpublic (BROADCASTING, Nov. 27, 1967) in the midst of widespread reports that the corporation was in financial trouble.

**Big Cut Back** ■ Since then, Interpublic has confirmed that it has dismissed several hundred employees, cut back some of its operations, and, most pointedly, lost \$3-million on gross billings of \$720 million in 1967.

The upheaval in the agency complex and measures taken to cut back some apparently profitless activities are described in the February issue of *Television Magazine*.

In another article in the current issue of *Fortune* it is reported that profits from the major Interpublic agencies have been used to keep nonproductive activities of the company afloat in the

past 18 months or so. These are McCann-Erickson, Jack Tinker & Partners, Marschalk Co. and Erwin Wasey.

These reports were confirmed by Interpublic officials.

According to the *Fortune* article, Mr. Harper was deposed as the effective operating head in what was described as an office "coup d'etat" engineered by Mr. Healy, William Taggart, Carl Spielvogel, Donald McNamara, David Williams and Frank Sherer, all Interpublic directors.

Recent reports indicate that possible financial aid is contingent upon a cancellation of Mr. Harper's contract with Interpublic. His contract, according to reports, calls for a salary of \$250,000 a year, rising each year, until 1985. Bankers, among them the most prestigious names on Wall Street, reportedly are demanding that Interpublic sever all its relations with Mr. Harper.

### MGM-Teleprompter end merger talks

Discussions between Metro-Goldwyn-Mayer Inc. and Teleprompter Corp. on a possible merger of the two companies were broken off last week. Negotiations had been going on for nearly a year, though at one period officials of both companies discounted reports of a marriage.

The announcement of a discontinuance of talks was made by MGM President Robert H. O'Brien and Irving Kahn, Teleprompter's chairman.

Only last month, Mr. O'Brien had revealed during MGM's annual stockholders meeting that talks between the companies were continuing (BROADCASTING, Dec. 18, 1967). Earlier, sources close to both MGM and Teleprompter had denied the possibility of

the merger. A marriage would have brought together a major motion-picture studio and one of the largest CATV-system owners.

MGM's revenues were more than \$226.8 million and net income totaled over \$14 million in the year ended Aug. 31, 1967. In its most recent financial statement, Teleprompter reported nine-month revenues and net

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earnings to be up about 2% over 1966's comparable period (\$4.9 million in revenues and \$719,505 in net earnings for the nine months ended Sept. 30, 1967).

When the merger was first proposed, Mr. Kahn characterized it not as an attempt to "sell out," but as a desire for Teleprompter to "expand and grow."

## Visual sales up but earnings drop

Record sales, up about 10.5% but a slight drop in earnings were reported last week by Visual Electronics Corp., New York, for the nine months ended Dec. 31, 1967.

Visual, a manufacturer and distributor of radio and TV systems for broadcasting, industrial and educational purposes, said it recorded \$28,000 in earnings and \$2,832,000 in sales for the third fiscal quarter. (Visual did not report its previous third fiscal quarter figures.)

For nine months ended Dec. 31:

|                                      | 1967      | 1966    |
|--------------------------------------|-----------|---------|
| Earnings per share                   | \$0.54    | \$0.68  |
| Net earnings                         | 586,000   | 635,000 |
| Average number of shares outstanding | 1,090,000 | 928,000 |

## Cox records big earnings jump in '67

Cox Broadcasting Corp., group broadcaster and CATV owner, last week announced a 26% increase in earnings in 1967. The gain was entirely attributable to the company's nonbroadcast operations, according to J. Leonard Reinsch, CBC president, but the revenues of Cox radio and television stations exceeded their 1966 levels by slightly more than the increase for the industry as a whole, he said.

Television accounted for 54% of 1967 operating revenues, radio for 11%, program production and distribution for 15%, technical publishing for 11% and CATV operations for 9%.

Fourth-quarter 1967 saw an increase in revenues to \$14,004,873 from \$11,492,266 during the same period of 1966. Net earnings declined, however, from \$2,039,097 to \$1,979,864 or from 73 cents to 69 cents a share, because of capital losses totalling \$182,070 or 6 cents a share.

During 1967, the company expanded its interests in the nonbroadcast area.

In June it purchased for less than \$1 million in cash and notes an 80% interest in National Auto Research Publications, publishers of *The Black Book*, a weekly automotive appraisal guide. In August it acquired full ownership of operating CATV systems in San Diego and Bakersfield, Calif., thereby increasing the number of subscribers to Cox Cable TV to more than 84,000. And in November, Cox exchanged 36,500 shares of common stock for all outstanding shares of Bing Crosby Productions (*Hogan's Heroes*, *Ben Casey*, *Slattery's People*, *Breaking Point*, and the feature film "High Society").

For the year ended Dec. 31:

|                   | 1967       | 1966       |
|-------------------|------------|------------|
| Earned per share  | \$2.62     | \$1.71†    |
| Operating revenue | 49,576,170 | 39,446,599 |
| Net income        | 7,518,527* | 4,807,359  |

†After nonrecurring charge of \$1,146,000.

\*Includes capital gain of \$356,305 or \$0.12 a share.

## Gannett's revenues rise 10% for year

Gannett Co., Rochester, N. Y., newspaper and broadcast group owner, reported record high earnings and total revenues up 10% in 1967, according to Paul Miller, president.

Mr. Miller said he was optimistic for 1958, although there are uncertainties in the general economic picture. The company made its first public stock offering last October.

For 12 months ended Dec. 31, 1967 (unaudited):

|                  | 1967        | 1966        |
|------------------|-------------|-------------|
| Earned per share | \$1.70      | \$1.65      |
| Revenues         | 110,000,000 | 100,699,734 |
| Net income       | 7,400,000   | 7,020,105   |

## TEC being purchased by Commonwealth United

Formal acquisition of Harold Goldman's Television Enterprises Corp. by Commonwealth United Corp. was announced last week.

Commonwealth United, which has interests in motion-picture production, real estate, insurance, oil and gas, and shipping, revealed plans to acquire Television Enterprises, Beverly Hills, Calif., TV and movie production and distribution firm, late last year (BROADCASTING, Jan. 1).

Consideration was through the payment of 150,000 shares of CUC common stock to TEC stockholders, and an additional 150,000 shares pegged to the consolidated earnings of the acquired company over the next five years.

Mr. Goldman and his partners in the privately owned firm, Jerome Kurtz and Milton T. Raynor, will continue as the management team of TEC, which will become a part of the entertainment division of CUC.

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## MPO shows gains for year

MPO Videotronics Inc., New York, TV commercials and audio-visual-communications producer, reported gains last week in sales and earnings for the fiscal year ended Oct. 31, 1967.

|                    | 1967       | 1966       |
|--------------------|------------|------------|
| Earnings per share | \$0.81     | \$0.51     |
| Gross income       | 15,276,225 | 14,642,191 |
| Net income         | 375,236    | 238,568    |

## Financial notes . . .

■ Foote, Cone & Belding last week declared a regular quarterly dividend of 20 cents a share on its common stock.

It is payable on March 8 to shareholders of record at the close of business on Feb. 16.

■ Board of directors of Technicolor Inc., Hollywood, on Jan. 18 declared a dividend of 10 cents per common share payable Feb. 19 to shareholders of record Jan. 29.

■ Sparta Electronic Corp. Sacramento-based-manufacturer and distributor of professional broadcast products, has merged with Computer Equipment Corp., through an exchange of stock.

Sparta becomes a wholly owned subsidiary of Computer Equipment, a publicly held company with corporate headquarters in South El Monte, Calif. Sparta products are marketed throughout the world under the trade names of Sparta and Spartamatic. Recently developed types of equipment include control room audio consoles, remote amplifiers, turntables, tape cartridge systems and related products. Computer Equipment now has a total of seven divisions, including Jampro Antenna Co., Sacramento; Vega Electronics Corp. and Bendix Marine division.

## FATES & FORTUNES

### BROADCAST ADVERTISING

Jack Arnold named senior VP at Post-Keyes-Gardner, Chicago. Ned Gardner, Curtis Kendall and Jack Popp appointed VP's.

Jay Herbert, with Post-Keyes-Gardner, Chicago, joins Barickman & Selders there as senior VP.

Charles A. Rheinstrom, VP and director, J. Walter Thompson Co., New York, retires. He is succeeded as management supervisor of JWT's Pan American World Airways account by Walter F. Meads.

Richard H. Katerndahl, Chevrolet account representative in San Francisco office of Campbell-Ewald, named manager of office. Richard W. Byrne, Chevrolet field representative for C-E, named to head of account operations in Los Angeles office for that account. Ray S. Delman, VP broadcast production manager of C-E, Los Angeles, named to supervise broadcast activities. John E. Cullen, account executive on aerospace and systems division account of North American Rockwell Corp. for C-E, named head of West Coast service to North American Rockwell.



Mr. Mogel

Ronald D. Mogel, VP and associate creative director for BBDO, New York, joins Rockwell, Quinn & Wall Inc., agency in that city, as VP and creative director.

Maury Lerman and Nicholas Roes, VP's and senior creative supervisors with Ted Bates & Co., New York, named to agency's creative board.

Ron Buchanan, account executive, WNAC-TV Boston, named sales manager.

Lawrence R. Cole, and Michael Drexler, associate media directors, and Thomas M. Vincent, account supervisor, all with Ogilvy & Mather, New York, elected VP's.

Joseph R. Gransee named to newly

created position of director of advertising operations at Admiral Corp., Chicago.

Hays McFarland Jr. named VP at Earle Ludgin & Co., Chicago.

Edmund L. Bigelow, copy chief in Los Angeles office of Doyle Dane Bernbach, appointed VP.

Lionel Schaen, account executive in New York office of ABC-TV Spot Sales, appointed sales manager.

Peter Kadetsky, on Radio Advertising Representatives sales staff, Chicago, moves to New York office, replacing Don MacFarlane, appointed sales manager of WIND Chicago. Paul Palmer, KDKA Pittsburgh sales staff, succeeds Mr. Kadetsky at RAR, Chicago.



Mr. Schutte

Richard Schutte, VP and sales manager, KNEW Oakland, Calif., appointed to the newly created post of West Coast marketing director for Metro TV Sales, San Francisco. Both KNEW and Metro TV are divisions of Metromedia Inc.

Richard N. Savage, sales manager for KABC-TV Los Angeles, named general sales manager.

Pat Pantanini, producer-director for WBZ-TV Boston, joins KPIX(TV) San Francisco as assistant advertising and sales promotion manager. Both are Westinghouse Broadcasting stations.

Joseph M. Cahill, formerly with KYW Philadelphia as general sales manager, joins WCAO Baltimore in similar position.

Rick Ballard, broadcast producer for J. Walter Thompson Co., Los Angeles, named broadcast producer for Grey Advertising, Beverly Hills, Calif.

Martin H. Percival, director of radio relations and sales development for national sales division of RKO General Inc., named director of sales for RKO's

WOR-FM New York, succeeding Paul Kagan, who joins research department of E. F. Hutton & Co. as security analyst specializing in broadcasting and advertising.

Ron Bloomberg, creative director for T. L. Reimel Advertising, Philadelphia, leaves to form own agency, that city.

Hank Sabian, formerly with TV production staff at Erwin Wasey Inc., New York, named manager of audio-visual department at Clinton E. Frank Inc., Chicago.

Dr. Robert A. Wachslar, VP and manager of research department, with BBDO, New York, named director of research.



Dr. Wachslar

Edward A. Falasca, with communication design center of BBDO, New York, named to newly created position of director of center.

Richard Anderson and Mitchell Epstein, associate creative directors at Benton & Bowles, New York, named creative directors.

Ilse L. Lebricht, with Johnstone Inc., New York, joins Daniel & Charles, in that city, as account supervisor.

William D. Munro, with LaRoche, McCaffrey & McCall, New York, named marketing director for Spade and Archer, that city.

Inman Mays, formerly associate creative director with Marschalk Co., Cleveland, and copy supervisor for BBDO, Atlanta, appointed copy supervisor in advertising department of Metromedia Inc., New York.

Thomas J. Ashley, administrator of research and sales development for KNBC(TV) Los Angeles, appointed to newly created post of manager of sales development for KTTV(TV) Los Angeles.

Roderick A. Guerdan, with Adam Young-VTM Inc., Chicago, appointed

general sales manager of WBLG-TV Lexington, Ky.

**John McRae**, local sales manager with KRAK Sacramento, Calif., appointed general sales manager.

**Harold E. Carpenter**, regional sales manager for WPRI-TV Providence, R. I., joins Boston sales staff of Blair Television.

**David E. Murphy**, with WCBS New York, and **Charles W. Wolfertz Jr.**, products manager, new product group, Clairol Inc., join WCBS-TV New York as account executives.

**Dorothy Jackson**, with Compton Jones Associates Inc., Bethesda, Md., agency, appointed administrative assistant.

**Charles A. McFadden**, sales manager for WLWI(TV) Indianapolis, appointed general sales manager for WLWD(TV) Dayton, Ohio. Both are Avco Broadcasting stations.

**Levi (Skip) Nelson**, chief photographer for KSTP-TV St. Paul-Minneapolis news department, named executive producer for KSTP-TV's commercial film production division.

**James (Buddy) Brown**, with Tracy-Locke Co., Dallas, joins WFAA-TV Dallas-Fort Worth as account executive in television sales department.

**Michael Keating**, with CBS-TV National Sales, New York, appointed account executive for KRON-TV San Francisco.

**Frank Gianattasio**, with Eastman TV Inc., joins New York television sales staff of Avery-Knodel.

## MEDIA

**Richard C. Barron**, VP of administration for WSJS-AM-FM-TV Winston-Salem, N. C., elected executive VP.

**George R. Fritzinger**, executive VP of stations division, Atlantic State Industries, New York (WYRT Boston; KMAK Fresno, Calif.; WLOB-AM-FM Portland, Me., and WNVY Pensacola, Fla.), elected president of division.

**Elmer C. Snow**, director of engineering for broadcast division of Sarkes Tarzian Inc. (WATI Indianapolis, WTTV(TV) Bloomington-Indianapolis, WPTA(TV) Roanoke and WPTH(TV) Fort Wayne, all Indiana), named manager of broadcast division, succeeding **Robert G. Holben**, also general



Mr. Barron



Mr. Snow

eral manager of WTTV, who resigns to join WCIX-TV Miami, in similar position (BROADCASTING, Jan. 15).

**Howard Dahl**, president of WKBT(TV) and WKBH, both LaCrosse, Wis., re-elected president of Wisconsin Broadcasters Association for 1968-69. New officers: VP-radio, **Hugh Dickie**, WTMB Tomah; VP-TV, **Roger Legrand**, WITI-TV Milwaukee; secretary, **Dr. Ruane Hill**, WUWM(FM) Milwaukee.

**Jim Whitaker**, WCSC Charleston, S. C., elected president of South Carolina Broadcasters Association. Other officers elected at 20th winter convention in Columbia: **A. P. Skinner** of WOLS Florence, VP-radio; **Douglas Smith** of WFBC-TV Greenville, VP-television.

**James H. Davidson**, KIDO Boise, elected president of Idaho State Broadcasters Association. Also elected: **John P. Mix**, KRPL Moscow, VP, and **Robert E. Kreuger**, KTVB(TV) Boise, secretary-treasurer.

**Kenneth D. Hagood**, field attorney on general counsel's staff of National Labor Relations Board, named assistant general counsel of Metromedia Inc., New York.

**Clyde E. Lowry** elected president of KTHV(TV) Little Rock, Ark., succeeding **K. August Engel**, president of station since 1952, who died Jan. 8. **C. S. Berry** elected VP and treasurer.

**Bill Brink**, formerly program director for KARI Blaine and KERI(FM) Bellingham, both Washington, joins KPSS Fallurrias, Tex., as general manager.

**Roger C. Wilkins**, VP of WTIC-AM-FM-TV Hartford, Conn., elected chairman, succeeding **Gladden W. Baker**, who retires. **Richard M. Page** elected director and secretary; **Chester S. Keffer** elected assistant treasurer and assistant secretary.

**Edward Giller**, program director for WDAF-AM-FM Kansas City, Mo., appointed general manager of WFBG Altoona, Pa.

**Kingman Brewster Jr.**, president of Yale University, **Burke Marshall**, former Assistant U.S. Attorney General for civil rights, and **John Fischer**, contributing editor for *Harper's* named to board of directors of National Educational Television network.

**W. Martin Wingren**, accounting supervisor for Kaiser Broadcasting Corp., Oakland, Calif., named station accounting manager for Kaiser's KBHK-TV San Francisco.

**Gene Schneider** of Casper, Wyo., elected president of Rocky Mountain CATV Association. Other officers elected: **Howard Teel** of Safford, Ariz., VP; **Nick Pavlovich**, secretary-treasurer.

**Paul G. O'Friel**, general manager of

KDKA-TV Pittsburgh, named to newly created position as director of corporate public affairs for Gillette Co., Boston. **James M. King** named KDKA-TV general manager (BROADCASTING, Jan. 29).

## PROGRAMING

**Toby Martin**, assistant television account executive, Ted Bates & Co., New York, appointed director of daytime program development, ABC-TV. He succeeds **Peter Miner**, who resigns.

**Thomas L. Miller**, on staff of executive VP of 20th Century-Fox Television, appointed assistant to company's VP in charge of program development.

**Charles T. Atkins**, regional manager in station relations for ABC Television Stations Division, appointed central division manager for ABC Films domestic sales division, Chicago.

**Wilton Schiller**, producer of CBS-TV's *Mannix* series, named executive producer of *Cimmaron Strip* on same network.

**Jack Wagner**, station manager-program director for KHJ(FM) Los Angeles, appointed program director for KNX Los Angeles.

**Robert E. Lee**, sales promotion director for KIMN Denver, named program director, succeeding **Jack Merker**, who resigns to become operations manager for WFUN South Miami, Fla.

**Robert Krieghoff Jr.**, formerly production manager for WROL-TV Toledo, Ohio, and for WKNX-TV Saginaw, Mich., appointed programing/promotion director for WNEM-TV Bay City-Saginaw-Flint, Mich.

**William Sackheim**, writer-producer for Screen Gems Inc., Hollywood, named creator-writer-producer of motion pictures for television and theatrical release by Universal City Studios, North Hollywood, Calif. **Robert L. Joseph**, Broadway producer and playwright, joins Universal City Studios, as producer and writer of films for television as well as motion-picture release.

**Tom Kennington**, program director for WSAI Cincinnati, named to newly created post of operations administrative assistant. **George Burns**, assistant program director for KLAC Los Angeles, named program director for WSAI.

**Henry Ushijima**, independent TV and industrial film producer, elected president of Chicago Unlimited, trade association representing city's broadcast and film production interests. He succeeds **George Stone**, program director of WEFM(FM) Chicago.

**Bob London**, with KVFM(FM) San Fernando, Calif., appointed program



director.

**Robert Kaiser** named executive producer at noncommercial WTTW(TV) Chicago. **Peter Strand**, formerly with WXYZ-TV Detroit, joins WTTW as senior producer-director.

**Bob Guy**, program development manager for Storer Broadcasting Co., named to head first-run syndication wing in New York of the Campbell, Silver, Cosby Corp., Beverly Hills, Calif.

**Jim Crum**, producer-director for WCAU-TV Philadelphia, named to similar position at KPIX(TV) San Francisco.

**Roland O. Reed**, with Westinghouse Broadcasting Co., New York, appointed assistant production manager for WBC Productions Inc., Westinghouse subsidiary.

**Bill Schelen**, Hollywood free-lance actor, named production manager and music director for WAIK Galesburg, Ill.

**Bill Anderson**, producer-director-writer for Westinghouse Broadcasting, joins Public Broadcast Laboratory, New York, as producer.

**A. L. (Fred) Plant**, advertising VP for Block Drug Co., Jersey City, N. J., and **Jo Schmidt**, national sales traffic manager for WBNS-TV Columbus, Ohio, elected trustees of The National Academy of Television Arts and Sciences.

## NEWS



Mr. McLean

**Robert McLean**, director of AP for 44 years and president from 1938 to 1957, retires in April.

**Kenneth S. Reed**, director of programs and operations for Westinghouse Broadcasting's WINS New York, appointed manager of Westinghouse Broadcasting's Washington news bureau.

**Robert M. Hoyt**, director of news, WISH-TV Indianapolis, named news director, WNEW-TV New York.

**Wayman C. Dunlap**, assistant director of news for KARK-TV Little Rock, Ark., appointed director of news.

**Ron Mires**, assignment editor for KYW-TV Philadelphia, appointed news director for KPIX(TV) San Francisco. Both are Westinghouse Broadcasting stations. He replaces Don Brice. **Barry Tompkins**, sportscaster for KCBS San Francisco, assigned to do two nightly sportscasts for KPIX.

**Jack Clements**, news director for WCAU Philadelphia, appointed director of news and programming, succeeding **Mike Grant**, program director, who resigns to enter business for himself.

**Norman Fastow**, with WCAU news department, appointed news editor.

**Robert J. Allen**, editor and reporter for *Los Angeles Times*, appointed news editor for KFWB Los Angeles. Other appointments to KFWB news staff: **Mark Savan**, creative supervisor for George-Savan Advertising, St. Louis, and **Henry R. Allison**, general assignment reporter for *Los Angeles Herald Examiner*, as writers; **Earl McRoberts**, newsman for KTTV(TV) Los Angeles, and **Patrick W. Emory**, news director for KPEN(FM) San Francisco, as anchor men.

**Wilbur L. Pinder Jr.**, formerly with *Baltimore Afro-American*, *Baltimore Evening Sun* and *Washington Daily News*, joins WJZ-TV Baltimore as producer of late-night news report.

**Frank Dill**, sportscaster and broadcasting personality, joins news staff of KRON-TV San Francisco.

**Mike Matthews**, with WJIC-TV Pittsburgh as general assignment reporter, joins WFIL-TV Philadelphia in similar position.

**Jerry Renchin**, assistant photo director for KSTP-TV St. Paul-Minneapolis news, named photo supervisor.

## FANFARE

**Milton Moscowwitz**, manager of corporate public relations for J. Walter Thompson Co., New York, resigns to do free-lance writing and consulting work.

**Robert Kingwell**, director of promotion, advertising and public relations for WBNS-TV Columbus, Ohio, named to similar post with WBAL-TV Baltimore, succeeding **Donald Peacock**, who resigns.

**Sheryl Gold** appointed press information manager, WTVJ(TV) Miami.

**Connie Harvey**, with Los Angeles Music Center, named assistant to pub-

licity director for KHJ-TV Los Angeles.

**James S. Wiley**, sales promotion manager, WPRI-TV Providence, R. I., named promotion manager. He replaces **Malcolm Potter**, appointed promotion manager WTVB(TV) Durham, N. C.

## EQUIPMENT & ENGINEERING



Mr. Wallenhaupt

**Lee R. Wallenhaupt**, director of engineering for WSJS-AM-FM-TV Winston-Salem, N. C., elected VP of engineering and administrative services.

**Charles S. Blair Jr.**, chief engineer for WJZ-TV Baltimore, appointed engineering manager of KYW-AM-TV Philadelphia. Both are Westinghouse Broadcasting stations.

**Peter R. Butler**, account executive for Sony/Superscope, Sun Valley, Calif., appointed sales promotion manager for Concord Electronics Corp., Los Angeles.

## INTERNATIONAL



Mr. Chaplin

**Charles S. Chaplin**, former VP and sales director in Canada for Seven Arts Productions, named VP and Canadian television general manager for Warner Bros.-Seven Arts, Toronto. Other W7 appointments in Canada: **W. K. Moyer**, named western district manager, TV feature sales, and **Sam Kunitzky** appointed network and eastern district manager, TV syndicated sales.

**Don Wall**, VP and general manager of CKGM-AM-FM Montreal, named president.

**Gordon F. Keeble**, president of CTV

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Television Network Ltd., Toronto, named to newly created post of chairman board of directors. **Murray H. Chercov**, executive VP and general manager, elected president and a director.

**George A. Ryland**, deputy assistant director of U. S. Information Agency for Latin America, named assistant director of USIA for Latin America, succeeding **Kermit L. Brown**, deceased.

## DEATHS

**Mary Ellen Stewart**, 34, assistant director of motion pictures and TV at

King Features, and with firm for eight years, died Jan. 29 at Bellevue hospital in New York of cerebral hemorrhage. Miss Stewart was associate producer of ABC-TV's *The Beatles*, TV cartoon program and *Yellow Submarine*, animated motion picture now in production for United Artists.

**Willis Harpel**, 46, owner and operator of KHAR-AM-FM-TV Anchorage, and owner of KHER Santa Maria, Calif., and KXLE Ellensburg, Wash., died Jan. 20, while operating snowmobile near Mt. Alyeska, Alaska. He is survived by wife, Patti, and two sons.

**James E. H. Lovick**, 60, chairman of board of James Lovick Ltd., Toronto agency, died Jan. 24 at his home in Vancouver, B. C., of heart attack. Mr. Lovick founded company in 1948 and sold it in 1963 to group of employees; he remained as chairman of board. He is survived by wife, son and daughter.

**Willis Inglis**, 51, radio director of Canadian Broadcasting Corp., died Jan. 24 at hospital in Vancouver, B. C., after long illness. He joined CBC in Toronto in 1946 as national news announcer and has been director of radio since 1965.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 25, through Jan. 31 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

##### APPLICATIONS

**Atlanta** — Christian Broadcasting Network Inc. Seeks UHF ch. 46 (662-668 mc); ERP 834 kw vis., 167 kw aur. Ant. height above average terrain 737 ft.; ant. height above ground 635 ft. P. O. address: 1318 Spratley Street, Portsmouth, Va. 23704. Estimated construction cost \$322,500; first-year operating cost \$120,000; revenue \$120,000. Geographic coordinates 33° 45' 14" north lat.; 84° 23' 25" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Fisher, Wayland, Duvall & Southmayd; consulting engineer Edward F. Lorentz. Principals: M. G. Robertson, president, Adelia E. Robertson, secretary et al. Corporation is nonstock corporation. All control is vested in board of directors. There are no membership rights or voting stock. Applicant is licensee of WYAH-TV Portsmouth and WXRI (FM) Norfolk, both Virginia. Ann. Jan. 30.

**Toledo, Ohio** — Midwestern Broadcasting Inc. Seeks UHF ch. 60 (746-752 mc); ERP 560 kw vis., 112 kw aur. Ant. height above average terrain 500 ft.; ant. height above ground 521.1 ft. P. O. address: 2965 Pickle Road, Toledo 43616. Estimated construction cost \$553,400; first-year operating cost \$175,000; revenue \$175,000. Geographic coordinates 41° 37' 52" north lat.; 83° 28' 38" west long. Type trans. RCA TTU-30A. Type ant. RCA TTU-36J. Legal counsel A. L. Stein; consulting engineer Jules Cohen. Principal: Lewis W. Dickey, president (99.85%). Mr. Dickey also owns WKWK-AM-FM Wheeling, W. Va. Applicant is licensee of WOHO Toledo. Ann. Jan. 30.

**Norton, Va.** — Blue Ridge ETV Association Inc. Seeks UHF ch. 47 (668-674 mc); ERP 629.17 kw vis., 94.375 kw aur. Ant. height above average terrain 1,441 ft.; ant. height above ground 242 ft. P. O. address: Box 15, Roanoke, Va. 24001. Estimated construction cost \$409,559.62; first-year operating cost \$72,900. Geographic coordinates 36° 53' 52" north lat.; 82° 37' 22" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30J. Legal counsel Marcus Cohn; consulting engineer Howard Head. Principals: Samuel P. McNeil, president and Harold W. Ramsey, vice president. Mr. McNeil is food broker Mr. Ramsey is superintendent. Ann. Jan. 31. Blue Ridge is licensee of \*WBRA-TV Roanoke, Va.

##### FINAL ACTION

■ FCC gave notice that Nov. 30, 1967 initial decision proposing grant of application of Desert Empire Television Corp., Palm Springs, Calif. for new television station to operate on ch. 36 (Doc. 17373) (BROADCASTING, Dec. 11, 1967) became effective Jan. 19 pursuant to Sec. 1.276 of commission's rules. Action Jan. 24.

##### OTHER ACTIONS

■ Review board on Jan. 26 in Jacksonville, Fla., TV broadcast proceeding (Docs. 10834, 17582-84), denied application for re-

view filed Dec. 19, 1967, by Florida Gateway Television Co.

■ Review board in Patchogue, N. Y., TV broadcast proceeding (Docs. 17889-17890), granted petition for extension of time filed Jan. 22, by Granik Broadcasting Co., and extended to Feb. 7 time within which to file responsive pleadings to petitions to enlarge issues filed by Long Island Video Inc. and Granik Broadcasting Co. on Jan. 11, respectively. Action Jan. 25.

■ Commission has referred to review board joint request for approval of agreement and dismissal of application by two Cleveland applicants for new UHF TV channel (Docs. 15163-4). Joint request filed on Dec. 27, 1967, proposes that application of Cleveland Broadcasting Inc., for a CP for a new TV station on ch. 19 in Cleveland, be dismissed and that the application of Community Telecasters of Cleveland Inc. for the CP be granted. Action Jan. 24.

■ Review board in Medford, Ore., TV broadcast proceeding (Docs. 17680-82), con- by Liberty Television, affirmed memorandum, opinion and order released Jan. 17. Action Jan. 19.

##### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Jan. 25 in Aurora, Ill. (Aljir Broadcasting Inc., and South Kane-Kendall Broadcasting Corp.) TV proceeding, transferred record of hearing from Examiner H. Gifford Irion to Examiner Millard F. French for preparation and issuance of initial decision (Docs. 17407-8).

■ Hearing Examiner Forest L. McClenning on Jan. 26 in Jacksonville, Fla. (Florida-Georgia Television Inc., Community First Corp., The New Horizons Telecasting Inc., and Florida Gateway Television Co.) TV proceeding, granted request by New Horizons and continued commencement of hearing from Feb. 5 to Feb. 8 (Docs. 10834, 17582-4).

■ Hearing Examiner Chester W. Naumowicz Jr. on Jan. 30 in Medford, Ore. (State of Oregon acting by and through the State Board of Higher Education) TV proceeding, ordered that hearing shall commence May 13; and that the hearing shall be by procedures and dates set forth on record at Jan. 30 prehearing (Docs. 17680-2).

■ Hearing Examiner Elizabeth C. Smith on Jan. 29 in San Angelo, Tex. (S R C Inc. and San Angelo Independent School District 226-903) TV proceeding, granted request by S R C for leave to file reply to opposition to petition for leave to amend; and denied motion by school district to strike reply of S R C to school district's opposition to S R C's petition to amend (Docs. 17541-2).

##### CALL LETTER APPLICATION

■ Iowa Broadcasting Co., Des Moines, Iowa. Requests KWIG-TV.

#### Existing TV stations

##### FINAL ACTIONS

■ Broadcast Bureau granted mod. of CP's to extend completion dates for KTXL(TV) Sacramento, Calif. to July 24; WGR-TV Buffalo, N. Y. to July 24; and WSWO-TV Springfield, Ohio to July 24. Action Jan. 24.

BROADCASTING, February 5, 1968

## EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

E T

WXTV(TV) Paterson, N. J. — Broadcast Bureau granted mod. of CP to change ERP to 1,020 kw vis., 204 kw aur. trans. location to 60 Wall Tower Bldg., 70 Pine Street, New York, change type ant., ant. structure, ant. height 890 ft. Action Jan. 29.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for KHBC(TV) Denver to July 29; WXTV(TV) Paterson, N. J. to July 29 and \*KWCS-TV Ogden, Utah to July 29. Action Jan. 29.

■ Broadcast Bureau granted mod. of CP's to extend completion dates to KTR(TV) San Bernardino, Calif., to July 30; \*KXNE-TV Norfolk, Neb. to July 30; \*WVPT (TV) Staunton, Va. to July 30. Action Jan. 30.

■ Commission has granted waiver of separation requirements of sec. 73.610 of rules and granted application of The Outlet Co. to change antenna site and increase antenna height of WDBO-TV, Orlando, Fla. Action Jan. 24.

#### ACTION ON MOTION

■ Hearing Examiner Millard F. French on Jan. 24 in Montgomery, Ala. (Cosmos Broadcasting Corp. [WSFA-TV]) TV proceeding, granted request by Coastal Television Corp. and Gala Broadcasting Co. and ordered that subpoena duces tecum be directed to Richard Shatto, president of Cosmos Broadcasting Co., and denied request that subpoena duces tecum be issued to Coleman O. Austin, Jr., and Charles Thomas with respect to profit and loss statements of WKAB-TV and WCOV-TV (Doc. 16984).

#### RULEMAKING PETITION

\*WXXI-TV Rochester, N. Y.—Requests institution of rulemaking proceedings to reserve ch. 61 at Rochester, N. Y., or in the alternative, to allocate and reserve ch. 71 at Rochester, for noncommercial educational television purposes. Ann. Jan. 29.

#### RULEMAKING ACTION

■ Commission has amended Sec. 0.281(11) of part O of rules and delegated authority to chief of the Broadcast Bureau to act on waiver requests of sec. 73.651(c) by non-commercial educational TV broadcast licensees where requests for transmission do not exceed 10 hours per week. Action Jan. 24.

#### CALL LETTER APPLICATION

\*WETM(TV) Maryland Educational-Cultural Broadcasting Committee, Baltimore. Granted WMPB(TV).

#### New AM stations

##### APPLICATIONS

Ashdown, Ark. — Ashdown Broadcasters Inc. Seeks 1230 kc, 250 kw. P.O. address: Box 398, Warrensburg, Mo. 64093. Estimated construction cost \$22,578; first-year operating cost \$37,500; revenue \$40,000. Principals: Jimmy N. McCollum, president (15%), Norman W. Peacock, chairman (15%), John C. Smith, secretary-treasurer (10%) et al. Mr. McCollum is general manager of KOKO Warrensburg, Mo. Mr. Peacock is physician and president, director, and 25% shareholder in medical clinic. Mr. Smith is office manager of electronics firm. Ann. Jan. 25.

Dunnellon, Fla.—Rainbow Communication Service Inc. Seeks 920 kc, 0.5 kw. P. O. address: Box 338, Dunnellon 32630. Estimated construction cost \$30,400; first-year operating cost \$36,000; revenue \$43,000. Principals: John H. Morrison Jr., president (10%), John C. Lankford, executive vice president (20%), Robert F. Rogers, vice president (10%) et al. Mr. Morrison is 100% owner of retail grocery chain. Mr. Lankford is lieutenant in United States Air Force, and Mr. Rogers is rural mail carrier and branch manager of realty company. Ann. Jan. 30.

Milton, Fla.—Gospel Projects Inc. Seeks 1330 kc, 5 kw. P. O. address: Box 643, Milton 32570. Estimated construction cost \$50,000; first-year operating cost \$36,000; revenue \$50,000. Principal: Dayton Hobbs Jr., director, president, and chairman of board of trustees, et al. Gospel Projects Inc. is a nonprofit corporation. Ann. Jan. 25.

West Branch, Mich.—Ogemaw Broadcasting Co. Seeks 1060 kc, 1 kw. P. O. address: Box 27, Escanaba, Mich. 49829. Estimated construction cost \$18,597.79; first-year operating cost \$20,040; revenue \$30,000. Principals: Jack B. Kauffman and Dean W. Manley (both general partners and each 25%) and Robert S. Marshall, general partner (50%). Mr. Kauffman is news director of WDBC Escanaba, Mich. Mr. Manley is chief engineer of WDBC Escanaba. Mr. Marshall has

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 1, 1968

|                    | Lic.               | ON AIR | CP's | NOT ON AIR | CP's | Total Authorized |
|--------------------|--------------------|--------|------|------------|------|------------------|
| Commercial AM      | 4,158 <sup>1</sup> |        | 15   | 87         |      | 4,262            |
| Commercial FM      | 1,750              |        | 47   | 252        |      | 2,048            |
| Commercial TV-VHF  | 493 <sup>2</sup>   |        | 8    | 14         |      | 518              |
| Commercial TV-UHF  | 118 <sup>2</sup>   |        | 27   | 161        |      | 307              |
| Educational FM     | 320                |        | 6    | 36         |      | 362              |
| Educational TV-VHF | 67                 |        | 4    | 5          |      | 76               |
| Educational TV-UHF | 53                 |        | 22   | 34         |      | 109              |

## STATION BOXSCORE

Compiled by FCC, Dec. 31, 1967

|                                | COM'L AM           | COM'L FM | COM'L TV | EDUC FM | EDUC TV |
|--------------------------------|--------------------|----------|----------|---------|---------|
| Licensed (all on air)          | 4,153 <sup>1</sup> | 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       |

<sup>1</sup> In addition, two AM's operator with Special Temporary Authorization.

<sup>2</sup> In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

interest in Ogemaw County Herald. Ann. Jan. 25.

Greenwood, Miss.—All Delta Broadcasting Co. Seeks 1140 kc, 5 kw. P. O. address: 415 Howard Street, Greenwood 38930. Estimated construction cost \$5,171; first-year operating cost \$16,251.60; revenue \$42,250. Principal: William E. Hardy, owner. Mr. Hardy also owns appliance and furniture company. Ann. Jan. 31.

Humble City, N. M.—E. A. Cox, Reese L. Greaves, and Glen L. Houston, d/b as CGS Co. Seeks 1110 kc, 1 kw. P. O. address: Box 1948, Hobbs, N. M. 88240. Estimated construction cost \$45,927.72; first-year operating cost \$56,760; revenue \$70,000. Principals: E. A. Cox, Reese L. Greaves and Glen L. Houston, all general partners and each 33⅓%. Mr. Cox owns appliance store. Mr. Greaves is postmaster. Mr. Houston is partner in law firm, president of chemical company, chairman of board of agricultural chemicals manufacturing company and of farm machinery sales and service company. Ann. Jan. 26.

#### FINAL ACTION

■ Commission dismissed application of Newcastle Broadcasting Corp. for new class III unlimited time AM to operate on 570 kc with 500 w, directionalized, and denied request for waiver of rule sec. 1.571 concerning processing of AM broadcast applications and requirement of sec. 73.24 for showing proposed new station complies with standards of minimum station separation and prohibited overlap set in sec. 73.37. Action Jan. 24.

#### OTHER ACTIONS

■ Review board in Matawan, N. J., AM broadcast proceeding, Docs. 14755, 56 and 57, scheduled oral argument before panel of review board for Feb. 27. Action Jan. 24.

■ Review board in Henrietta, N. Y., AM broadcast proceeding, Docs. 17571-73, granted to extent indicated, and denied in all other respects, petition to change and delete issues, filed Oct. 27, 1967, by "What The Bible Says, Inc." Action Jan. 26.

■ Review board on Jan. 29 in Henrietta, N. Y., AM broadcast proceeding, Docs. 17571-73, denied motion to strike filed Dec. 15, 1967 by John B. Weeks and denied petition to enlarge issues filed Oct. 24, 1967, by Ox-bow Broadcasting Corp.

■ Review board in Edna, Tex., AM proceeding, Docs. 16572-73, denied petition for extraordinary relief filed Sept. 25, 1967 by

H. H. Huntley and denied petition for leave to amend, filed Nov. 22, 1967 by Cosmopolitan Enterprises Inc. Action Jan. 19.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on Jan. 29 in Clovis and Grass Valley, both California (Elbert H. Dean and Richard E. Newman and Charles W. Jobbins) AM proceeding, granted petition by Charles W. Jobbins and dismissed with prejudice its AM application (Docs. 13995, 13997).

■ Hearing Examiner H. Gifford Irion on Jan. 23 in Lebanon, Pa., and Catonsville, Md. (Lebanon Valley Radio and Radio Catonsville Inc.) AM proceeding, granted request by Radio Catonsville and reopened record for purpose of holding further hearing session and scheduled further hearing for Feb. 1 (Docs. 15835, 15839).

■ Hearing Examiner Elizabeth C. Smith on Jan. 29 in Mobile, Ala. (Azalea Corp.) AM proceeding, scheduled evidentiary hearing for May 6 (Docs. 17555-81).

#### CALL LETTER APPLICATION

■ Monroe Broadcasting Co., Monroe, N. C. Requests WIXE.

#### Existing AM stations

##### APPLICATIONS

KYAK Anchorage — Seeks CP to change frequency from 630 to 650 kc, change hours of operation from daytime to unlimited time, increase power from 5 kw to 25 kw, install DA-N, and install new trans. Ann. Jan. 30.

WGNE Panama City Beach, Fla.—Seeks in resubmitted application CP to change frequency from 1480 kc to 1490 kc, change hours of operation from daytime (500 w) to unlimited time using power of 250 w, change ant.-trans. location to 8th Street, Panama, Fla., change studio location to Hotel Marie Building, 487 Luverne Street, Panama City, change station location from Panama City Beach, to Panama City, and install new trans. Ann. Jan. 25.

KBMR Bismarck, N. D.—Seeks CP to change frequency from 1350 kc to 1130 kc, increase power from 500 w to 10 kw and install new trans. Ann. Jan. 25.

##### FINAL ACTIONS

KARM Fresno, Calif. — Broadcast Bureau granted CP to change ant.-trans. location to



Fowler & American Ave., Fresno. Action Jan. 24.

\*WPKN Bridgeport, Conn.—Broadcast Bureau granted mod. of CP to change type ant., ERP 700 w. Action Jan. 30.

WVAM Altoona, Pa.—Broadcast Bureau granted mod. of CP to remove series resistor from daytime ant. system. Action Jan. 30.

WNET Providence, R. I.—Broadcast Bureau granted mod. of CP to change ERP to 832 kw vis., 166 kw aur., type trans., type ant., ant. height 1000 ft., make other equipment changes, specify studio location as Homestead and Walker Streets, Rehobeth township, Mass. Action Jan. 25.

#### OTHER ACTIONS

■ FCC by memorandum, opinion and order in Chicago, (WAIT) application for reconsideration of commission action of Oct. 25, 1967 denied for reconsideration of commission action of Oct. 25, 1967 which returned as unacceptable for filing application proposing change in facilities of WAIT on 820 kc. WAIT had sought in its application to change from daytime operation with 5 kw power limited to sunset at Dallas, to unlimited, with 10 kw power and directional antenna, 5 kw day to local sunset at Chicago. Action Jan. 24.

■ FCC by memorandum opinion and order in Ukiah, Calif. (Daniel S. Cubberly and Elma J. Cubberly, joint tenants, licensee of KUKI), petition for reconsideration denied and commission action affirmed. KUKI had sought reconsideration of commission's action of April 19, 1967, denying Daniel S. Cubberly's (former licensee of KUKI) request for waiver of overlap rules (Sec. 73.37) and returning its application as unacceptable for filing. Ann. Jan. 24.

■ Commission has denied request by Panax Corp., licensee of KLIK Jefferson, Mo., for waiver of sec. 73.37(a) of prohibited overlap rule requirements and returned application as unacceptable for filing. Panax had sought to increase hours of operation of KLIK, Jefferson City, Mo., on 950 kc, 5 kw, daytime operation, to 500 w nighttime, with directionalized ant. nighttime, and operate from new site. Action Jan. 24.

#### ACTIONS ON MOTIONS

■ Office of Opinions and Review on Jan. 23 in Indianapolis (Star Stations of Indiana Inc.) proceeding on renewal of licenses of WIFE-AM-FM, granted motion by Star Stations and extended time from Jan. 18 to Feb. 19 to file exceptions to initial decision (Doc. 16612).

■ Hearing Examiner Basil P. Cooper on Jan. 25 in San Fernando, Calif. (San Fernando Broadcasting Co. [KSEFV], renewal of license, denied petitions by Manuel G. Martinez to withhold issuance of initial decision, to reopen record, leave to intervene and other relief, Doc. 17198).

■ Hearing Examiner Isadore A. Honig on Jan. 29 in Wanchese, Midway Park and Maysville, all N. C. (Outer Banks Radio Co., Onslow County Broadcasters and Hendon M. Harris), AM proceeding granted petition by Onslow Broadcasting Corp., licensee of WJNC and WRCM(FM), both Jacksonville, N. C., for leave to intervene (Docs. 17886-8). By separate action, granted petition by Seaboard Broadcasting Corp., licensee of WLAS, Jacksonville, N. C., for leave to intervene.

■ Hearing Examiner Chester W. Naumowicz Jr. on Jan. 29 in Canton, N. C. (Western North Carolina Broadcasters Inc.) renewal of license of WWIT proceeding, granted request by Broadcast Bureau and extended to Feb. 21 and March 7, respectively, dates to file proposed findings and replies (Docs. 17050).

■ Hearing Examiner Chester W. Naumowicz Jr. on Jan. 30 in Macon, Miss. (J. W. Furr [WMBG] AM proceeding, granted motion by J. W. Furr for extension of procedural dates; set aside scheduled procedural dates; continued hearing scheduled for Feb. 12 pending further order and extended to Feb. 7 date to file reply to Furr's pending petition for leave to amend (Doc. 17444).

#### FINES

KBAB Newton, Iowa. Broadcast Bureau by letter of Jan. 24, notified Charles L. and Mildred B. Hamilton that they have incurred an apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements (Sec. 73.47(b)). Li-

censees have 30 days to pay or contest the forfeiture.

■ Rhode Island Broadcasting Co., licensee of WRIB East Providence, R. I., has been notified by FCC of apparent liability for forfeiture of \$2,000 for failure to file time brokerage contracts and for violation of programming logging rules. Action Jan. 24.

#### RULEMAKING PETITIONS

WGNE Panama City Beach, Fla.—Requests waiver of Sec. 73.30(c) and 73.37(a) of rules. Ann. Jan. 25.

WKTY La Crosse, Wis.—Requests amendment of FM table of assignments by adding ch. 240-A to La Crosse, Wis. Ann. Jan. 29.

#### CALL LETTER APPLICATIONS

■ WZOK Radio Jax Inc., Jacksonville, Fla. Requests WVOJ.

■ KVII John B. Walton Jr., Amarillo, Tex. Requests KDJW.

■ KETO Amcom Inc., Seattle. Requests KSNB.

#### CALL LETTER ACTIONS

■ KOWH Starr Broadcasting Group, Omaha. Granted KOZN.

■ WTRW J. J. C. Broadcasting Corp., Two Rivers, Wis. Granted WQTC.

#### DESIGNATED FOR HEARING

■ Commission has designated for hearing, in a consolidated proceeding, license renewal applications of three Ohio radio stations. Order designating the hearing is also to be considered a notice of apparent liability. Stations involved are WCHO Washington Court House, WCHI Chillicothe and WKOV Wellston. Action Jan. 24.

#### PRESUNRISE SERVICE AUTHORITY

■ Broadcast Bureau took following actions pursuant to Sec. 73.99 of commission rules. Until further notice, following have been granted sunrise service authority for operation between 6 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and with power as shown: WMEK Chase City, Va., 500 w. Action Dec. 8, 1967. WMCT Mountain City, Tenn., 500 w. and WFHB Phillipsburg, Pa., 500 w. Actions Jan. 6. KTHO South Lake Tahoe, Calif., 500 w. Action Jan. 5. KFLN (Revised) Baker, Mont., 373 w. Action Jan. 8. WLNG Sag Harbor, N. Y., 500 w. and WSAW Allentown, Pa., 500 w. Actions Jan. 10. KYRO Potosi, Mo., 500 w. Action Jan. 22. KBLT Big Lake, Tex., 500 w. WAAG Abel, Ga., 500 w. and WAEB Allentown, Pa., 400 w. Actions Jan. 24.

■ Pursuant to Sec. 73.99 of commission rules until further notice, following standard broadcast stations have been granted sunrise service authority from 6 a.m. local time or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: WPTN Cookeville, Tenn., 6.8 w. Action Dec. 8. WCPC Houston, Miss., 27 w. Action Jan. 23.

Presunrise service authority granted for temporary authority pending final outcome of ABS v. USA & FCC (Case 31835, U.S. Court of Appeals, Second Circuit): KAGO Klamath Falls, Ore., 5000 w. KGMS Sacramento, Calif., 1000 w. WKST New Castle, Pa., 1000 w. Actions Jan. 5. KBEA Mission, Kan., 1000 w. Action Jan. 8. KAGI Grants Pass, Ore., 1000 w. KTLT Tillamook, Ore., 5000 w. KUDL Fairway, Kan., 1250 w. WBCU Union, S. C., 1000 w. WFAA Dallas, 5000 w. WFBG Altoona, Pa., 5000 w. WFHR Wisconsin Rapids, Wis., 2450 w. WGLI Babylon, N. Y., 5000 w. Actions Jan. 10. KABC Los Angeles, 5000 w. KAMD Camden, Ark., 5000 w. KIMA Yakima, Wash., 5000 w. KLEO Wichita, Kan., 5000 w. WPAC Port Arthur, Tex., 780 w. WCTA Andalusia, Ala., 5000 w. WIRK West Palm Beach, Fla., 5000 w. WPLM Plymouth, Mass., 5000 w. WSGN Birmingham, Ala., 4140 w. WTMG Ocala, Fla., 5000 w. WTTT Bloomington, Ind., 4730 w. WXYZ Detroit, 5000 w. Actions Jan. 15. WHP Harrisburg, Pa., 795 w. WILS Lansing, Mich., 2000 w. WROW Albany, N. Y., 960 w. Actions Jan. 18. KELI Tulsa, Okla., 5000 w. Action Jan. 19. KMON Great Falls, Mont., 5000 w. KNPT Newport, Ore., 4080 w. KPCL Lake Charles, La., 740 w. KTOE Mankato, Minn., 1000 w. KTRN Wichita Falls, Tex., 5000 w. WCED Dubois, Pa., 1030 w. WDEF Chattanooga, Ill., 3365 w. WIRL Peoria, Ill., 5000 w. WKBN Youngstown, Ohio, 5000 w. WNAM Neenah-Menasha, Wis., 3500 w.

WPFB Middletown, Ohio, 870 w. WTRU Muskegon, Mich., 720 w. Actions Jan. 24. KPUG Bellingham, Wash., 1720 w. Action Dec. 21. KSCO Santa Cruz, Calif., 10,000 w. Action Jan. 5. KTAC Tacoma, Wash., 907 w. Action Jan. 15.

#### New FM stations

##### APPLICATIONS

\*Los Angeles—Los Angeles City College. Seeks 88.3 mc, ch. 202, 10 w. Ant. height above average terrain 86 ft. P. O. address 855 North Vermont Avenue, Los Angeles 90029. Estimated construction cost \$2,525.92; first-year operating cost \$100. Principal: Los Angeles City College is operated by Los Angeles Board of Education, Ann. Jan. 26.

Dunnellon, Fla.—Rainbow Communications Service Inc. Seeks 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 338, Dunnellon 32630. Estimated construction cost \$19,000; first-year operating cost \$8,000; revenue \$21,000. Principals: John H. Morrison, Jr., president (10%), John C. Lankford, executive vice president (20%), Robert F. Rogers, vice president (10%) et al. Mr. Morrison is 100% owner of retail grocery chain, Mr. Lankford is lieutenant in United States Air Force and Mr. Rogers is rural mail carrier and branch manager of realty company. Ann. Jan. 30.

Vero Beach, Fla.—Seaborn Rudolph Hubbard. Seeks 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 137 ft. P. O. address: 1520 20th Street, Vero Beach 32960. Estimated construction cost \$27,842; first-year operating cost \$30,000; revenue \$30,000. Principal: Seaborn Rudolph Hubbard, owner. Mr. Hubbard also owns advertising agency and is general insurance agent and registered real estate broker. Ann. Jan. 25.

Thomson, Ga.—Walter J. Brown d/b as Bethany Broadcasting Co. Seeks 101.7 MHz, ch. 289, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 1717, Spartanburg, S. C. 29301. Estimated construction cost \$51,126; first-year operating cost \$39,356; revenue \$18,000. Principals: Walter J. Brown, Mr. Brown is president, director, and 56.4% owner of WSPA-AM-FM-TV Spartanburg, S. C., owner of farm and real estate company. Ann. Jan. 30.

\*Cedar Rapids, Iowa—Coe College. Seeks 90.5 mc, ch. 213, 10 w. P. O. address: 1220 First Avenue, Cedar Rapids 52402. Estimated construction cost \$5,116.38; first-year operating cost \$2,600; revenue none. Principals: Joseph E. McCabe is president ex officio of Coe College board of trustees. Robert E. Heywood is assistant treasurer of board of trustees. Ann. Jan. 25.

Showhegan, Me.—Kennebec Valley Broadcasting System Inc. Seeks 107.1 mc, ch. 296, 2 kw. Ant. height above average terrain 355 ft. P. O. address: 61 Water Street, Showhegan 04976. Estimated construction cost \$18,802.35; first-year operating cost \$5,000; revenue \$10,000. Principals: John J. Pineau, president; Gerold R. Pineau, treasurer (each 49%) et al. Applicant also owns WGAN-TV Portland WCMF Brunswick and WGHM Showhegan, all Maine. Messrs. John J. and Gerard R. Pineau are also each 30% owners of Andy Valley Broadcasting System Inc., applicant for new AM in Auburn, Me. John J. Pineau also has 20% interest in Madison-Anson CATV Co., Madison and Anson, both Maine. Mr. Gerard R. Pineau has 33.3% interest in pharmacy and is 30% owner of Showhegan TV Inc., (CATV system) Showhegan, Me. Ann. Jan. 31.

Saginaw, Mich.—Booth American Co. Seeks 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 2300 Buhl Building, Detroit 48226. Estimated construction cost \$22,021; first-year operating cost \$12,000; revenue \$15,000. Principal: John L. Booth, president and chairman (55.36%) et al. Applicant owns WIBM-AM-FM Jackson, WJLB and WMZK, both Detroit, and WSGW Saginaw, all Michigan; WIOU and WKMO(FM), both Kokomo, WJVA-AM-FM South Bend, all Indiana and WTOD Toledo, WABQ and WXEN, both Cleveland, all Ohio. Ann. Jan. 30.

Sag Harbor, N. Y.—East Coast Broadcasting Corp. Seeks 91.1 mc, ch. 221, 3 kw. Ant. height above average terrain 123 ft. P. O. address: Box 815, Redwood Causeway, Sag Harbor 11963. Estimated construction cost \$14,057; first-year operating cost \$15,000; revenue \$12,000. Principals: Robert O. King, president, and John F. Tallcott, executive vice president. Ann. Jan. 31.

Raleigh, N. C.—Shaw University. Seeks 88.9 mc, ch. 205, .016 kw. P. O. Address 118 E. South Street Raleigh 27602. Estimated construction cost \$24,087.36; first-year operating cost \$64,000; revenue \$31,400. Principal: Shaw University is private educational institution. Ann. Jan. 26.

Gahanna, Ohio—Christian Voice of Central Ohio. Seeks 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 5100 Havens Corners Road, Gahanna 43020. Estimated construction cost \$10,150; first-year operating cost \$38,894; revenue none. Principals: Paul B. Patterson, president, Harold J. Wilson, vice president and Walter M. Smith, treasurer. Mr. Patterson is insurance underwriter. Harold Wilson is doctor. Mr. Smith is sole owner of CPA firm. Ann. Jan. 31.

Sapulpa, Okla.—Edward K. Livermore and Melba H. Livermore. Seeks 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 861, Sapulpa 74066. Estimated construction cost \$21,303.25; first-year operating cost \$8,106; revenue \$9,000. Principals: Edward K. Livermore, general manager and Melba H. Livermore (each 50%). Mr. and Mrs. Livermore are joint owners of Sapulpa Herald, 50% joint owners of Claremore Progress, 79% joint owners of Edmond Booster Sun, and joint owners of KREK Sapulpa. Ann. Jan. 30.

Williamson, West Virginia—Williamson County Broadcasting Inc. Seeks amendment to application to change ERP to .960 kw and TPO to .699 kw. Ann. Jan. 28.

#### OTHER ACTIONS

■ Review board in Miami, FM broadcast proceeding, Docs. 17401 and 17403, denied motion to enlarge issues filed December 6, 1967 by Miami Broadcasting Corp. Action Jan. 24.

■ Review board in Springfield, Mo., FM proceeding, Docs. 17637-38, denied motion to enlarge issues filed October 9, 1967 by Baptist Bible College. Granted joint request pursuant to Sec. 1.525 filed November 30, 1967 by K.C.O.D. Broadcasting Corp. and Baptist Bible College; agreement is approved, application of K.C.O.D. Broadcasting Corporation is dismissed with prejudice; application of Baptist Bible College is granted, and proceeding is terminated. Action Jan. 19.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on Jan. 24 in Portland, Ind. (Graphic Printing Inc., Glenn West and Soundvision Broadcasting Inc.) FM proceeding, granted request by Graphic Printing Inc., and postponed prehearing conference from Jan. 31 to Feb. 8 (Docs. 17915-7).

■ Hearing Examiner Isadore A. Honig on Jan. 29 in New Orleans (Americana Broadcasting Corp. and Loyola University) FM proceeding, granted request and reopened record; received in evidence Exhibit 11; and again closed record (Docs. 17607-8).

■ Office of Opinions and Review on Jan. 19 in Fort Smith, Ark. (American Television Inc.) FM proceeding, granted motion by American Television Inc. and extended time from Jan. 22 to Jan. 29 to file reply to opposition by Broadcast Bureau to petition for reconsideration and grant without hearing (Doc. 17849).

■ Office of Opinions and Review on Jan. 25 in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding, granted motion by El Camino and extended time to Feb. 1 to reply to oppositions to El Camino's motion to dismiss application of South Coast (Docs. 17648-9).

#### CALL LETTER APPLICATIONS

■ \*Western State College, Gunnison, Colo. Requests \*KWSB-FM.

■ Midcontinent Broadcasting Co., Watertown, S. D. Requests KDLO-FM.

■ Bushland Radio Specialties, Chippewa Falls, Wis. Requests WCFW(FM).

#### Existing FM stations

#### FINAL ACTIONS

WHME(FM) South Bend, Ind.—Broadcast Bureau granted mod. of CP to change type dual polarized ant., make changes in transmission line. Action Jan. 30.

WKOF(FM) Hopkinsville, Ky.—Broadcast Bureau granted CP to install new type trans., ERP 30 kw. Action Jan. 26.

WVBR-FM Ithaca, N. Y.—Broadcast Bureau granted CP to install old auxiliary trans. and ant. at main trans. location, ERP 125 w, ant. height 205 ft. Action Jan. 26.

WHIZ-FM Zanesville, Ohio—Broadcast Bureau granted CP to install new type

trans., new type ant., ERP 20 kw; condition. Action Jan. 30.

WORO(FM) Corozal, P. R.—Broadcast Bureau granted mod. of CP to change type trans., ant. height 1,010 ft. Action Jan. 30.

WCRO(FM) Providence, R. I.—Broadcast Bureau granted CP to install vertically polarized type ant. Action Jan. 26.

#### OTHER ACTION

■ FCC Hearing Examiner Basil P. Cooper in an initial decision recommended denial of San Fernando Broadcasting Co. for license covering CP granted September 3, 1958 authorizing construction of new KSFV (FM) at San Fernando, Calif. (Doc. 17198). Ann. Jan. 31

#### ACTION ON MOTION

■ Hearing Examiner Isadore A. Honig on Jan. 24 in Albany, Ore. (KNND and KRKT and Albany Radio Corp.) FM proceeding, granted request by Broadcast Bureau and scheduled conference for Feb. 9 to discuss procedural dates for further hearing on issues recently added by review board with respect to Ryan and Viken application in proceeding. (Docs. 17472-3).

#### RULEMAKING PETITION

KPEN-FM San Francisco — Requests amendment of rules so as to delete requirements therein for maintaining station records as to remote pick-up stations, except that as to frequency maintenance (Sec. 74.481(a)(3) and (c)). Ann. Jan. 29.

#### RULEMAKING ACTION

■ Commission has denied petition filed by Vernon C. Hatfield, licensee of KTUX-FM, Livermore, Calif. requesting acceptance of application to change location from Livermore to Concord, Calif. and increase ant. height from minus 210 ft. to 143 ft. Action Jan. 24.

#### CALL LETTER APPLICATIONS

■ KOCW(FM) Dawson Communications Inc., Tulsa Okla. Requests KMOD(FM).

■ KVII-FM John B. Walton Jr., Amarillo, Tex. Requests KDJW-FM.

■ KMAP(FM) Dawson Communications Inc., Dallas. Requests KXXK(FM).

#### CALL LETTER ACTIONS

■ WIRA-FM Indian River Broadcasting Co., Fort Pierce, Fla. Granted WOVV(FM).

■ WAIV(FM) Calojay Enterprises, Indianapolis. Granted WTLC(FM).

■ WTRW-FM J. J. C. Broadcasting Corp., Two Rivers, Wisc. Granted WQTC-FM.

#### RENEWAL OF LICENSES, ALL STATIONS

■ Commission has granted WTLS Tallahassee, Ala. renewal of license.

■ Broadcast Bureau, granted renewal of licenses for following stations and co-pending auxiliaries on Jan. 30. KBIZ Ottumwa, Iowa, KCBC Des Moines, Iowa, KCMH Carroll, Iowa, KCRG Cedar Rapids, Iowa, KDTN Dubuque, Iowa, KESM, KESM-FM both El Dorado Springs, Mo., KFUD Clayton, Mo., KGRN Grinnell, Iowa, KLEE

Ottumwa, Iowa, KLEX Lexington, Mo., KLTJ Macon, Mo., KLLW Cedar Rapids, Iowa, KMA Shenandoah, Iowa, KMBZ Kansas City, Mo., KOEL Oelwein, Iowa, KOKO Warrensburg, Mo., KSIS, KSIS-FM both Sedalia, Mo., KTRI Sioux City, Iowa, KTTN Trenton, Mo., KUSN, KUSN-FM both St. Joseph, Mo., KWBG Boone, Iowa, KWPC, KWPC-FM Muscatine, Iowa, KWRE Warrenton, Mo., KWRT Boonville, Mo., KXIC Iowa City, Iowa, KYND Burlington, Iowa, WEW St. Louis, Mo., WMT WMT-FM Cedar Rapids, Iowa, KADI(FM) St. Louis, KROS-FM Clinton, Iowa, KWWF-FM Mexico, Mo., KCAU-TV Sioux City, Iowa, KCMO-TV Kansas City, Mo., KCRG-TV Cedar Rapids, Iowa, KFEQ-TV St. Joseph, Mo., KGLO-TV Mason City, Iowa, KHQA-TV Hannibal, Mo., KMBC-TV Kansas City, Mo., KMOS-TV Sedalia, Mo., KMOX-TV St. Louis, KODE-TV Joplin, Mo., KOMU-TV Columbia, Mo., KPLR-TV St. Louis, KRNT-TV Des Moines, Iowa, KSD-TV St. Louis, Mo., KTIV-TV Sioux City, Iowa, KTTS-TV Springfield, Mo., KTVO-TV Kirksville, Mo., KWWL-TV Waterloo, Iowa, KYTV-TV Springfield, Mo., WDAF-TV Kansas City, Mo., WHO-TV Des Moines, Iowa, WMT-TV Cedar Rapids, Iowa, WOC-TV Davenport, Iowa, \*WOI-TV, WOI-FM(ED) both Ames, Iowa, \*KBFL(FM-ED) Buffalo, Mo., \*KCUI(FM-ED) Pella, Iowa, \*KCUR-FM(ED) Kansas City, Mo., \*KDPS(FM-ED) Des Moines, Iowa, \*KMMS(FM-ED) Rolla, Mo., \*KSLH(FM-ED) St. Louis, KASI Ames, Iowa, KBOA, KBOA-FM both Kennett, Mo., KBOE, KBOE-FM both Oskaloosa, Iowa, KBTN Neosho, Mo., KBUR Burlington, Iowa, KBXM Kennett, Mo., KCCV Independence, Mo., KCHA Charles City, Iowa, KCHE Cherokee, Iowa, KCLU, KCLU-FM both Rolla, Mo., KCMO, KCMO-FM both Kansas City, Mo., KCOB Newton, Iowa, KCOG Centerville, Iowa, KDEC Decorah, Iowa, KDEX Dexter, Mo., KDKD Clinton, Mo., KDLS Perry, Iowa, KDRO Sedalia, Mo., KDSN Denison, Iowa, KFAL Fulton, Mo., KFJB Marshalltown, Iowa, KFGQ, KFGQ-FM both Boone, Iowa, KFMO Flat River, Mo., KGBX Springfield, Mo., KGLO Mason City, Iowa, KGMO Cape Girardeau, Mo., KHMO Hannibal, Mo., KIRK Kirksville, Mo., KIWA Sheldon, Iowa, KJAN, KJAN-FM both Atlantic, Iowa, KJFJ Webster City, Iowa, KJPW Waynesville, Mo., KLEM, KLEM-FM, both LeMars, Iowa, KLGA Algona, Iowa, KLIK Jefferson City, Mo., KLPW, KLPW-FM, both Union, Mo., KMAQ Lebanon, Mo., KMAM Butler, Mo., KMAQ Maquoketa, Iowa, KMCD Fairfield, Iowa, KMIS Portageville, Mo., KMOX, KMOX-FM, both St. Louis, Mo., KNEM Nevada, Mo., KPRS, KPRS-FM, both Kansas City, Mo., KPWB Piedmont, Mo., KQYX Joplin, Mo., KRCB Council Bluffs, Iowa, KRNT Des Moines, Iowa, KSCJ Sioux City, Iowa, KSD St. Louis, KSIB, KSIB-FM, both Creston, Iowa, KSTL St. Louis, KTCB Malden, Mo., KTGR Columbia, Mo., KTTS, KTTS-FM, both Springfield, Mo., KTUI Sullivan, Mo., KUKU Willow Springs, Mo., KWIX Moberly, Mo., KWMT, KWMT-FM, both Fort Dodge, Iowa, KWOS Jefferson City, Mo., KVVY Waverly, Iowa, KXGI Fort Madison, Iowa, KYRO Potosi, Mo., KZYM Cape Girardeau, Mo., WDAF, WDAF-FM, both Kansas City, Mo., WDBQ, WDBQ-FM, both Dubuque, Iowa, WOC, WOC-FM, both Davenport, Iowa, WOI Ames, Iowa, KAYL-FM Storm Lake, Iowa, KBEY(FM) Kansas City, Mo.,

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## Translators

### ACTIONS

K04BG, Minturn and Gilman, both Colorado—Broadcast Bureau granted mod. of license for VHF TV trans. to change primary station to KBTV, ch. 9, Denver, Action Jan. 24.

W83AI, Indian River County, Melbourne and Eau Gallie, all Florida.—Broadcast Bureau granted mod. of CP for UHF TV trans. to change trans. location to Brevard County Commission, District #5 ¼ of mile North of Post Road on Wickham Road, Eau Gallie, change type trans. and make changes in ant. system. Action Jan. 22.

W07AC Pennington Gap, Va.—Broadcast Bureau granted CP for VHF TV trans. station to change trans. location to A. J. Stacy Property adjacent to Lee County Airport, Pennington Gap, and make changes in ant. system. Action Jan. 22.

■ Broadcast Bureau granted CPs for new VHF TV trans. stations to serve Mount Ayr, Iowa operating on ch. 10, by rebroadcasting programs of WHO-TV, ch. 13, Des Moines and operating on ch. 12, by rebroadcasting programs of KRNT-TV, ch. 8, Des Moines. Action Jan. 22.

■ Broadcast Bureau granted CP for a new VHF TV Translator station to serve Burkesville, Ky. operating on ch. 7, by rebroadcasting programs of WLAC-TV, ch. 5, Nashville. Action Jan. 22.

■ Commission has designated for hearing application of West Michigan Telecasters, Inc., Battle Creek, Michigan, for CP for a UHF TV translator station in Battle Creek. Action Jan. 24.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translators K07BL (a) farm area north of K09BA Randolph and (b) Randolph, K11BF both Utah and K11GB McNary, Ariz.

## CATV

### APPLICATIONS

Mountain States Video Inc.—Requests distant signals from KTVU(TV), Oakland; KQED-TV, San Francisco, KTLA(TV), KTTV(TV), KCOP(TV), KCET(TV), KMEV-TV and KWHY-TV, all Los Angeles, KLLX-TV, Fontana, and KMTW(TV) Corona, all California to unincorporated areas of Jefferson County, Colorado, the following: Englewood, Edgewater, Littleton, Sheridan, Adams County and Arapahoe County, all Colorado (Denver, ARB 39).

### ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Jan. 29 in Merced, Calif. (General Electric Cablevision Corp.) CATV proceeding, granted petition and continued to Feb. 12 date for exchange of written exhibits; and continued Jan. 30 evidentiary hearing to Feb. 19 (Doc. 17861).

■ Hearing Examiner Forest L. McClenning on Jan. 24 in Brainerd, Minn. (Brainerd Video) CATV proceeding, granted request by KDAL Inc., and Brainerd Video and corrected in various respects transcript of record (Doc. 17818).

■ Hearing Examiner Herbert Sharfman on Jan. 25 in Peoria, Peoria Heights and Bartonville, all Illinois. (General Electric Cablevision Corp.) CATV proceeding, granted request by General Electric Cablevision Corp. to extent that additional statement furnished by General Electric on Jan. 24 is considered to have been seasonably delivered; date for receipt of notification of General Electric witnesses for cross-examination is extended from Jan. 24 to Feb. 7.

Hearing scheduled for Feb. 19 was continued to April 1 (Docs. 17144-55).

### ACTIONS

■ CATV Task Force on Jan. 24 dismissed as moot "Joint Motion for Dismissal of Petitions" for (1) "Petition of Salina Cable TV Systems Inc., Mid-Kansas Inc. and Kansas State Network Inc. for order to show cause and petition for waiver of section 74.1103(e) of commission's rules".

■ Commission has issued show cause order against Tele-Ception of Winchester, Inc., operator of CATV system at Winchester, Ky. Order directs Tele-Ception to show cause why it should not be ordered to cease and desist from further violations of the program exclusivity requirements of sec. 74.1103(e) of rules. Commission has also denied Tele-Ception's petition for special relief and has set a hearing on show cause order. Action Jan. 24.

■ Commission has denied request of Pearson T.V. Antenna Systems for waiver of program exclusivity requirements of Sec. 74.1103(a) of rules for its CATV system in Kernville, Calif. Action Jan. 24.

■ Commission has dismissed petition filed by Jackson TV Cable Co. requesting waiver of Sec. 1.311 of rules stating that the cable company should direct request to the presiding officer in proceeding under provisions of discovery procedures adopted January 4 effective February 1. Action Jan. 31.

■ Television Corp. of Michigan Inc. (licensee of share-time WILX-TV, Onondaga, Mich.) has been ordered by FCC to make available to Jackson TV Cable Co. for inspection annual financial report for 1962-1966 of the licensee corporation and WILX-TV. Action Jan. 24.

## Ownership changes

### APPLICATIONS

KOWN-AM-FM Escondido, Calif.—Seeks transfer of control from Dean V. Kiner and Floyetta D. Kiner (50% before, none after) to Alan B. Skuba, Nancy Skuba, Stephen J. Skuba and Antonette N. Skuba (50% before, 100% after). Consideration: \$121,894.78. Ann. Jan 30

KJEO(TV) Fresno, Calif.—Seeks assignment of license from Shasta Telecasting Corp. to Retlaw Enterprises Inc. for \$3,645,000. Principals: Mrs. Walter E. Disney, chairman of board (20%), Sharon Disney Brown, vice president (40%), Diane Disney Miller, vice president (24%) et al. Retlaw Enterprises operates two amusement park attractions at Disneyland; has minority interests in certain motion pictures produced by Walt Disney Productions and is owner and licensor of rights to Walt Disney name. Ann. Jan. 30.

KUDE-AM-FM Oceanside, Calif.—Seeks transfer of control from Dolph-Petty Broadcasting Co. (Herbert L. Petty, deceased) to Hope D. Petty (33% before, 50% after) to carry out last will and testament of Mr. Petty. Principals: William E. Dolph, vice president and treasurer (48.1%) and Hope D. Petty, asst. secretary. Ann. Jan. 30.

WESU-FM, Middletown, Conn.—Seeks assignment of license from Wesleyan University to Wesleyan Broadcasting Association Inc. No monetary consideration. Assigner relinquishes all rights unconditionally and without payment. Principals: Robert S. Tarleton, vice president and Dixon F. Miller, secretary. Ann. Jan. 31.

WXBM-FM Milton, Fla.—Seeks assignment of license from H. Byrd Mapoles tr/as Mapoles Broadcasting Co. to Lawrence Hankins Locklin for \$50,000. Principal: Lawrence Hankins Locklin. Mr. Locklin is 51% owner and president of two publishing companies, has royalty contract association with RCA Victor, owns ranch and is member of Grand Ole Opry. Ann. Jan. 31.

WTVB, WANG(FM) Coldwater, Mich.—Seeks assignment of license from Twin Valley Broadcasters Inc. to Zarc Inc. for \$290,000. Principals: Harold W. Shepard, president and treasurer and Harry Wilber, vice president and secretary. (each 50%). Mr. Shepard is senior vice president and 4% owner of Edward H. Weiss and Co., New York, an advertising agency. Mr. Wilber is vice president of Bernard Howard Inc., broadcasting representatives. Ann. Jan. 30.

WPBA-FM Palm Bay, Fla.—Seeks assignment of license from Custom Electronics Inc. to Atlantic Communications Service Inc. for \$1.00. Principals: Eric T. Esbensen, president and D. H. Esbensen, vice president (each 28.5%) and Homer Akers (42.94%). Mr. Eric Esbensen is law student. Mr. D. H. Esbensen is owner of hearing aid center.

Mr. Akers owns controlling interest in WWOX(FM) Boca Raton. Ann. Jan. 25.

WERX Wyoming, Mich.—Seeks transfer of control from WSJM Inc. to A. R. Ellman. Principal: A. R. Ellman (33.3%) and others. Mr. Ellman is sole owner of CPA firm and Broadcasters' Aid Inc., bookkeeping service for radio stations. Ann. Jan. 31.

KFDM-TV Beaumont, Tex.—Seeks transfer of control from Beaumont Broadcasting Co. to The Enterprise Co. Principals: Robert E. Meyers, chairman of board, R. M. Frost, president and general manager and First Security National Bank trustee, (83%). The Enterprise Co. publishes Beaumont Enterprise and Journal. Consideration: \$3,346,744. Ann. Jan. 30

WTAR-AM-FM-TV Norfolk, Va.—WTAR Radio-TV Corp., owned by Landmark Communications Inc., which is in turn controlled by Landmark Securities Inc. Seeks transfer of control thru transfer of 27.3% of stock from estate of Fay M. Slover, to Frank Batten. (33.6% before, 60.9% after). Ann. Jan. 25.

WMNE and WDMW-FM, both Menomonee, Wis.—Seek assignment of license from Chris Hansen, Evelyn Whitford and Wendell Hansen d/b as Menomonee Broadcasting Co. to Evelyn Whitford and Wendell Hansen also d/b as Menomonee Broadcasting Co. for purpose of incorporation. Principals: Miss Whitford and Mr. Hansen, partners (both 33.3% before, 50% after). Miss Whitford is 9.37% owner of WURD(TV) Lawrence, Ind. and 11.22% owner of East St. Louis Broadcasting Co., applicant for AM in East St. Louis, Ill. Mr. Hansen has 51% interest in WURD, is owner of \$6,000 in bonds of WARU Peru and WAIU-FM Wabash, both Indiana, and has 20.51% interest in East St. Louis Broadcasting Co. Ann. Jan. 25

KASL New Castle, Wyo.—Seeks assignment of license from Northeast Wyoming Broadcasters Inc. to Kelly Communications Corp. for \$42,000. Principals: Robert J. Kelly, president and Donald Hansen, vice president (each 50%). Mr. Kelly is 56% owner of KRFS Superior, Neb. and Mr. Hansen is president of bank. Ann. Jan. 30.

### ACTIONS

WDEL-AM-FM Wilmington, Del. and WEST-AM-FM Easton and WORK York, all Pennsylvania—Granted transfer of control from estate of James Hale Steinman to Louise Tinsley Steinman, Carolina S. Nunan and Douglas R. Armstrong, trustees of Steinman estate. Clair R. McCullough is president of stations. WDEL-AM-FM transfer of control granted Jan. 24. WEST-AM-FM and WORK transfer of control granted Jan. 25.

WPAS Phephyrhills, Fla.—Broadcast Bureau granted assignment of license from Paul Lasobik to Robert A. Artabasy for \$49,000. Principal: Mr. Artabasy is president of Art Advertising Co., Plymouth, Wis. Action Jan. 25.

WDOC-AM-FM Prestonburg, Ky.—Broadcast Bureau granted assignment of licenses from Gordon Collins to WDOC Inc. for purpose of incorporation. Mr. Collins is 100% owner of WDOC Inc. Action Jan. 25.

WABK Gardiner, Me.—Broadcast Bureau granted transfer of control from Roger V. Snow, Jr. (33½% before, 13¼% after), to Jon A. Lund (33½% before, 45% after) and Derek B. Payson (16¼% before, 25% after). Consideration: Mr. Payson will pay \$2,500; Mr. Lund, \$3,500. Action Jan. 24.

WYNZ Ypsilanti, Mich.—Broadcast Bureau granted assignment of license from Community Service Broadcasters Inc. to Word Broadcasters Inc. for \$125,000. Principals: Royden W. Behmer, president and Edgill Howard, secretary-treasurer (each 50%). Mr. Behmer is special sales agent for Northwestern Mutual Life Insurance Co., Detroit, and is landholder in Farmington, Mich. Mr. Howard is sole stockholder with wife in the Baptist Book Store Inc., tr/as Howard's Christian Stores. Action Jan. 24.

KNFT Bayard, N. M.—Broadcast Bureau granted assignment of CP from George L. McFarland to K.N.F.T. Inc. Incorporation transaction, stock transfer. Action Jan. 24.

WGNX Newburgh, N. Y.—Broadcast Bureau granted assignment of license from Orange County Broadcasting Corp. to Hudson Horizons Inc. for \$450,000. Principals: Joel W. Harnett, president (25%), Joseph H. and Helen Cowan (25% jointly) and others. Mr. Harnett is vice president and director of marketing and assistant to president of Look division of Cowles Communications Inc. (group broadcaster). Dr. Cowan is in private medical practice; Mrs. Cowan is housewife. Action Jan. 24.

WSCR Scranton, Pa.—Broadcast Bureau

(Continued on page 80)



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### RADIO—Help Wanted

#### Management

One of those opportunities. Top Ohio operation looking for ambitious someone. 28-35, some programming 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.

Station manager, major market, excellent permanent opportunity with long-established profitable station. Send background, desires and compensation requirements first letter. Box A-281, BROADCASTING.

We need a manager to take over small western North Carolina station located near Great Smokey Mountains. Absentee owner, no big time operators please, just an honest radio man that will do the best he can and lookout for owner's interest. Good place for a family man to become a part of a good community and do good. Salary plus commission. Box B-71, BROADCASTING.

Experienced selling manager for market's number one station. Network and major sports outlet for California's central coast. MOR format. Send complete details to: John Cohan, KSEW Radio, PO Box 1651, Salinas, California.

Management: Assistant manager with managerial-sales ability. Future stock options guaranteed & required. \$700.00 plus. KSNN, Pocatello, Idaho.

#### Help Wanted—Sales

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.

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.

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.

Great opportunity with one of Florida's foremost stations; plenty of room for intelligent, energetic salesman to grow into executive echelon; stable record essential. Box B-51, BROADCASTING.

### Sales—(Cont'd)

Regional Sales Manager. Bright young man who works well with this type of account. If you have the background (possibly just the potential) you might have a very bright future with us. Profit sharing, paid major medical insurance, many other benefits. Box B-69, BROADCASTING.

Country-western 5000 watter with FM affiliate. Salesman and/or salesman-announcer. Fantastic opportunity for the right man. All references will be checked . . . no drifters need apply. Population 25,000, University and tourist town. Guy Christian, KAFF, Flagstaff, Arizona.

An opportunity that comes very seldom. Chance to become one of two salesmen for station billing more than \$150,000. You will have active account list, an opportunity to move into management if you desire. Send complete resume and photo to Jerry Papenfuss, KAGE, Box 767, Winona, Minnesota 55987.

Immediate opening for seasoned salesman or announcer-salesman. Real opportunity for consistent effort. Salary, commission, incentive. Bill Brink, General Manager, KPSS, Falfurrias, Texas.

Go with a winner! Write KVON, Napa, Calif.

Salesman-announcer. Immediate opening. Permanent. Cape Kennedy area. WRMF, Titusville, Florida.

Combination sales-play-by-play man with news experiences. Emphasis on sales. Excellent opportunity. Salary, commissions and talent. Send resume, picture, complete background, plus air check to: Mr. James P. Schuh, Program Director, WSPT, Stevens Point, Wisconsin or call 715-341-1300.

#### 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.

Afternoon drive. Top 40. East coast. Tape, resume, references, latest picture with first letter. Box A-177, 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.

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.

Progressive southeast Georgia station has two immediate openings. Starting salaries, \$100.00 per week. Send tape, resume and photo to Box A-340, BROADCASTING.

Nebraska network station needs permanent announcer with first ticket. Maintenance. Small market—Big Sound. Salary open. Start work late February. Box A-347, BROADCASTING.

### Announcers—(Cont'd)

Hard working contemporary music personality to work in 180M southern market. Salary open. Send resume and tape to Box A-380, BROADCASTING.

A-1 announcer, leading station in southeast; good starting salary and excellent opportunity for advancement with growing organization. Box A-369, BROADCASTING.

Connecticut metro area station needs experienced announcer. Send resume and references to Box B-17, BROADCASTING.

Combination sales-morning man-sports. West-midwest. MOR medium market. Salary, commission, talent. Stable operation. Write Box B-32, BROADCASTING.

If you are an experienced talent, a midwest station has two DJ openings. Send air check of what you do best and complete resume to Box B-47, BROADCASTING.

A-1 announcer; leading station in Southeast; good starting salary and excellent opportunity for advancement in growing organization. Box B-50, BROADCASTING.

Great MOR station, strong on personality and news dominance seeks creative, mature, appealing announcer. Tight production, fine city in the west. Radio with excellence, beautiful place to live. Send tape and resume to Box B-72, BROADCASTING.

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.

Alaska's largest market. \$800 to start. City over 100,000. Good music AM-FM-TV. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references to P. Harpel, KHAR, Pouch 7-016, Anchorage 99501.

First phone? Try a winner. Write: KVON, Napa, Calif.

Mature MOR announcer with experience and professional ability. Contact Dale Wood, KWBB, Wichita, Kansas 67201.

Immediate opening for experienced announcer with background in news and copywriting. Send tape, resume to WASA, Havre de Grace, Md. 21078.

Immediate opening—experienced morning man. Established single station MOR, heavy local sales, sports. Active account list if you have sales experience. Good salary plus 15% commission. General Manager, WCBY Radio, Cheboygan, Michigan.

Permanent position for professional mid-morning man. Good pay, advancement potential growing North Carolina market. Send tape resume to WCEC Rocky Mount, N. C.

Newsman wanted immediately for Central Florida's top station. Should be experienced in gathering, writing, and on-air reporting. Phone Bob Raymon, News Director, 305-241-1491, WDBO, Orlando, Florida.

Suburban Chicago, combo, 1st class license, permanent, open now. Send complete information and tape to WEAU, Evanston, Illinois 60202.

## Announcers—(Cont'd)

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 WEOB, Owego, New York.

Where are all the good radio announcers? WFIX needs mature, experienced announcers for adult format. Excellent opportunity and pay in fast growing market with well established, successful station. Send tape, photo and resume to Manager, WFIX Radio, Huntsville, Alabama, 35804.

Excellent opportunity—really a fine opportunity—for announcer with first class license. Immediate opening. The more experience, the more weekly starting salary. Apply to H. M. Thayer, President, WGHQ, Kingston, New York.

Announcer first phone. 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 WNEF, Binghamton, N. Y. (A Triangle Group station).

PD, 2 versatile announcers and news director. Staffing new station. First facility in 250 thousand plus market—An AM operation on an FM frequency. MOR. Lots of room for responsibility and growth. Tape and resume to: Dan Heilman, WOBM, Box 927, Toms River, N. J. 08753.

Announcer—first class ticket. No maintenance. Excellent pay. Beautiful community of 12,000. Send tape, photo, resume. Manager, WORX, Madison, Indiana.

One of Washington, D. C.'s leading quality music stations has an opening for an experienced announcer with mature voice. Special emphasis on commercial production. No top forty. \$150 per week to start with regular pay increases. Five day, forty hour week. Three weeks paid vacation. Modern studios with latest equipment. Call (301) 587-4900 or send tape and resume to WGAY-Stereo, WQMR, 8121 Georgia Avenue, Silver Spring, Maryland 20910.

Wanted: Experienced announced/sportscaster. Send resume, audition tape, compensation requirements to WSTR, Box 70, Sturgis, Michigan 49091.

Florida calls! Adult sound, successful full-timer 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, WPMC, Ocala, Florida 32670.

Baltimore area station has immediate opening for first phone announcer. Call Charles Doll at 301-761-1590.

New England broadcast group expanding. New positions in sales, announcing and news. Send resume and tape to Operation Mgr., New England Broadcasting Co., Curtis Ave., Marlboro, Mass. Replies confidential. No tapes returned.

\$125 weekly for good announcer. Must be experienced with ability to assume PD position. Write Kent Roberts, Box 590, Silver City, New Mexico.

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.

## Technical

First phone for transmitter. No announcing. Will train beginner. Box A-143, BROADCASTING.

## Technical—(Cont'd)

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.

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.

Chief engineer-announcer for 5 kw MOR format. Approx. 12 hours per week maintenance. Area station for network and major sports. Send complete details, tape cut at 7½ RPM to Wes Chaney, KSBW Radio, PO Box 1651, Salinas, California.

First phone for transmitter, possibly some CATV work. KVGB Radio, Great Bend, Kansas. 316-452-4317.

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.

We offer challenge, opportunity for advancement and growth to the right man to be final man to make up 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.

Engineer 1st phone. Modern AM-FM-TV operation. Paid vacations, hospitalization and insurance, top wages. Call 616-363-7701 or write Roy Breen, Chief Eng., WJEF, 280 Ann, Nw., Grand Rapids, Michigan 49504.

Engineer, fulltime, 1st class license. Transmitter and studio operation and maintenance. Car required. Telephone or write WPIK, Alexandria, Va., 703-683-3000.

WPOK-MOR needs first phone man by Feb. 15th. Group operation advancement possible. Call collect 815-844-6101.

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.

## 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.

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.

Aggressive newsman who seeks career in broadcast journalism to handle news department in progressive Pennsylvania small market. Post may be combined with educational work at nearby university. Send picture, tape and resume to Box B-35, 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.

## News—(cont'd)

Man or woman. Frankly, we would prefer a woman. Daytime shift at the outset, six days a week. Good job. Must type competently, must write competently, must have good voice. Salary is not too great to start with, but there is a bright road ahead. Three-week vacation. Hospitalization. Life insurance benefits. Apply in person or with tape to Harry M. Thayer WGHQ, Box 427 U.P.O., Kingston, New York.

Top grade newsman, to gather, write and deliver at full time swinger. Contact Paul Wierman—309 967-9521.

## Production—Programing, Others

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.

Staff writer—New position for staff writer at rapidly growing West Virginia University, located in beautiful mountain resort area of West Virginia. Excellent outdoor recreational facilities. Bachelor's degree or equivalent and experience in writing news releases for newspaper, radio, and television. Starting salary commensurate to qualifications. Liberal personnel policies and fringe benefits including tuition free educational opportunities. Apply by resume to E. J. Podeszwa, Office of Personnel, West Virginia University, Morgantown, West Virginia 26506. Confidential information respected.

## Situations Wanted—Management

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.

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.

Assistant manager seeks manager position. Experienced all phases. Young, family, aggressive. Prefer midwest or mideastern states. Box B-1, BROADCASTING.

Experienced metro market general manager with outstanding sales track record. Top performances. Desire management or sales-management in market of half million or larger. Major chain experience. Causes things to happen. Box B-5, BROADCASTING.

Seeking management position — currently small market station sold. No gimmicks or magic want—just hard work. Family man—interested in any market anywhere. Box B-26, BROADCASTING.

Available immediately—experienced general manager all phases AM. Multi station metro markets. Successful track record. Prefer Christian or Religious operation, can take complete charge one station or group. References. Heavy on sales. Call 317-253-7165.

## Sales

Have cash, can invest, sales pro seeks last stop. Box A-187, 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.

Southeast—sales manager with announcing, play-by-play experience seeking management opportunity. Box B-67, BROADCASTING.



## Situations Wanted

### Announcers

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.

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.

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.

Announcer, newscaster, 5 years experience. top 40, middle of the road, prefer east coast. Box B-7, BROADCASTING.

Experienced rock dj. Veteran, third endorsed. Northwestern University degree. Box B-11, BROADCASTING.

Experienced, mature announcer seeking position with stable, professional, responsible organization. Experienced in programming and news with some sales. Want position with future, and am willing to work for that future. Box B-12, BROADCASTING.

Creative top-40 personality wants to join station that will hire only pros. 4 years experience, college education, married. Box B-13, BROADCASTING.

Boss-jock . . . personality, top 40, swinger, experienced, 3rd class, looking for larger market, better pay, married, mid 20's, draft free. "Will wait for right offer." Wayne Allen, Box B-15, BROADCASTING.

Negro dj, mature, personable, good voice. NYC Broadcasting school grad. 3rd endorsed. Willing worker needs break. Available immediately. Preferably East Coast. Box B-16, BROADCASTING.

Wish to relocate in southwest-west area. Announcer, 8 years experience. Tight board, play-by-play sports, presently news and sports director. Bi-lingual. Write Box B-22, BROADCASTING.

Sportscaster. Experienced. Superlative play-by-play. First phone. Some TV. Box B-23, BROADCASTING.

Attention Florida. First phone announcer seeking first job. Single, draft exempt, dependable, eager to get started. Box B-24, BROADCASTING.

Sports—play-by-play—3rd ticket—also board and news. Family man, will relocate. Box B-27, BROADCASTING.

Negro announcer—dependable—experienced. Reliable—can work any type station. Third endorsed. Box B-37, BROADCASTING.

Young MOR or top 40 announcer. Single, non-floater, draft exempt, 3rd phone, willing to relocate, hard worker, versatile. Box B-39, BROADCASTING.

Top 40 pro. Excellent production. Currently PD top 50 market. \$20,000. Box B-40, BROADCASTING.

Top talk show personality in top 60 market wishes relocation. Articulate—college graduate. Handle phone or studio audience. Salary negotiable. Experienced in sales—will sell show. Box B-45, BROADCASTING.

Sportscaster, 21, play-by-play, draft exempt, college, six months experience. Box B-49, BROADCASTING.

Excellent voice, versatile, young, professional, west coast announcer that does much more than required. Box B-52, BROADCASTING.

Tennessee, Kentucky only. First phone. Country jock. Experienced. Box B-54, BROADCASTING.

Dependable DJ, audience builder, tight board, third endorsed, relocate. Box B-55, BROADCASTING.

## Situations Wanted—Announcers

### Continued

First Phone top 40 person available. Bundle of voices, characters. Creative production. Box B-57, BROADCASTING.

Fun-tastic . . . top 40 disc-jockey. Experienced, wants to move up with larger market, draft free, married, no drifter, tight board, 3rd class, previous program director. Box B-63, BROADCASTING.

Negro lady dj/announcer: Previously had R&B show. Experienced in sales, continuity, traffic, control board operation etc. Third class endorsement. Box B-70, BROADCASTING.

Clever, witty, talented personality-dee jay. Also, I lie a lot. New England, Box B-74, BROADCASTING.

Experienced news-sports announcer, strong on sales. DJ. Third ticket with endorsement, relocate. Andy Denonn, Box 562, Sebring, Fla. EV 5-9846.

Radio-TV announcer with 5 years experience interested in getting into the Wichita area market as soon as possible. Four years in radio in all phases, both MOR & Top-40. One year as TV Traffic-Continuity Director. Have done on camera commercials and Weather Show. Call (not collect) Lee Schroeder, 505-622-2120. Married, 28, draft exempt and stable.

College student desires summer work in broadcasting. 2 yrs. experience in radio. Peter Kahlenberg, Brockert 03, Platteville, Wisconsin.

Available immediately — Career Academy graduate—does dj, news, good commercial, baseball play-by-play. 3rd endorsed. 401-539-7550.

First phone, married. Top 40, straight. Draft exempt, veteran. Medium, metro market only. Excellent references. Bill: 218-722-8886, 741-2251.

Combo dj, authoritative newscaster. Third ticket, non floater, jazz or popular music. Earnest Adams, 99-08-197th Street, Hollis, N. Y. 11423, (212) 762-9836.

Broadcasting grad. Music show or newscasting. Thirty mile radius, Washington, D. C. (202) 234-7029.

DJ-announcer, Career Academy grad., third endorsed, draft exempt. Seeking first position. Ohio or adjacent states. Brite, ambitious, willing, able. Don Ressler—2070 Glenridge Road, Euclid, Ohio 44117 or call 216-486-0968.

If you can afford \$165 a week for a darn good jock now in a medium market and looking to advance himself; if you're looking for a company oriented man who has PD and production managerial experience and excellent references plus on-the-air personality and good humor, then call me at (513) 222-7047 now for more information. If you want a drake-type time and temp jock, don't waste my time or yours.

Announcer, first phone, experienced. Call (912) 242-5228, Valdosta, Ga.

Top 40 rock air personality, 3rd endorsed . . . military exempt, want afternoon or night air shift in medium to large city market. Have resume with good references . . . lively professional sound on air with quick paced board work. Do spot and promo production . . . available immediately. Bill Ross, 108 Campfire Rd., Chappaqua, N. Y., (914) 238-8730.

My boss says: "You're a 'break' waiting to happen." I'm at the bottom of the pole, and with existing seniority right where I am, that 'break' will be a long time coming. Major stations wanting a unique, sophisticated, mature, professional sound, write: Apartment #34, 18831 Greenfield, Detroit, Michigan 48235.

First phone, no maintenance, experienced announcer, C&W or MOR. Married, stable. Like midwest. Dick Baggerly, 1828 E. Cambridge, Phoenix, Ariz. Phone 265-6444.

Experienced top 40 announcer available immediately—Contact Dan Carlisle, 528 Roth, Clawson, Michigan.

## Situations Wanted—Announcers

### Continued

1st phone, Broadcast School graduate, 4 years experience. Military completed. Relaxed, smooth MOR style. Desire permanent position on Eve. or Mid shift with medium market station. Free to relocate. Bob Davis, 727 Monroe St., #203, Rockville, Maryland.

### Technical

First phone. No announcing. Directionals—AM—experienced. Prefer southwest. Employed. Box B-42, BROADCASTING.

2 in 1—presently employed as Director of Engineering, announcer, talk show personality for small chain. 13 years experience in all phases of radio—some TV knowledge. At top of ladder—need another to climb. Need 2 in 1? Box B-53, BROADCASTING.

Versatile gal: News, copywriting, public relations, special promotions experience in top ten market. College. 3rd phone. Seeks challenging position. Box B-59, BROADCASTING.

First phone, experience in maintenance/transmitter/remotes, military service completed, desires work in New York, New Jersey metropolitan area. Available immediately. Box B-61, 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.

Experienced chief engineer wants position with good station. Married, draft exempt, home owner, good credit, no problems, 2½ years present employer. Experience includes: AM directionals, 100kw FM stereo, station construction, maintenance, familiar all types equipment, proofs, FCC applications, Rules and Regulations, construction of equipment, remote control operation, new FCC sunrise rules and equipment, automation; Schaffer and ATC, supervision of other engineers, six years experience, best of references. Salary negotiable depending on opportunity. Want responsibility along with title, not just title alone. Right man if you have an honest operation. No junk stations! Write direct: William Christman, 2512 Thornton Road, Charlotte, N. C.

First phone, married, draft exempt, experienced electronics technician, prefer northern U. S. c/o Peter Reese, 420 Pleasure Dr., Mundelein, Ill. 60060 or 312-362-5669.

## NEWS

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.

Authoritative, literate on-air newsman. Top copy, editing. Presently TV, frankly prefer radio in adequately staffed operation in larger market. Like change by spring. Box B-3, BROADCASTING.

Are you willing to pay a high price for high quality news? The news department of which I am now director is an award winning pace-setter with a state and national reputation. Our blend of thorough collection and smooth delivery by professionals has paid off. It could pay you. I am interested in being a director or member of a hard-hitting team capable of being the best in the market. An all-talk station or one that wants to build quality news from scratch would also interest me. If you are interested, wire or write Box B-19, BROADCASTING.

English-journalism teacher with some radio experience wants back in broadcasting. Sports enthusiast. Available June 1. Box B-25, BROADCASTING.

## Situations Wanted—News

### Continued

Radio TV news and sportscaster—college graduate — military completed — 26. Can gather and report news effectively—play by play—MOR dj if needed. Will travel. Resume and tape available on request. Box B-33, BROADCASTING.

Top talk show personality in top 60 market wishes relocation. Articulate—college graduate. Handle phone or studio audience. Salary negotiable. Experienced in sales—will sell show. Box B-46, BROADCASTING.

Experienced radio newsmen available. Real digger. Can air news but prefers street work. Strong on actualities. Minimum \$225. Box B-62, BROADCASTING.

### Production—Programing, Others

Available. Farm director 10 years experience. Also news director experience. Box A-223, BROADCASTING.

Close your saleability gap! PD/personality. Currently programming separate AM and FM stations. 16 years experience from ground up. Top drawer talent. Excellent references. Seek PD position with hip MOR operation. No small markets. Box B-8, BROADCASTING.

Teacher 4 years—uptempo middle road broadcast experience—28, family—desires career broadcasting—public relations. B. A. Speech—140-160, available June. Box B-20, BROADCASTING.

Not just a job . . . desire PD or other production spot. Experience includes ownership and major market. If you have room in your organization for advancement. Box B-34, BROADCASTING.

Nationally known top ten market personality desires program management position at major station. Have helped pioneer format at one of America's great stations. Success-formula on a consultant basis till proven, if desired. Best industry references. Phone: 703-893-6049.

## TELEVISION—Help Wanted

### Management

CATV System Manager. Construction beginning on new CATV system in attractive Ohio town. First of series for fast growing broadcasting company also with radio properties. Excellent growth potential—compensation commensurate with your efforts and results. CATV experience helpful, sales ability prime factor. Box B-66, BROADCASTING.

Station Manager ETV. New station in expanding school district with excellent future. Salary \$13,152 with opportunity to advance. Send resume of training and experience by February 14, to: Clark County School District, Classified Personnel Department, 2832 East Flamingo, Las Vegas, Nevada 89109.

### Sales

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.

We are looking for a man to take charge of our local sales staff. This is a competitive, medium size 3 station market, with the best sales staff in the midwest. Need creative leader and planner. Reply to Box B-10, BROADCASTING.

### Announcers

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.

Major VHF color, CBS affiliate needs immediate replacement for announcer entering service February 15th. Outstanding opportunity for "up and coming" performer in excellent community. Reply including starting salary requirements in 1st letter. Box B-68, BROADCASTING.

## Technical

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.

Director of engineering — for established group of AM-FM-TV stations, east and south. Supervise technical matters all stations, trouble-shoot major problems, plan and take charge of installation new facilities, new stations. Rollup-sleeves working engineer required; no desk jockey. If you have the ability and experience this challenge demands, you will be compensated accordingly. Send full details to Box B-28, BROADCASTING.

CATV Chief Technician. Construction beginning on a new CATV system in Ohio, 35,000 people. First of series for fast growing broadcasting company also with radio properties. Key ground floor opportunity. CATV experience very helpful. Box B-65, 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.

Wanted—first phone engineer for studio work in color, channel 5, NBC affiliate in lower Rio Grande Valley. Will train aggressive young man willing to learn. Contact Wm. Yordy, KRGV, P.O. Box 626, Weslaco, Texas —phone WO 8-3131.

TV Engineer. 1st phone. Will train beginner. KTVG, Ken Karr 316-483-6666.

Maintenance technician wanted to install and maintain microwave, television, audio equipment and telemetry 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.

Asst. chief engineer—TV transmitter and/or VTR maintenance required, plus ability to help in supervision and training. 5 years or equivalent experience. All-color operation, established U in all-U market. Salary open. Call R. J. Klein, Chief Engineer WKYT TV, Lexington, Ky., 606-254-2727.

Wanted 3 first phone engineers, no experience necessary. Expanding our operations. Openings are for immediate acceptance. Call Nathan Frank, WNBE-TV, New Bern, N. C. 919-637-2111—ABC affiliate.

Excellent opportunity for chief engineer southeastern ABC affiliate. Good salary, insurance, car furnished, pleasant working conditions. Station equipped with RCA throughout. Call Nathan Frank 919-637-2111, WNBE Television, New Bern, North Carolina.

Studio engineer with first phone—permanent position. Contact Ray Krueger Chief Engineer, WQAD-TV, 3003 Park 18th St., Moline, Illinois 61265.

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.

## Technical—(Cont'd)

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.

Mr. AM broadcast engineer with 1st class license do you want to move into TV Engineering with network and modern equipment in medium sized market? If you have two years solid experience or eighteen months technical schooling and are located within three hundred miles this South Central Texas location—can appear for interview, call 713-846-7777 & ask for Ch. Engr. or Mgr.

## NEWS

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.

Still looking for newsmen. 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.

Combined TV-FM-AM station in Iowa needs 1st class technician for either operations or maintenance. Previous experience not essential. Box B-29, 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.

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/WMTV 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/WMTV, 1015 North Sixth St., Milwaukee, Wisconsin.

## TELEVISION

### Situations Wanted

#### Management

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.

Television/Radio executive, young, family man, age 45, wants out of New York rat race. Over 20 years experience all phases; sales, programing, promotion, management. Will accept management position in large, medium or small market with future. Past experience includes network, group and station employment. Outstanding character and personal references. Presently employed. Box B-9, BROADCASTING.

## Situations Wanted

### Management—(cont'd)

15 years at same top 100 VHF. Copy-contact supervise sales-service, traffic, continuity department. Looking for opportunity: assistant manager, small market sales manager, or sales. 42, married, B.A., 1 year graduate work. Box B-14, BROADCASTING.

Program-Operations manager, top ten . . . Know studio, production, operation, and remote. Complete television background. Box B-75, BROADCASTING.

Seeking TV station/organization to utilize 20 yrs in depth experience at major market level. Strong creative administrator in programming with emphasis on high interest special events, sports, documentaries. On the street sales experience. Active in closed circuit industrial application. BA Advertising/Marketing. Early 40's. Shortly concluding 2 yr. U.S. contract as overseas broadcasting advisor to foreign government. For resume and/or personal interview, contact Box B-60, BROADCASTING.

### Announcers

Sportscaster . . . dynamic adlibber, play-by-play includes college and pro basketball, football, baseball and golf. Nitely sportscasts move . . . great references . . . let's get together. Box B-73, BROADCASTING.

### Technical

Maintenance supervisor experienced in systems planning, construction, and color desires supervisory position with expanding station. Box B-18, BROADCASTING.

Fla. First phone studio engineer. Seeking chance to learn maintenance. Age 24, draft free, married. Box B-31, BROADCASTING.

Experienced chief TV AM-FM. C. L. Sweet, 1211 W 18th, Amarillo, Texas, phone 806-373-5594.

### Situations Wanted—News

Television radio news announcing. Commercials. 21 years experience. Writing, Editing, Metro area. \$10-12,000. Immediate availability. Box A-82, BROADCASTING.

Experienced newsmen, network owned station, desires major market position as reporter, newscaster or new director. Box A-104, 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.

Photographer-newsmen, 14 years in news business. Shoot, gather and write with accuracy. Seeking larger market. Box B-4, BROADCASTING.

Experienced and able airman, writer reporter. College graduate. Age 25. Box B-43, BROADCASTING.

Medium market anchorman — looking up. Excellent writer. Thorough knowledge of film (network film stringer); College. Youthful. Newsmen. B-44, BROADCASTING.

Experienced News Director, newsmen seeking larger market. B.S., gather, write, shoot. Good record, references, will move. Salary open. Clark Edwards, 1703 S. Cecelia, Sioux City, Iowa 51106.

### 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.

Man with color photography skills and, good production background desires relocation. Age 30, 8 years experience. Box A-289, BROADCASTING.

Experienced production manager familiar with color. Presently with #1 station in small multi-station market. Desires opportunity and challenges in larger market. Box B-6, BROADCASTING.

Producer-director: fourteen years experience. Heavy Live, tape, color. Artist, set designer. Announcer-performer. Desires any major market. Box B-48, BROADCASTING.

## Production—Programing, Others

### Continued

TV production or film production . . . sought by aspiring June B.F.A. candidate. Age . . . 25, 2 years experience . . . TV production with Network O&O, and ETV. Box B-64, 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.

Film man, a one-man-band, script to screen, documentaries, commercials and industrials. Now at major Hollywood studio on network TV series as film editor. Weary of the big time, wishes to be re-born in major TV station or regional network. Ex-TV News and Sports Director. Producer, writer, director, cameraman, editor. Prefer station with ambitious film schedule on low budgets. Will train crew if necessary. Write: John F. Casey, 1731 N. Normandie Ave., Hollywood, California, 90027, or call: 213-663-7337, after 8 PM Pacific Coast Time.

Producer/director with fourteen years in broadcasting, looking for creative position, as producer/director or production manager. Experienced in all phases of television production. Not a drifter, married, sober, reliable. J. A. Copper, Rt. #1 Box 224, Keathville, Louisiana.

### 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.

Wanted: Good used 10kw AM transmitter. High level modulation. Contact Wayne Hetrich, WPGC Radio, Box 8550, Washington, D. C. 301-779-2100.

Attention equipment manufacturers and television stations. We urgently need listings of surplus and out of service studio and control room equipment for our overseas customers. Write, wire or phone Ed Ries and Associates, 5864 Bowcroft Street, Los Angeles 90016. 213-870-1553.

10 KW AM transmitter, good condition. Several used 200' towers complete. Box B-30, BROADCASTING.

Wanted: Used Rust or Schaffer remote control unit. State model, condition and price. Box B-38, BROADCASTING.

Needed immediately: Remote-turnstile console, similar to Gates model KD-20A or Collins model 808A-1. State price condition, first letter. Box B-36, BROADCASTING.

Need excellent Marty complete remote system. Cash. KDKO, Denver, Colorado.

Shenandoah Valley Educational Television Corporation is currently seeking new and used television broadcast, rebroadcast, CCTV and CATV equipment. Interested suppliers should contact Wait W. Bundy, Jr., Chief Engineer, SVETV, 2 South Main Street, Harrisonburg, Virginia 22801.

### 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.

New equipment—Spotmaster, \$3.95 weekly. QRK \$1.35 weekly, Russco \$1.28 weekly. Audiovox, Box 7067-55, Miami-Fla. 33155.

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.

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.

## FOR SALE—Equipment

### Continued

2 RCA color camera chains, TK-40A modified by RCA to approximate TK-41. \$18,000 each. Call 317-773-0030, or write WURD, Noblesville, Indiana.

New and used towers, copper wire for ground systems, etc. Nationwide service. Associated Tower Service. (301) 593-6887.

1080' Andrew FHJ4-50A foam Heliastix in three lengths, 200', 380', 560'. Used one year in excellent condition. All or individual lengths. Chief Engineer, KCRC, Enid, Okla.

Immediate delivery. High quality used Varitrol V lenses, Teleprompter three camera system. RCA sync. generators. IO cameras, waveform monitors. Also new 12 input switcher/padders. Write, wire or phone Ed Ries & Associates, 5864 Bowcroft Street, Los Angeles, 90016, 213-870-1553.

RCA 76-B1 audio console in good condition \$425.00. Contact Keith Angstadt c/o WFLS, Fredericksburg, Va. 373-1500.

Spotmaster Portapak I — Cart. players guaranteed like new, \$60.00 inc. freight. Sell new @ \$175.00. Chicagoland Broadcasters, Inc., 2540 W. Peterson Ave., Chicago, Ill. 60645 (312) 761-1800.

### MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month! \$3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

Free MOR records . . . with syndicated "Dave's Den". Sample? Send tape; Box 248, Galena, Ohio.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11299.

### 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 Veterans 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.

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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.



## INSTRUCTIONS—(Cont'd)

Announcing, programming, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. 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 Mar. 11, April 15, May 20. 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 the First Class Radio Telephone License in only (5) weeks. Total tuition \$350.00. Job placement free. Rooms & apartments \$10-\$15 per week. Classes begin Mar. 11, April 15, May 20. 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-5-8245.

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.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class February 28. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

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We have the first-run  
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Write today for details:  
Box B-56, 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.*

## RADIO—Help Wanted—Sales

### SALESMAN

We need good broadcast men for expansion of America's largest regional rep firm right now. You must have plenty of "smarts" and fully understand broadcast sales. You might be an unhappy rep salesman now, or a hep regional or national station sales merr., or a "comer" who has the right feel for this business.

We offer you the right stations, plenty of growth potential, lots of hard work and terrific fringe benefits. Please send full information, including dollars, to allow us to investigate you thoroughly.

**Leonard F. Auerbach, President**  
**Regional Reps Corp.**  
1220 Huron Road  
Cleveland, Ohio 44115

## NEWS

### NEWS ANNOUNCER

for upstate N.Y. station. Some exp. in news field. To write and air news. Great oppy for advancement within a "group". Send tape and resume to

**Box 5700, New York, N. Y. 10017**

## Production—Programing, Others

**NEW OWNERSHIP  
NEW MOR SOUND**

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**HIRING** NEWSMAN  
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**EXCELLENT PAY  
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NEW STUDIOS  
LATEST EQUIPMENT  
CALL IF YOU QUALIFY  
412-846-4100**

### Goodbye, Sweet Ursula

My wonderful executive secretary of many years, Ursula Schweitzer, is leaving me in order to devote full time to finishing her specialization in computers.

Do you know anyone who could replace Ursula?

**Gordon McLendon**  
2008 Jackson Street  
Dallas, Texas 75201

## RADIO

### Situations Wanted

#### Announcers

### \$10 Per Month!

**WILL BUY ANOTHER** good announcer for your radio station. 22 years on the mike. Send for free record with full details. Maury Ferguson, 901 N.E. 63rd, Oklahoma City, Okla. 73105.

### I'VE BEEN ENTERTAINING PEOPLE ON RADIO AND TV FOR 11 YEARS

and on the same station for the past nine years. Now I need a change. I do a gentle program for gentle people, featuring the music of turned on young adults, poetry readings, and mind expanding interviews and dialogue. I'll go anywhere in U.S. or abroad to work for kind and creative people who want a 32 year old mature family man, and can pay \$20,000 a year for a program now enchanting thousands on the east coast.

**Box B-58, Broadcasting.**

### Need a Jock?

**MOR OR GOOD MUSIC** personality with 11 years major market experience ready to move after 6 year stint as DJ/PD. Best references.

**Lee Coffee, 643 Bacon Ave., St. Louis, Mo. 63119. Phone: 314-962-9167.**

## TELEVISION

### Help Wanted

## NEWS

**One of the Nation's most respected News Operations is expanding again.**

We need 3 experienced professionals **NEWSFILM CAMERAMAN, NEWS-FILM EDITOR AND REPORTER.**

Send resume and examples of your work to:

**Mr. William E. McGivern**  
**KSTP NEWS**  
Minneapolis/St. Paul, Minn.  
or call 612-646-7113.

## TELEVISION

### Situations Wanted—Management

### GENERAL MANAGER SEEKS CHALLENGE

Successful station manager, whose name and record of solid operation in a multiple-station company is known industry-wide, would be interested in a new management position where there are new challenges to be met. Unparalleled background of accomplishment—with accent on sales and community involvement—in radio and TV. Money secondary to opportunity for achievement.

**Box B-2, Broadcasting.**

## Employment Service

### THE AMPS AGENCY

**BY BROADCASTERS • FOR BROADCASTERS**

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programing, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

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Telephone DU 8-3116

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## BUSINESS OPPORTUNITY

### OPPORTUNITY BROADCAST SCHOOL MANAGER

Investors seeking qualified individual to start Broadcast School. Should have experience and ability to make small investment. All replies in confidence.

**Box M-252, Broadcasting.**

## WANTED TO BUY—Stations

### I REPRESENT A GROUP

of investors interested in purchasing radio properties in the southeast. Small, medium or large markets.

Write (in confidence) to:

**Cy Steiner**  
City Federal Building  
Birmingham, Ala. 35203

**A more extraordinary personage was her bovine viscount, a cosmopolite with voluptuary propensities. His gustatory delectations ranged from minestrone avec fromage to gooseberries flavored with thyme. After an equestrian morning he was wont to lunch alfresco. For years he had vanquished senility by playing the xylophone and arranging the leprechauns of Eire in categories. Although at times he would go berserk, his tirades were never really risqué, never sacrilegious. He was obese, and as bombastic as Santa Claus.**

Try it. Good announcers make two or three mistakes. Great announcers won't make any. To create announcers between

good and great is the objective of the Columbia School of Broadcasting. And we do more than just try. We do it.



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## FOR SALE—Stations

### FOR SALE

Local station in 65,000 population two-station market in Puerto Rico. Adjacent to major federal installation. \$200,000 terms. Address replies to

Box A-45, Broadcasting.

### ONE KW Small Mkt. Daytimer

In developing area—Doing \$51,000.00 \$72,000.00 with 29% down Northern Midwest

Box B-41, Broadcasting.

### For Sale

Greatest Opportunity in U.S. for an Owner-Operator. Excellent 5 kw A.M. and F.M. Facility in the fastest growing, most beautiful metro area of Florida. Principles Only.

Box B-21, Broadcasting.

### WHY BUY AN FM?

Build your own!

Dozens of open freqs. Many states. Operate for only \$1,000 mo., with revenue potential of \$4,500 mo.

You show FCC \$20,000. We do all the work for reasonable fee.

TNI, Suite 202, 1616 Victory Blvd., Glendale, Calif. 91201. 213-246-4874

### LOWER MICHIGAN

#### 500 WATT DAYTIMER

with CATV FRANCHISE

Highly accepted station in rich county. Good staff, excellent future. \$130,000 cash, or terms. Principals only.

Box A-163, Broadcasting.

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### Confidential Listings RADIO—TV—CATV N.E.—S.E.—S.W.—N.W.

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|-------|----------|----------|--------|-------|
| Ore.  | small    | fulltime | \$105M | terms |
| Fla.  | small    | fulltime | 100M   | nego  |
| Minn. | small    | daytime  | 70M    | 50%   |
| Cal.  | metro    | VHF-TV   | 1.2MM  | SOLD  |
| N.E.  | suburban | daytime  | 650M   | 29%   |

(Continued from page 70)

granted assignment of license from Lackawanna Valley Broadcasting Co. to Rice Communications Inc. Principal: William Thomas Rice Sr., president. Rice Communications is parent corporation and present application is to dissolve assignor into assignee corporation. Action Jan. 24.

WRFV-FM San Juan, P. R.—Broadcast Bureau granted assignment of license from Paradise Broadcasting Inc. to American Colonial Broadcasting Corp. for \$235,000. Principal: Ralph Perez-Perry, president. Assignee owns WKVM San Juan, WKBM-TV Caguas and WSUR-TV Ponce, all Puerto Rico. Action Jan. 29.

Rico. Action Jan. 29.

KORC Mineral Wells, Tex.—Broadcast Bureau granted transfer of control from Regent II Corp. to Sam B. Harbison (40% before, 20% after), Mary M. Morrison (50% before, 25.5% after), Lucetta Harbison (10% before, 5.5% after) and Lon H. Williams (none before, 49% after). Consideration \$30,000. Ann. Jan. 4.

KMAS Shelton, Wash.—Broadcast Bureau granted transfer of control from Thomas C. Townsend (33.3% before, none after), to Robert Sheetz and Bruce Jorgenson (both 33.3% before, 50% after). Consideration \$30,000 with covenant not to compete for five years. Action Jan. 25.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Jan. 31. 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.

Elmhurst, Ill.—Consolidated Cable Utilities Inc., Chicago, proposing to use Illinois Bell Telephone Co. lines, has applied for a franchise. Monthly fee would be around \$5.

Amesbury, Mass.—Cablevision Corp. of America, Boston (multiple CATV owner) has been granted a franchise.

Waltham, Mass.—Waltham Cablevision Corp. has applied for a franchise. Installation and monthly fee for six-channel system would be \$14.95 and \$4.95, respectively.

Pittsfield, Me.—Pittsfield Cable TV Co., owned by Stanley Parsons, Brian Craig and Richard Anderson, has been granted an exclusive 10-year franchise.

St. Cloud, Minn.—St. Cloud Cable TV Inc. has applied for a franchise.

Clark County, Nev.—Time-Life Broadcast Inc. (multiple CATV owner) and the Southern Nevada Division of the Central Telephone Co. have each applied for a franchise. Both companies would serve Las Vegas, North Las Vegas, Henderson and the rest of the county. Central Telephone, in addition, proposes service to areas of Boulder City, Blue Diamond, Mt. Charleston, Jean and Searchlight. Time-Life would charge installation and monthly fees of \$14.95 and \$4.95, respectively. For each additional outlet, firm would charge an extra \$1 monthly fee and \$5 for installation. CFC proposes \$10 installation and \$5 monthly fees with extra \$3 monthly for additional outlet, and \$7.50 for installation.

Reno—Time-Life Broadcast Inc. (multiple CATV owner) and Central Telephone Co. have each applied for a franchise. Previous applicants include Community Cable TV, owned by Jack Kent Cooke (multiple CATV owner) and H. M. Greenspun who also owns KLAS-TV, Las Vegas and Las Vegas Sun (sale of KLAS-TV to Howard Hughes is pending FCC approval); Nevada Cablevision Co. owned by group broadcaster-newspaper publisher-CATV owner Don W. Reynolds.

Salem, N. H.—Greater Lawrence Community Antenna Inc., Nashua Community Antenna Co. and Salem Cable TV Co. have each applied for a franchise. The Law-

rence firm has proposed installation and monthly fees of \$15 and \$5 respectively.

Jersey City, N. J.—National Cablevision Inc., Boston (multiple CATV owner) has applied for a 25-year franchise. Installation and monthly fees would be \$14.95 and \$5, respectively. The firm was recently granted a franchise in Hoboken, N. J.

Centereach, N. Y.—BEC CATV Co., New York, has applied for a 15-year franchise.

Plattsburgh, N. Y.—AuSable Communications, Keesville, and Dimension Cable TV have each applied for a franchise. AuSable, which would pay the town 3% of its annual gross revenue, has applied to provide service to the Cliff Haven area, while Dimension's application asks for rights to the entire town.

Waverly, N. Y.—Valley TV Cable Co., Sayre, Pa. (multiple CATV owner), has been granted a 20-year franchise. Maximum fees will be \$19.95 for installation and \$4.50 monthly. Firm will offer a 12-channel system.

Wilna, N. Y.—Newchannels Corp., Syracuse (multiple CATV owner), has been granted a franchise which includes operation of a closed circuit TV system.

Blairsville, Pa.—Connaugh Cable-TV Corp., Latrobe, has been granted a franchise. Borough will receive \$500 a year beginning in 1969 and \$1,000 annually when system has 1000 subscribers.

Conemaugh twp., Pa.—Johnstown Cable TV Inc. wholly owned by Conley Electronics, subsidiary of Teleprompter Corp. (multiple CATV owner), has been granted an exclusive 10-year franchise. Township will receive 3% of firm's annual gross revenues in 1968 and graduate to 4½% by 1971.

Sayre Borough and Waverly Village, Pa.—Valley TV Cable Co. has been granted 15 and 20-year franchises, respectively. Installation and monthly fees for both systems will be \$19.95 and \$4.50.

Rapid City, S. D.—Multi-Pix Corp. of South Dakota (multiple CATV owner) has purchased the Rapid City system from Midwest Video Corp., Little Rock, Ark. (multiple CATV owner) for an undisclosed price.

Coahoma, Tex.—Big Spring Cable TV Inc., Big Spring, Tex., has extended its service to Coahoma.

Galveston, Tex.—Times-Life Broadcast, Inc. (multiple CATV owner); Gordon McLendon Stns. (group broadcaster), and Clint Murchinson, owner of the Dallas Cowboys football team have jointly applied for a franchise. Previous applicants include Galveston Cablevision Inc. and Coastal Community Antenna Television Inc.

Henderson, Tex.—Texas Community Antennas Inc., Tyler (multiple CATV owner) has been granted a franchise. Monthly service charge for proposed 12-channel system would be a maximum of \$5.75.

Silsbee, Tex.—Great Western TV Cable Inc. has been granted a 25-year franchise. Maximum monthly fee will be \$5. Town will receive 5% of firm's annual gross revenues plus \$2.50 per pole per year. Nine TV channels and 10 FM stations will be offered.

Issaquah, Wash.—Valley Cablevision and Northwest Cablevision have each been granted a franchise.

Cathlamet, Wash.—Otis, Art and Don Wright have purchased Walt's TV from Walter Ivanoff of Gray's River. Installation and monthly fees of \$10 and \$6, respectively, will remain in force. The new firm also plans to construct a cable line from Greenwood Hill to Elochoman Valley.

Lovell, Wyo.—Wyoming Televant Corp. has been granted a franchise. Monthly rates are set at \$6.25 for the system due to begin operations next fall.



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**A** GOOD commercial program informs as well as entertains and a good educational program entertains as well as informs.

Or, as Bill Dempsey puts it, a good program is a good program. There should be no need to attach other kinds of labels to the effort.

Executive vice president, part owner and general manager of WZZM-TV Grand Rapids, Mich., Mr. Dempsey is well versed in both commercial and educational broadcasting, hence his candid appraisal of their common goals. His penchant is for doing, not theory.

Mr. Dempsey's evangelical zeal and intellectual skills have involved him deeply in on-air programming as well as community affairs and public issues for many years, so much so that when a stranger asks: "Is he a salesman or an educator?" his associates always come up with the same answer: "Yes!"

Both a student and a teacher for much of his career, even while he was engaged in commercial- and educational-station work, Mr. Dempsey has always had the knack of putting the paying of the bill in its right perspective: No matter how high or noble the venture, someone, somewhere is still going to have to underwrite the cost. In spite of the odds he usually has found the means to accomplish this too, including his years as a programming executive at Westinghouse Broadcasting's KPIX(TV) San Francisco and later as general manager of Pittsburgh's educational stations, WQED(TV) and WQEX(TV).

**Legal Battle** ■ These experiences proved most helpful in preparing him for the trials of perseverance and patience necessary to bring the WZZM-TV venture to fruition. An ABC-TV affiliate on channel 13 in Grand Rapids, WZZM-TV initially took the air in late 1962 as an interim operation pending outcome of a four-way competitive hearing before the FCC and later during court litigation. The ultimate survivor, West Michigan Telecasters Inc., which has 25 stockholders including Mr. Dempsey, took over Jan. 25, 1965.

In the intervening three years, Mr. Dempsey has worked persistently at efforts to improve both the technical facilities and program offerings of the station. He admits much is still to be accomplished, such as approval of a new tower site and the settlement of litigation over the station's UHF translator at Battle Creek (WZZM-TV also has a VHF translator at Muskegon), but he is proud of the progress despite the hurdles.

WZZM-TV will become a full-color outlet March 1, having just taken delivery on a pair of new RCA studio-live color cameras. It long has been airing network and other programs in color.

## Educator gets his own TV classroom

In the fall of 1965 Mr. Dempsey set up a special film division at WZZM-TV called Production 13. It has been engaged in the production of commercials for local agencies and clients as well as color films and programs of an educational or public-relations nature for customers such as colleges and churches.

Much of this commercial and program product has appeared on other

### WEEK'S PROFILE



William Cyrus Dempsey—Executive VP and general manager, WZZM-TV Grand Rapids, Mich.; b. June 27, 1918, Rock Island, Ill.; BA Augustana College, Rock Island, 1941; MA Iowa State University, 1947; tool and die maker, Consolidated Aircraft, San Diego, 1941-45; various teaching positions, including radio, University of Nebraska, 1947-50; director of radio-TV instruction, San Francisco State College, 1950-52; joined KPIX(TV) San Francisco in 1950 as education director, becoming production manager in 1954 and program manager in late 1955; coordinator, schools information and technical-services director, Alameda (Calif.) county schools, August-November 1958; general manager, WQED(TV) and WQEX(TV), both Pittsburgh, November 1958 to July 1961; joined West Michigan Telecasters Inc., applicant for channel 13 at Grand Rapids, in August 1961 as stockholder, executive VP and general manager, assuming direction of WZZM-TV Jan. 25, 1965, from interim operators upon completion of FCC and court litigation; m. Nancy Seidman of Grand Rapids Jan. 14, 1967; his children (previous marriage)—Dan 13, and Kathy, 11; her children (previous marriage)—Ben, 19, Matt, 17, Allie, 13, and Mary, 8; hobby—photography.

stations as well as WZZM-TV. A half-hour color special now in the finishing stage, *The Plane That Refused to Die*, a historical tribute to the DC-3 narrated by Arthur Godfrey, is being offered in syndication. Collectively these efforts are indicative of Mr. Dempsey's belief that a local station can render valuable services and make a profit off the air as well as on.

Mr. Dempsey feels the local station can build strong identity in its community through live programming and cites as one example WZZM-TV's 7 a.m.-9 a.m. *Daybreak 13* show each morning. It includes agricultural information as well as news, interviews and other features of interest to the area. Since 1965 the WZZM-TV news budget has been increased by at least 100% and the staff enlarged from two men to eight full-time persons.

WZZM-TV has installed a special telephone Telecopier system leased by Xerox to enable transmission over regular phone lines of still-picture stories from Battle Creek. Daily news feeds from Muskegon are made possible by the station's microwave link.

**Local Programing** ■ Just as a hot argument can wipe any potential boredom off the slate in the classroom, controversial issues well presented and thoroughly explored make good programs and help build better citizens, Mr. Dempsey believes. He has frequently scheduled such shows on WZZM-TV and regularly will interrupt prime-time network programs if the subject is of sufficient importance.

A life member of the National Association for the Advancement of Colored People, Mr. Dempsey initiated the hiring of Negroes at WZZM-TV a little over a year ago for any position when qualified. Today nine (total staff: 80) work on the air, behind the camera, in sales and in accounting and at other posts, although the policy was resisted at first and one employee quit in protest, Mr. Dempsey recalls.

"All it takes is a sincere belief in principle," Mr. Dempsey says, "and if one puts his action where his mouth is, makes haste slowly but steadily, the job of brotherhood can be accomplished in our profession."

Mr. Dempsey has kicked up dust for some time in the field of religion. He was the main thrust behind the selection of Stan Freberg to produce off-beat spots for the United Presbyterian Church. They were so successful a new batch for radio-TV is just about ready.

A contributor to and author of more than 20 books and articles, Mr. Dempsey also is a prolific public speaker. His commercial and educational work has won more than 30 national and international awards. As his friends observe, these awards show he is winning his chief goal: to stamp out dullness.



## EDITORIALS

### Up at last

**B**ROADCASTERS are finally beginning to awaken to the threat of wholesale revisions in spectrum allocations and management. The awakening has come in belated response to alarms that have been sounding for a long while, on these pages and elsewhere. Hopefully it has come in time for broadcasters to make their legitimate claims heard.

It has been evident for some time that the usable portions of the spectrum are already jammed with traffic and that the congestion is destined only to increase. Advances in the technology of communications in the next decade promise to do more to accentuate the congestion than to relieve it. There is no doubt that the government will be confronted with harder and harder choices in deciding what kind of communications will be accommodated in the spectrum and what kind must be distributed by wire.

In these circumstances it is appropriate for the government to review its system of spectrum management, and a presidential task force is now at work on that assignment. Whether at the same time the task force ought to be undertaking a review of spectrum allocations, as there are signs it is, is another question. It seems to us that a task force of limited staff and short tenure is ill equipped to weigh the many and intricate conflicts among those who have or want access to the electromagnetic frequencies.

Still it would be hard for the task force to come to conclusions about spectrum management without first attaining some understanding of who is now using the spectrum for what, and who is likely to want to use more of it in the future. Broadcasters owe it to themselves and to the public to explain the nature and the value of the service they now supply. Without adequate appreciation of the broadcast services, the task force could come to erroneous judgments in matching radio and television against other interests that are clamoring for more spectrum space.

Some other services have been at work in Washington for a long while, and their efforts are discernible in the widening belief in some official quarters that many spectrum problems could be solved by taking space away from broadcasting, especially television. The land-mobile users have been especially well organized, and their campaign to wrest frequencies from television is showing results.

The campaign has been conducted with more skill than principle. For example, the land-mobile users emphasize the need of police and fire departments in large cities for more communications frequencies. They do not explain that businesses and industries that seek land-mobile frequencies for purely private gain outnumber police and fire departments by a probably incalculable magnitude.

The technique has worked. It is a rare week's collection of *Congressional Records* that contains no speech advocating a diversion of frequencies to land-mobile use so that the Los Angeles police department can suppress future riots in Watts. These speeches come from congressmen who have been carefully briefed on the raw fact that television broadcasting now occupies 492 megacycles of spectrum space. That seems like a lot when matched against the slightly less than 42 megacycles occupied by land mobile. (FM broadcasting, as the land-mobile people seldom mention, is housed in only 20 megacycles and AM in slightly more than one.)

One legislator who has not yet fallen under the spell of the land-mobile propagandists is Senator Gordon Allott (R.-Colo.) who knows more about communications than some of his colleagues and who has just told broadcasters that "there is a clear and present danger to the status quo shaping up in Washington."

In a speech Jan. 26 to the Colorado Broadcasters Asso-

ciation (BROADCASTING, Jan. 29), Senator Allott said, among other things, that "strong pressures are underway in Washington to establish a 'Department of Telecommunications'" and that there is "talk of overriding national and even international considerations which will make it necessary to reallocate our broadcasting resources."

Senator Allott also made it clear that it would be the Congress that must ultimately decide whether there are to be changes in spectrum allocation or management. But broadcasters would be foolish to think that their case can await presentation until formal proposals are entered on the Hill. The antibroadcasting case has already been too deeply implanted in both Senate and House to be countered with a last-minute effort.

Fortunately, the organized broadcasters are beginning to see the problem. First the Association of Maximum Telecasters and now the National Association of Broadcasters have given it priority, and the NAB has authorized money to work up the necessary arguments. What other item in the NAB budget matches in importance an expenditure to keep radio and television on the air?

### Zip it

**L**INES of authority are getting more confused than ever on the home front.

The Antitrust Division of the Department of Justice, by aborting the ITT-ABC merger, has shown how the FCC can be overruled. The FCC also finds itself operating under the gun of congressional committees in deciding policy issues delegated to the very same FCC by Congress.

Now the Post Office goes beyond the Federal Trade Commission by ordering cigarette health warnings on U. S. mail trucks.

Since the FCC has stretched the fairness doctrine to require that an opportunity be given anticigarette crusaders to rebut cigarette advertising on the air, isn't there some way it can persuade the postmaster general that he ought to let the cigarette people tell their story on the "street side" of all postal vehicles?

Billboards on mail trucks, whether or not they help beautify America, ought to be used to tell people to write legibly, mail early and use the ZIP code. Cigarettes are not the Post Office's business.



Drawn for BROADCASTING by Sid Hix  
"I wonder if the smoking public would walk a mile and a quarter for a longer cigarette?"



# One Olympic team is loaded with professionals

The ABC Sports team.

And beginning tomorrow, they'll be in Grenoble—250 strong—to bring you all the pageantry, all the thrills of one of the world's great international sports events, the 1968 Winter Olympics.

ABC's coverage will be the most comprehensive in sports history. Twenty-seven hours in thirteen days. In color. Via Early Bird satellite. Some events will be seen live, as they happen. All will be seen on the very day they take place. Most of our coverage will be conveniently scheduled during prime time viewing hours.

Already acclaimed as "the most consistent experimenters in how to make sports more interesting on the home screen" (Jack Gould, *The New York*



*Times*), and "the peerless pro" (*Time* magazine), ABC Sports will introduce some new techniques. A new split-screen process will show you two skiers—one on tape and one live—competing head

to head in an all-out race to the finish line. Also, for the first time, some of the downhill skiers will be shown with their speeds indicated in miles per hour. There'll be a color camera mounted in a helicopter ready to add new perspective and, of course, color slow-motion and stop-action replays. All with the incisive commentary of Jim McKay, Chris Schenkel, Curt Gowdy, Bill Flemming and expert analysts Dick Button, Jean Saubert, Bob Beattie and Art Devlin.

During the next two weeks, ABC Sports will bring you closer to the action than ever before. Close enough to sense and understand each athlete's personal drama—the thrill of victory, or the agony of defeat. And isn't this what the Olympics are all about?

**ABC Television. The Network of the Olympics** 

Brought to you by: Ford Motor Company, Coca-Cola Company, Goodyear Tire & Rubber Company, Pan American Airways, Reynolds Metals Company, Texaco, Inc. and State Farm Insurance Companies.

Eight new Ampex VR-2000B recorders were ordered by Midwest Television. And WCIA-TV, their flagship station in Champaign, Illinois, put our 1000th highband VTR on the air in December. Champagne celebration? You bet it was—for both of us. □ Midwest Television wanted the best in color for their stations in Champaign and Peoria, Illinois, and San Diego, California. They felt that their viewers deserved the sharpest picture and finest sound available, and that their advertisers deserved the finest possible teleproduction facilities. So they specified VR-2000B's... the new-

est of the highband VTR's. □ When our 1000th highband went on the air, we splashed a little bubbly, too. And why not. We're proud that our VTR's are the overwhelming choice of stations all around the world. □ You don't have to make a Champaign flight to find out why WCIA-TV specified Ampex highband. Just ask your Ampex representative for a demonstration. Or write us at our world headquarters—401 Broadway, Redwood City, California 94063.

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