



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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MAR 6 1968

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NEWSPAPER

We have decided that Bill Rohn and his marketing and sales development staff are too good to keep to ourselves. After all, their department has been producing for us and our client stations for over ten years. And so, for one week, we are going to give them to the world. Here's how it will work. For a week, from March 1 to March 7, any television station in the United States that is *not* in competition

with a station represented by the Edward Petry Company can call Bill Rohn collect and ask him to answer their marketing questions. It doesn't matter if you're represented by one of our competitors. If you have a question, call Bill at (212) MU 8-0200 ext. 214. Because, if Bill is not engaged in a project for one of our current clients, (they come first, you know)

he'll be happy to answer you. He'll answer you immediately if he can. And if Bill is tied up, don't be discouraged. Ask for Carol Peach, if you can't get her, ask for Karl Mayers or Rose Zampardi or Wenda Brewster or Robert Schneider or Phil Benblatt or Joe Hoffman or Bill Nugent. And, as they say in radio, keep those calls coming.

The representative is sometimes the only part of your station that people ever get to see.
 Edward Petry & Company

Call Bill Rohn Collect

Save Cash.

CRC

wants time on your
station (radio or TV)
Call collect or write.

Today.
Time Flies.

CRC BOX 19726 DALLAS, TEXAS 75219 TELEPHONE (214) 748-8004

**this news
story was
not ours!**



CBS Vidstations Still Booking Pix, Meaning Web Lateniter's Dead Issue

CBS-TV's long-mulled latenight project apparently is more dead than quiescent. Or so observers deduce from the fact that web's o&o stations have moved back into the feature film marts after a stall imposed when the network was still trying to decide on a nightowl feed

Four of the five CBS anchors (Hollywood's KNXT excepted) have picked up major bundles from the Paramount inventory, including a large selection of recent off-network titles. None of the pix can run until next year. Among the titles are "Rainmaker," "Hud," "War and Peace," "Sunset Boulevard" and "Funny Face."

Two of the CBS outlets, those in St. Louis (KMOX-TV) and Philadelphia (WCAU-TV), reportedly bought both of Par's portfolios one and two, numbering some 90 films, while the Chicago and New York outlets (WBBM-TV & WCBS-TV) picked up a single package each of about 40 pix.



This information was not released by Paramount and therefore, the article is not quite correct! To dispel rumors circulated by our esteemed competitive colleagues and that you may receive PROPER information about Portfolio II, please contact us...some collect calls could be accepted!

p.s. Thank you KMOX-TV, WCAU-TV, WBBM-TV, WCBS-TV, RKO General Inc. and Corinthian Television Corporation.

WTEV

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

6

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.

STEINMAN TELEVISION STATIONS - Claire McCollough, Pres. • WTEV Providence, R.I. / New Bedford-Fall River, Mass. • WCAU-TV Lancaster-Harrisburg-Pottsville-Lebanon, Pa. • KQAT-TV Albuquerque, N.M. • KVOA-TV Tucson, Ariz.

Second thought

Write off that announced acquisition of ch. 13 WAST(TV) Albany, N. Y., by RKO General Inc. (BROADCASTING, Feb. 19). Parties have concluded that RKO General's multiple holdings (it has four VHF's in U. S., plus CKLW-TV Windsor, Ont.-Detroit) would present complications and possibly entail hearing on projected \$8 to \$9 million sale.

Glen Alden, diversified corporation which recently acquired Stanley Warner Corp., which owns Albany outlet, still intends to sell station and reportedly is negotiating with other prospective purchasers, including WPIX(TV) New York, owned by New York Daily News-Chicago Tribune. This group now has four VHF's and is "eligible" for fifth.

End of a gamble

Only broadcast pay-TV operation in country, WHCT(TV) Hartford, Conn., UHF owned by RKO General, will probably give up. Station lately has been buying conventional TV series in syndication, indicating conversion from pay-TV to advertising-supported programing. One problem: Zenith pay-TV decoders now in use in Hartford homes are incompatible with color. To replace them would cost millions.

In partnership with Zenith, long-time advocate of pay-TV and developer of Phonevision system, RKO has been broadcasting pay programs in Hartford under special FCC license for nearly six years. Authorization expires next June 30, and it's doubtful RKO will ask for renewal. Earlier this year WHCT officials announced \$2-million project to upgrade broadcast facilities (BROADCASTING, Jan. 8).

Finders keepers

Newspaper strike in San Francisco, which ended last week after 54 days. May have generated ongoing increase of new advertiser money for broadcasters at expense of newspaper budgets. Local retail dry-goods association estimates that business for big downtown stores jumped 6.7% during January this year, when newspapers were out, over January of last year, when papers were publishing. Cyril Magnin, president of San Francisco Chamber of Commerce and president

CLOSED CIRCUIT

of Joseph Magnin stores for women, cited radio and TV for helping his stores do fine business during period. KRON-TV, which sold series of five-minute fashion shows to Macy's during strike, says department store chain will continue to sponsor 15 such shows per week on station throughout spring.

Cavett clearances

ABC-TV is launching its 90-minute *This Morning* variety show today (March 4) with station line-up it considers propitious. Officials say it's being carried live by 135 affiliates—same number ABC's late-night *Joey Bishop Show* started with (now at 148). They also say it's live in all of top-20 markets but Pittsburgh and Miami, and that its 135-station lineup compares with average of 121 for three half-hours it replaces in 10:30-noon period. Program features comedian Dick Cavett in what has been billed unofficially as daylight approach to *Bishop Show* and NBC-TV's *Johnny Carson Show* (BROADCASTING, Jan. 8).

Bullish about bear

Ford Motor Co. is to break shortly with extensive spot-TV campaign on behalf of and through its various dealer associations. Through J. Walter Thompson Co., New York and Detroit, Ford has produced seven 20-second taped commercials at Videotape Center in New York, featuring live bear in humorous sequences. Agency is said to be "so excited" with commercials they may be adapted for network showing.

Seat open

Ardent supporters of FCC Commissioner Lee Loevinger will be disappointed to learn that he has decided firmly and irrevocably to return to private life when his term expires June 30. Minnesota Democrat has now made it clear to his colleagues and to others in public life, including White House, that he not only does not seek but would not accept reappointment because of family obligations, including education of three young children. Whether Judge Loevinger will enter private law practice in Washington or

become corporate executive, or both, presumably are options open to him.

There hasn't been glimmer of information in administration quarters on likely successor. Certain to arise will be aspirants from within FCC itself on merit basis, and these are expected to include Henry Geller, general counsel, and Robert V. Cahill, legal assistant to FCC Chairman Hyde, who openly declares himself candidate. Insiders advocate someone of considerable stature as eventual successor to FCC Chairman Hyde, whose term will expire June 30, 1969.

War of words

FCC Commissioner Robert T. Bartley is said to be fuming at Chairman Rosel H. Hyde because of language changes latter made in order terminating top-50 market rulemaking last month (BROADCASTING, Feb. 12). Commissioner Bartley, who dissented to action dropping proposal to tighten multiple-ownership rules, issued statement which quoted language that had been in draft of order—but which Chairman Hyde, exercising authority to make editorial changes, excised before order was published.

Sharpening Commissioner Bartley's annoyance is fact that language was peg on which six-line dissent was hung. (Language referred to commission admitting it had learned "very little" from comments.) Commissioner Bartley now, reportedly, wants language put back in order, to give point to his statement. But there's no indication yet Editor Hyde and colleagues will grant request.

Monkees on the back

NBC-TV has not renewed *The Monkees* series for 1968-69 season (story page 23) but Monkees themselves may pop up on NBC-TV during year. NBC-TV has made specific dollar commitment to Screen Gems, which produced series, to guarantee personal appearances by Monkees group, but form in which they will appear has not yet been decided. One source said several approaches are being considered to make "unique uses" of performers, but Screen Gems will not disclose plans for several months.

GOOD

is never good enough. Broadcasters want the best.
And even the best doesn't stay that way for long. That's why
the best keeps getting better at General Electric.
See for yourself at our Booth at NAB.

GENERAL  ELECTRIC

WEEK IN BRIEF

Slightly higher network prices fail to deter eager advertisers as 1968-69 TV schedule takes shape; CBS-TV, NBC-TV offer firm line-ups, ABC-TV's expected this week; most buys made on participating basis. See . . .

FALL TV'S BRISK SALES . . . 23

John Banzhaf, New York attorney who prompted FCC to apply fairness doctrine to cigarette commercials, forms ASH; group to monitor radio-TV to insure one antismoking spot is aired for every three cigarette spots. See . . .

ANTICIGARETTE CAMPAIGN . . . 29

Pioneer station representative executive Frank Headley announces early retirement at H-R firms; Dwight Reed assumes chairmanship; Edward Shurick gets additional treasurer's duties; James Alspaugh heads radio. See . . .

H-R'S HEADLEY STEPS DOWN . . . 34

FCC apparently not so willing to accept court test of its fairness-doctrine rules, asks Chicago appellate court to hold in abeyance case involving personal-attack principle so rules may be rewritten. See . . .

FCC DUCKS SHOWDOWN . . . 45

TV-radio receive good marks on coverage of riots in American cities in 1967, according to President's Commission on Civil Disorders, but it feels there's still much to be done. See . . .

COVERAGE RATED HIGH . . . 47

New York broadcasters garner state, city support to assault FCC's prohibition against broadcasting news, promotional material relating to lotteries. Will ask for declaratory ruling; possible court test in sight. See . . .

LOTTERY UNDER FIRE . . . 48

Washington conference sponsored by NAB brings together 100 broadcasters, executives of state broadcasting associations to discuss common problems such as FCC actions, copyright bill, crime coverage. See . . .

UP TO DATE . . . 55

FCC is middleman in battle developing between CATV interests and telephone companies over role telephone companies will play in burgeoning CATV business. Issues complex, oral argument in Washington reveals. See . . .

FCC CAUGHT IN TANGLE . . . 62

Quebec, ignored in move to have more say in Canadian broadcasting, sets up Radio-Quebec to provide educational radio-TV in the province for the present, leaves door open to general broadcasting in the future. See . . .

QUEBEC'S OWN SYSTEM . . . 66A

Sales and profits at RCA are up, up and away as corporation sets new records in 1967, for sixth straight year. Healthiest fourth quarter pushes sales past \$3-billion mark, profits over \$147.5 million. See . . .

RCA SHATTERS RECORDS . . . 66B

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**Rust Craft is happy to
announce that they
have appointed the
Edward Petry Company
to represent a third
station—WSTV-TV
Wheeling-Steubenville.
The Basic Coverage Station
for Steel Valley, U.S.A.**

The Edward Petry Company is happy to announce that they're happy.

AT&T increases are postponed for year

Broadcasters will not have to pay AT&T higher rates for program transmission service at least until April 1, 1969. FCC on Friday (March 1) announced that company had informally agreed to request of commission's Common Carrier Bureau that it postpone for one year rates scheduled to go into effect April 1.

Common Carrier Bureau's chief, Bernard Strassburg, in letter to company, Thursday (February 29), said that "the best interests of the public would be served" by postponement. AT&T counsel had indicated earlier that company would agree to request for one-year postponement of tariffs under which broadcasters would pay estimated \$17 million more than they are paying at current rates.

Mr. Strassburg noted that AT&T rate hearing now underway involves question of principles that should be adopted for determining rates. He also said that proposed tariff revisions carry forward without change rate relationships that are at issue in case Sports Network Inc. has brought against AT&T.

Hearing examiner in that case held that rates as they apply to part-time users are discriminatory and ordered filing of new tariffs to eliminate that discrimination (BROADCASTING, Feb. 5).

Exceptions are scheduled to be filed in that case by March 29. However, Mr. Strassburg said it would be useful, during one-year postponement of effective date of higher rates for company and others interested in SNI case to work toward revision of rate structure that would facilitate final resolution of issues involved. He said Common Carrier Bureau would join in motion to postpone until April 1, 1969, date for filing exceptions in SNI proceeding.

Buys movie for 1972

Consolidated United Corp., diversified New York-based organization with operations in motion pictures and TV among other interests, announced pre-production sale of movie to CBS-TV for network showing four years from now.

Project is *Viva Max*, budgeted at estimated \$2 million, some 40% of which has been guaranteed by CBS-TV for

network presentation in 1972, subsequent to movie being distributed theatrically.

Fine art of minute buying on networks

Thirty-second announcements' inroads into network TV are getting deeper—and American Tobacco apparently is major force in making it happen.

NBC-TV sources said Friday (March 1) that competitive pressures had forced them to accept one-minute order placed by American that was contingent on letting American share it with another one-minute buyer.

American Tobacco and Dodge reportedly have similar arrangements on CBS-TV's *Ed Sullivan Show*, with each buying one minute but cross-exchanging 30-second segments so that each advertiser shares equally in two different commercial minutes (BROADCASTING, Dec. 11, 1967, et seq.). NBC spokesman said acceptance of such arrangements by other networks made it "economic necessity" for NBC-TV to accept them too.

American's NBC order is for minute in NBC-TV's new Monday-night movie next season. Advertiser with which American will share has not been designated.

American, in addition to apparently pioneering "shared 30's" on CBS-TV, was first participating advertiser to get permission to split one of its own minutes into two separate 30's on NBC-TV (CLOSED CIRCUIT, Dec. 25, 1967). "Split 30's" preceded "shared 30's" in evolution of 30-second form on networks—an evolution that affiliates in

particular have opposed in fear that, as some network officials privately predict, eventually 30's will replace minutes as standard commercial length.

Meanwhile, N. W. Ayer & Son officials indicated that they had reached that point—independently placed 30's—in buy on NBC-TV for AT&T's new Trimline telephone. Ayer announced AT&T would use 50 30-second commercials in prime time and eight 30's in fringe time plus 24 60's in other periods on NBC-TV starting Friday (March 1).

Spokesman identified them as "free-standing" 30's. NBC officials said they were "split 30's"—that time was bought in one-minute units that are then divided into 30-second units in line with current "split-30" policy.

Fighting SDX

Formation of news-media committees in each state to oppose adoption of American Bar Association's pretrial news curbs (BROADCASTING, Feb. 26) was announced Friday (March 1) by Sigma Delta Chi, professional journalistic society.

Staley T. McBrayer, SDX national president, told society's freedom-of-information committee that SDX was inviting other groups, including lawyers and judges, to join in campaign against adoption of ABA proposals on state and local levels.

'After you' seems to be word on Rusk TV coverage

NBC News spokesman was "a little dismayed" Friday (March 1) at "the cynicism implied in" statement Thursday by CBS News President Richard Salant regarding coverage of secretary of state Dean Rusk's testimony on Vietnam before Senate Foreign Relations Committee March 11. Mr. Salant had said CBS would give hearings full, live coverage unless another network did, in which case CBS would cover in regular news and special evening report (see page 50).

"We think CBS News is somewhat confused over its position on coverage," NBC News spokesman said. "They've been talking about selective coverage. . . . It holds as much logic as if the AP were to say to the UPI, 'if you cover this story we won't have to.' And as for what we're going to do on the hearings, we're not going to let them

Khesanh casualties

CBS producer Russ Bensley and cameraman John Smith were evacuated from Khesanh, besieged Vietnam Marine base, after being hit by mortar fragments Friday (March 1). Mr. Bensley later underwent surgery. Team was filming burning wreckage of transport plane when hit by mortar barrage. NBC soundman was also reportedly slightly hurt during same shelling.

more AT DEADLINE page 10

[CBS News] know until the last moment."

ABC News does not plan to cover hearings live. William Sheean, vice president for ABC television news, said, "CBS put forward an interesting proposal, the basic motive behind which seems constructive."

True TV-FM contours

FCC proposed Friday (March 1) rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts. Rulemaking was urged by engineering firm of Kear and Kennedy.

Commission suggested better correlation of data might occur if maximum field strengths measured at 10 feet above ground from moving vehicle are compared to those made at 30 feet above ground by Television Allocations Study Organization method.

Comments are due May 7; replies by May 22.

Fairness switch is termed delay tactic

Broadcasters' challenge to FCC's fairness-doctrine rules in U.S. Seventh Circuit Court in Chicago began developing into procedural wrangle Friday (March 1).

Commission asked court to hold case in abeyance, and to grant it authority to revise, in new rulemaking proceeding personal-attack rules involved in case. Commission noted it was acting after consulting with Department of Justice (see page 45).

But counsel for Radio Television News Directors Association, one of chief opponents of rules, said RTNDA would oppose motion. Vernon Kohlhaas, of Pierson, Ball & Dowd, said move constituted attempt at delay and at bolstering commission's case.

He said RTNDA's position wouldn't change regardless of form new rules took. "We'd still be against fairness doctrine and any rules drafted under it," he said.

Counsel for CBS and NBC, other major figures in case, said their clients had not yet reached decision on whether to oppose motion. However, CBS, which focussed its argument principally on personal-attack rules, appears to have won something of victory already; Justice Department's concern with rules reportedly involves view they are subject to attack as being overly restrictive.

Other issues raised in case involve commission's political editorial rules

WEEK'S HEADLINERS

Frank M. Headley, founding partner and board chairman and treasurer of H-R Representatives and H-R Television Inc., New York, and veteran of 32 years in spot representation field, retires, for reasons of health. Succeeding Mr. Headley as board chairman is **Dwight S. Reed**, cofounder of companies, who has been president of H-R Representatives and executive VP of H-R Television (see page 34).

James J. Jordan Jr., creative director, and management supervisors **E. E. Norris** and **Bruce Crawford** elected senior VP's, newly created positions at BBDO, New York. All are on agency's board of directors and will become members of plans review board. Mr. Jordan joined BBDO in 1953 as copywriter, Mr. Norris in 1959 as account group head, and Mr. Crawford in 1963 as senior group head.

For other personnel changes of the week see **FATES & FORTUNES**

and constitutionality of fairness doctrine.

Commissioner Lee Loewinger, who opposed decision to request delay in court case, made clear in statement he doesn't approve of language of rules as written. But he said commission should proceed as expeditiously as possible to judicial determination of issues involved.

Commissioner noted that Supreme Court had held up argument in *WGBS Red Lion, Pa.*, fairness doctrine case to consolidate that proceeding with appeal that was expected from loser in Seventh Circuit case.

"For the commission to rewrite its rules now is obviously merely a cosmetic effort to present a better face in court," he said. "It is not complimentary to the courts to suggest they will be influenced by this."

Commissioner Kenneth A. Cox, in

Midway calling

FCC has authorized World Communications Services Inc., Washington, to install 100 w broadcast station at HemisFair, world fair attraction at San Antonio, Tex. Station will broadcast non-directionally on 171.25 kc from April 6 to Oct. 6, and is designed to provide news and information service on special receivers rented to visitors.

statement concurring in commission action, took sharp issue with colleagues' statement. Commission is not seeking delay but "we are trying to adopt a better rule for the regulation of this important aspect of broadcasting," he said.

Record earnings

Transamerica Corp., San Francisco, parent of United Artists Corp., reports record earnings \$68.2 million.

Earnings include income for full year of United Artists, which became Transamerica subsidiary in April 1967.

Two largest contributors to holding company were life insurance and leisure time services, with both operations registering peak earnings. Revenues for year exceeded \$1-billion mark for first time but actual figures are not yet available.

Stations seen up there

Estimate that there will be six synchronous satellites broadcasting direct to home receivers, among 273 orbiting earth by 1980, is included in \$200,000 study by engineering firm of Jansky and Bailey for Office of Telecommunications Management and issued Friday (March 1).

Study, entitled "Use of Spectrum by Satellite Systems," concludes that sharing between terrestrial and space radio systems can be accommodated through strict engineering.

Capitol Industries listed

Capitol Industries Inc., Hollywood, phonograph-record manufacturer formed only last week on Friday (March 1) had newly-elected chairman and chief executive officer, Glenn E. Wallichs, and was being traded under its new name on American Stock Exchange.

New company represented merger of Capitol Records and Audio Devices effected Feb. 27. Capitol Records has been 92% owned by Electrical & Musical Industries Ltd., London, while Audio Devices was U.S. manufacturer of magnetic record tape and other products. Merged company is now 70% owned by EMI.

Revenues-earnings record

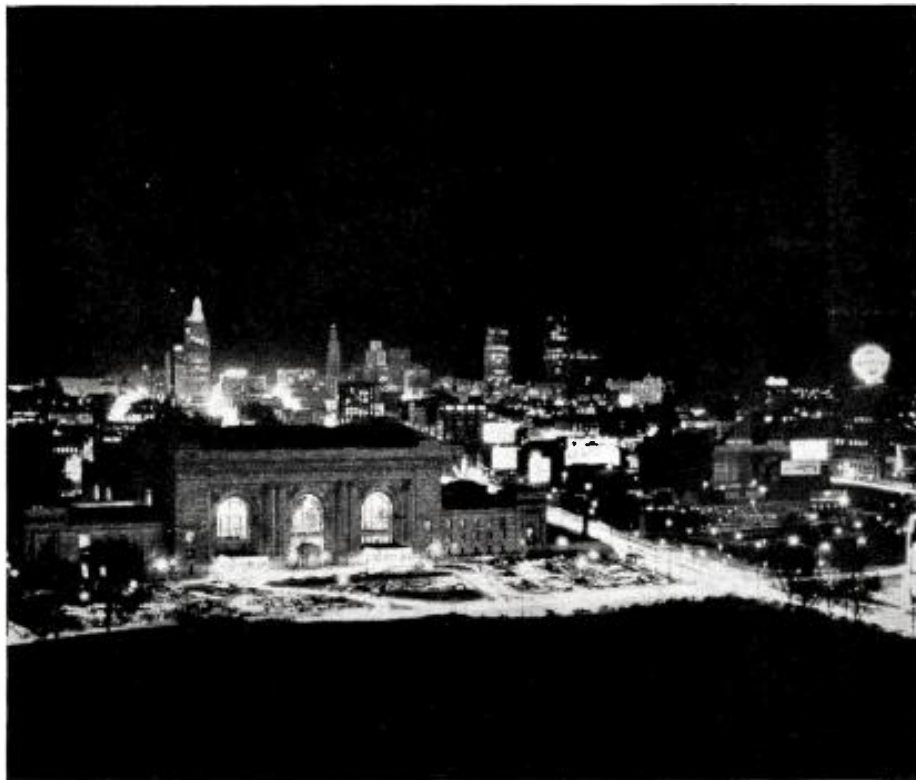
Record revenues and earnings were reported Friday (March 1) by Columbia Pictures Corp. for six months ended Dec. 30, 1967. Company's board of directors elected Matthew B. Rosenhaus, board chairman of J. B. Williams Co. Inc., to Columbia's board.

For six months ended Dec. 30, 1967:

	1967	1966
Earned per share	\$0.90	\$0.31
Net income	3,940,000	1,370,000

BROADCASTING, March 4, 1968

Now watch! KCMO-TV, Kansas City, Missouri, has appointed Blair Television.



In bustling, building, booming Kansas City, KCMO-TV reaches over 700,000 TV homes with more than \$4 billion in retail buying power. KCMO-TV is the *number one* station in this high-spirited market, center for growth-minded companies like Hallmark, Folger and TWA. KCMO-TV has just named the country's *number one* television broadcast sales organization, John Blair & Company, as its national representative, and two successful sales teams join forces. Now watch for more bustling, building and booming sales on Kansas City's top TV station!



BLAIR TELEVISION

HE'S GOT *Purse-onality*

Bob Braun, star of Avco Broadcasting's "50-50 CLUB."

His pitches open purses! To buy dresses, automobiles, paper towels and soup, house paint and books... you name it. Case in point: for 29 years, the "WLW-Ruth Lyons Christmas Fund" has collected funds for the distribution of toys and special equipment to hospitalized children. This holiday season Bob Braun's "50-50 CLUB" drive brought in over \$482,000 — the largest amount in the Fund's history!

Bob Braun has one of the most powerful purse-onalities in the Mid-west. His weekday noon-time program is seen live and in color by housewives in Cincinnati, Dayton, Columbus, and Indianapolis. And when he talks about a product, his audience buys it!

Make Bob Braun YOUR man in this billion dollar market.

He's got purse-onality.



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WOAI-TV San Antonio/RADIO: WLW Cincinnati/WOAI San Antonio/WWDC Washington, D. C.
KYA & KOIT San Francisco/Above represented by Avco Radio Television Sales, Inc.
WWDC-FM Washington, D. C./Represented by QMI.





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DATEBOOK

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

■Indicates first or revised listing.

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 stockholders meeting,
 MPO Videotronics Inc., to elect directors
 and transact other business. New York.

March 7—American Research Bureau sta-
 tion seminar and research clinic. Denver
 Hilton, Denver.

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

March 8—American Research Bureau sta-
 tion seminar and program clinic. Sheraton
 Palace, San Francisco.

March 8—Deadline for receipt of entry
 cards from members, network news divi-
 sions, producers and craftsmen for 20th
 Annual Emmy awards, sponsored by Na-
 tional Academy of Television Arts and
 Sciences.

March 9 — Symposium on influence of press
 on American society, sponsored by Colum-
 bia University, with panel moderated by
 Edward P. Morgan of Public Broadcast
 Laboratory. Panelists: James C. Hagerty,
 vice president, corporate relations, ABC;
 David Schoenbrun, former CBS News cor-
 respondent and now on faculty of interna-
 tional affairs at Columbia, and Gordon Man-
 ning, vice president and director of news,
 CBS News. Columbia University, New York.

March 11—Monthly talent audition spon-
 sored by New York chapter of National
 Academy of Television Arts and Sciences.
 The Lambs, New York.

March 12—Eighth annual presentation din-
 ner of the International Broadcasting
 Awards, sponsored by Hollywood Radio and
 Television Society. Trophy winners in 11
 TV and 8 radio categories will be announced,
 in addition to grand sweepstakes winners
 for both mediums. Century Plaza hotel, Los
 Angeles.

March 14—Deadline for filing comments
 on FCC's proposed rulemaking to spe-
 cify, in lieu of the existing MEOV con-
 cept, a standard method for calculating ra-
 diation 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. McAn-
 drew, NBC News. Waldorf-Astoria hotel,
 New York.

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

■March 15—Luncheon of Pacific Pioneer
 Broadcasters, featuring Irene Ryan of *The
 Beverly Hillbillies*. Sportmen's Lodge, North
 Hollywood, Calif.

March 15—Annual Spring Meeting of In-
 diana Broadcasters Association. Stouffer's
 Inn, Indianapolis.

March 15—Deadline for entries in Alpha
 Epsilon Rho (national honorary radio-tele-
 vision fraternity) production awards com-
 petition for standard-length films; fiction
 and documentary. Programs must be stu-
 dent 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 Broadcast-
 ers Association seminar and awards ban-
 quet. Birmingham.

March 17-20—National Association of Edu-
 cational Broadcasters Educational Broad-
 casting Institute. Hotel Sir Walter, Raleigh,
 N. C.

March 18-19—Spring convention, Pacific
 Northwest Community Television Associa-
 tion. 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 19 — Annual stockholders meeting,
 Boston Herald-Traveler Corp., to elect direc-
 tors, ratify selection of auditors, read report
 of president and other matters. Statler-
 Hilton, Boston.

■March 20—Special stockholders meeting,
 Reeves Broadcasting Corp., to vote on issu-
 ance of new class of 100,000 shares of pre-
 ferred stock. 304 East 44th St., New York.

March 20-22 — State Educational Television
 Authority meeting. Hotel Americana, Wash-
 ington.

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 — Annual stockholders meeting,
 Cox Broadcasting Corp., to elect directors
 and auditors and other matters. 1601 West
 Peachtree St., N.E., Atlanta.

March 22—Newsmaker luncheon sponsored
 by the International Radio and Television
 Society. Winners of the International Broad-
 casting Awards competition will be pre-
 sented. Waldorf-Astoria hotel, New York.

March 23—Georgia AP Broadcasters Asso-
 ciation annual awards banquet and news
 clinic. Regency Hyatt House, Atlanta.

March 23-24—Annual meeting of Louisiana
 UPI Broadcasters Association. Downtowner
 hotel, New Orleans.

March 24-26—Spring meeting, Southern
 CATV Association, Callaway Gardens, At-
 lanta.

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

March 28-29 — Annual meeting of affiliates
 of NBC-TV. Waldorf-Astoria, New York.

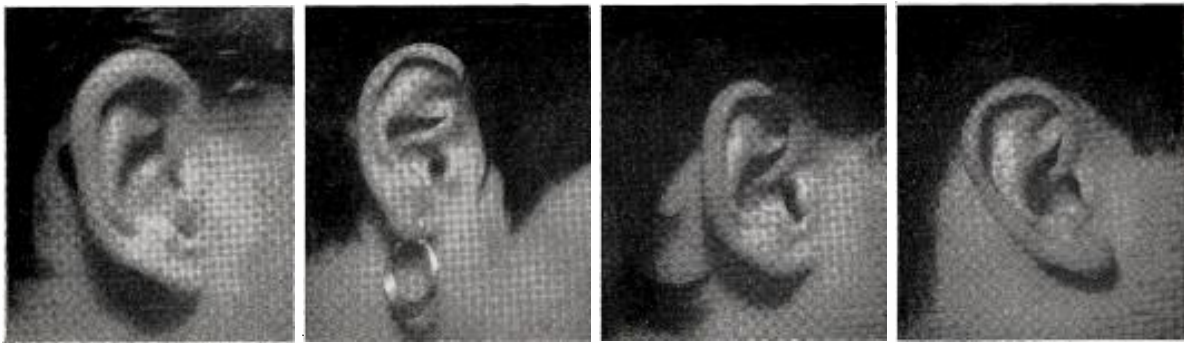
March 28-29 — Conference on x-radiation
 measurement standards and instrumentation,
 sponsored by U. S. Public Health Service
 and Electronic Industries Association. Prin-
 cipal speakers: James G. Terrill Jr., director,
 National Center for Radiological Health,
 PHS, and Robert W. Galvin, chairman,
 Motorola Inc., Department of Health, Educa-
 tion and Welfare, Washington.

March 28-29—19th annual Atlanta Advertis-
 ing Institute, sponsored by Atlanta Adver-
 tising Club and Southeast Council of Amer-
 ican Association of Advertising Agencies,
 on theme "Communications in the Seven-
 ties." Annual advertising awards competi-
 tion winners within seventh district of
 American Advertising Federation will be
 announced. In conjunction with Advertising
 Institute, southeast council of AAAA will
 hold annual meeting and election of officers.
 Regency Hyatt House, Atlanta.

March 29—Seminar, sponsored by Broad-
 cast Advertising Club of Chicago, to discuss
 promises and problems of communications
 explosion. Speakers will include: Dr. Joseph
 Charyk, president, Comsat Corp.; FCC Com-
 missioner Lee Loewinger; Frederick W. Ford,
 president, NCTA; Chet Huntley, NBC-TV;

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2 GRAND AWARDS FOR TELEFILMS



The International Film, TVfilm and Documentary Market (MIFED) will hold its seventeenth Cine-Meeting from 18 to 25 April 1968.

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

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

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

Information from: MIFED - Largo Domodossola 1
20145 - Milano (Italy) • Telegrams: MIFED - Milano

Walker Standback, executive director, Consumers Union; Paul Knaplund, vice president, IBM; Dr. Nelson Foote, vice president, General Electric; James Robertson of University of Wisconsin, president, NAEB; Newton N. Minow, Chicago attorney and former FCC chairman, and James E. Greeley, Washington attorney. Registration is limited to 700. Sheraton-Chicago, 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—Annual meeting of Society of Broadcast Engineers. Conrad Hilton, Chicago.

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

APRIL

April 1—Seventh annual programing-sales seminar, sponsored by Mark Century Corp., dealing with "Radio—the Changing and Challenging Medium." Panelists: Ralph Beaudin, vice president, ABC Radio; Fred-eric Gregg Jr., chairman and president, LIN Broadcasting; Stan Kaplan, president, WAYS Charlotte, N. C., and Ed Winton, president and general manager of WOCN Miami. Conrad-Hilton, Chicago.

April 1—Deadline for applications for H. V. Kaltenborn radio-television scholarship, sponsored by University of Wisconsin Board of Regents. Applicants send transcript of all college-level credits; letter of application presenting interests, experience and ambitions, and three supporting letters to Harold B. McCarty, University Extension, 606 State St., Madison, Wis. 53706.

■Indicates first or revised listing.

OPEN MIKE®

Surprise substitution

EDITOR: You might be interested to know that I have had several interesting comments on the [Monday Memo, Jan. 1], including one from a newspaper rep who felt the article was so pointed that he could easily substitute "newspapers" for "television" and come out with a sound argument for his medium. . . . —Ernest A. Jones, chairman of the board, MacManus, John & Adams, Bloomfield Hills, Mich.

Lesson from Canada

EDITOR: If there are many reps, agencies and advertising who are worried about the outcome of the successful introduction to U.S. broadcast media of the standard order broadcast form or the Systems of Spot program recently unveiled by Pete Cash and the Television Bureau of Advertising [BROADCASTING, Feb. 5], let them relax and get with it.

Up here in Canada we have been using standard broadcast orders for the past five years, first with radio and then with television. We wouldn't ever want to go back to the jungle that existed before—nor would the agen-

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January Publication

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

cies. . . . —*Andy McDermott, chairman public relations group, Station Representatives Association of Canada, Toronto.*

Kind words for Staggers

EDITOR: Do we detect someone's bad temper creeping into normally reasoned reasonable editorials?

We refer to "Anybody's forum" in the Feb. 19 issue, referring to Congressman Harley O. Staggers as "... the obscure Democrat from one of the less progressive districts of West Virginia."

Whatever your opinion of Mr. Staggers's philosophy, and we do not always agree with him either, we question the "obscure" bit. After all, he has served for almost two decades in the House, and honorably.

With regard to "one of the less progressive districts of West Virginia" we extend a cordial invitation to your editorial writer to visit us some time... —*C. Leslie Golliday, owner and general manager, WEPM-AM-FM Martinsburg, W. Va.*

South New York, not Dallas

EDITOR: The impact and reach of BROADCASTING is not to be denied. View the number of calls we have had as a result of a gremlin sneaking into your typography department. In Fates and Fortunes [Feb. 20 issue], Frank DeMarco is listed as joining Katz Television in Dallas. The fact is Mr. DeMarco has joined the Katz TV South sales team in New York. . . . —*Kenneth P. Donnellon, director, corporate information, The Katz Agency, New York.*

FM-TV interference problem

EDITOR: I read with great dismay that Curtis B. Plummer, chief of the FCC's Field Engineering Bureau, has placed the burden of correction on educational FM stations when television interference results [BROADCASTING, Feb. 19]. . . .

I call your attention to a statement made by FCC Chairman Hyde (BROADCASTING, July 3, 1967) when he urged TV-set manufacturers to "take the initiative" in correcting this interference problem which can result even when both TV and FM operations meet the FCC's technical standards. He pointed out that it would be "relatively simple" to upgrade receiver quality and "eliminate such interference with little and probably no added expense to the public."

It is simply not the case that FM signals "slop over" as was stated [by Mr. Plummer], but that TV receivers are poorly constructed when it comes to

tuning selectivity. . . . A policy of the "last guy in is at fault" is just not tenable in this case when the "fault" so obviously lies with the TV receiver—not the broadcast stations.—*N. J. L'Heureux Jr., former student program director, WSLN(FM) Ohio Wesleyan University, Delaware, Ohio.*

EDITOR: The article on Mr. Plummer's statement regarding FM interference to TV rang a rather sour note in our memory. Since we predated all TV stations in the area, when one went on the air on channel 13 here in Norfolk, Va., practically blitzing us off the dial, we could have gone against them in a legal battle and most probably would have won—bankrupting ourselves in the process. . . .

When gnats go up against elephants the outcome is highly predictable, and once an interfering frequency grant has been made to a multimillion-dollar corporation, little stations really haven't a chance. . . . Fortunately, there was space we could move to causing neither channel 13 nor our listeners any problem. But what about today?

The "last-man-in" rule isn't applicable where the last man can buy time and legal talent. The FCC needs to beef-up its engineering requirements at the time of application. . . . The problems cited in your article should never have been allowed to happen in the first place.—*Thomas M. Chilton, general manager, WRVC-FM Norfolk, Va.*

EDITOR: It was interesting to read on page 73 of the Feb. 19 issue of BROADCASTING that WSLN(FM) Delaware Ohio, has gone off the air. Actually, we have never gone off the air, but have been operating under special temporary authority permitting us to operate our FM transmitter at reduced power. This clears up the television interference problem discussed in the article.

Recently, we submitted a construction-permit application to the FCC requesting authority to operate our facility at 10 w. We operated at 10 w for 14 years with no interference problem and this appears to be our only alternative.—*Donald R. Martin, director of broadcasting, Ohio Wesleyan University, Delaware, Ohio.*

(Mr. Martin is correct. While Curtis B. Plummer, chief of the FCC's Field Engineering Bureau, did say in a speech the station had gone off the air, he tells BROADCASTING he intended to say the station had "gone off the air with its higher power.")

Farm radio's services

EDITOR: I enjoyed very much Allan Swenson's Monday Memo in your Feb. 5 issue. . . .

May we have permission to reproduce this article in connection with station sales?—*John B. Gravitt, sales and program director, WZOB Fort Payne, Ala. (Permission granted.)*

Facts in focus...

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Shows color percentage estimates of total tv households in each of 224 market areas... and comparisons with previous estimates.

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68 Post St. • YUkon 6-6437

a service of

A. C. Nielsen Company
CHICAGO (60645)
2101 Howard Street • 465-4400

Borden's diversification requires complex media mix

Gone are the good old comfortable days of dropping a gentle rain of product messages without too much concern as to the availability of product or audience demographics.

Our concerns for the future are increasingly directed toward greater effectiveness of advertising through matching media to product needs, and to gaining the highest possible degree of dollar efficiency.

Over the years, Borden has been an important user of major media.

But its rapid growth and diversification have brought several changes in media emphasis.

In the late 1940's, Borden added radio programs to the heavy magazine schedules. Television soon followed.

For a period of time, it seemed as if the company's media planning was becoming simplified. But the opposite actually proved to be true.

It was in 1939 when Elsie the Cow was introduced to the world at large that Borden began a consistent campaign of full-color magazine pages. This brought together the company's new trade character, Elsie's family, and all major products.

As this campaign continued through the war and on into the 1950's, it helped bring about a major change in public awareness of Borden. Elsie became a popular public figure. Borden became nationally known as a distributor of a wide line of fine dairy products.

The degree of acceptance gained for the Borden name led most of our local dairy companies to climb on the bandwagon and to feature Borden and Elsie in their identification and promotional activities. These developments made it more feasible to use national media than before.

Diverse Products ■ Over the past 10 years, Borden has undergone major changes in its operations that are not often apparent to the outsider. While sales have grown substantially, diversification has become more and more a factor in increased sales. Ten years ago more than 70% of total sales was in dairy products. Now less than 50% is in this category.

Borden today is a tremendously complex organization, and is now becoming known for its food and chemical products as well as its dairy products.

Its four main operating divisions control the destinies of more than 7,000 products, running the gamut from industrial chemicals to cosmetics and

food specialties.

New products are being introduced in all divisions at an accelerated rate, and advertising for these, as well as established brands, is being placed through more than 20 advertising agencies.

At any given time of the year in almost any market throughout the U. S., there is apt to be advertising underway on several products.

Borden's policy for some time has been to use advertising to sell products rather than the company. This has been true even in the substantial corporate campaigns that have been a part of the total advertising picture.

By associating a number of products in a single campaign over a long enough time, movement toward the desired corporate objective of building awareness of wide diversification is assisted.

An example of the way this philosophy influences our media activities may be found in our use of the *Huntley-Brinkley Report* on NBC-TV.

With an alternate week, quarter-hour sponsorship, we are devoting all commercials with the exception of 10-second billboards to products. Purchase of this program was handled by pooling divisional and corporate funds.

Similarly in print, a number of product budgets were tapped last fall for an eight-page insert in the *Reader's Digest* featuring party recipe ideas. We will undoubtedly be doing more of this type of advertising whenever it fits specific product marketing goals.

To bring its multithousand product line under one umbrella and to give all of them recognition as a Borden product, the company early this year estab-

lished a new corporate logotype symbol.

New Image ■ A new and simplified brand name will also help greatly in furthering the inter-relationships of all the company products and the wider awareness of Borden as a manufacturer and distributor of a wide line of items.

The new logotype symbol will be used regularly from now on in all advertising, as well as in other media of communications.

Despite this change, Elsie will continue to find her place on packages of dairy products and other milk-based foods.

Borden product advertising, by and large, is under the direct supervision of divisional managements. They have full responsibility for sales and profits, and advertising plans are tailored to meet product-marketing requirements. Obviously, this results in a great many product campaigns running throughout the year in many media. Generally, our emphasis today is on flexibility to meet changing needs as products expand geographically and as new ones are introduced. Currently we are using network and spot TV and radio, newspapers, magazines and supplements. Business publications are also important, particularly on industrial products.

The corporate advertising department supervises corporate campaigns. It also serves as coordinator on multiproduct activities and monitors all programs on matters of corporate policy. It also seeks opportunities for joint media purchases by two or more products to increase the efficiency of dollars spent. This can be particularly effective in spot television and magazines.



William H. Ewen has served the Borden Co., New York, continuously since 1935 when he was graduated from New York University. He has been director of advertising services since 1962 and earlier had been assistant vice president and marketing manager, Borden Foods Co., and director of advertising and promotion. In 1948 he coordinated Borden's first national radio programs. Mr. Ewen's long-time avocation has been collecting articles, lithographs and paintings of steamboats.

There are put-offs as well as put-ons in making program decisions. In reaching either point, the smart programmers of local schedules remember two things:

A. Some program changes are inevitable for every Fall line-up.

B. A hot availability can be bought by only one station per market.

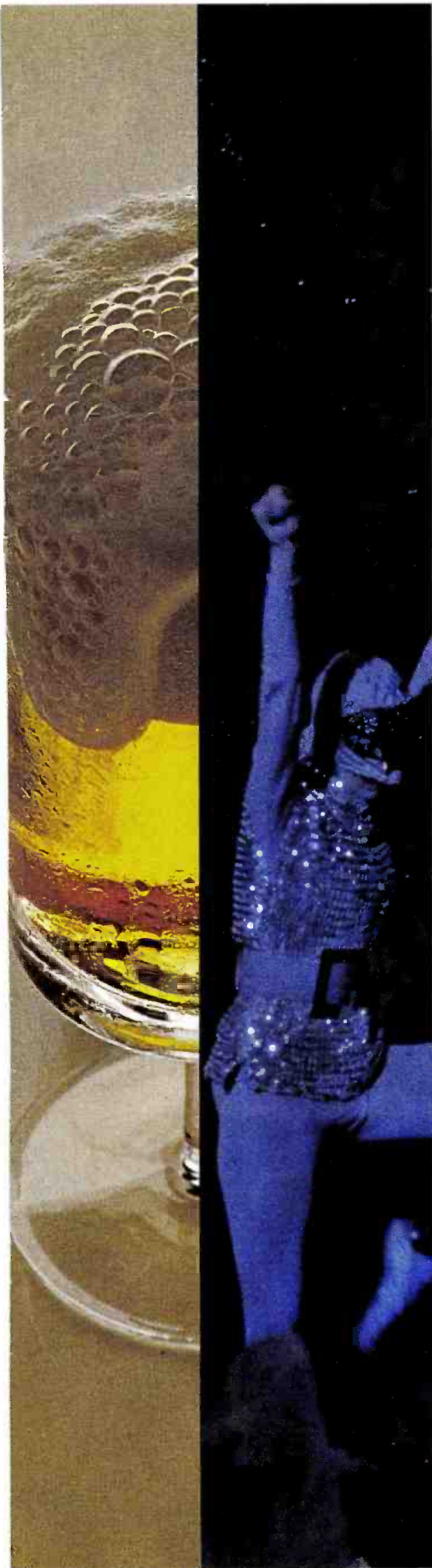
If hot, off-net U.N.C.L.E. is still available in your market, perhaps you better consider the put-on instead of the put-off. We have a long list of reasons (and stations) to prove our point.



New York, Chicago, Culver City, Atlanta, Dallas, Toronto

**What to do "till the
next book comes in."**





ELECTOGRAPHY



**Videotaping
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a new
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Everybody knows the key advantages of video tape. You work fast. You see your work as you go. You can be more daring and experimental.

But perhaps you didn't realize how sophisticated the art of videotaping has really become: You can edit instantly... electronically... frame by frame. You can use slow motion, fast motion, stop motion and reverse action. You can go out on location. And you can combine all types of existing footage (stills, film) with new footage.

***Now, the most life-like color yet:
"Scotch" Brand Color Tape Plus.***

"Scotch" Brand Video Tape No. 399 gives you the ultimate in color fidelity. The brightest, clearest, most life-like color ever. Color Tape Plus is so ultra-sensitive, you can use the most subtle lighting techniques. Copies are perfect. Blacks and whites are stronger. And No. 399 is almost impossible to wear out.

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Want more facts? Write: 3M Company, Magnetic Products Division, 3M Center, St. Paul, Minn. 55101.



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Fall line-ups go on the street

With price lists out at all three TV networks,
they're asking more for minutes next season—
optimistic salesmen hope to button up sales by June

The three television networks were beginning last week to get sales rolling for the new fall season—a season whose program price tags, unveiled for the first time, appeared as a whole to run slightly higher than the current season's.

CBS-TV and NBC-TV were offering agencies and advertisers what they called firm program schedules with price lists to match, and although ABC-TV was still fiddling with a few elements of its program line-up, it too was letting buyers and prospects know what its prices would be.

The price lists covered virtually all nighttime programs being sold on a participating basis—which is all but a handful. And although the lists of all networks indicated price reductions as well as increases, the increases tended to outnumber the reductions. In many cases, however, the change plus or minus was about \$1,000.

ABC officials were reluctant to discuss their new schedule and its prospects until they have all their programs in place—a point they were approaching and may reach this week—but officials of both CBS-TV and NBC-TV pronounced their schedules firm and voiced confidence for their reception by both audiences and advertisers.

Early Close-Out ■ The prevailing view was that selling on the new season would be “substantially sewed up by June,” although it was also acknowledged that some selling would continue up to September, when the 1968-69 season is inaugurated.

From a variety of industry sources, BROADCASTING pieced together this pattern to date of advertiser activity for fall:

■ General Foods has bought one-half of the new *Mayberry RFD* series, two-thirds of *Gomer Pyle* and various scatter plans, all on CBS-TV.

■ Procter & Gamble is on NBC-TV with a “multi-million dollar purchase” including *Mothers-in-Law*, *The Virginian* and *Daniel Boone* and is on

CBS-TV on a large scale with investments in *A Family Affair* (half sponsorship), *Jackie Gleason Show*, *Gunsmoke* and *Green Acres*.

■ Renewals on NBC-TV have come from Kraft on *Kraft Music Hall*; from Chevrolet on *Bonanza* and from RCA and Gulf Oil on *Walt Disney's Wonderful World of Color*.

■ Bristol-Myers, Lever Brothers and Toni are said to have made substantial purchases on various unidentified CBS-TV series and Brown and Williamson and Colgate-Palmolive have made sig-

Fairness in the news

There was a flurry on the fairness front in Washington last week as:

The FCC decided to take another look at its fairness rules and thus duck the pending challenge to their constitutionality (see page 45).

Seven religious bodies endorsed the rules as proper and legal (see page 45).

John F. Banzhaf, fairness crusader, asked court to order equal time for anticigarette commercials (see page 30).

Mr. Banzhaf formed monitoring organization to check fairness on radio (see page 29).

nificant purchases on ABC-TV.

■ Among the new series on NBC-TV, *The Ghost and Mrs. Muir* has only one alternate-week minute open and *Adam-12* and *Julia* are already well represented with advertisers.

■ There was confirmation that CBS-TV has had orders from advertisers on each of its six new programs. Bristol-Myers and Ralston-Purina, for example, have bought into the new *Doris Day Show*.

■ Ford has renewed sponsorship of

FBI on ABC, and sponsorship of *Bewitched* reportedly is also set.

Movie prices are up at both CBS and NBC, and on one ABC movie. In the lists circulating among agencies last week, increases on other programs were more numerous on CBS's than NBC's and in general more substantial on CBS's than ABC's.

ABC's list pegs its per-minute winter (highest) price in the *Sunday-Night Movie* at \$56,000—same price carried on lists circulated last spring when the current winter's schedule was being sold. Minute prices in ABC's *Wednesday-Night Movie* are put at \$53,000 for next fall, up \$1,000 from last spring's list.

Prices Escalate ■ The minute prices in *Dating Game* are up from \$28,000 last spring to \$33,000 in the current list, while in *Newlywed Game* they're up from \$31,000 to \$36,000 and in *Peyton Place I and II* from \$49,000 to \$52,000. Increases of \$1,000 are evident in the prices for winter minutes in *Lawrence Welk*, now pegged at \$45,000; in *Judd and Garrison's Gorillas*, which are now listed at \$43,000, while *Guns of Will Sonnett* adds \$1,000 a commercial minute in rising to \$46,000. Prices in *Hollywood Palace* and *That Girl* are reduced somewhat, as are those in *Felony Squad* and *NYPD* (one of which may be dropped out of the schedule).

Prices in ABC's new *Operation: Entertainment*, which may go off during the summer, are put at \$34,000 per minute next fall.

The movies offer the highest-priced minutes on ABC's list, followed by the *Peyton Place* pair. *Dating Game* is lowest at \$33,000 a winter minute.

The ABC list does not include *FBI*, whose sponsorship has been renewed by Ford, or *Bewitched*, which reportedly has also been sold on a sponsorship rather than participating basis.

CBS's current list puts movie minutes

(Continued on page 26)

THE TV NETWORK LOOK FOR '68-'69

A profile of the 1968-69 nighttime network TV season, its programs and their prices, is presented here.

The line-up is not necessarily final in ABC's case, but those for CBS and NBC are the ones those networks say they intend to go with in September. ABC's appeared to be almost final, but a decision still had to be made between *NYPD* and *Felony Squad* (shown in Tuesday 9:30-10 period), and two or three others reportedly had not been permanently slotted.

With the programs are shown production companies and estimated prices. The prices are those circulated to agencies and advertisers. Except where otherwise specified, they represent estimates of the rates to advertisers for one minute of commercial time, covering both time and program charges. In most cases three prices are given, reflecting seasonal variations in viewing levels, with the first (highest) price applicable in fall and winter, second (next highest) applicable in spring and third (lowest) applicable in summer. Where two prices are given, the transition is directly from fall-winter rates to summer rates. Absence of a price usually indicates the program is one of the relatively few that are sold on a sponsorship basis rather than in participations.

In ABC prices, only two are listed for *Peyton Place I* and *II*, which will consist of all-new episodes with higher price applicable for 38 weeks, lower price for 14 summer weeks. On *Lawrence Welk*, higher price is for 44 weeks, lower price for eight summer weeks. *Dating Game* and *Newlywed Game* will also consist of all-new episodes but with separate winter, spring and summer prices as indicated. New shows are shown in boldface.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:00	The Land of the Giants [Irwin Allen/ 20th Century-Fox] \$39,000, \$27,000, \$24,000	Lassie [Wrather Productions] \$47,000, \$30,000, \$23,000	New Adventures of Huck Finn [Hanna-Barbera] \$150,300 for half-hour with four commercial positions; \$80,300 on same basis for repeats (\$72,000 effective 6-1-69)
7:30		Gentle Ben [Ivan Tors Films] \$48,000, \$31,000, \$24,000	Disney's Wonderful World of Color [Walt Disney Productions] (No price given)
8:00	FBI [Warner Bros/ Quinn Martin] Sponsored	Ed Sullivan [Sullivan Productions] \$60,000, \$40,000, \$31,000	
8:30			Mothers-in-Law [Desi Arnaz] (No price given)
9:00	Movie [Various] \$56,000, \$44,000, \$38,000	Smothers Brothers [Comedic Productions] \$56,000, \$44,000, \$33,000	Bonanza [Xanadu Produc- tions in association with NBC] (No price given)
10:00		Mission: Impossible [Desilu] \$50,000, \$40,000, \$33,000	Phyllis Diller Show [Unassigned] \$43,000, \$37,000, \$34,000

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Here Come the Brides [Screen Gems] \$43,000, \$29,000, \$26,000	Daktari [MGM-TV] \$45,000, \$31,000, \$23,000	Virginian [Universal] \$46,000, \$41,000, \$29,000
8:30	Peyton Place II [20th Century-Fox] \$52,000, \$39,000	The Good Guys [Talent Associates] (No price given)	
9:00	Movie [Various] \$53,000, \$43,000, \$37,000	Beverly Hillbillies [Filmways] (No price given)	Kraft Music Hall [Yorkshire Productions] (No price given)
9:30		Green Acres [Filmways] (No price given)	
10:00		Jonathan Winters [Van Barnard/ Wintergood Productions] \$54,000, \$35,000, \$30,000	Outsider [Universal] \$41,000, \$36,000, \$34,000

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	The Ugliest Girl in Town [Harry Ackerman] \$45,000, \$27,000, \$24,000	Blondie [Universal TV] \$44,000, \$30,000, \$23,000	Daniel Boone [20th Century-Fox] \$42,000, \$32,000, \$28,000
8:00	Flying Nun [Screen Gems] \$49,000, \$30,000, \$25,000	Hawaii Five-O [Leonard Freeman Productions] \$50,000, \$40,000, \$30,000	
8:30	Bewitched [Screen Gems]		Ironside [Universal] \$46,000, \$41,000, \$35,000
9:00	That Girl [Daisy Productions] \$49,000, \$33,000, \$29,000	Movies [Various] \$58,000, \$48,000, \$39,000	
9:30	Tales of the Unknown [20th Century-Fox in association with Hammer Films, London] \$42,000, \$31,000, \$27,000		Dragnet [Universal and Mark VII Ltd.] \$54,000, \$32,000. (or as half-hour pack- age at \$75,000 for originals and \$19,000 for repeats, plus gross time and net- working charges.)
10:00			Dean Martin Show [Claude Productions in association with Teram Inc.] \$59,000, \$52,000, \$39,000
10:30	No network programming		

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Mod Squad [Thomas/Spelling Productions] \$43,000, \$29,000, \$26,000	Gunsmoke [CBS] \$52,000, \$38,000, \$30,000	Star Trek [Desilu] \$36,000, \$33,000, \$25,000
8:30	Peyton Place I [20th Century-Fox] \$52,000, \$39,000	Lucy [Desilu] (No price given)	Adam-12 [Universal and Mark VII Ltd.] \$55,000, \$30,000, (or on half-hour basis at \$78,000 for origi- nals, \$16,500 for re- peats, plus gross time and network- ing charges).
9:00	Outcasts [Screen Gems] \$48,000, \$36,000, \$30,000	Mayberry R.F.D. [RFD Productions] (No price given)	Movie [Various] \$49,000, \$47,000, \$41,000
9:30		Family Affair [Don-Elf] (No price given)	
10:00	Big Valley [Levy-Gardner- Laven] \$45,000, \$34,000, \$30,000	Carol Burnett Show [Burngood Productions] \$50,000, \$40,000, \$33,000	

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Garrison's Gorillas [Selmur Productions] \$43,000, \$29,000, \$26,000	Lancer [20th Century-Fox] \$48,000, \$35,000, \$27,000	Jerry Lewis Show [Jerry Lewis Productions] \$38,000, \$31,000, \$24,000
8:30	It Takes a Thief [Universal] \$49,000, \$36,000, \$30,000	Red Skelton [Van Bernard Productions] \$65,000, \$50,000, \$35,000	Julia [Savannah Productions and 20th Century-Fox] \$55,000, \$30,000
9:00			Movies [Various] \$51,000, \$48,000, \$41,000
9:30	NYPD [Talent Associates] or Felony Squad [20th Century-Fox] \$49,000, \$36,000, \$30,000	Doris Day [Arwin-Hilltop Productions] (No price given)	
10:00	That's Life [Marvin Marx] \$46,000, \$36,000, \$30,000	CBS News Hour [CBS News] \$34,000, \$29,000, (Summer price not given)	

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Operation: Entertainment [Chuck Barris Productions] \$34,000, \$26,000, \$22,000	Wild Wild West [Garrison Productions] \$45,000, \$30,000, \$23,000	High Chaparral [Xanadu Produc- tions in association with NBC] \$42,000, \$36,000, \$26,000
8:30	Avengers [ABC-TV London] \$40,000, \$30,000, \$26,000	Gomer Pyle [Ashland Productions] (No price given)	Name of the Game [Universal] \$45,000, \$38,000, \$34,000
9:00		Movie [Various] \$58,000, \$48,000, \$39,000	
9:30	Guns of Will Sonnett [Thomas/Spelling Productions] \$46,000, \$35,000, \$30,000		
10:00	Judd [20th Century-Fox] \$43,000, \$34,000, \$30,000		Rowan & Martin's Laugh-In [George Schlatter: Ed Friendly Productions] \$40,000, \$35,000, \$32,000

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	Dating Game [Chuck Barris Productions] \$33,000, \$29,000, \$25,000	Jackie Gleason [Peekskill Productions] \$62,000, \$40,000, \$30,000	I Dream of Jeannie [Screen Gems] (Price not given)
8:00	Newlywed Game [Chuck Barris Productions] \$36,000, \$32,000, \$28,000		Get Smart [Talent Associates] \$56,000, \$31,500 (or as half-hour pack- age at \$82,000 for originals and \$19,- 000 for repeats, plus gross time and net- working charges.)
8:30	Lawrence Welk [Telekew Productions] \$45,000, \$35,000	My Three Sons [Mac-Fedd Productions] (No price given)	The Ghost and Mrs. Muir [20th Century-Fox] \$56,000, \$30,000, (or as half-hour pack- age at \$79,500 for originals and \$16,- 500 for repeats plus gross time and net- working charges.)
9:00		Hogan's Heroes [Bing Crosby Productions] (No price given)	Movies [Various] \$55,000, \$49,000, \$43,000
9:30	Hollywood Palace [Zodiac Enterprises Inc.] \$43,000, \$32,000, \$28,000	Petticoat Junction [Filmways] \$46,000, \$35,000, \$30,000	
10:00		Mannix [Desilu] \$45,000, \$35,000, \$30,000	
10:30	No network programming		

BRISK SALES FOR FALL TV LINE-UP continued

for this fall at \$58,000 as against \$56,000 in the list circulated last spring for current winter-season movies.

The *Red Skelton Show*, highest-priced on the CBS minute list last spring, is still tops on the current list, but down from \$68,000 a minute then to \$65,000 for the coming season. Jackie Gleason comes in on the current list at \$62,000 a minute, down from \$65,000 last spring; Ed Sullivan is pegged at \$60,000 as against \$62,000 on last spring's list; *Petticoat Junction* is down from \$47,000 to \$46,000 and *Daktari* is down from \$48,000 to \$45,000.

Higher Rates ■ Increases in CBS minute prices between the list then and now are noted for *Gentle Ben*, up from \$44,000 to \$48,000; *Smothers Brothers*, up from \$55,000 to \$56,000; *Mission: Impossible*, up from \$44,000 to \$50,000; *Carol Burnett Show*, up from \$42,000 to \$50,000, and *Gunsmoke*—which CBS was on the verge of dropping a year ago—is up from \$45,000 to \$52,000.

The current CBS list does not show rates on several of CBS's higher-priced vehicles, at least some of them presumably because they have been sold or are being offered for sponsorship rather than on a participating basis. Among those not priced on the current list are *The Lucy Show* (\$65,000 a minute last spring), *Beverly Hillbillies* (\$60,000), *Green Acres* (\$63,000), *My Three Sons* (\$48,000), *Hogan's Heroes* (\$50,000) and the new *Doris Day Show*.

The CBS list, dated Feb. 19, describes the rates as gross prices that are actually estimates, subject to change and therefore not to be construed as an offer. They cover both time and program charges for one-minute commercials, as well as the network distribution charge for black-and-white commercial announcements.

The NBC list pegs its new *Monday-Night Movie* at \$49,000 a minute next fall, lists its Tuesday movie at \$51,000 a minute as against \$48,000 in last spring's list and puts its Saturday movie at \$55,000 as compared with \$52,000 a year ago.

Increases in minute-prices are evident in the new list, compared with the one circulated last spring, for the *Dean Martin Show*, up from \$49,000 to \$59,000; *The Virginian*, up from \$45,000 to \$46,000; *Daniel Boone*, up from \$41,000 to \$42,000; and *Ironsides*, up from \$43,000 to \$46,000. But reductions are apparent for *Star Trek*, down from \$39,000 to \$36,000; *High Chaparral*, from \$43,000 to \$42,000; *Dragnet*, from \$55,000 to \$54,000, and *Jerry Lewis Show*, from \$40,000 to \$38,000.

New Entry ■ NBC's new Sunday-

night show, *The New Adventures of Huck Finn*, is priced only as a half-hour package, not on a participating basis. The net program price for the show, with four commercial positions available, is put at \$150,300 a half-hour in the winter rates, plus gross time and networking charges.

Four NBC shows are priced on both a participating-minute basis and as half-hour packages: *Adam-12* and *The Ghost and Mrs. Muir*, both new, and *Dragnet* and *Get Smart*.

The NBC list, like CBS's is dated Feb. 19 but, unlike CBS's had under-

Cronkite's price going up

The going price of CBS-TV's Walter Cronkite early-evening newscast is going up, according to the price list currently circulated by the network for its 1968-69 season (see page 24).

A year ago the Cronkite half-hour was bringing an estimated \$26,900 a commercial minute (BROADCASTING, Feb. 6, 1967). In the estimates for the season starting next September it's pegged at \$30,000 a commercial minute (dropping to \$21,000 a minute for the spring season and \$17,000 for the summer of 1969).

In addition, the new list puts minutes in *CBS Saturday News with Roger Mudd* at \$20,000 (\$13,000 for spring, \$10,000 for summer) and in *CBS Sunday News with Harry Reasoner* at \$15,000 (\$12,000 for spring, \$10,000 for summer).

gone some programing shuffling between then and late last week. It did not, for instance, include *Phyllis Diller Show* or *Julia*—whose fall prices, according to agency sources, were said later to be \$43,000 and \$55,000 a minute, respectively. Nor did it include any Sunday-night programs except *Huck Finn*, omitting *Bonanza*, *Disney* and *Mothers-in-Law*, all of which are sponsored rather than participating shows.

The price lists of all three networks showed seasonal variations in rates, as is customary. In addition to winter prices—the one quoted here—there were usually spring (lower) and summer (lowest) rates. In some cases, only two prices were given, the lower to apply during summer periods (see chart page 24).

Two CBS-TV executives reached by BROADCASTING were bullish over advertiser prospects for 1968-69. Frank M.

Smith Jr., vice president, sales, said advertisers were spending more dollars on CBS-TV than last year—and by a substantial margin. And Thomas Dawson, CBS-TV president, expressed satisfaction with the programing quality of the new schedule and initial advertiser interest.

Pleasing Outlook ■ Mr. Dawson said he was "very pleased with the programing product" for next season. The schedule, he continued, "is particularly gratifying because it comes at a time when there is less product and good product is difficult to find."

"Advertiser acceptance of our programing schedule has been very good," he remarked. "During our screenings for advertisers, we've learned that next season's product has been as well received as any we have shown during my years at the network."

CBS-TV is making the least drastic change in its programing for 1968-69, though all three networks are implementing fewer revisions in recent years. CBS is dropping five series: *Andy Griffith Show*, *Good Morning World*, *Cimarron Strip*, *He and She*, and *Lost in Space*, totaling four hours. The new series for next fall are *Mayberry RFD*, *Lancer*, *Doris Day Show*, *Goodguys*, *Blondie*, and *Hawaii Five-O*.

Don Durgin, president of NBC-TV, said he was extremely pleased with the renewals that already have been obtained, and with sales from sponsors buying into new series (see page 28).

The most striking change in the new NBC-TV line-up is the launching of a new feature film period, *Monday Night at The Movies*, (9 p.m. to conclusion). Six new prime-time series that will begin next fall are *Phyllis Diller Show*, *Adam-12*, *Julia*, *The Outsider*, *Name of the Game*, and *The Ghost and Mrs. Muir*.

NBC-TV also is launching *The New Adventures of Huck Finn*, a half-hour live-action-animation series that will be carried in the Sunday, 7-7:30 p. m. period, and—starting Jan. 7, 1969—*First Tuesday*, hailed as commercial television's first regularly scheduled, two-hour prime-time news program. It will be a once-a-month presentation of NBC News pre-empting the motion picture segment the first Tuesday of each month. Some of the advertisers on the Tuesday movie period have bought *First Tuesday*, according to reliable reports.

Science-Adventure ■ The ABC-TV schedule accents more than the other two networks the action adventure and science-fiction formats. Though the line-up is still subject to some changes, two of ABC's second season production efforts, *It Takes a Thief* and *Operation Entertainment*, have slots for the fall, and a third mid-season replacement, *The Avengers*, is still a probable entry

Nobody we know buttons their dial
 at Channel 7, but these audience
 figures make us wonder.



TOTAL WEEKLY CIRCULATION



Represented by Petry

	WHIO-TV	STATION B	WHIO-TV ADVANTAGE
TOTAL DAY	515,000	425,000	90,000
EARLY EVENING	338,000	285,000	53,000
PRIME TIME	442,000	371,000	71,000
LATE EVENING	155,000	117,000	38,000

Source: NSI=TV

Weekly Cumulative Audiences—October-November 1967

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.



Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WHIC TV, Pittsburgh

for the new season.

Among the new series penciled in on ABC-TV are *Land of The Giants*, a science-fiction fantasy; *The Outcasts*, a western drama centering around two cowboys, one a Negro; *Mod Squad*, built around a special police squad in Los Angeles that deals with hippies; *That's Life*, a comedy; *Here Comes the Brides*, a comedy; *The Ugliest Girl in Town*, another comedy, and *Tales of the Unknown*, a science-fiction thriller.

The traditional leading suppliers of programming to the networks appear to be maintaining their positions. Twentieth Century Fox TV, with 10 programs and seven-and-a-half hours, and Universal TV, with eight series and seven-and-a-half hours, are the top program purveyors for 1968-69. Behind them are Screen Gems, with six series and four hours; Desilu with four programs and three-and-a-half hours, and Barris Productions with three programs for two hours.

NBC-TV aims at the young

But it's careful not to exclude older viewers in introducing schedule

The NBC-TV line-up for 1968-69 represents the fruition of a five-year process in building shows with youth appeal, according to the executives who had the most to do with the formation of the network's fall schedule.

In an interview last week following formal announcement of the schedule, Don Durgin, president of the television network, and Mort Werner, vice president in charge of programs and talent, said that most of the shows on the schedule would emphasize an attraction to the young influentials (the "articulate, upper-income families from the more heavily populated areas of the country"). But, they said, NBC, while stressing appeal to the "over 18 and under 50" viewers, isn't precluding the older adults. "Our programming is aimed for balance, diversity, with strong leaders, such as *Bonanza* and the *Dean Martin Show* which appeal to all age groups."

They said NBC's schedule has relatively few half-hours, and will introduce only three new half-hour shows in prime time. These are *Julia*, which with Diahann Carroll in the lead is designed as a "comedy-drama" about a registered nurse and her young son; *The Ghost and Mrs. Muir*, a comedy based on the



Mr. Werner



Mr. Durgin

20th Century-Fox film and starring Hope Lange and Edward Mulhare, and *Adam-12*, described as a "Dragnet with wheels" in that the series concentrates on the experiences met on nightly patrols by a police squad car.

In Demand ■ The *Mrs. Muir* film screened to agencies is considered "the hottest pilot around," according to Mr. Werner. The NBC executives said that the *Mrs. Muir* half-hour had but one commercial position available at this date.

Of *Julia*, Mr. Durgin said, "when we first had an *I Spy* [in which Bill Cosby, a Negro, was the co-star], we had some difficulties with agencies, but with *Julia* [in which a Negro, Miss Carroll, plays the lead], advertising agencies are now literally running to clients with recommendations." He said NBC did not anticipate problems with station clearances, and both Mr. Durgin and Mr. Werner noted that even with *I Spy*, a pilot problem had more to do with difficulties with that series initially than did clearances.

Other highlights of the interview:

■ NBC-TV is off to an encouraging sales start for next season (see separate story.)

■ Somehow word was circulated that *Star Trek* might be off the schedule next season, "though that never was our intention" and meanwhile the network has had 115,000 letters from viewers, including two governors, several mayors and corporation executives, pleading for its return. (It'll be on the schedule, Monday, 7:30-8:30.)

■ Universal will continue to produce "World Premiere" motion pictures for showing in the three (Monday, Tuesday and Saturday) movie nights—"spread out about equally." Mr. Durgin said *The Name of the Game*, the 90-minute series on Friday at 8:30, could be considered a series of "minimovies" and has the biggest budget and resources ever committed to support such an endeavor. He said Universal would distribute the minifilms overseas as regular, 90-minute motion pictures.

The Bell Telephone specials will return next season, though probably in a new form and in fewer numbers, they said. In the current season, the AT&T specials alternated with news actualities on Friday, 10-11 p.m.

Also noted by Messrs. Durgin and

Werner: The new *Phyllis Diller Show*, which will be in the Sunday, 10-11 period, had been shown as a "sneak preview" in the Kraft Foods hour during the current season. Partly on the strength of that performance, Miss Diller was selected as the star of the new variety hour for next season.

Kraft next season will continue with its series but with an emphasis on comedy-variety, and musical-variety taking a secondary role. This series will have bigger production budgets.

The High Chaparral is to be moved from Sunday, 10-11, to Friday, 7:30-8:30, in a framework of having established an appeal to the young influentials and to family viewers. *I Dream of Jeannie* and *Get Smart* will move from Tuesday, 7:30-8, and Saturday, 8:30-9, respectively, to Saturday, 7:30-8 and 8:30-9 to counter CBS's strong opener that night in the *Jackie Gleason Show*.

The Jerry Lewis Show is moving from Tuesday, 8-9 p.m., to a half-hour earlier because, Mr. Durgin pointed out, Mr. Lewis realizes—and audience research bears this out—that "his strength is with young people." *Lewis* is expected to counter what NBC believes will be "heavy" male audiences of CBS's *Lancer* (western) and ABC's *Garrison's Gorillas*.

It was pointed out that the new Sunday, 7-7:30 series, *The New Adventures of Huck Finn*, in which producers Hanna-Barbera will combine live action and animation, is believed to be a natural lead-in to *Walt Disney* at 7:30-8:30. This series, they said, was an expensive show and as a concept was in development some two years.

SNI slates NCAA final on 150-60 stations

Sports Network Inc., will televise the National Collegiate Athletic Association (NCAA) basketball playoffs this year for the sixth consecutive time.

Regional eliminations, starting March 9, will be broadcast on a regional basis. The semifinals, March 22, and championship game, March 23, both in Los Angeles, will be broadcast nationally, with the final match starting at 9:30 p.m. EST, on 150-160 stations.

Sponsorship of the championship match is sold out to 10 advertisers: Reynolds Tobacco (Dancer-Fitzgerald-Sample), Chrysler Corp. (Young & Rubicam), North American Rockwell (Marsteller), Sherwin-Williams (Griswold-Eshleman), Bell System (N.W. Ayer), General Mills (Knox Reeves), and General Tire (D'Arcy) on a national basis; Atlantic-Richfield (Hickson & Jorgenson) on the West Coast, and Homelite (Sutherland-Abbott) and Dodge (BBDO) to all regions except the West Coast.

Anticigarette campaign planned

Banzhaf forms ASH, vigilante group to monitor

TV-radio to insure one antismoking spot

is aired for every three cigarette commercials

Plans to put teeth into FCC requirements that broadcasters provide time for anticigarette messages were revealed last week.

Announcing the formation of a group called ASH, which will monitor radio and TV broadcasts and complain to the commission if there aren't enough anti-smoking announcements, was none other than John Banzhaf, the 27-year-old New York lawyer who prompted the commission to apply its fairness doctrine to cigarette commercials last June (BROADCASTING, June 5, 1967, et seq.).

Mr. Banzhaf said last week: "The FCC decision, if successfully defended and effectively enforced, is expected to require broadcasters to make available over \$50 million a year in free radio and television time for messages about the health hazards of smoking."

According to Mr. Banzhaf, ASH (Action on Smoking and Health) may file its first complaint within the month. Target as yet is unknown, but it will be chosen for "maximum effectiveness" and the station or stations selected will be only the first of many that will be

monitored to see if they are following the commission's suggestion that there be one antismoking message for every three cigarette commercials. While this alone may sound ambitious, Mr. Banzhaf had still another trick up his sleeve last week when, in a brief filed in the U.S. Court of Appeals in Washington, he argued that "substantially equal time" was a practical ratio for cigarette commercials vs. antismoking spots (see page 30).

The Goals ■ ASH, according to Mr. Banzhaf, has two goals: (1) the legal defense of the FCC's contention that it has the power to apply the fairness doctrine to cigarette ads; and (2) guaranteeing the effective enforcement of that decision.

The first purpose, he feels, will now be abetted by his recent resignation from a New York patent law firm and assumption of duties as executive director of ASH, which he founded to serve as "the legal action arm of the anti-cigarette movement."

ASH, which began operation last week, is a nonprofit organization formed

under the trust laws of New York state. It is funded by individual donations and contributions from health and anti-cigarette groups. Its finances are admittedly meager by, say Tobacco Institute or National Association of Broadcasters standards, but Mr. Banzhaf says he is making use of "the tremendous legal leverage provided by the law and the FCC's decision," and the growing sentiment against cigarette advertising. As he put it: "We get lots of legal output for little legal input."

At present, Mr. Banzhaf is the only attorney employed by ASH, and in fact, is its only employee. Antismoking forces, however, say he can now devote all of his time to the campaign and, making use of the legal leverage provided by the commission's decision, singlehandedly put up a good battle against what he calls the "war chest" amassed by NAB, the Tobacco Institute and the major cigarette manufacturers, in their effort to reverse the FCC ruling.

According to Mr. Banzhaf, several church groups (among them, the Church of the Latter Day Saints, the

BAR network-TV billing report for week ended Feb. 18

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Feb. 18, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Feb. 18	Total dollars week ended Feb. 18	1968 total minutes	1968 total dollars
	Week ended Feb. 18	Cume Jan. 1-Feb. 18	Week ended Feb. 18	Cume Jan. 1-Feb. 18	Week ended Feb. 18	Cume Jan. 1-Feb. 18				
Monday-Friday Sign-on-10 a.m.	\$ — —	\$ 145.8	\$ 97.3	\$ 595.6	\$ 359.8	\$ 2,302.5	78	\$ 457.1	490	\$ 3,043.9
Monday-Friday 10 a.m.-6 p.m.	1,266.4	8,683.7	3,239.5	22,990.1	2,345.6	17,446.8	922	6,851.5	6,252	49,120.6
Saturday-Sunday Sign-on-6 p.m.	2,018.5	9,272.8	735.7	9,259.4	469.0	3,556.0	258	3,223.2	1,653	22,088.2
Monday-Saturday 6 p.m.-7:30 p.m.	803.5	2,688.2	659.8	4,224.6	604.1	5,157.6	96	2,067.4	556	12,070.4
Sunday 6 p.m.-7:30 p.m.	167.9	1,519.0	240.9	1,874.1	378.0	1,524.8	24	786.8	165	4,917.9
Monday-Sunday 7:30 p.m.-11 p.m.	6,422.4	37,906.9	7,298.9	47,550.2	7,611.8	45,318.0	442	21,333.1	2,913	130,775.1
Monday-Sunday 11 p.m.-Sign-off	616.6	2,238.8	35.4	312.7	403.9	2,752.8	85	1,055.9	461	5,304.3
Total	\$11,295.3	\$62,455.2	\$12,307.5	\$86,806.7	\$12,172.2	\$78,058.5	1,905	\$35,775.0	12,490	\$227,320.4

Methodist church, and others), local chapters of various health groups, and other organizations such as local parent-teacher associations are ready to help him in his monitoring chores. Definite arrangements have yet to be made.

"One of the beauties of the FCC decision," he explained last week, "is that any person can send in a complaint to the FCC about a broadcaster's failure to comply. What we'll do is give proper form to the complaint and make sure it reaches the right people."

Proper Ratio ■ Mr. Banzhaf's viewers apparently will watch for the proper balance of cigarette commercials and antismoking spots; send in the results of their viewing to Mr. Banzhaf, who in turn, will write up the complaints in acceptable legalese and send them to Washington where, if the commission means what it says, broadcasters will be called upon to explain why they haven't maintained a strict three-to-one ratio.

The monitoring will take place during peak viewing hours, says Mr. Banzhaf. He feels five straight evenings, during prime time, is a reasonable period during which a station can be checked to see if it is presenting the acceptable three-to-one ratio of commercials and anticigarette spots. He does not consider antismoking spots at 2 a.m. reasonable compliance. Monitoring and submission of complaints to the commission will continue until there is consistent and substantial compliance to the FCC directive, he asserted.

With existing legal leverage, Mr. Banzhaf could turn ASH into an effective instrument in the antitobacco forces' fight. For one thing, ASH is sufficiently separated from such "establishment" health groups as the American Cancer Society, which has shied away from pressing broadcasters to comply on the grounds that it's a health group and not a legal organization. Although ACS and the American Heart Association, for instance, have failed to support Mr. Banzhaf's legal crusade officially, it's known that staff members of most groups are in favor of what he's doing. While ACS and other health organizations are reluctant to alienate broadcasting interests, on which they rely for free promotion of their causes, Mr. Banzhaf's position gives him a certain degree of independence.

The Sponsors ■ Moreover, ASH's support—at least on paper—looks impressive. Sponsors include Louis Jaffe, professor of law at Harvard; Maurine Neuberger, former U.S. Senator from Oregon; and Edward Bernays of public-relations fame. Sponsors who also happen to be physicians or scientists reads like a "who's who of medicine," with such names as Doctors Paul Dudley White, professor of medicine at Harvard and a famed heart specialist; Don-

ald T. Fredrickson, director of New York City's smoking control program and an ASH trustee, and Alton Ochsner, former ACS president.

ASH also has going for it, anti-smoking people suggest, a growing awareness that carrying cigarette commercials may not be in the best interest of the broadcasting business. In recent months, more than a few broadcasters have privately expressed the same feelings as those publicly articulated last week by advertising man William B. Lewis, ACS Board chairman and retired chairman of Kenyon & Eckhardt:

"Torn between law and the economy, broadcasters are being forced to foist upon their listeners a contradictory editorial policy bereft of all logic, reason, and even sanity. If we want to destroy once and for all the public's belief in broadcasting (and, indeed, in advertising) we are embarked upon a winning course."

Briefs filed on cigarette issue

FCC's application of fairness doctrine

target of arguments

The FCC was buffeted from two sides last week when briefs were filed in the District of Columbia Circuit Court attacking the commission's cigarette fairness ruling last year.

On one side were broadcasters charging that the commission was exceeding its authority and at the very least violating constitutional protections. On the other was John F. Banzhaf III, the young New York lawyer who initiated the whole controversy, claiming the FCC had not gone far enough.

Acting on Mr. Banzhaf's original complaint, the FCC last June ruled that under its fairness rules broadcasters must present a reasonable number of antismoking announcements in relation to cigarette advertisements, since smoking is a controversial public issue.

That ruling was attacked by the National Association of Broadcasters, WTRF Inc. (WTRF-FM-TV Wheeling, W. Va.), ABC, CBS and NBC, WLLE Raleigh, N. C., and the Tobacco Institute.

After a flurry of litigious maneuvering to determine what court should hear the appeal—Mr. Banzhaf had filed in the D. C. circuit, the others in the Fourth Circuit Court of Appeals in Richmond—it was determined that Mr. Banzhaf was first and that the Washington circuit was the proper one.

In general, all of the broadcasters and

the Tobacco Institute contend that the FCC is barred from acting in the cigarette and health-hazards controversy because Congress pre-empted the field in its Cigarette Labeling Act of 1965. This law runs to 1969, the broadcasters note, and it was adopted, they say, "with the understanding that there would be no FCC regulation."

Unfair ■ Furthermore, they argue, the fairness doctrine does not apply to product advertising. And, they add, in invoking fairness against cigarette advertising that make no health claims, the commission is violating the very essence of the fairness policy: "that there be 'reasonable opportunity for the discussion of conflicting views'." The cigarette ruling is one-sided, they say, since it requires the airing of only one side of the cigarette-health issue.

In establishing the cigarette ruling, the broadcasters maintain the commission has twisted its own standards of fairness—the "reasonableness" of the broadcaster's judgment.

The FCC's ruling is also attacked as violating the free-speech and due-process clauses of the Constitution.

The Tobacco Institute, urging the same arguments, is particularly irate at the FCC's deletion of a section of its original ruling that seemed to imply that cigarette manufacturers had the right to reply to antismoking warnings. All cigarette advertisements do not, the institute says, express a point of view on the smoking and health issue. "If the 'fairness doctrine' applies to cigarette product commercials," the tobacco brief contends, "the FCC must recognize the right of cigarette manufacturers or their spokesmen to air time on the same terms and conditions as their opponents, in order that the public shall receive a complete presentation of both sides of the issue."

More Not Less ■ Mr. Banzhaf's complaint is that the commission did not require equal time for antismoking messages with cigarette advertisements, but only "reasonable" time to espouse the anti-cigarette view. This was interpreted by an FCC spokesman as one warning to every three cigarette ads.

In his brief, Mr. Banzhaf argues that the rationale of the fairness doctrine is that the "public must be informed." He contends that the nature of the broadcast audience is essentially youths who rely mainly on broadcasting for information. Secondly, he said, cigarette advertising is emotional and young people can't distinguish facts from imagery.

Although in many instances the use of the fairness doctrine requires subjective judgment in determining how much time should be devoted to responses (a documentary with pictures but no narration, a news conference with varying degrees of intensity), ad-

VISUAL...
your major
source for
advanced
equipment



NOW . . . INSTANTANEOUS TITLES AND DISPLAYS
from keyboard or magnetic storage with Visual's Information Systems

Prepare news, sports scores, titles, weather, election returns and other video displays in milliseconds! The new Visual Electronics Information Systems require no camera chains or artwork — a result of the magic of magnetic memory cores, integrated circuits and other new techniques.

Complete Visual Information Systems provide for data preparation and storage ahead of time, with immediate pushbutton access for video display. The Visual system retrieves pre-programmed data instantly, performing digital-to-video conversion for direct display on the screen. Data stored in the memory core for future use can be changed and up-dated at will, directly from the keyboard. Thus, you combine the speed of pre-preparation and instant selection for TV display with the flexibility of making last-minute revisions.

Crisp, legible characters can be viewed with vertical or horizontal crawl, or "blinking" of key words can be programmed as desired.

Upgrade your titling and display operations with this sophisticated — but economical — state-of-the-art development from Visual Electronics!



VISUAL ELECTRONICS CORPORATION

356 west 40th street • new york, n.y. 10018 • (212) 736-5840

YOUR MAJOR SOURCE FOR ADVANCED EQUIPMENT

vertisements may be assumed to register maximum intensity. Therefore, he concludes, substantially equal time should be required for antismoking messages.

Above all, he argues, the overwhelming public importance of the smoking issue requires broadcasters to adhere to higher standards than in other fairness issues.

Business briefly . . .

Kahn Communications Corp., New York, through Leland Advertising Inc., that city, will launch a new teen-age, 20" x 30" poster magazine, *Groove-Out!* with a spot radio campaign. Sixty-second commercials will appear on stations in 17 major markets.

R. J. Reynolds Tobacco Co., through Dancer-Fitzgerald-Sample, both New York, has purchased 52-week sponsorship in NBC Radio's *News on the Hour*.

Timex Watches (United States Time Corp.), New York, will sponsor *Comedy is King*, an NBC-TV special starring Alan King, on Thursday, April 11 (7:30-8:30 p.m. NYT). Warwick & Legler, New York, is the agency.

The Dreyfus Corp., New York, in its first use of network television has purchased sponsorship of CBS-TV's musical special, *S. Hurok Presents—Part II*, featuring Sol Hurok, Artur Rubenstein, David Oistrakh and the Bolshoi Ballet, to be televised Tuesday, March 5 (9:30-11 p.m. EST). Dreyfus will "make minimal use" of its commercial time to present "almost uninterrupted viewing" of the special. The corporation recently began a spot television campaign in New York and Los Angeles (BROADCASTING, Feb. 12). Doyle Dane Bernbach, New York, is the agency.

Porsche of America Corp., Teaneck, N. J., in its first network radio buy, will sponsor NBC's coverage of the Grand Prix of Endurance, 12-hour Sebring auto race, Saturday, March 23, from Sebring, Fla. The reports will be carried in various segments of NBC Radio's *Monitor*. Henry J. Kaufman & Associates, Washington, is the agency.

Olympic Airways, New York, a Greek line, may expand its 1968 broadcast campaign, featuring "Bouzouki music inspector" commercials, as additional jets are delivered and service expanded later this year. At present, television

spots are limited to five stations in New York and radio spots in New York, Chicago, Washington and Los Angeles. Olympic's campaign began Feb. 1 through the Lampert Agency, New York.

Zenith Sales Corp., Chicago, last week announced 40% boost for advertising this spring for color TV compared to the same promotional period last year. More than \$3 million is being spread among prime-network TV participations, newspapers and magazines with the bulk going into newspapers. Agency: Foote, Cone & Belding, Chicago.

Shell buys 40-50 markets for new sports series

Ogilvy & Mather is putting together a spot-TV schedule in 40-to-50 markets for the Shell Oil Co.'s five-minute strip series, *Wonderful World of Sports*, produced under the editorial guidance of *Sports Illustrated* magazine.

Starting in mid-April, the series replaces another Shell five-minute sports series, with a billboard and short middle commercial, which was offered "free" to stations, sometimes in conjunction with a call for availabilities for Shell's 1968 campaign (CLOSED CIRCUIT, Jan. 1). Spokesman said the minutes for the new series are all commercial and will be purchased.

An Ogilvy & Mather executive explained last week "the change is being made because the new series has a broader scope and *Sports Illustrated* quality. The other series had a narrower approach, though I wouldn't like to criticize that producer's work—it was a good series."

Rep appointments . . .

- WICS(TV) Springfield, WICD(TV) Danville, both Illinois: Katz Television, New York.
- WKNX-TV Flint-Saginaw-Bay City, Mich., and KENR Houston: Adam Young-VTM Inc., New York.
- WNEM-TV Bay City-Saginaw-Flint, Mich.: Storer Television Sales, New York.
- WTKM Hartford, and WOMET Manitowoc, both Wisconsin; WEIC Charleston, Ill.; WMRC Milford, Mass.: Vic Piano Associates Inc., New York.
- WIST-AM-FM Charlotte, N. C., and WQXL Columbia, S. C.: Savalli/Gates Inc., New York.
- WJRJ-TV Atlanta: Avery-Knodel, New York.
- KSOM-AM-FM Ontario, Calif.: Paul H. Raymer Co., New York.

Truckers stay awake to C&W music

Truck drivers represent a specialized saturation radio audience, especially strong in the postmidnight hours, according to a study by John Cole, director of broadcast services at Buchen Advertising Inc., Chicago. The programs liked best by the drivers: country and western.

Mr. Cole learned all about reaching the tens of thousands of truck drivers from coast to coast as a result of the special needs of a client, UOP-Bostrom, manufacturer of suspension seating for truck cabs. Sponsoring *Opry Star Spotlight* broadcasts from midnight to 4 a.m. on WSM Nashville, the client has sought to make drivers more aware of the quality of the seating provided by their employers and to contribute suggestions for driving safety.

A survey of drivers by Buchen showed that all of them either took radios with them on their runs or the trucks already contain radios. It also showed the audience rotates since a large share of drivers work varied shifts even though the postmidnight period is very popular. Another finding was that while postmidnight radio is effective in reaching this audience it also is economical.



Lee Ahlswede, Buchen Advertising vice president (l) and John Cole, Buchen vice president in charge of broadcast services, examine mail from truckers.

As a result of the UOP-Bostrom success, Mr. Cole said, two other truck industry sponsors joined in the WSM program last week. They are Fruehauf Corp. and White Motor Co.



Katz Television
is pleased to announce that
effective March 1, 1968
we began representing



Where one buy does it!

Frank Headley steps down at H-R

Health prompts retirement as Reed becomes chairman;

Shurick assumes treasurer's duties; Alspaugh heads radio

Pioneer station representative executive Frank M. Headley last week announced his early retirement for reasons of health but said he would continue to serve in an advisory capacity to H-R Representatives and H-R Television Inc., of which he was a founding partner, board chairman and treasurer since 1950.

Mr. Headley's retirement at 60 years of age ends an active career of 32 years in the national spot representation field. He formed the H-R companies in 1950 in association with Dwight S. Reed, who succeeded Mr. Headley as board chairman, effective last Friday (March 1).

Mr. Headley began his broadcast career as manager of the radio division of the Kelly-Smith Co., a newspaper representative company, in 1936. In 1939, he and Mr. Reed formed a subsidiary company of Kelly-Smith under the name of Headley-Reed Co. with Mr. Headley serving as president.

A graduate of the Creighton University School of Law in Omaha, Mr. Headley worked for the Standard Oil Co.; practiced law in Omaha and was a special agent of the FBI (1934-36) prior to joining Kelly-Smith. He was cofounder and twice president of the Station Representatives Association; a charter member of both the International Radio and Television Society and of the Television Bureau of Advertising, which he served as an immediate past director and treasurer; a member of the Broadcast Pioneers, and a former director of the Radio Advertising Bureau.

In accordance with the terms of H-R's stock purchase plan, Mr. Headley's stock has been purchased by the



Mr. Reed



Mr. Headley



Mr. Shurick



Mr. Alspaugh

company.

New Posts ■ Mr. Headley's retirement resulted in a realignment of executive responsibilities with Mr. Reed as chairman; Edward P. Shurick, president of H-R Television Inc., assuming additional duties of treasurer of the companies and James M. Alspaugh, executive vice president of H-R Representatives, replacing Mr. Reed as president of the radio company.

Mr. Reed, the new H-R board chairman, has been active for 35 years in advertising and broadcast-time sales. He began his career with BBDO in Chicago as a sales executive and served as vice president of Headley-Reed before

becoming president of H-R Representatives and executive vice president of H-R Television in 1950, at which time he and Mr. Headley founded the companies.

Mr. Shurick, who has been in broadcasting for 35 years, has been president of H-R Television since 1965, having joined the organization as senior vice president in 1963. Earlier, he was executive vice president of Blair Television; vice president in charge of station relations for CBS-TV; market research counsel for CBS Radio and research director for Free & Peters (now Peters, Griffin & Woodward). Mr. Shurick is now serving as president of the IRTS.

Mr. Alspaugh joined H-R Representatives at the time of its founding in 1950 as manager of its San Francisco office. He was named vice president and moved to New York in 1958. He was promoted to executive vice president in 1963. Before joining H-R, Mr. Alspaugh was with KYA San Francisco and with John Blair & Co. in that city.

WGCM told to take out-of-town ads

A Gulfport, Miss., broadcaster who adopted a policy of rejecting out-of-town automobile advertising under pressure from local dealers has been told by the FCC that he is operating in a manner contrary to the public interest and was directed to change his practices. The refusal to accept the advertising was said to restrain competition.

E. O. Roden & Associates, licensee of WGCM Gulfport, had told the commission that the station does not accept advertising from automobile dealers outside of Gulfport and Harrison county. The policy was not the result of an explicit agreement with the Automobile Dealers Association.

Rather, the commission said in a letter to Roden, made public last week, "the policy was initiated after you were told by local dealers that advertising by New Orleans dealers could create a hardship to the local industry, and that it could be presumed that local dealers might cancel advertising if advertising from other dealers was accepted."

The commission said that a refusal to accept business from another as a result of a contract, combination or conspiracy "is one of the clearest and most restrictive" of the types of conduct prohibited by the antitrust laws.

Actions, Not Words ■ In the WGCM case, the commission added: "The determination as to whether there is an unlawful combination in restraint of trade is to be based more on what the par-

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JOSEPH E. LEVINE PRESENTS FOR EMBASSY PICTURES CORP. / TELEVISION

B68686868

SOLD
(Prior to general release)
PITTSBURGH WHIC-TV

ties did than by what they said. . . . It is immaterial that the action taken may be the result of economic pressure."

The commission said that it isn't necessary to conclude that the station's conduct is part of an unlawful combination in restraint of trade. It doesn't enforce the antitrust laws as such, the commission said, "but it does take cognizance of those laws, considers violations and applies similar principles in regulating broadcasting under its mandate to define the public interest."

Accordingly, the commission said, Roden's policy of not accepting out-of-town automobile advertising, "in the circumstances of this case, is contrary to the public interest in that it operates to restrain and inhibit trade and competition." Roden was directed to modify its policy and practices and inform the commission promptly of the action taken.

The commission action came on a complaint by Max Fetty and Associates Inc., a New Orleans advertising agency. The agency said that WGCM had cancelled an agreement to carry spots on behalf of a Bay St. Louis Chevrolet dealer after a Gulfport Chevrolet-Buick dealer said it would withdraw its advertising. Bay St. Louis is 18 miles west of Gulfport.

The commission letter was adopted by a 5-to-1 vote. The dissenter, Commissioner Robert T. Bartley, said in a separate statement that the evidence available doesn't establish that an agreement existed between the station and the local dealers and leaves a number of material questions unanswered. "For the commission to hold that the station's policy is contrary to the public interest, 'in the circumstances of this case,' I think it is obligated to make a further and adequate investigation of what the facts are," he said.

Change rules today's advertising: Strauss

Equipped with the evolutionary records on television of five different products or services from four different agencies, Herbert D. Strauss, president of Grey Advertising Inc., New York, last week went before the Advertising Club of Los Angeles to draw some conclusions about the changing ideas and changing technology of today's advertising. Mr. Strauss said that advertising is experiencing a revolution in ideas and executions. Stressing that change has become the name of the game, he pointed out, though, that it's only "the continuing ability to marry changing ideas and changing technology into a harmonious tandem which is the key-

note of all great advertising."

The most unforgivable sin ad people can commit, he indicated, is falling behind the changing times. "By underestimating the growing maturity, intelligence and sophistication of consumers, we run the risk not only of losing their attention," Mr. Strauss explained, "but also of irritating or alienating them, and widening the credibility gap which renders advertising impotent."

Tracing the historical development via film clips of television commercial campaigns for Procter & Gamble's Downy fabric softener and Greyhound Corp. (both Grey Advertising clients):

Young & Rubicam's Goodyear tires; Foote, Cone & Belding's Clairol, and Ogilvy & Mather's Pepperidge Farms bread, Mr. Strauss attempted to show advertising change proceeding at differing rates and for different reasons. From this vantage point, Grey's chief executive officer pinpointed the significant changes and improvements that have taken place in advertising over recent years:

- The growing people involvement.
- The use of heightened realism, of believable fantasy.
- The juxtaposition of unexpected

Who's Who in Des Moines Television?



...that's who!

NB COLORFUL 13 • DES MOINES, IOWA



Represented Nationally by Peters, Griffin, Woodward, Inc.

relationships.

- Wit, whimsy, humor, human casting.

- Contemporary musical and film techniques.

Adding a particular note of caution to his evaluations, Mr. Strauss warned that "we need to be sure that the change we contemplate is truly relevant change, change in which idea and technique are fused."

Agency appointments . . .

- Helitzer Advertising Inc., New York, has been appointed New York metropolitan area agency for Chicken Delight Inc., Rock Island, Ill., a subsidiary of Consolidated Foods Corp. The chain of franchised food stores, which uses mainly spot radio, billed an estimated \$270,000 in radio in the first nine months of 1967.

- Graf's Beverages Inc., Milwaukee, has appointed Klau-Van Pietersom-Dunlap Inc., that city, to handle advertising, media placement and public relations.

National Ag Radio regroups by product

The newly formed 120-member National Ag Radio Group, Silver Springs, Md., has begun restructuring its station membership into nine major farm-product groups.

Erny Tannen, NARG president, said that after consulting many national advertisers the group learned that these sponsors are primarily interested in buying radio stations that are in specialized farm areas. Currently, based on Department of Agriculture statistics, NARG is researching top counties in the respective product areas of the nine groups: corn, soybean, beef, dairy, hog, wheat, broiler, cotton and tobacco. Other groups will be formed as the market dictates.

CWA fights for air time

Union charges stations refuse to run its paid ads on labor issues

For the second time in six months a labor union has complained to the FCC that it's having difficulties buying air time for its commercials while management has access to the broadcast media.

The difficulties allegedly occur at the time labor and management are meeting across the bargaining table, and the union wants to use its advertising to put its position before the public. And an underlying principle of both complaints is the commission's controversial ruling applying the fairness doctrine to cigarette commercials (BROADCASTING, June 5, 1967).

The latest complaint comes from the Communications Workers of America, AFL-CIO, and its president, Joseph A. Beirne. In a letter to the commission Mr. Beirne alleges that 21 radio stations in 16 major U. S. cities have refused to air, all or in part, CWA's paid 60-second spot announcements. The spots, in two series, deal with the principles of collective bargaining, in general, and the nub of CWA's current wage negotiations with the Bell System, specifically.

Mr. Beirne asked the commission to investigate "this situation as quickly as possible" with a view toward an "early remedy" by the stations involved. CWA negotiators have to meet a March 6 wage clause expiration deadline with Western Electric Co., a subsidiary of American Telephone & Telegraph. By last Thursday (Feb. 29) the commis-

sion said it hadn't received the complaint.

Renewal Problem? ■ Mr. Beirne also wants the commission to place his letter in the files of those stations he mentions so that the complaint can be reviewed at license-renewal time.

The spots are in two series. The "A" series with six different announcements tells how "CWA keeps up with change the modern way, through collective bargaining. It helps keep our country moving ahead."

The "B" series with four announcements deals specifically with CWA's negotiations: "[We're] talking about the Bell System profits of nearly \$4,000 a minute while Bell System workers average less than a nickel a minute . . . CWA wants you to know. We know you'll understand."

In his letter Mr. Beirne claims that 13 stations would accept the "A" series spots but not those of the "B" series. The stations are listed as: WTOP Washington; WBT Charlotte, N. C.; wxyz Detroit; KGO and KFRC, both San Francisco; WEEI Boston; WCCO Minneapolis; KMOX St. Louis; KCMO Kansas City, Mo.; WSB Atlanta; WTMJ Milwaukee; WERE Cleveland, and WLS Chicago.

Mr. Beirne also alleges that eight stations refused to carry either series. They are listed as: KSTP Minneapolis; KFWB Los Angeles; KOMO Seattle; WISN Milwaukee; WIRE Indianapolis; WBRC and WAPI, both Birmingham, Ala., and WMAL Washington.

Above Board ■ Mr. Beirne notes that about 70 stations in 35 cities had accepted the CWA spots, and adds: "While the spots are hard-hitting, I do not believe that any of them is critical of the Bell System, and certainly none could be remotely considered either libelous or in bad taste."

Mr. Beirne points out that the Bell System, through AT&T and its subsidiaries, is a "heavy purchaser" of commercial time, and that while its ads don't discuss collective-bargaining issues ("so far as we know," he says), the ads do have a "cumulative effect of building the image" of AT&T corporations "in such a manner as to make it more difficult for us in CWA to convince the public that our grievances in collective bargaining may indeed have real merit."

In its ruling that the fairness doctrine applies to cigarette commercials, the commission "acknowledged," Mr. Beirne says, the problem of "image" created by commercial advertising as a "factor" in achieving adequate public discussion of an issue.

Enclosed with the CWA letter is one purportedly from a representative of CBS Radio Spot Sales that explains why CBS Radio's WEEI would air only the "A" series spots. In the event of a strike by CWA against Western Elec-

JOSEPH E. LEVINE PRESENTS FOR EMBASSY PICTURES CORP. / TELEVISION

SOLD (Prior to general release) **DETROIT WJBK-TV**

KATZ in St. Louis played the Soulful Strings and received love letters from their listeners.

KSFO in San Francisco played the Soulful Strings and received love letters from their listeners.

WCFL in Chicago played the Soulful Strings and received love letters from their listeners.

WIP in Philadelphia played the Soulful Strings and received love letters from their listeners.

WMT in Cedar Rapids played the Soulful Strings and received love letters from their listeners.

WTHI in Terre Haute played the Soulful Strings and received love letters from their listeners.

Has your station received any love letters lately?

The Soulful Strings record exclusively for Cadet. If your station doesn't have their albums, let us know. We'll be delighted to send you a copy.

CADET RECORDS
CHICAGO, ILL. 60616



tric, the representative said, even those spots would have to be withdrawn as a matter of "corporate policy which forbids our stations, as a public-service medium, from endorsing any side in a labor dispute, be it implied or direct."

Solid Issue ■ But Mr. Beirne claims a labor-management dispute is "certainly" a matter of interest and concern to the community, and that a station which declines to sell air time to the point of view expressed by one of the parties in the dispute is "scarcely" fulfilling its obligation to the community. "The other side," he said, "is certainly not lacking in access to radio time."

Much the same argument was made in a complaint last August by an Ohio local of the Retail Clerks International Association, AFL-CIO, against four Ohio radio stations. The union claimed its paid commercials were aired, then dropped by the stations involved, although they continued to carry spots sponsored by a department store chain with which the union was engaged in collective bargaining. The commission had denied a similar complaint by the union in 1966, saying that the store chain had not broadcast anything concerning the merits of the labor dispute, and that therefore the fairness doctrine wasn't involved. But the union renewed the charge, citing the commission's cigarette ruling as precedent (BROADCASTING, Aug. 14, 1967). The commission has yet to act on the matter.

NBC's cash registers ring

NBC-TV said last week that in the week ended Feb. 17 its sales department wrote "more than \$15.7 million" in second-quarter business, representing purchases in the network's nighttime lineup. The network listed 19 advertisers, including such firms as American Home Products, Pepsico, Bristol-Myers, Chesebrough-Pond's Liggett & Myers Tobacco, 3M, Singer, American Motors, Alberto-Culver, Standard Brands, Ford and National Biscuit.

More radio for retailers

That's goal of RAB as it promotes Joyce Reed, gives big stores' buying rundown

In an effort to expand the use of radio by major retailers, the Radio Advertising Bureau last week named Joyce



Miss Reed

Reed to the newly created post of director of retail services (CLOSED CIRCUIT, Feb. 26).

Miss Reed has been with RAB since 1962 and has served as director of large-market services. Earlier she was with the Federated Department Stores, Allied Stores and Sears, Roebuck & Co. A new director of large-market members services will be named shortly, according to RAB President Miles David.

Mr. David said Miss Reed's duties will include consultation with and assistance to all major stores in the U. S. on the use of radio. She also will work with national and regional manufacturers to stimulate cooperative advertising campaigns.

Mr. David noted that department store use of radio advertising has been growing for more than a decade and a recent RAB survey shows that there is consistent use of the medium in all 50 of the country's largest markets.

The survey disclosed that among the influential stores active in radio are Lazarus in Columbus, Ohio, a year-

round advertiser with 60 to 400 spots on three stations (BROADCASTING, Jan. 8); Rich's in Atlanta, which has expanded its radio commitment in recent years and is represented on four stations; Dayton's in Minneapolis, which plans a scheduled 20,000 commercials this year (BROADCASTING, Jan. 29); Macy's in New York, which buys radio substantially for "big-ticket items" and for special events; Gimbel's in New York, Philadelphia, Pittsburgh and Milwaukee, which utilizes radio in the four markets for events, items, fashion and image building.

Others Buying ■ Also, Woodward & Lothrop in Washington, which considers radio a "basic medium" for its campaigns with about 85 spots a week and expanding for special events and storewide sales; Herpolzheimer's in Grand Rapids, Mich., which buys three stations to sell both the store's "image" and items; J. L. Hudson in Detroit, which has been broadening its use of radio and is now at the several-hundred-a-week spot level; Hochschild Kohn in Baltimore, which buys image spots on five stations and saturation schedules for special events; the Boston Store in Milwaukee, which maintains a basic four-station buy, using 70 to 80 spots a week to promote services, items, image and events.

Also, Abraham & Straus in Brooklyn, which advertises big-ticket items and promotes departments throughout the year; The Emporium in San Francisco, which is a 52-week radio buyer for institutional and departmental advertising; O'Neil's in Akron, Ohio, which uses the medium on three stations to reach specific demographic groups, and Higbee's in Cleveland, which purchases radio on a 52-week basis on four to six stations, aiming spots at younger and upper-income prospective customers.

Weiss calls for open summer rate cards

Edward H. Weiss & Co., Chicago, asked TV station representatives last week to come up with openly discounted rate cards attuned to lighter summer viewing habits. The agency said it hopes to avoid "under the table" negotiations for that period this year (CLOSED CIRCUIT, Feb. 26).

Weiss, in a letter over the signature of its media vice president, James M. Spero, claimed that in the vast majority of markets "there is a distinct deterioration of 'homes using TV' during late afternoon-early evening hours" during the summer months; "yet there is no formal recognition of this on the part

B28282828
JOSEPH E. LEVINE PRESENTS **FOR** EMBASSY PICTURES CORP. / TELEVISION
B68686868
SOLD (Prior to general release) **HOUSTON KPRC-TV**

invitation:

On Mon., Apr. 1, 1968 MARK CENTURY CORPORATION will conduct its SEVENTH ANNUAL PROGRAMMING AND SALES SEMINAR. The Seminar begins at 8:00 A.M. in the Waldorf Room of the Conrad Hilton. You are cordially invited to attend. This year's topic will be:

"Radio...the changing & challenging medium"

Guest panelists will be:

Mr. Ralph Beaudin
Group Vice President
ABC Radio

**"ABC's
multi-network
concept"**



Mr. Stanley N. Kaplan
President WAYS Radio
Charlotte, N. C.

**"what's happening
to contemporary
radio"**



Mr. Ed Winton
Owner & Gen. Mgr.
WOCN, Miami, Fla.

**"how do you
promote a
good music station"**



Mr. Fred Gregg
President, The Lin
Broadcasting Corp.

**"social
responsibilities in
programming"**



Year after year, our Seminars have been heavily oversubscribed. If you plan to attend, please RSVP, using the coupon below...or write to us on your letterhead.

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Warwick Hotel, The Tower
65 West 54th Street, New York, N.Y. 10019
Phone: 212 PL 2-3035

Name _____

Address _____

Station _____

While at the convention, make sure you SEE THE MAN FROM MARK CENTURY



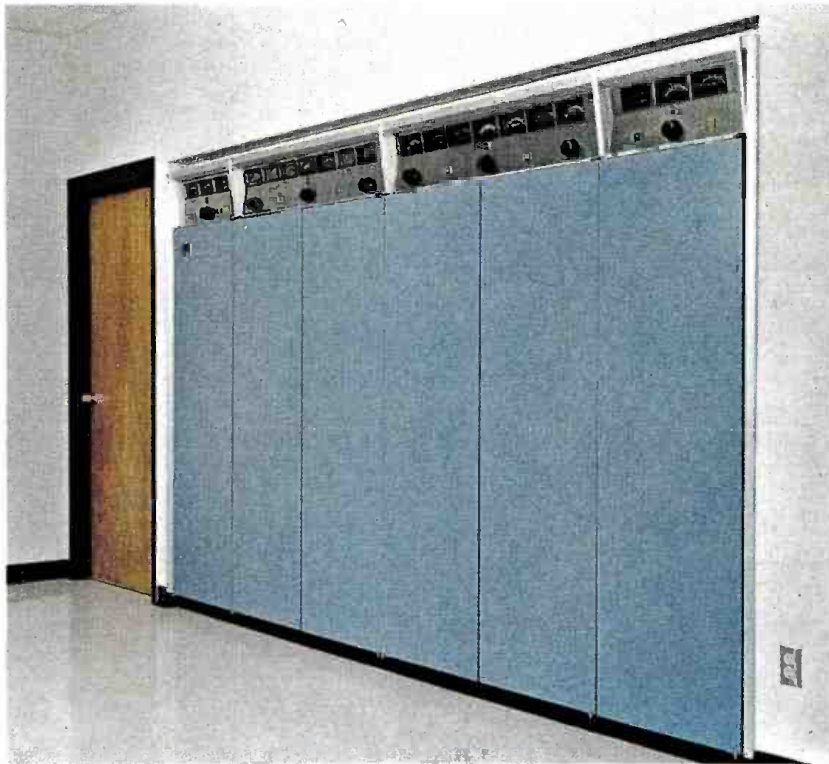
SUITE 1722-24



Howard L. Stalnaker, Vice President & General Manager of Meredith WOW, Inc. (right) and Glenn Flynn, Director of Engineering, discuss the completion of their new RCA transmitter facility in Omaha.

First Choice for Color TV!

**RCA's new 25kw VHF Transmitter
is selected by WOW-TV, Omaha
for reliable color performance**



Recessed wall installation at WOW-TV is excellent architecturally and functionally. Walk-in enclosure design eliminates the need for additional space at rear. Access to all components is possible from within the enclosure, and easily removable panels provide instant access to r-f circuits.

SUPERIOR COLOR PERFORMANCE. The TT-25EL is designed from the ground up for color. Color performance is improved by high fidelity video circuits and linearity correction built into the modulator. Consistent color quality is maintained by stable r-f circuit design. The parallel amplifier system assures superior color picture quality by rejecting unwanted reflections.

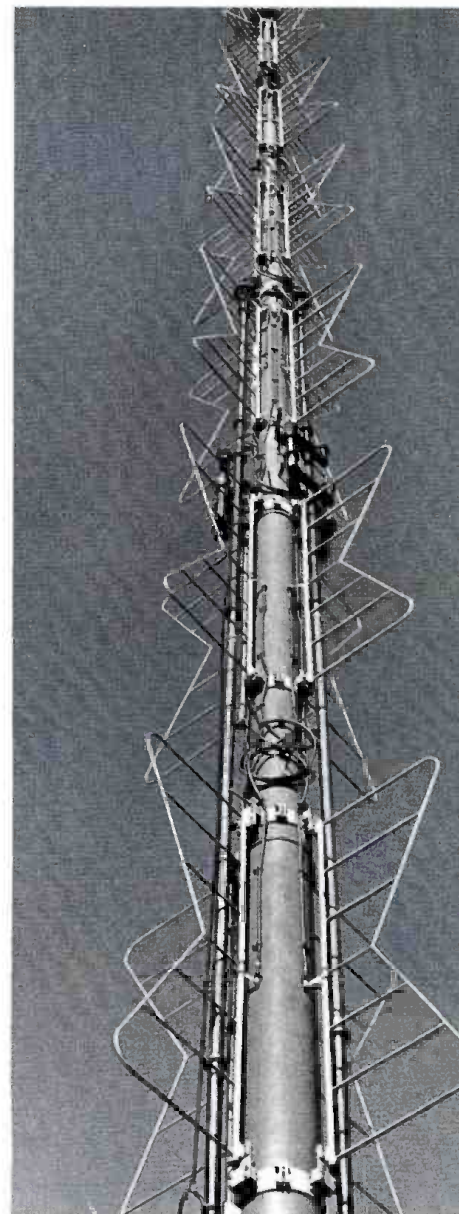
EFFICIENT OPERATION AND MAINTENANCE. Latest design features for operating economy include reliable long-life air-cooled tubes, simplified r-f circuits that reduce the number of tubes and circuit components, and reliable solid-state rectifiers. The diplexed r-f system provides maximum on-air reliability. Easy-to-read meters and illuminated push-button switches show transmitter status at a glance. Extensive overload protection prevents damage to circuits, and indicating lights aid in quick location of faults.

EXTENDED COVERAGE. When used with one of the well-known RCA Super Turnstile antennas, this low-band 47-88 MHz transmitter provides maximum allowable effective radiated power. Peak visual power output is a full 25kw, with aural power capability of 7kw. For high band there is also a TT-25EH package, using a Traveling Wave Antenna.

For more information about the new TT-25EL transmitter, call your Broadcast Representative. Or write Broadcast and Television Equipment, Building 15-5, Camden, New Jersey 08102.

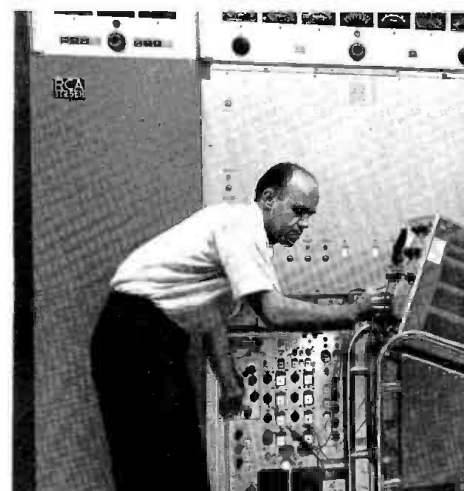
RCA

Form 3J5230-C



WOW-TV chose the RCA Super Turnstile Antenna because of its excellent characteristics, good performance record and low cost.

All RCA TV transmitters are thoroughly checked out on the customer's channel in the RCA factory.



*What
do Diana Ross
and
The Supremes
and
Lawrence Welk
have in
Common?*

Us.

They're in "Crusade '68." So is Eddie Albert. Eva Gabor. Bob Newhart. Stiller and Meara. "Crusade '68" is our new half-hour color film, sparkling with music . . . comedy . . . variety It's all-out entertainment.

(Is this any way to get facts about cancer
across to your viewers? You bet your life it is!)

It's all yours for April. Book it early !!!!!

Also available:

10, 20, 60-second spots in color, starring Lawrence Welk, astronaut Walter Schirra, the Flintstones.

And for radio: Script and recorded materials. Humorous spots. On-the-scene actuality spots. Celebrity spots featuring Joanne Woodward and Paul Newman; Jack

Lemmon and Rock Hudson; Arthur Godfrey and Louis Armstrong; Leslie Uggams; George C. Scott and Julie Harris; Frank Sinatra—and lots more.

For "Crusade '68" and our other star-packed materials, contact our Unit in your city or



American Cancer Society • 219 E. 42 St. • N.Y., N.Y. 10017

of stations."

Most stations attempt to offset this by use of sectionalized rate cards, bonus packages and off-card deals, Mr. Spero wrote, with the result that the agency must "negotiate in a never-never land as compared to negotiating on card during the winter." This "buyer beware" situation is unhealthy for the industry, he said.

"But more important to you and the stations," Mr. Spero continued, "money is forced out of the medium in the summer. Unless there are strong marketing reasons for summertime spot, the planner will tend to avoid the medium due to the high cost-per-thousand that must generally be assumed for planning."

A "summer card" would help the entire industry, Mr. Spero suggested. "In that spirit," he concluded, "we request that all spot TV representatives with whom we deal recommend that their stations investigate summertime rate cards with the view toward establishing a more equitable, straightforward pricing system."

NBC forms unit for political sponsorships

A temporary political broadcast unit has been set up by NBC to administer political sponsorships on both the TV and radio networks and the own facilities during this campaign year.

Ernest Lee Jahncke Jr., NBC's vice president, standards and practices, will be in charge of the temporary unit, as he was during the 1964 political campaign year. Mr. Jahncke's duties will be in addition to his normal responsibility until the unit becomes fully activated around July 1, according to David C. Adams, senior executive vice president at NBC.



Mr. Jahncke

Reporting to Mr. Jahncke in the political broadcast unit will be A. Drexell Hines, who assumes temporary duty as manager, sales and administration. His regular post is manager of FM development, NBC Owned Radio Stations.

The unit's first sale—and what may have been the first use of network time for paid political purposes in this presidential election year—was to the Citizens For Nixon, Washington, for a 15-minute speech by Richard Nixon, contender for the GOP presidential nomination, on NBC Radio last Thursday (Feb. 29) night. The order was placed through Feeley & Wheeler, New York.

ANA probes research's role

New York meeting hears that research stimulates more effective advertising, aids decision making

The Association of National Advertisers finally succeeded in marrying research and creativity in a Sadie-Hawkins-Day-long conference Thursday (Feb. 29) in New York. Whether it will be more than a marriage in name only remains to be seen, but last week the name of the game was "the role of research in creating more effective advertising," a formula that seemed to satisfy advertiser, research and creative men alike.

Chester Posey, vice chairman of McCann-Erickson, said that of advertising research's "two fundamental purposes"—to help management to more confident decision making; to help creative people to more effective advertising—the second has received "a disproportionate amount of time, energy and expectations."

Mr. Posey had "two simple recommendations: First, recognize that most copy and advertising testing is a decision-making tool, not a creative tool . . . Second, re-emphasize basic research into consumer motivations. The result will be creative minds who are knowledgeable and stimulated with regard to their audience."

Irwin Gross, University of Pennsylvania's Wharton School of Business assistant professor of marketing, suggested "abandoning [agency] commissions for fees," as a step toward "forcing the advertiser to make consciously the decision to spend for creative advertising."

Revolutionary ■ He said that his suggestion might well involve "the complete restructuring of the advertising industry [into] a large number of small, independent, 'creative houses' which only create advertising campaigns, and

a relatively small number of 'marketing agencies' which perform all [other] functions of an advertising agency."

Mr. Gross also said that in advertising "when you really have much to say, it matters little how you say it. When you really have little to say, it matters very much how you say it."

He defined "something to say" as a new product, a significant product improvement or a price reduction, and said that "most consumer advertising has very little of substantive importance to say," so that "how" is an increasingly important question.

Richard L. Rich, treasurer and creative director of Wells, Rich, Greene, said his agency is "very much for research and very committed to research," and that "the coexistence with research, the using of research is what I feel separates us from many of the 'creative agencies' the press keeps grouping us with."

Mr. Rich also said he had considered circulating forms to the assembled advertisers soliciting their business for his agency, but that "research told us that would be in very bad taste."

Advertisers Experiences ■ In the afternoon session, advertiser participants underscored the collaboration of research and creativity, with different emphases.

R. C. Grass, supervisor of advertising research, and George Neilson, television advertising department, E. I. du Pont de Nemours & Co., described their company's "shotgun wedding" of research-disciplined creativity.

Principles of learning theory and testing techniques developed over a 10-year period are applied to commercials

28282828
JOSEPH E. LEVINE PRESENTS **FOR** EMBASSY PICTURES CORP. / TELEVISION
68686868
SOLD (Prior to general release) **ATLANTA WAGA-TV**

Family out of uniform giggled by code board

The family in the convertible in the new 30-second commercial out of Doyle Dane Bernbach is typically American, obviously enjoying an afternoon's drive. Mother and father are in front; their two little boys in back. But there is one startling difference. As seen from the shoulders up, these typical Americans appear to be stark naked.

Unabashedly they enter a Jack-in-the-Box drive-through restaurant, get their food and drive off. A voice-over pleasantly informs: "You know the nice thing about going to Jack-in-the-Box is that you don't have to get all dressed up." Down the road the car approaches a sign that reads: "Sunnysideup Nudist Camp." At this point one of the tykes in back decides to get up, revealing a quite bare bottom.

This commercial, produced by DDB last month for its West Coast-based Foodmaker Inc. (Jack-in-the-

Box) client, is playing on two Los Angeles stations, KCOP(TV) and KTTV(TV). The agency had hoped it would play on at least three other stations in the market, KNXT(TV), KABC-TV and KNBC(TV), but these network-owned outlets rejected the spot. Poor taste and objections to the nudity were cited.

Expected Changes ■ The Los Angeles office of the National Association of Broadcasters TV code review board was asked to look at the spot and found it unacceptable. Frank Morris, in charge of the review board in Los Angeles, commented: "All I can say is that we were asked to look at the spot and we have made a judgment of it and now it's being revised. I haven't seen the revisions yet but I assume that it will be acceptable because there was a cordial meeting with the agency and we quickly came to a resolution of the problem."

But Ted H. Factor, senior vice president in charge of West Coast operations for DDB, indicates that "at present we have no plans to revise the spot." He points out that Jack-in-the-Box, an account that the agency has had since February 1967 and which bills about \$600,000 annually, does national business ("spotty national," is the way he referred to it) and thus DDB would like to get the spot approved at the local level. "If we could," he explains, "we'd like to see if there can't be a decision based on the proprieties of this particular commercial right now."

Mr. Factor views the commercial as being an obvious spoof and a memorable reminder that Jack-in-the-Box is a good place to go for good food, dressed in an informal manner. Currently the spot is only being shown in Los Angeles, but if the problem of acceptance is resolved chances are it will be scheduled in other markets as well.

The commercial was produced for DDB by Jenkins-Gomes, New York, with agency TV producer Peter Huber, copywriter Ron Levin and art director Stan Jones. It was filmed at the Sierra Retreat area of Malibu Beach in Southern California. The man in the commercial wore shorts. The woman wore shorts and a blue half-bra, which didn't show on camera. The 4-year-old boy who stood up didn't have anything on.

The agency's title for the spot: "The Naked Lunch," a takeoff of the sexually vivid novel by William Burroughs.



created by du Pont's agencies, "with the track record that the predicted score equals the field within standard statistical limits about 70% of the time."

Norman Levy, creative advertising research, Procter & Gamble, proposed on the other hand a relation between research and creativity like that between "a stoker and a furnace. . . . Research people, we think, have the continuing job of demonstrating the value of their contribution to the creative process."

Ehrlich forms agency, ends ties with KEM

The partners of Washington's oldest and largest ad agency, Kal, Ehrlich and Merrick (1967 billings: \$12.5 million), have split after 37 years. Alvin Ehrlich

and Bernard Linkins, former KEM president and executive vice president, respectively, have formed Ehrlich-Linkins & Associates, while founder Norman Kal and Harry Merrick Sr., original partners in the firm, will continue on as Kal and Merrick Advertising.

According to Mr. Ehrlich, who became a partner in the old firm in 1931 and was 32% owner, the rift developed because of a "disagreement in policy . . . which had been going on for a long time." Approximately half of KEM's personnel have moved to the Ehrlich-Linkins shop, but the older firm reportedly retained top accounts and nine out of 11 account executives.

The new agency is located at 4906 Wisconsin Ave., N. W., while K&M remains at 2141 Wisconsin Ave., N. W.

4A's group offers research grants

The American Association of Advertising Agencies' Educational Foundation Inc. has announced a series of grants to professors at U.S. colleges and universities for development of research programs in the areas of advertising, marketing communications and consumer behavior.

The foundation's grants will be in varying amounts up to \$10,000 a year and will be indefinitely renewable, subject to review every two years. Applications for grants should be submitted before March 15, by letter, to the 4A's Educational Foundation Inc., 200 Park Avenue, New York 10017.

FCC ducks fairness showdown

Facing constitutional challenge it so often
claimed to be inviting, it decides at final hour
it would rather switch its rules than fight

The FCC has decided to retreat and attempt to regroup in its critical court fight over the legality of its fairness-doctrine rules. It will ask the U. S. Seventh Circuit Court of Appeals in Chicago, where the fight was to be waged, to hold the case in abeyance so that the most controversial of those rules may be rewritten.

The surprise decision, which reflects doubt over the commission's ability to withstand the challenge of the Radio Television News Directors Association, CBS, NBC and other groups, was made at a commission meeting last Thursday.

And it came on a suggestion from Donald F. Turner, assistant attorney general in charge of the Justice Department's antitrust division. (The antitrust chief represents the Justice Department in suits brought against administrative agencies in which the attorney general has charge of litigation.) The commission planned to announce its decision to request a delay on Friday (March 1).

At issue in the case are the rules in which the commission, in an order adopted last July (BROADCASTING, July 10, 1967), codified aspects of its fairness doctrine dealing with personal attacks.

Procedures Spelled Out ■ The rules require stations airing a personal attack to send the person or group attacked a tape, script or accurate summary of the broadcast, a notification of the time of attack and an offer of an opportunity to respond. Similar procedures were adopted in connection with the broadcast of political editorials, but these are not to be revised. Mr. Turner was not concerned about them.

The broadcast industry groups, in seeking judicial review of an order they said sharply circumscribes the freedom of broadcast journalism, attacked the rules as a violation of the constitutional guarantees of freedom of speech and press—or at the least as exceeding the commission's statutory power.

Mr. Turner, who had been conferring with commission attorneys on the case, indicated in a letter to the agency Thursday his belief that the commission has the constitutional and statu-

tory authority to promulgate the fairness doctrine. He also said that a special rule would be valid.

"But," he added, "we have some concern that the rule, as written, poses possible problems that might be minimized by appropriate revisions" without materially affecting the "public interest objectives that the rule is intended to serve."

Suggests Rewrite ■ Accordingly, he said that the commission "might wish to weigh the possibility of considering revision of the rule before proceeding further with the cases" now pending in the appeals court in Chicago. He said he had discussed possible revisions

with commission attorneys.

The commission's decision to seek a delay in the case means a lengthy postponement—perhaps one of a year—in the broadcasters' fight to overturn the rules. Commission officials said rulemaking proceeding would be necessary, in which a new version of the rules would be drafted and submitted for comment by the industry.

In the meantime, the challenged rules will remain on the commission books. But it was not clear last week whether and to what degree the commission would attempt to enforce them.

For some commission officials, at least, the action Thursday came as a bitter pill, and it was adopted only after some two hours of soul searching and argument. The commission on several occasions has invited broadcasters who have complained about the fairness doctrine to test it in court. Members have said they would "welcome" a resolution of the controversial issue.

Second Case Affected ■ The seventh

Churchmen back FCC on fairness

A group of religious organizations rallied to the side of the FCC last week on the commission's fairness rules in what may be an academic exercise.

In a brief filed in the U. S. Court of Appeals for the Seventh Circuit, seven national religious bodies contended that the FCC's fairness rules are proper and legal.

The friend-of-the-court brief was filed last Wednesday (Feb. 28) by the Office of Communications of the United Church of Christ, United Church Board for Homeland Ministries, Board of National Missions of the United Presbyterian Church in the USA, National Division of the Methodist Board of Missions, the General Board of the Christian Social Concerns of the Methodist Church, the American Jewish Committee and the National Catholic Conference for Interracial Justice. The Church of Christ was the principal protestant against the program policies of WLBT(TV) Jackson, Miss., regarding racial matters. A hearing examiner last October recommended that the station's license be renewed for a full three years.

The attack on the FCC's fairness rules was made by the Radio-Television News Directors Association, CBS and NBC. Petitioners filed their briefs last year (BROADCASTING, Nov. 27, 1967). The FCC was to file its response to petitioners this week, but it has decided to seek remand of the case in order to revise the fairness rule (see above).

See As Beginning ■ Calling the FCC's fairness rules a "modest first step" toward balanced programing on controversial issues, the religious groups maintained that the First Amendment requires the commission to assure fairness, and that the public interest requires "a direct and summary procedure" to correct inequities in programing.

License-renewal proceedings taking into account charges of unfairness, the group said, have not proved effective, are too great a financial burden on individuals or groups, and their resolution "long after an attack" is not an effective remedy.

And the brief said, alleged difficulties for networks in complying with the fairness rules are not relevant to the problem.

circuit proceeding isn't the only fairness-doctrine case now in court that may be involved. The U. S. Supreme Court last month ordered argument in the case brought by WGB Red Lion, Pa., delayed until after the seventh circuit ruled on the appeals taken from the commission order adopting the fairness-doctrine rules (BROADCASTING, Feb. 5). This would enable the high court, which had indicated it would take an appeal filed by the loser in the seventh circuit court case, to consider both fairness-doctrine proceedings at the same time. A decision on the landmark cases had been expected by the end of 1968 or early 1969.

WGB is appealing a commission ruling that it is required, under the fairness doctrine, to afford time for reply to author Fred Cook, who had been attacked in a sponsored program, without regard to his ability to pay for the time. That ruling was issued in 1965, before the personal-attack doctrine was written into the rules.

The Supreme Court's decision to consider the cases together, which followed a suggestion made by RTNDA, CBS and NBC, came as a blow to the commission, and may have contributed to the decision to rewrite its fairness-doctrine rules before exposing them to judicial review. Attorneys in and out of the commission felt it had a stronger argument in the WGB case, which focuses on the question of fairness to an individual, than in the proceeding involving rules that broadcasters were attacking as restraints on their ability to disseminate news. And commission lawyers were believed to have been looking forward to a favorable Supreme Court decision in the WGB case that they could quote in defending the rules.

Commission Vote ■ The commission decision Thursday came on a 5-to-1 vote, with Commissioner Lee Loevinger dissenting and Commissioner Robert T. Bartley abstaining. Commissioner Bartley was the lone dissenter when the commission adopted the fairness-doctrine rules; Commissioner Loevinger, who concurred at that time with a statement criticizing the language in which the rules were framed, is said to feel that the commission is merely being "dilatatory" in asking that the case be remanded.

Mr. Turner did not specify in his letter the "problems" he sees in connection with the rules as written. But it's understood he feels they are vulnerable to the charge of being overly restrictive and of having an inhibiting effect on the dissemination of information.

He is said to have been particularly impressed with the argument made by CBS, which attached an exhibit to the brief it filed in the case in November (BROADCASTING, Nov. 27, 1967). The

appendix contained 31 commentaries broadcast by Eric Sevareid in the year ending Oct. 12, 1967, which contained 50 statements concerning individuals that, the network said, would fall within the scope of the rules.

More Examples ■ The appendix also contained excerpts from six news documentaries broadcast during 1966 and 1967 which, the network said, "represent examples of programs that treat all sides of important issues fairly and objectively but which cannot keep the public fully informed without including many statements that may be 'personal attacks' under the new rules."

CBS said that, while the rules don't prohibit such broadcasts, their "inhibitory effect" on commentators and program producers "would have an insidious, if not totally destructive, effect upon many of these programs and the public confidence now enjoyed by the journalists who present them."

The commission had been scheduled to file its response to the broadcasters' arguments on Wednesday. However, early last week it obtained a week's postponement from the court.

Goldin latest addition to House fairness panel

The House Investigations Subcommittee last week added another panelist to an already chock-full list of participants



Dr. Goldin

in the fairness-doctrine hearing set for Tuesday and Wednesday (March 5, 6). The new addition is Hyman Goldin, a former economist with the FCC and assistant chief of the commission's Broadcast Bureau, now associate professor of communications at Boston University.

Dr. Goldin also served as executive secretary of the now-defunct Carnegie Commission on Educational Television, which issued, before it disbanded, the report that led directly to last year's Public Broadcasting Act.

Dr. Goldin will participate in the general discussion sessions, permitting his inclusion without requiring rearrangement of the schedule for the all-day sessions. FCC participants, still not finally set by late Thursday (Feb. 29) but expected to include Chairman Rosel H. Hyde, will also contribute during discussion periods.

Discussion will follow presentations of papers and formal comment on those papers by eight pairs of panelists. Mod-

erator is to be Roscoe L. Barrow, University of Cincinnati Law School (BROADCASTING, Jan. 29, et seq.).

Among those slated to give papers are Frank Stanton, CBS president, and Vincent T. Wasilewski, National Association of Broadcasters president. The Investigations Subcommittee is headed by Harley O. Staggers (D-W. Va.), who is also chairman of the parent Commerce Committee.

Pepper & Tanner is new name for Memphis studio

Pepper Sound Studios Inc., Memphis, last week became Pepper & Tanner Inc.

William Tanner, Pepper president, explained that the greatly expanded activities of the company's nine divisions would be better embraced within the new title. John R. Pepper, who founded Pepper in 1959 as a commercial-production firm, continues as consultant.

Pepper's various divisions today "furnish the broadcaster with everything he needs for production, sales, programing, promotion (on air and other media) in addition to automobiles, air travel and credit cards and broadcast equipment," Mr. Tanner said. The firm's time-sales division, for example, represents some 74 agencies and advertisers who use barter on a regular basis, he added.

Nielsen confirms high ratings for Super Bowl

Fresh evidence of the popularity of television sportscasts was revealed last week by the Television Bureau of Advertising in the national Nielsen report for the two weeks ended Jan. 21.

The Super Bowl football game (CBS-TV, Jan. 14, 3-5:50 p.m.), the pregame show and the postgame report all ranked among the top-15 programs for the period.

The game itself was number one, with a 36.8 rating—estimated at 20.6-million homes or 51.4-million people. The postgame report was number seven with a rating of 27.9; the pregame show number twelve with a 25.8 rating.

CBS says film payoff is in theatrical run

CBS Films wants the movie industry to know that it has no ulterior motives—it's making movies for theatrical release. The CBS Inc. division most decidedly is not making movies to supply product for its television network.

Gordon Stulberg, president of CBS Films, underscored these points last week in the keynote speech at the 11th annual Show-a-Rama convention in Kansas City, Mo.

"The cost of just the pictures already in photography and those committed to photography should convince everyone once and for all that this division was not begun for the purpose of feeding the CBS network with theatrical films," Mr. Stulberg said. He pointed out that five movies already under production at CBS Films represent a negative cost investment of more than \$14.5 million. An additional \$6 million, he estimated, would be required for prints and advertising when these pictures are put into distribution. He reminded the some 1,000 exhibitors attending the convention that network TV presentation and syndication in television can only return a small portion of this risk capital.

"If, then, we are to succeed at all," he made clear, "we must succeed at the box office."

Trans-Lux to develop new syndicated shows

Trans-Lux Television Corp. has allocated more than \$1 million to create and develop new programs for world-wide syndication during 1968-69, according to Eugene Picker, president of the entertainment division of the Trans-Lux Corp.

The first program will be a half-hour "controversy-with-comedy" series with writer-humorist Pat McCormick as host, which will be produced for Trans-Lux TV by Fredana Television Ltd., a new production company headed by Fred Weintraub. Five other series with variety, talk and game formats are in various stages of development, according to Richard Carlton, executive vice president of Trans-Lux TV.

SAG well in black in '67

The Screen Actors Guild had an excess of \$197,679.44 in income over expense for the fiscal year ended Oct. 31, 1967. Gross income was \$1,278,225.47. Total expense was \$1,080,546.03. Total dues and entrance fees accounted for \$1,176,059.46 of gross income. The Hollywood branch of the guild contributed the most to income, followed by New York. Chicago, Florida, San Francisco, Boston, Detroit and Colorado branches. Florida is the fastest growing branch, having contributed a total of \$33,242.16 in dues and entrance fees, compared to Hollywood's total of \$701,984.56.

BROADCASTING, March 4, 1968

Sober look at race problem

President's commission urges media to improve communication with ghetto

Television and radio received good marks on coverage of the riots in America's cities in 1967, according to the President's Commission on Civil Disorders. But there's still much to be done, the commission feels.

The commissions' report, issued yesterday (March 3), calls for a massive war on poverty, frustrations and inequalities plaguing Negroes in the slums of the nation's cities. The 11-man, bipartisan commission had Democratic Governor Otto Kerner of Illinois as chairman and Republican New York Mayor John V. Lindsay as vice chairman. Miss Katherine G. Peden, Kentucky businesswoman and owner of WNVL Nicholasville, Ky., was a member.

Its basic conclusion is that, unless arrested, the nation is moving toward two societies, one black and one white—"separate and unequal." The division, however, is not inevitable, the report says. It can be reversed, it notes, but it will require a commitment to national action—"compassionate, massive and sustained."

The commission called for programs "on a scale equal to the dimension of the problems," to aim the programs for high and immediate impact, and to undertake new programs to change the "system of failure and frustration"

ABC focuses on civil report

ABC News extended its *Issues and Answers* show yesterday (March 3) to a full hour (1-2 p.m.) for special coverage of the report by the President's Advisory Commission on Civil Disorders. Senator Fred Harris (D-Okla.), Roy Wilkins, executive director of the National Association for the Advancement of Colored People, and Illinois Governor Otto Kerner were to be interviewed. All are members of the commission. Both CBS and NBC had scheduled special programs for coverage of the report (BROADCASTING, Feb 26).

that today dominates the ghetto.

The commission found that despite instances of sensationalism, inaccuracy and distortion, "newspapers, radio and television tried on the whole to give a balanced, factual account of the 1967 disorders." It found that "elements" of the news media failed to portray accurately the scale and character of last summer's violence, resulting over-all in an exaggeration of both mood and event. And the commission concluded, important segments of the news media have failed to communicate to their audience the causes and consequences of civil disorders, the underlying problems of race relations, and "a sense of the degradation, misery and hopelessness of life in the ghetto."

Integrate News ■ The commission called on the news media to expand coverage of the Negro community and of race relations through permanent assignment of reporters and more and better links to the Negro groups; "integrate Negroes and Negro activities" into all aspects of coverage and content, including television programming; recruit more Negroes into journalism and broadcasting, and promote those qualified into responsible positions; improve coordination with police through advance planning, including "mutually acceptable" guidelines for riot reporting and the conduct of newsmen; establish stringent internal staff guidelines, and cooperate in the establishment of a private, nonprofit Institute of Urban Communications.

In the report's section on "The News Media and the Riots," the commission found that last summer's riots were less destructive, less widespread and less of a black-and-white confrontation than most people believed as a result of news stories and radio and TV broadcasts. To test this theory, the commission underwrote a "qualitative" study of newspaper reports and TV coverage. This found, that of 955 TV sequences of riot and racial news combined, 837 could be classified as emotional, calm, or normal.

More than half of these 837 TV items were classified as "calm"; 262 as "emotional," and 81 as normal. The study found that moderate Negro leaders were shown more frequently than militant leaders on TV news broadcasts. Newspaper articles tended to focus on legislation and plans to control and prevent riots (16.5%), containment or control of riot action (15.5%).

Despite this good showing, the commission found some instances of "gross flaws"—newspaper scare headlines unsupported by stories that followed; newsmen staging "riot" events for the cameras; exaggerated claims of losses from inexperienced officials; coverage "particularly on television" that defined the events as black-white confrontations

when actually these were not "race riots" at all.

The commission found no causal connection between TV or other coverage and the initiation of more or new troubles.

Among other highlights of the media section of the report:

- Analysis of TV coverage showed a dominant, positive emphasis on control of the riots and on activities in the aftermath (53.8%) rather than on scenes of actual mob action, looting, sniping, fires or persons being injured or killed (4.8%).

- About one-third of all riot-related sequences for network and local TV appeared on the first day following the outbreak of rioting. After the first day there was a "very sharp" decline in TV time devoted to the disturbance. The only exception was Detroit.

- Negro leaders appeared infrequently on network-news broadcasts and were about equally divided among celebrity or public figures, moderate leaders and militant leaders. On local television, however, Negro leaders appeared more often, with moderate leaders being shown more than twice as often as celebrities or public figures and three times more frequently than militant leaders.

- During a conference of media representatives with commission members in Poughkeepsie, N.Y., last November, TV representatives stressed their practice, whenever possible, to view and edit taped or film sequences before broadcasting them. Network-news executives expressed doubt that TV would ever again present live coverage of civil disorders, following what was acknowledged to be the inflammatory result of TV coverage via helicopter of the 1965 Watts riot.

- Negroes distrust TV less than newspapers; ghetto residents believe that television at least lets them see the actual events for themselves.

- The reliance of ghetto residents on radio and TV for news and entertainment, particularly the disk jockeys and popular music among transistor-carrying teenagers, could be used as an instrument to minimize fear by putting fast-paced events into proper perspective. Radio stations in Detroit, Milwaukee and New Brunswick, N. J., used their time and personalities to calm potential rioters.

- Television is the "formal" news source most relied upon in the ghetto. In one study, 75% of the sample turned to TV for national and international news, and 86% regularly watched TV

from 5 p.m. to 7 p.m. when evening news programs are broadcast.

Black Marks ■ Television did not, however, come away untarnished. There were reports of TV newsmen acting irresponsibly—coaxing youths to throw rocks and interrupt traffic; crowding into the front of a police headquarters, "interfering with law enforcement operation and 'making a general nuisance of themselves.'"

In discussing the integration of Negroes into the staff and format of news coverage, the commission recommended, among other things, "Negro reporters and performers should appear more frequently and at prime time in news broadcasts, on weather shows, in documentaries, in advertisements, in dramatic and in comedy series." And, it continued, networks and local stations should present plays and other programs whose subjects are rooted in the ghetto and its problems.

Referring to the already existing use of Negroes in TV commercials, the commission commented: "Any initial surprise at seeing a Negro selling a sponsor's product will eventually fade into routine acceptance, an attitude that white society must ultimately develop toward all Negroes."

FCC lottery rules under fire in N.Y.

BROADCASTERS TO ASK FOR RULING; POSSIBLE COURT TEST IN SIGHT

New York broadcasters will soon assault the FCC's prohibition against broadcasting news and promotional material relating to lotteries. They will be assisted by the state and city of New York, and before the battle is over, there may be complete re-evaluation of broadcasting's rights under the First Amendment.

Serving as the first test in this latest effort to determine broadcasting's relationship to free speech in a democratic society will be the FCC's refusal to allow New York broadcasters to promote the state's legal lottery system which is designed to provide needed funds for the public school system.

The New York State Broadcasters Association, Metromedia Inc., group broadcaster, the city of New York, and reportedly, New York state, within a week or two will ask the FCC for a declaratory ruling on whether radio and television stations have the right to broadcast lottery information. Present FCC regulations prohibit stations from disseminating such information, whether it be news or promotional material. The rules stem from a provision in the U. S. criminal code prohibiting the broadcast of lotteries.

All parties making the request for the

declaratory ruling expect the FCC to deny it on the grounds that to allow broadcasters to carry lottery information would violate federal law. The NYSBA and Metromedia are prepared to go as far as the U.S. Supreme Court to get the federal law declared unconstitutional. It could not be determined if New York city and state governments would pursue the issue past the FCC.

NYSBA and Metromedia, however, are preparing to follow the matter as far as the highest court and have retained Ephraim London, a partner in the New York law firm of Brennan, London, and Buttenwieser and a specialist in free-speech and First Amendment cases. Mr. London has won six free-speech cases before the Supreme Court, among them the landmark case involving the publication of D. H. Lawrence's "Lady Chatterly's Lover."

FCC Refusal? ■ Since the FCC is considered almost certain to refuse to change its prohibition against lottery information, NYSBA and Metromedia are readying plans to take the case on to the Second Circuit Court of Appeals in New York. NYSBA attorneys reportedly feel certain the narrow issue concerning the constitutionality of the FCC regulations will be settled in their favor,

that is, the court will say the FCC's rule is invalid.

Whether the court considers the wider question of the constitutionality of all laws governing free speech and broadcasting is another matter, say attorneys. NYSBA lawyers reportedly feel certain that the appeal can be presented in such a manner as to oblige the court to consider broadcasting's relationship to the First Amendment.

Plans to request a declaratory ruling from the FCC on the state lottery were conceived late last summer, sources said. In the interim, support from most broadcasters in New York, and state and city officials, was solicited. Governor Nelson A. Rockefeller reportedly has given his blessing to the NYSBA's legal efforts.

NYSBA meets tomorrow (Tuesday, March 5) to give formal approval to the plan. NYSBA itself has voted \$10,000 for the battle, and is being helped financially by support from such broadcasting entities as Capital Cities Broadcasting and Metromedia, each of which has pledged \$5,000 to the litigation fund.

Metromedia is making the formal request along with NYSBA because it is

felt that NYSBA as such is not affected by the FCC prohibition, whereas both Metromedia and local governments involved are legally affected.

Reaffirm ■ The NYSBA expects the FCC to reaffirm earlier decisions that broadcasters cannot advertise lottery information, since the FCC regulation is based on Sec. 1304, Title 18 of the U.S. Code which prohibits the broadcasting of "... any advertisement of or information concerning any lottery ... or any list of prizes drawn or awarded by means of any such lottery. ..." NYSBA says that since the FCC regulation is based on federal statute, the commission has no choice but to turn the NYSBA-Metromedia request down. NYSBA will then appeal the FCC decision in a federal court, hoping for a reversal of that federal statute.

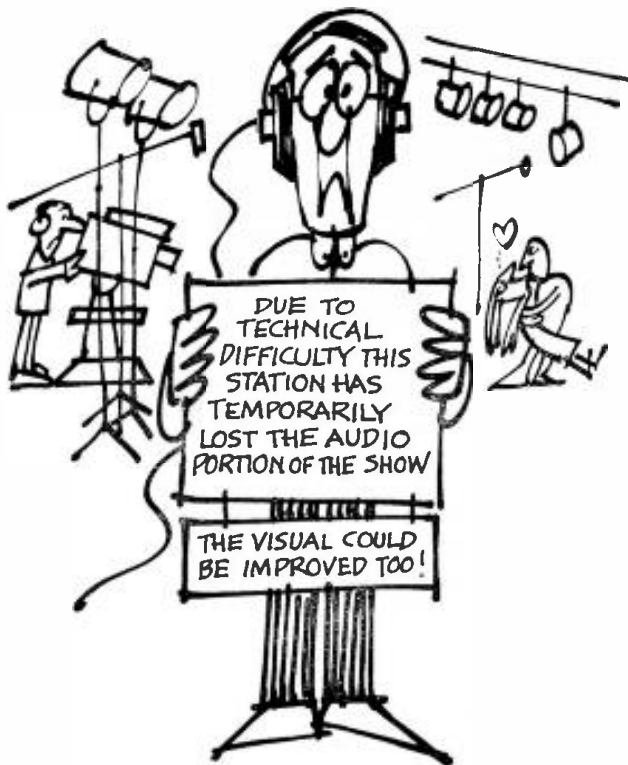
This request for a declaratory ruling follows by almost two years approval by the New York state legislature of a lottery, the net proceeds of which go to public education. Participation has been disappointing; ticket sales have fallen far below expectations. Failure of the lottery to generate projected revenue is due in large part to the lack of publicity the lottery has received, say state and local officials.

The prohibition against news—except for the names of winners—and advertising concerning a legal, electorate-approved lottery has struck both broadcasters and city and state officials as ridiculous in a democratic society. Both point to the fact that there are no FCC strictures against covering promotions sponsored in the name of gasoline or other consumer products, and the chagrin of some government officials is barely concealed in a draft prepared by New York City officials.

The city's request for a declaratory ruling notes that "possible loss of license" is too high a price for a broadcaster to pay in order to test the validity of the FCC regulations. Because of that, radio and TV stations in New York have programed extremely limited coverage, if any, about the lottery.

"The city believes that the people of New York must be intelligently informed in order that they may properly evaluate legislative programs which they have authorized. Otherwise it is impossible for them to ascertain if stated legislative purposes are being achieved and what, if any changes may be necessary to improve the laws."

Request ■ The city's request, prepared by J. Lee Rankin, city corporation counsel and former solicitor general of the U.S., says that New York City has a three-fold interest in requesting the declaratory ruling. For one thing, the city says, it is a representative of citizens who have a right to be informed about the laws they have approved; for another, the city has a



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monetary interest in the financial success of the lottery, and finally the city-owned broadcast stations—WNYC-AM-FM-TV—are prevented by FCC rules from broadcasting lottery information.

All parties who will request the commission ruling recognize that the FCC rules in question flow from similar provisions contained in 18 U.S. Code 1304 which makes broadcasting and dissemination of lottery news a crime. But broadcasters, New York City attorneys say, "have an affirmative civic obligation to advise the public of the conduct of their own government." It is doubtful that Congress, in enacting Sec. 1304, intended to make it applicable to legalized lotteries operating for public benefit, city and NYSBA attorneys also contend.

It's felt by all parties requesting an FCC ruling that rigid enforcement of commission regulations prohibiting the broadcast of legal lottery information would raise serious constitutional questions under the free-speech provision of the First Amendment. Enforcement of the commission regulations, moreover, also violate federal law which prohibits the FCC from imposing any form of censorship on licensees.

If the courts deny the NYSBA appeal and hold that the FCC does indeed have the right to prohibit the broadcast of legal lottery information, the courts, in effect, will have held that the FCC has the right to abrogate constitutional rights of free speech, according to these sources. Since the courts have held Congress cannot abrogate these rights, it is felt that regulatory agencies, which derive their power from Congress, cannot abridge such rights either, say attorneys.

In any case, it is obvious that NYSBA, Metromedia and the New York state and city governments requests concern more than just the lottery broadcast issue, since the entire question seems sure to end up in the

lap of the federal court.

Rights ■ For the state and city governments, the courts will have to decide whether Congress, through the FCC, has the right to frustrate a state policy approved by a majority of the state's citizens. NYSBA and municipal and state attorneys feel Congress is obstructing the exercise of a state policy which presents no clear and present danger to the nation.

For broadcasters, the courts will have to decide whether provisions of the First Amendment can be enjoyed by radio-TV as well as by other media.

According to Robert A. Dreyer, Metromedia vice president and general counsel, and a past president of NYSBA, the prohibitions against broadcast of lottery information, and the statutes upon which they are based, are not constitutional because they abridge "the right of New York state to tell its story, the right of broadcasters to carry that story, and the right of the citizens to hear the story."

Mr. Dreyer last week told BROADCASTING that "we will not be asking the courts to decide if we must provide a platform for differing views. That is a different issue concerning the legality of the fairness doctrine and equal-time rules. What we will ask the courts to decide, and this is the crucial question, is whether we may be a platform for views we feel do not constitute a 'clear and present danger.' As it stands now, broadcasting may not be a platform for free expression, since in some instances we are prevented by statute from presenting certain types of information—in this case lottery news—even though we feel it does not endanger the state.

"In other words, we are prevented by law from being able to enjoy the constitutional provisions of free speech, even when what we have to report or promote would be beneficial to the public," he said.

Mr. Dreyer emphasized that no New

York broadcaster stands to gain any money by a reversal of the FCC prohibition. Broadcasters would run a judicious amount of promotional spots for the lottery, just as they do any public service announcements. As with other such material, it would be gratis.

Pentagon draws Hill fire on Vietnam newsclamp

New rules were put in force last week on reporting results of enemy shelling of fixed U. S. positions in Vietnam, but the Pentagon soon found itself in a crossfire from Capitol Hill. Representative John E. Moss (D-Calif.), chairman of the House Government Information Subcommittee, said that full information on the war was a home-front necessity and asked for a clarification.

Staff members indicated that the congressman did not wish to oppose the intent of the Saigon directive—which was to keep specific damage information useful to enemy intelligence out of the wrong hands. He was concerned, however, that the step might be in the direction of general censorship of unfavorable news.

Mr. Moss asked for, and got, a transcript of a news conference held in Saigon by Brigadier General Winant Sidle to explain to newsmen just what was to be withheld. But the transcript, subcommittee sources said, seemed to raise more questions than were answered.

Since then, it's reported, the general has agreed to put the ground rules into writing—with specific examples of what can be reported. In the verbal briefing to newsmen it was explained that totals (of rounds hitting a fixed installation and damage caused) were to be avoided but that newsfilm would probably be acceptable because the footage would not likely contain all the results of an enemy action.

Daly says media lacks substance

John Charles Daly, head of the Voice of America, said last week that print and broadcast journalists are "too concerned with what they do—with quantity, with [speed], with sensation, with style—and not with how well they do it."

Mr. Daly, assistant director of the U. S. Information Agency, criticized news treatment of President Johnson's administration, the war in Vietnam and the Warren Commission report on the assassination of President Kennedy. He scored "the invidious and enervating comparison between Khesanh and Dien Bien Phu," and "the sloganized creation

CBS offers new tack on line coverage

CBS News President Richard S. Salant last week said CBS-TV will provide full live coverage of testimony on Vietnam by Secretary of State Dean Rusk before the Senate Foreign Relations Committee next Monday, March 11 (10 a.m. to conclusion), unless another network should be willing to do the job.

In that event, CBS would cover the hearing in its regularly scheduled newscasts throughout the day, and in a special report including highlights and analysis, either 9-9:30 p.m. or

10-11 p.m. that evening.

"For some time," Mr. Salant explained, "we have been trying to fix upon a method by which important events of this nature could be provided on television live to the American public without wasteful and unnecessary identical coverage by more than one network, thus depriving the viewer of alternate choices.

"We believe our plan is an important experiment which represents a start in the direction of providing the public with additional choices."

of a 'credibility gap' between the present administration and the people."

He questioned the "adequacy of the response" when "three years after the fact, *U. S. News and World Report*, CBS, and the Associated Press met the mass of charges and criticism [of the Warren report] head-on . . . after the horses had escaped and were running wild."

He called television "the newest and most effective—not only the most pervasive and persuasive—source of information currently available, for all the carping critics of its own and other media." And he said "the fumbblings of the Public Broadcast Laboratory suggest one should not rush to criticism but rather have a great respect for the complexity and challenge of the medium."

But he hit local television news' "pandering its precious minutes" with "the goriest traffic accidents" and "other police-court items." He warned of the prospect of network television's "abandonment of the traditions of national convention coverage," and criticized "the time placement of the best the broadcast medium has to offer" in the mornings. "Documentaries of substance," he said, "become fewer and fewer."

'Baron', feature films, boost ITC sales

Independent Television Corp. announced last week that sales for the first six weeks of 1968 were running ahead of 1967's by 46%.

Abe Mandell, ITC president, attributed the increase to the introduction of the one-hour *The Baron* series and to an upsurge in sales of the company's feature films. He said initial sales on *The Baron* in the first week in syndication have been made in Los Angeles, Dallas, Denver and Jacksonville, Fla. Mr. Mandell added that 30 sales have been completed on ITC's three packages of features ("The Magnificent 15," "The Deluxe 20" and "The Exploitable 13") since the first of the year.

Sun Bowl moves to CBS-TV

CBS-TV has signed a contract with the Southwestern Sun Carnival Association for the 1968 Sun Bowl college football game in El Paso. The contract covers two years, with renewal options to 10 years. A CBS spokesman refused to disclose the cost of the rights, but said that "the fees were substantial." NBC-TV paid an estimated \$50,000 for the game in 1966, and TV Sports Inc. last year spent about \$25,000 for coverage rights.

BROADCASTING, March 4, 1968

ASCAP: a record year but too much 'talk'

PROGRAMING TRENDS FURROW BROWS AT L.A. MEETING

Some 300 members of the American Society of Composers, Authors & Publishers, attending a semiannual meeting in Los Angeles last week, were told that the performing rights society registered a record domestic gross of \$49,115,579 during the 1967 calendar year. Of that total, \$40,257,003 will be distributed to ASCAP writers and publishers. In 1966, total licensing revenues were \$45,681,587.

The four radio networks—ABC, CBS, NBC and Mutual Broadcasting—contributed a total of \$460,000 to total revenues last year. This money is being held in escrow pending legal determinations.

Foreign receipts last year were \$6,122,500. In 1966, foreign gross was \$6,092,967.

ASCAP last year kept its overhead at 15.8% of domestic and foreign gross. Since the last West Coast membership meeting on Sept. 27, 1967, the society added 288 writers and 107 publishers to its rolls. ASCAP now has a total of 3,138 publisher members and 9,572 writer members for a grand total membership of 12,710.

'Talk and Violence' ■ In running the

meeting, ASCAP President Stanley Adams hit hard at broadcasters' "infatuation with talk, talk, talk." He said talk has created "an imbalance" in programming and urged members to persuade broadcasters to use music as their primary product. Citing radio and TV's reliance on talk and violence as one of ASCAP's toughest problems, he suggested that members pressure for "more music and less mayhem."

Mr. Adams also reviewed the society's effort to get the pending copyright revision bill passed. He said community antenna television's position on recognizing performing rights had been discussed with CATV leaders, with more such meetings expected in the future.



Mr. Adams

Mr. Adams pointed out that excluding revenues from broadcasters, 40 cents out of every dollar ASCAP collects is spent for litigation. Last year ASCAP had 451 suits in the U. S., 34 of them against broadcasters. In all, during 1967, 417 suits were concluded and 286 are still pending, 36 of them involving broadcasters.

Recruiting Drive ■ Throughout the 90-minute meeting, Mr. Adams and other speakers stressed the changes taking place in broadcasting and other entertainment forms. ASCAP's president said the rapidity of musical changes is "bewildering." A drive was announced to recruit young writers off the college campuses, even those who composed by feeding musical information into computers.

A class of new non-dues-paying membership was proposed for those young writers who show talent but have not yet had a song published. Among new ASCAP members identified are the Strawberry Alarm Clock singing group, folksingers Arlo Guthrie and Judy Collins, "Up, Up and Away" writer Jimmy Webb and band leader Herb Alpert.

NBC Films syndicates

'The Real McCoys'

The Real McCoys off-network series has been placed in syndication and has been sold to eight TV stations, it was announced last week by Jacques Lie-

Aubrey packs again

James T. Aubrey Jr., who seemed to have found a home at Columbia Pictures and Screen Gems after being deposed as president of CBS-TV, is out on his own again. Last week his independent Hollywood-based TV and movie production firm, The Aubrey Co., ended its contracts with Columbia and Screen Gems. The action came soon after Screen Gems announced that a two-hour TV version of *A Christmas Carol*, which it was backing and the Aubrey company was producing, was being dropped. The special, to be taped in England at a reported cost of \$1 million, was Mr. Aubrey's first project for Screen Gems. Aided by Hunt Stromberg Jr., former West Coast programming vice president in his CBS-TV administration, Mr. Aubrey also was to make feature films for Columbia Pictures.

Screen Gems gave no reasons for dropping the Christmas special. The Aubrey Co.'s contract with Columbia-Screen Gems was said to have another year to run.

benguth, NBC Films vice president for sales.

The stations are: KHJ-TV Los Angeles, WHCT-TV Hartford, Conn., WNAC-TV Boston, CKLW-TV Windsor, Ont.-Detroit, WOR-TV New York, WHBQ-TV Memphis, WUAB-TV Lorain-Cleveland and WSIX-TV Nashville.

U.S. courts consider news-coverage rules

A committee representing the federal judiciary has recommended the adoption of rules governing news coverage of criminal trials, but they do not go as far as those adopted by the American Bar Association two weeks ago (BROADCASTING, Feb. 26).

The new standards, proposed for adoption by federal judges, were the work of a group headed by Circuit Judge Irving Kaufman of the U. S. Court of Appeals for the Second Circuit. The committee was appointed by Chief Justice Earl Warren following the Supreme Court's 1966 reversal of the conviction of Dr. Sam Sheppard for the murder of his wife because of overwhelming "prejudicial" publicity.

Basically, the committee recommended to the Judicial Conference of the U. S. that judges adopt court rules forbidding lawyers to disclose prior criminal records of arrested suspects, the results of any tests or confessions; prohibiting the taking of photographs in or near court whether court was in session or not and authorizing judges to take such precautions as locking up jurors to keep them from hearing or reading potentially damaging news reports.

The committee did not go as far as the ABA, however, in a number of instances—there is no call for judges to use their contempt power to punish newsmen for articles "willfully" designed to affect the outcome of a trial;

exclude newsmen from pre-trial hearings and those portions of a trial held outside the presence of the jury.

There was no mention of empowering judges to restrict police and other enforcement agents from talking to the news media; this is being done well by the Department of Justice, the committee said.

The report was ordered to be circulated to all federal judges and to news media, and it called on the judges to transmit comments to the Administrative Office of the U. S. Courts by July 1 for the use of the committee. This will enable the conference to act on the recommendations at its next meeting in September.

New firm acquires Grand Prix TV rights

A new Chicago program packaging company, Producers Group Ltd., last week announced it has obtained complete television, radio, film and videotaping rights in the U. S., Canada and Mexico for the Grand Prix de Monte Carlo, the international auto race to be held in Monaco May 26. A TV package is being offered that could use the Early Bird satellite for live coverage with video-tape delay for prime-time presentation, plus other program possibilities.

Producers Group Ltd. is a corporation equally owned by Lee Gluckman Jr. and Russell Hunt, both former producers at WFLD-TV Chicago. The film's international representative is G. Peterson Kent, who negotiated the rights with Dr. Etienne Boeri, president of the Automobile Club de Monaco and head of the Grand Prix committee. Address: 155 West Burton, Chicago 60620; phone (312) 329-9326.

McClellan assails ABA news rules

News media fighting the imposition of rules on trial news dissemination approved by the American Bar Association picked up another powerful Senate ally last week. Senator John L. McClellan (D-Ark.) said the rules are to be adopted by means "circumventing the need for legislation," and added that he thinks "there are grave doubts about [their] constitutionality."

Senator McClellan's committee assignments lend weight to his position on the ABA guidelines. He is a member of the Judiciary Committee and also serves as chairman of the appropri-

tions subcommittee dealing with the Department of Justice and the judiciary branch.

Another ally in the fight against the news curbs is Senator Edward V. Long (D-Mo.), who is also on the Judiciary Committee (BROADCASTING, Feb. 26).

Senator McClellan said the ABA recommendations would amount to "a serious and unwarranted erosion of a vital freedom." Their adoption by state and federal bar groups "would only invite future restrictions that could shackle the press severely and deny to the public the free flow of information to which it is entitled," he added.

Both freedom of the press and a defendant's right to a fair trial "are basic and very rarely come into conflict," Senator McClellan observed. "That is because the news media have generally been alert to [their] responsibilities. . . .

"All rights are largely dependent upon free dissemination of news," he concluded. "We cannot have a free country if citizens are not free to find out and if they are not free to know."

Burrud, KCOP(TV) sign for 14th year

Travel-adventure specialist Bill Burrud Productions, which has been originating its syndicated series product at KCOP(TV) Los Angeles since 1955, last week signed to continue the association for a 14th year. The new term agreement, extending Burrud's contract with the station until the fall of 1969, calls for five half-hour color adventure-travel series.

One is a new, as yet untitled, underwater series to be filmed on both domestic and foreign locations. The others include continuation of the *Wanderlust*, *Wonderful World of Women*, *Wild Adventure* and *The American West* programs. As it has done throughout the association, Hollywood-based Burrud Productions will produce a number of hour specials for the Chris Craft-owned independent station.

Newsfilm workshop set at Oklahoma University

The eight annual TV-newsfilm workshop, cosponsored by the National Press Photographers Association, the Department of Defense and the University of Oklahoma, will open April 22 at the Center for Continuing Education, University of Oklahoma, Norman.

For a fee of \$150, which includes meals and lodging during the five-day session, cameramen with a minimum of three years experience will study and

'Come up and see my TV'

Robert Wise, top Hollywood movie producer-director ("West Side Story," "Sound of Music") has formed a TV operation to produce a special starring Mae West. Production is expected to start by mid-summer. TV will be separate branch of Robert Wise Productions under direction of Stanley Musgrove. Mr. Wise will not produce or direct for TV personally, but will serve in an executive and advisory capacity.

practice shooting and narrative techniques, editing and critiques. For \$125 cameramen or other interested persons may enroll as participating observers but will not actually handle cameras. Faculty chairman will be Richard Yoakam of Indiana University. Other faculty members include Ernie Rose of the University of California; Ed Fischer of Notre Dame University; R. P. Smith of Aro Inc.; Bob Harper of KPRC-TV Houston, and Ernie Crisp of WFBM-TV Indianapolis. For information contact Mr. Crisp, 1330 North Meridian Street, Indianapolis 46202.

PNBA urges legislature to accredit its members

Pennsylvania News Broadcasters Association hopes to bring the state legislature into the 20th century this year—in terms of news, that is—by getting the wording of the legislature's accreditation rules changed just a bit.

For the past year, PNBA has tried to persuade the rules committees of both houses of the legislature to add the words, "bona fide broadcast newsmen" to the section on accreditation. At the present time, the rules refer only to newspaper correspondents. Legislators have been less than enthusiastic, according to Jerry Grove, WIBG Philadelphia, president of PNBA, because they fear a "bad press" from members of the Legislative Correspondents Association, composed entirely of newspaper reporters. LCA has opposed any change in the existing rules.

In a letter to PNBA members, Mr. Grove urges them to seek help from their management to persuade legislators to agree to the proposed rules changes.

Program notes . . .

Weekly war report ■ NBC News will begin a new series, *The War This Week*, March 17 (4-4:30 p.m. NYT), replacing *Animal Secrets*. The program will be introduced in a special one-hour edition of *The Frank McGee Sunday Report* March 10 (5-6 p.m. NYT). Produced by George Murray, the new series will present a review and analysis of developments in the Vietnam war by NBC News correspondents.

Four Star salutes ■ Four Star International, long a believer in the value of entertainment specials for syndication, last week agreed to produce and distribute an undetermined number of hour programs to be called *George Jessel Salutes the Stars*. The series, a coproduction deal with George Jessel Productions, will bring together performers in a social club atmosphere to

pay homage to such celebrities as Jack Benny, Milton Berle, Toots Shor and Senator Everett Dirksen. Mr. Jessel will act as master of ceremonies at these stage testimonial banquets.

Talk course ■ The department of telecommunications at the University of Southern California will introduce a new course in September on talk programming. The decision to include a talk-programming subject at USC was said to be based both on student interest and on inquiries received from various sources about the school's study of talk programming as conducted by KLAC Los Angeles. The year-long research, recently completed, has been compiled into a book-length analysis.

"Lusitania" sails again ■ Westinghouse Broadcasting Co. has acquired United States rights to *S. S. Lusitania*, a one-hour special by Granada Television, London, about the German attack on the ocean liner in May, 1915. The program will be shown on the WBC stations (WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KPX[TV] San Francisco) at various times in May and will be syndicated by WBC Program Sales.

A first for Lord Snowdon ■ Lord Snowdon's first venture into motion picture cinematography will be broadcast on

CBS-TV Tuesday, March 26 (10-11 p.m. EST). *Don't Count the Candles*, a CBS News special, is "an essay on growing old", filmed mainly in Great Britain and featuring Derek Hart of the BBC as reporter. Lord Snowdon, a renowned still photographer, is cameraman and director of the film.

Money talks ■ The American Bankers Association is making available free of charge to radio stations two tapes concerned with the understanding of economy, both federal and family. One is a 27-minute, 3-segment symposium of business and government leaders entitled, *Federal Budget*. The other tape is a 3½-minute, 52-program situation-comedy series dealing with personal money management and everyday money problems. For more information write the A.B.A., 90 Park Ave., New York, N.Y.

Price reduced, dramatically ■ Theater-on-the-Go, Alexandria, Va., has cut the price of tapes of their new play, *Romola*, by Peter Kline, to \$50 for the first airing and \$25 for the second by the same station. They also have begun work on the half-hour production of Edgar Allan Poe's *The Black Cat* for release in April.

Mr. Bell ■ The Bell System (AT&T) has released a new motion picture,

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"Here Is Tomorrow," a documentary dramatizing the lesser known aspects of Alexander Graham Bell's career. The 16mm film, which runs 27 minutes, is in color and available to TV stations, through Sterling Movies Inc., 43 West 61st Street, New York 10023.

Roosevelt reminiscence ■ WIOD-AM-FM Miami will present Patty (Mrs. Elliot) Roosevelt in several one-minute vignettes dealing with recollections of the family of former President and Mrs. Franklin D. Roosevelt, in its spot feature series recorded by outstanding personalities in the Greater Miami area. The series "spots", known as Service 610, are broadcast by the station at various times during the day as programming allows.

Flying saucers ■ H.D. Productions of Granada Hills, Calif., is preparing *Flying Saucers—Here and Now* dealing with unidentified flying objects. The series will be offered in 39 half-hour color segments. Dr. Frank Stranges, director of the National Investigations Committee on Unidentified Flying Objects, is host of the program that will feature photographs, films and interviews with experts in the UFO field.

From bears to tigers ■ Ivan Tors Studios, North Miami, Fla., has purchased rights to "Valley of the Tigers," a novel just completed by Roger Caras. Mr. Tors plans to develop the story into a full-length feature and a TV series, as he did with *Gentle Ben* now on

CBS-TV.

AF in Atlanta ■ Associated Films Inc., distributor of free-loan, educational and entertainment films, has opened a distribution center at 2227 Faulkner Road N.E., Atlanta, to serve Georgia, Florida and South Carolina. William O. Fly is manager of the new office. The company's executive offices are in New York.

SNI has the Irish ■ Sports Network Inc. in cooperation with Chesley Productions have exclusive rights again for delayed 90-minute colorcasts of Notre Dame's football schedule next fall. Total of 10 games will be covered. Last season's games were telecast by 138 stations.

Third Reich to rise and fall in three nights

ABC-TV will use three one-hour specials this week to trace *The Rise and Fall of the Third Reich*. A fourth episode could well be in order to describe the two years of searching and frustration that preceded the productions.

On March 6, 8 and 9, for an hour on each night, *The Rise and Fall of the Third Reich* will be shown. It will be the keystone of ABC-TV's ambitious schedule of specials in March (which includes a full night of specials). By all appearances it represents one of television's most monumental and proudest achievements.

Research ■ *Rise and Fall* took some two years at a cost of \$650,000 to make. The research and filming required several trips to Germany and Europe. A vast amount of German film filed in the Library of Congress had to be checked out. More newsreel footage was found in the German archives in Koblenz and behind the Iron Curtain. An anti-Hitler animated cartoon made by the opposition Social Democrat party was located. German footage of Hitler's attack on Russia was discovered. In all, examination was made of nearly 5-million feet of film. Some 200,000 feet was purchased and 15,000 feet used.

New filming was done of locations and people vital to the history. Interviewed were such persons as Hitler's commander in World War I, his financial adviser, his longtime friend, a party rival and his chauffeur. Others, including almost every general approached (only one appears in the specials), would not consent to an interview. Most of the footage

was taken inside of Germany. An estimated 75% of the footage has never been shown publicly before, with about 25% of this total filmed specifically for this production. Most of it involves the social and intellectual climate in Germany before 1932.

"What we've attempted to do is show 50 years of history," points out executive producer Mel Stuart, who also is executive vice president in charge of special projects for Wolper Productions Inc., Hollywood. "Whatever its residual value turns out to be, we made this program for history."

Wolper Moves In ■ Mr. Stuart, a sensitive and meticulous producer who turned out such specials in the past as *The Making of the President*, 1960 and 1964, and *D-Day* started working on the *Rise and Fall* in early 1966. Metro-Goldwyn-Mayer acquired film rights to the massive history of Nazi Germany for an undisclosed six-figure sum soon after it was completed by William L. Shirer and published in 1959 by Simon & Schuster Inc. The book was to be turned into a theatrical feature with actors but it wouldn't work in that form. MGM, which then did not have a TV documentary unit (it does now), sold television production rights to Wolper Productions, while retaining domestic and foreign distribution rights. Wolper, a Metro-media company, immediately sold Xerox Corp., through Papert, Koeing, Louis Inc., New York, on sponsoring the project.

Mr. Stuart hired Jack Kaufman, an associate of his when they both worked for CBS-TV's *20th Century*

series, as producer; and Halo Schifrin to compose and conduct the music. With author William Shirer all but retired, actor Richard Basehart was signed to do the narration. Separate writers and film editors were enlisted to do the various parts of the programs and there were also separate West German and U. S. production crews.

The three-part special will be shown from 10-11 p.m. on Wednesday, March 6, and Friday, March 8. It will be shown from 9:30 to 10:30 p.m. on Saturday, March 9. Thursday was skipped because there's no network time from 10-11 p.m.

Hoped for Early Evening ■ Mr. Stuart doesn't pretend to be happy with this seemingly crazy-quilt pattern of scheduling. He's realistic enough to know that devoting three consecutive hours of prime time to the special would have been too much of a heavy thing. But he did want to see the program shown on consecutive nights and in early time periods.

"Remember about half the population of the country was born after the fall of Hitler," he said "We don't realize how little the younger generation knows about him. One of the main purposes for making this program was to show the 'now generation' how it was like then."

But Mr. Stuart emphasizes that *Rise and Fall* does not editorialize, singling out the bad guys from the good. It tries to be objective, allowing the facts to speak for themselves. Great restraint was used to underplay the entire film record of one of history's most savage times.

NAB state groups brought up to date

State presidents' conference focuses on
FCC actions, copyright bill, crime coverage

For a day and a half last week about 100 broadcasters and executives of state broadcasting associations met in Washington under the aegis of the National Association of Broadcasters to learn what's happening in Washington and to discuss common problems. For several state groups it was also a chance to meet with the congressional representatives over breakfast, lunch, dinner or cocktails.

Those attending the NAB's 13th annual state presidents' conference on Feb. 27-28 heard:

- The FCC is moving toward easing the radio-logging requirements.
- NAB hopes to file soon for remote-control operation of VHF's.
- An all-out campaign is needed to deter a bill that would grant copyright fees for performance rights on records.
- Getting new people into broadcasting is a general problem, but something is being done about it.

Douglas A. Anello, NAB general counsel, noted that several weeks earlier the association had petitioned the FCC to simplify logging requirements for radio stations and make them more like the TV-logging rules that were adopted in 1966 (BROADCASTING, Jan. 22). He said the commission had promised to do something about simplifying the radio rules but hadn't, "so we did." Later in that same session, Robert Rawson, chief of the FCC's renewal and transfer division, said a change in the radio-logging rules is expected to be on the commission's agenda this week or next.

Local Files ▪ Mr. Anello also said NAB was interested in getting the commission to either repeal or modify its 1965 rule requiring stations to maintain local files for public inspection. The state association representatives had been asked to survey their states to learn just how many requests to look at such files had been made last year. If the figure is as small as it is expected to be, Mr. Anello added, NAB will be able to show the rule is not needed and should be taken off the books.

Discussing the proposed AT&T increased transmission tariffs for broadcasting, the NAB counsel said that if such tariffs are approved by the FCC, "our estimates are that all radio networks would be in the red and they might have to drop some affiliates." He added that broadcasters might also have to cut back on the number of local public-service remotes, "which are so dear to the heart of the commission."

He noted that NAB, along with ABC, CBS and NBC, had filed for a one-year delay in starting the rates (BROADCASTING, Feb. 19). Although some increase seems likely, he continued, "remember we're saving \$1.5 million a month in the meantime."

George Bartlett, NAB vice president for engineering, recalled that last April the commission had turned down an NAB petition to allow remote control of VHF operations and had suggested new tests. He said tests that are underway at Metromedia's WNEW-TV New York and KTTV(TV) Los Angeles, that the commission has sent 14 engineers to New York and three to Los Angeles to look at the operations, and that NAB hopes to file again, probably within a month.

Performers' Fees ▪ Discussing the proposed Senate copyright bill that would give fees to performers, Charles Stone, NAB vice president for radio, pointed out that NAB had testified in opposition to the controversial amendment, offered by Senator Harrison Williams (D-N. J.).

"We have pledged to support a sound copyright law," he maintained, but if that provision remains "we have no choice but to withdraw that support and oppose the [entire] law."

Concern over the Williams amendment was also voiced by NAB President Vincent Wasilewski, who stressed the importance of state broadcaster groups in helping defeat the measure. The proponents of the Harrison legislation, he said, have top counsel, a well-filled treasury and desire. If the amendment is defeated this year, he added, it

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NAB's Comstock



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FCC's Rawson

could come up again and be passed in the future.

Mr. Wasilewski and Paul Comstock, NAB vice president for government affairs, called on the state groups to support the NAB position with their respective senators, particularly those senators on the Judiciary Committee.

Mr. Comstock brought up other areas in which the local broadcaster, through his congressional representatives, can help the industry. Senators and representatives, he said, should be reminded that broadcasters are entitled to programming freedom and the freedom to do business, that broadcasters are "responsible citizens."

He said Congress should "recognize 40 years of maturity and responsibility by rejecting proposed super controls." If broadcasters are "united, if they believe in their mission, if the people in the communities support them; no power, no semi-social schemer, no super regulation can prevail against them," he added.

Crime Coverage ■ The broadcasters were also urged to work at the state and local levels to stop the Reardon report of the American Bar Association from being adopted. Although the ABA House of Delegates adopted the report that establishes stringent new guidelines affecting coverage of court trials in criminal cases (BROADCASTING, Feb. 26), Mr. Anello said "it would take a lot more work at state and local levels to implement it."

Mr. Comstock noted that most of the 68 votes, in the House of Delegates, against adoption came from representatives of state and city bar associations. Those votes, he added, did not come from the old-line ABA members.

He urged the broadcaster associations to cooperate with state bar associations

"where you can get this thing worked out." And he stressed the importance of broadcaster efforts in stopping the controversial report from being adopted by state legislatures and courts.

The problem of getting college graduates into broadcasting was cited by several of the state associations. In Arizona, it was noted, a recipient of a \$1,000 scholarship from the Arizona broadcasters had taken a newspaper job upon graduation.

Mr. Wasilewski suggested that one of the answers might be to "start paying more." He felt stations were behind times in salary levels necessary to attract college graduates.

John M. Couric, NAB vice president for public relations, said a test on-air recruitment drive has been initiated among members of NAB's public relations committee. The drive consists of spots offering information on careers in

broadcasting. The inquiries are forwarded weekly to NAB in Washington and a packet of career material, including a personal letter from Mr. Wasilewski, is mailed back to the individuals.

Spots to Come ■ Mr. Couric said the test program was proving successful and NAB would start sending the spots to all member stations requesting them. He hoped that recorded cuts and a TV slide could also be developed to expand the program.

Harold Niven, NAB vice president for planning and development, described reaction to the junior-college program begun almost two years ago as very good and said he had been traveling to schools all around the country in setting up two-year programs. Where broadcasting curriculums have been instituted in junior colleges, he added, there has been no trouble in getting qualified instructors.

One newcomer to the state president's meeting was Stockton Helffrich, NAB's new code authority director. Named to that position on Feb. 1, he was making his maiden appearance before a broadcasting group in his new role.

Mr. Helffrich said he was optimistic about code activities and felt that, compared to eight years ago, agencies and advertisers are more cooperative today. "Where we initially had skepticism," he said, "today we find agencies and advertisers increasingly willing to go along with a broadcaster who shows principle."

Touching on the sensitive issue of cigarette advertising, he feels "the best thing we can do is enforce and maintain" the standards we have. Those standards deter presentation of cigarette commercials designed to appeal to youth. "Other standards are in the wings, if needed," he added.

All gain, no loss

The National Association of Broadcasters radio code showed a gain of 14 members from Dec. 15, 1967, to Jan. 15, 1968. In that period there were no withdrawals from the code.

Additions: WLOV Washington, Ga.; WEIC-AM-FM Charleston and WPGU(FM) Urbana, both Illinois; WPCO Mount Vernon, Ind.; WSER Elkton and WHMC Gaithersburg, both Maryland; WPHM Port Huron, Mich.; KAOH Duluth, Minn.; WDJS Mount Olive, N. C.; KGCA Rugby, N. D.; KMCM McMinnville, Ore.; WINH Georgetown, S. C., and KALE Pasco, Wash.

Hyde favors air over cable

Broadcasters told their switch to wire would not serve public interest

Broadcasting's position as a mass medium that reaches "all levels" of the public could be in jeopardy if the service were changed to wire and if a charge were made for the service. The comments, welcome news to broadcasters who have been looking at portents that the on-air service might be moved in the future completely to wire, came from FCC Chairman Rosel Hyde.

In his annual, informal, nonpublicized appearance at the National Association of Broadcasters' state presidents conference in Washington, Mr. Hyde noted there has been a "lot of talk" about "wiring broadcasting" as one means of opening spectrum space for nonbroadcast users.

However, he pointed out that broadcasting "directly serves the public interest" and that alone is "a very powerful argument for its existence." Broadcasting now reaches everyone "with no charge," he added, and felt that "if we subject broadcasting to a charge it's a possible obstacle to maintaining its position as mass media. And it's as mass media that you're as great as you are."

Chairman Hyde noted that some of the business-radio users of spectrum make an indirect contribution to society, noting that users such as delivery trucks may make their contribution through faster delivery. But first and foremost, he added, their benefits are for their own private interests.

Elite's Entertainment ■ Broadcasting's appeal to the general public is also one of its detriments in certain eyes, the chairman noted. Discussing public broadcasting, he felt the Corp. for Public Broadcasting "offers an answer . . . [for] those who would have broadcasting turned into a medium to serve the intelligentsia. Frankly, I think it is in your interest to take a constructive attitude toward public broadcasting."

In a broad-ranging series of comments on the second morning of the day-and-a-half conference (Feb. 27-28), the chairman also touched on:

- FM: "It's becoming more and more significant . . . it will lend itself to further exploitation."

- Annual financial reports of stations: "We've got some economists and statisticians working on things who might better use their time to getting

the financial reports out faster."

- U. S.-Mexican broadcasting treaty: "We expect to have further conversations in March . . . have made some progress."

- Multiple-ownership rules: "We found that a rule based on statistics only [the once-proposed, now-dead top-50 market rule] didn't have all the answers for a given situation."

- Fairness: "By and large our opinions defend the actions taken by the broadcaster. . . . We usually find the licensee has been reasonable in his judgment."

Questioned on how much the commission gets in license application fees, the chairman said that the figure is about \$4 million a year and that by far the bulk of it is from nonbroadcast licensees. He said that broadcasters should be particularly interested in his recent appearance before the House Appropriations Committee, when the report is made public, and implied that broadcasters will have to show strong activity in serving the public interest to offset a possible increase in fees.

Higher-Fee Proponents ■ Although the chairman would not elaborate, since testimony on appropriations is held behind closed doors, it was understood that both members of Congress and the Budget Bureau are pushing the FCC to increase the fees for broadcasters. The present fees for applications, renewals, transfers or major changes is \$75 for AM and FM stations, \$150 for TV stations and \$10 for translators.

Discussing a perennial subject at the state presidents' meeting—longer licenses—Chairman Hyde repeated his annual declaration that he feels the industry has matured and deserves licenses for more than three years. Issuing longer licenses in other spectrum services, he noted, "hasn't hurt us, so I see no reason why broadcasters shouldn't have longer licenses."

However, he cautioned optimists that his was not the opinion of the FCC majority and suggested that the broadcasters undertake "an education program" on the subject among FCC members and congressmen.

One advantage to longer licenses from the FCC's standpoint, he added, would be to put more manpower on other matters in "growing communications technology."

Other Comments ■ Longer licenses were also touched on earlier in the meeting by Robert Rawson, chief of the FCC's renewal and transfer division, and Hollis Seavey, NAB government affairs representative.

Mr. Rawson saw "nothing wrong with a five-year license-renewal period" but thought it might make life even more difficult for some broadcasters who would have two more years in which to recall things that have to be included



FCC's Hyde

in the renewal form.

Mr. Seavey noted that there is "increasing support" in Congress for longer licenses but saw no hope of such a bill coming forth in the current session. He advised the broadcasters to keep "plugging away" at their state congressional delegations to gain even more support. However, until the leaders of the House and Senate Commerce Committees and their respective communications subcommittees "pick up the ball and go with it," he added, the longer-license outlook will not be overly bright.

13 research projects funded by NAB

Research grants ranging up to \$1,000 each were awarded last week by the National Association of Broadcasters in Washington.

The 13 grants are for research in the social, cultural, political and economic aspects of broadcasting.

Grants went to:

Rey L. Barnes, doctoral candidate in radio-TV, University of Iowa, for the decision-making process in local radio programming; Robert K. Clark, assistant professor in broadcasting, and Thomas W. Bohn, instructor in broadcasting at Bowling Green State University, for a profile and community orientation of the radio station manager and newspaper editor in small markets; Dr. G. Ray Funkhouser, research associate in the Institute for Communications Research, Stanford University, for a model for predicting information diffusion to mass audiences.

Also: Robert D. Gratz, doctoral candidate in speech-public address, and J. Alan Barwind, doctoral candidate in communications theory, Bowling Green, for differences in attitude change produced by an editorial as a function of medium and source credibility; Dr. Bradley S. Greenberg, associate professor in communications department, Michigan State University, for TV's role among children from low-income urban

families; Dr. Elwood A. Kretsinger, associate professor in speech department, University of Oregon, for developing and testing an audience response analyzer.

Also: Drs. Maxwell E. McCombs and Donald L. Shaw, assistant professors in journalism department, University of North Carolina, for broadcasting's influence on voters' attitudes in the 1968 presidential election; Milan D. Meeske, doctoral candidate in speech department, University of Denver, for an analysis of the broadcaster's right to criticize; Dr. William C. Miller, assistant professor in radio-TV, University of Ohio, for the nature of ethical and moral models provided by popular TV programs.

Also: Dr. Keith W. Mielke, chairman of mass communications program, Dr. G. Wilhoit, assistant professor of journalism, and R. Yoakam, associate professor of journalism, Indiana University, for the effect of TV station advocacy in controversial issues upon the station's news treatment of such issues; Theodore L. Nielsen, doctoral candidate in speech, University of Wisconsin, for a study of presentation and programming of TV news in Chicago; Adele A. N. Riddle, master's candidate in broadcasting, Boston University, for sixth graders' perceptions of family relationships as a function of extent and nature of TV viewing; Stuart A. Segal, master's candidate in communications sequence, Boston University, for the effect of pretrial televised publicity on viewer attitude toward the defendant.

The 18 persons involved in the 13 projects were selected from more than 50 applicants for the grants. The judging was done by: Dr. Thomas Coffin, NBC; Dr. Lionel C. Barrow, Foote, Cone & Belding; Frank P. Fogarty, Meredith Broadcasting Co.; Dr. Kenneth Harwood, School of Communications and Theater, Temple University; Howard Mandel and Harold Niven, both NAB.

Bid for longer licenses picks up steam on Hill

Another congressman has lined up behind a drive for longer broadcasting licenses. Last week Representative Charles McC. Mathias Jr. (R-Md.) submitted a bill that would permit the FCC to issue broadcast- and common-carrier licenses for terms up to five years.

The Mathias bill (H.R. 15652) is similar to others that have been put forward. Most were dropped in the hopper at the start of the 90th Congress early in 1967. Several, however, have surfaced in recent weeks. Observers say the upsurge in activity is a result of campaigns mounted by state broadcasters' associations, and members of the House Communications Subcommittee have been reported to be urging hearings on the issue (CLOSED CIRCUIT, Feb. 26).

Much of the renewed argument has focused on savings in administrative effort that longer licenses would permit. Representative Mathias said his bill was meant to be "a weapon in the war against excessive paperwork," noting it would lighten workloads for stations as well as for the commission.

Deep dissents to AT&T rates

Examination of rate-making principles develops front against utility's system

The National Association of Broadcasters says that a "proper application" of rate-making principles espoused by AT&T would result in a reduction of rates for broadcasters, not an increase, as the company has proposed.

And ABC, CBS and NBC, in a joint pleading, urged the FCC to protect AT&T customers against rates that are higher than they would have to pay if they had a choice of suppliers.

The broadcasters' comments were among those filed last week in the second round of a procedure devised by the commission to expedite conduct of the present phase of the AT&T rate inquiry. The phase is concerned with ratemaking principles and factors.

In the first step, three weeks ago, AT&T filed its comments on rate-making principles. The third step will come on Thursday (March 7), in the form of an informal conference in which economists and lawyers representing the parties will attempt to identify areas of agreement or disagreement.

Disagreements ■ The comments thus far indicate that the disagreements will be many and deep.

The broadcasters agreed, in principle, with AT&T's position that rates for a particular service should be sufficient to produce revenues needed to cover the costs involved. But they disagreed on the company's proposed implementation of that incremental-cost theory.

NAB said AT&T appeared to be including costs more properly used in an alternative method of price-setting which the company and the broadcasters oppose. Under that method, called the fully allocated cost approach, all of the company's embedded costs are distributed among the various categories of service as a means of determining the rates for each service.

And the networks argued that, although the company's proposal—which AT&T calls "full additional cost"—looks to the future, it does not take into account foreseeable developments that could result in a reduction of costs. The networks cited "the imminent availability of satellite facilities."

NAB's Argument ■ NAB based its contention that AT&T costs to broadcasters should be reduced, not increased, on the testimony of a company expert

witness in the proceeding, Dr. James C. Bonbright. He said that, "if the discontinuance or curtailment of a service were in question, avoidable or escapable costs, which would usually be somewhat lower than incremental costs, would constitute the relevant floor." NAB defines relevant costs as those that would not be incurred if the service were discontinued or curtailed. It argues that so long as the avoidable costs are recovered from a service "being discontinued," customers of other services are not being discriminated against.

NAB said that, "even at present rates AT&T transmission services have been curtailed because many customers have discontinued such services or elected not to use them, employing instead private microwave services or no services of any kind."

The association said AT&T revenues for the first 10 months of 1967 were below those of the corresponding period in 1966. It added that the "substantially increased rates" AT&T has proposed for its program transmission service would result in a further curtailment of its services. (AT&T says the new rates will increase revenues from broadcasters some \$17 million [BROADCASTING, Feb. 5].)

Accordingly, NAB said, "the broadcaster is 'paying his way' within the framework of the Bell System" and submits "that proper application of these rate-making principles indicates that the level of rates for program transmission services should be reduced and in any event should not be increased."

The networks, in their pleading, said a basic issue is the extent to which a price structure can be accepted which results in the imposition of higher charges on a group of users than they would have to pay if permitted to secure the service independently.

In setting a ceiling, they said, the commission should require AT&T to accompany all price changes with a more definitive analysis of the need for the change and of its impact on users.

Going It Alone ■ They said AT&T should be required to include an estimate of the costs the customer would incur if he were allowed to supply the service for himself and a comparison with the price charged by others.

The networks also suggested that the commission should open the door to competition for AT&T if "the economies of scale" that a regulated monopoly is supposed to provide do not result in lower rates—unless overriding public policy considerations militate against that approach.

The broadcasters aren't the only ones AT&T will have trouble with in the informal conference this week. Western Union, a competitor in the message-service business, submitted a paper in opposition to the incremental cost and

in favor of the fully allocated cost method.

The commission's Common Carrier Bureau, in a statement by its economic studies division, took no position on which method should be employed. But it expressed grave reservations about AT&T's proposal, and concluded: "It seems clear that Bell is a long way from an effective application of the principles it espouses."

FCC examiner favors McLendon-Rush UHF

FCC Hearing Examiner Isadore A. Honig has recommended that channel 33 in Baton Rouge be granted to Romac Baton Rouge Corp. The Romac application had been set for hearing with Capitol Television Broadcasting Corp. in 1966. But the Capitol application was dismissed upon an agreement between the parties. The Romac request was kept in hearing status to resolve a question of what broadcast facilities were held by one of the Romac principals, John M. McLendon, and whether he advised the commission of any "substantial" change in those holdings.

Romac is 50% owned by Mr. McLendon and 50% by Richard O. Rush. Mr. McLendon is sole owner of WOKJ and has construction permits for WFXM (FM) and WAPT(TV), all Jackson, Miss. He is also 99.4% owner of WENN Birmingham, Ala., but has a pending application for 50% transfer of control of the facility to American Public Life Insurance Co. (WMGO Canton, Miss.).

Thruston Morton decides to retire from Senate

Congressional strategists last week were pondering the ramifications of Senator Thruston B. Morton's surprise announcement that he was too "track sore" to run for re-election next fall. The Kentucky Republican is second-ranking minority member of the Senate Commerce Committee and has been under consideration by party moderates as a possibility for replacement of Senator Everett Dirksen (R-Ill.) as minority leader.

In recent years Senator Morton has been a Commerce Committee stalwart against enactment of strong cigarette-advertising curbs. The senator has family connections with broadcasting; his sister, Jane Morton Norton, owns the Norton Stations, and his son, Ballard Morton, is president of Norton-owned WAVE-AM-TV Louisville, Ky.

Another Kentucky broadcaster has

announced her candidacy for Senator Morton's seat: Katherine Peden, owner of WNLV Nicholasville, Ky., plans to seek Democratic nomination for the post.

WICK stays on air with help from competitor

A three-alarm fire on Feb. 21 destroyed the entire \$50,000 studio of WICK Scranton, Pa., but put the station off the air only briefly, thanks to another radio outlet.

At 5:37 p.m., minutes after the second alarm was turned in, WICK left the air, only to be offered by Hugh Conner, station manager of WEJL Scranton, a spare studio and control room in which it might resume broadcasting. Within an hour after the offer was made WICK was back on the air, WICK and WEJL operating some 25 feet apart.

WICK's new equipment, replaced only partly by insurance, was to have arrived Feb. 29. The station made arrangements for temporary headquarters in the 100 block of Adams Avenue, Scranton, the next week.

CATV regulation eyed by Calif. congressmen

One bill to place CATV firms under regulation of the state Public Utilities Commission and two bills to bring relief to CATV systems were introduced to the California legislature last month. Charging that many cable TV firms are setting arbitrarily high rates, while others are creating political chaos, George Miller, Jr. (D-Contra Costa) has submitted a measure seeking control by the PUC of CATV.

"Such regulation as exists is by city governments and it has not been effective in enforcing reasonable charges for service," the state senator said, in ex-

plaining why he introduced the bill. "Arbitrary rates have been set and in instances original costs of systems have been paid off in five years. At the same time," he further charged, "there has been extreme competition among rival groups for installation of new systems or expansion of existing systems. Efforts of these groups to carry favor with local officials so as to obtain exclusive franchises have resulted in political chaos."

Meanwhile California assemblyman L. E. Townsend (D-Los Angeles) introduced two other bills relating to CATV. One bill would exempt CATV systems from PUC regulation; the other would limit the local tax that can be levied on CATV businesses.

RKO rejects antitrust issue in ch. 9 L.A. case

RKO General Inc., KHJ-TV Los Angeles, has rebutted charges made by Fidelity Television Inc., competing applicant for the channel 9 facility (BROADCASTING, Feb. 19). Fidelity had asked the FCC to reopen the hearing record so that "newly discovered evidence" could be introduced with respect to certain depositions taken by the U.S. in its antitrust court suit against RKO's parent, General Tire & Rubber Co. The hearing record closed about seven months ago.

RKO termed Fidelity's request "a flimsy pretext for an impermissible wide-ranging exploration" of issues which, it said, Fidelity had plenty of time to bring and was encouraged to pursue during the course of the hearing last year. Basis of the government suit (and the substance of evidence Fidelity wants in the hearing record) is whether alleged reciprocal trade practices of General Tire violate antitrust laws.

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FCC grants WBTW(TV) sale to newspaper

METROMEDIA BUYS WASH(FM), SELLS WCBM(FM)

The sale of WBTW(TV) (ch. 13) Florence, S. C., by Jefferson Standard Broadcasting Co. to the *Bluefield* (W. Va.) *Daily Telegraph* for more than \$4.5 million was approved by the FCC last week. And at the same time, Metromedia bought an FM station in Washington and sold an FM station in Baltimore.

Assent by the commission in the sale of WBTW permits Jefferson Standard's WBTW(TV) Charlotte, N. C., to improve its signal, Charles H. Crutchfield, president of Jefferson Standard, noted last week. Under common ownership, neither the Charlotte nor the Florence station could move to upgrade its transmitting power or antenna height to improve coverage, he observed, because there existed an overlap of grade-B contours. This was prohibited for commonly owned stations under an FCC regulation adopted in 1964, but the rule contained a grandfather clause exempting existing situations.

The Bluefield newspaper firm, which is headed by Hugh I. Schott Jr. as president, already owns WHIS-AM-FM-TV Blue-

field and also publishes the *Sunset News Observer*. J. William Quinn, managing director of WBTW, will remain, it was announced. WBTW is affiliated with CBS and ABC. It was established in 1954.

In addition to WBTW, Jefferson Standard also owns WBT-AM-FM Charlotte and Jefferson Productions Inc. It is also half owner of Jefferson-Carolina Corp., a multiple CATV owner with 25 systems, 24 of them in North Carolina. Jefferson Standard Broadcasting is owned by Jefferson Life Insurance Co., which is also the parent company of WBIG Greensboro, N. C.

New Metromedia FM ■ The Metromedia transactions include the purchase of pioneer Washington FM station, WASH(FM) from its founder Everett L. Dillard. Metromedia is paying \$425,000 for the station (on 97.1 mc with 20 kw) plus a consulting fee to Mr. Dillard of \$6,000 yearly for five years.

Mr. Dillard, who put WASH on the air in 1948, also owns WDON Wheaton, Md. (a Washington suburb), and Commercial Radio Equipment Co., a consulting

engineering firm. He has represented FM stations on the radio board of the National Association of Broadcasters for several terms.

Because Metromedia already owns its portfolio of seven FM stations—the maximum permitted under the FCC's multiple ownership rules—the company found it necessary to dispose of an existing FM outlet. It is selling WCBM-FM Baltimore to the *Baltimore Sunpapers* for \$200,000. The Baltimore newspaper owns WMAR-TV in that city and also WBOC-AM-FM-TV Salisbury, Md.

The Baltimore station, with its AM adjunct, was bought by Metromedia in 1964 for \$2 million. WCBM-FM founded in 1960, is on 106.5 mc with 20 kw.

Still pending FCC approval is Metromedia's purchase of KSAN-TV (ch. 32) San Francisco for \$1 million.

San Francisco carriage approved for GE system

General Electric Cablevision Corp. will be permitted to import the signals of four San Francisco TV stations to its CATV in Merced, Calif., as result of FCC action last week. The commission reversed a ruling made last November that would have ordered a hearing on the carriage proposal.

In a petition for reconsideration of that action General Electric showed that its Merced system was not within the grade-A contour of Fresno UHF stations, and that therefore the cable operations would not threaten UHF television in that market. The commission agreed. General Electric will carry among other signals those of KTVU(TV), KGO-TV, KPIX(TV) and KRON-TV, all San Francisco.

Changing hands . . .

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

■ WSPT-AM-FM Stevens Point, Wis.: Sold by Peter A. Barnard and associates to the Sentry Corp., an affiliate of Sentry Insurance, Stevens Point, for more than \$500,000. Mr. Barnard will continue as president and general manager of the stations. WSPT is a daytimer on 1010 kc with 1 kw. WSPT-FM is on 97.9 mc with 15 kw.

■ WASH(FM) Washington: Sold by Everett L. Dillard to Metromedia Inc. for \$425,000 plus consulting fee (see above).

■ WCBM-FM Baltimore: Sold by Metromedia Inc. to A. S. Abell Co. (*Baltimore Sunpapers*) for \$200,000 (see

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page 60).

■ **KCRB** Chanute, Kan.: Sold by James R. Roberts and wife to Dale W. McCoy Jr. and associates for \$105,000. Mr. McCoy, holding 60% of the buying group, is vice president of radio operations of **KAKE-AM-TV** Wichita, Kan., and holds a 10% interest in **KTTR** Rolo, Mo. Associated with Mr. McCoy in the purchase are Neal McCoy, banker; W. R. Murfin, oil drilling and production, and E. Glenn Strange, farm implements. **KCRB** is a 1 kw fulltimer on 1460 kc. Broker: Hamilton-Landis and Associates.

APPROVED ■ *The following transfer of station interests was approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 70).*

■ **WBTW(TV)** Florence, S. C.: Sold by Jefferson Standard Broadcasting Co. to **Bluefield** (W. Va.) *Daily Telegraph* for \$4.5 million (see page 60).

NAB nearly finished with Chicago agenda

With the exception of a third-day luncheon speaker, the National Association of Broadcasters has completed the agenda for its 46th annual convention to be held March 31-April 3 in Chicago. Among the new additions are several network executives who will take part in the Wednesday afternoon "Conference '68: Broadcast News" panel.

Participants in the Sunday, Monday and Tuesday radio sessions had been announced earlier (**BROADCASTING**, Feb. 26), and the Monday and Tuesday luncheon speakers, NAB President Vincent Wasilewski and FCC Chairman Rosel Hyde had been designated.

Filled in last week were the participants for the Monday afternoon: radio and TV automation workshops, secondary-market television workshop, and the labor relations workshop.

Moderating the news panel, which is being programed by the Radio Television News Directors Association, is Theodore McDowell, **WMAL-AM-FM-TV** Washington. Panelists will be Jay Crouse, **WHAS-AM-TV** Louisville, Ky., **RTNDA** president; Matthew J. Culligan, **MBS**, New York; Reuven Frank, **NBC News**, New York; Jack Harris, **KPRC-TV** Houston; Elmer Lower, **ABC News**, New York; Edward P. Morgan, **Public Broadcasting Laboratory**, Washington, and William Small, **CBS News**, Washington.

Others at Labor Session ■ Added to the labor relations workshop were Richard L. Freund, **ABC**, New York, and Abiah A. Church, **Storer Broadcasting Co.**, Miami Beach.

The automation workshops will be

run as part of both the management convention and concurrent Broadcast Engineering Conference, but will be programed in nontechnical language.

Moderating the radio session will be Robert J. Sinnett, **WHBF-TV** Rock Island, Ill. Panelists include: N. Elmo Franklin, **Gates Radio Co.**, Quincy, Ill.; Danny Coulthurst, **International Good Music**, Bellingham, Wash.; Paul C. Schafer, **Schafer Electronics**, Chatsworth, Calif.; Ben Enochs, **WDXL** Lexington, Tenn.; Welton Roy, **WHBQ** Memphis, and Ronald Crider, **WMJR(FM)** Fort Lauderdale, Fla.

The TV automation session will be moderated by Benjamin Wolfe, **Westinghouse Broadcasting Co.**, New York. Panelists are: B. van Benthem, **AMP Inc.**, Harrisburg, Pa.; Kenneth P. Davies, **Central Dynamics**, Montreal; James O' Moneyhun, **Sarkes Tarzian Inc.**, Bloomington, Ind.; Deane B. Moore, **CBS-TV**, New York; Theodore Sorrells, **WMAL-TV** Washington, and James C. Walliman, **WTMJ-TV** Milwaukee.

Moderating the secondary-market TV workshop will be Hamilton Shea, **WSVA-TV** Harrisonburg, Va., chairman of NAB's secondary-market TV committee. The panelists are committee members: Raymond E. Carow, **WALB-TV** Albany, Ga.; James W. Higgins, **WVNY-TV** Watertown-Carthage, N. Y.; Ray

Johnson, **KMED-TV** Medford, Ore.; Allan Land, **WHIZ-TV** Zanesville, Ohio; Dale G. Moore, **KGVO-TV** Missoula, Mont.; Marshall H. Pengra **KLTV(TV)** Tyler, Tex., and Thomas L. Young, **KWWL-TV** Waterloo-Cedar Rapids, Iowa.

Springfield UHF's get nod

Springfield Television Broadcasting Corp., which has been involved in a number of disputes with local CATV's, may have won one battle with an old antagonist. The FCC has ordered **Pioneer Valley Cablevision Inc.** (multiple CATV owner) to show why it shouldn't provide program exclusivity to Springfield's **WWLP(TV)** Springfield and **WRLP(TV)** Greenfield, both Massachusetts. Pioneer claims Springfield has given it inadequate notice of the stations' programs.

WTWV to be NBC-TV primary

WTWV(TV) Tupelo, Miss., becomes a primary NBC-TV affiliate on March 11. **WTWV**, on channel 9, has been carrying NBC-TV and ABC-TV programing. ABC-TV said that coverage in that area is provided by its primary affiliate, **WHBQ-TV** Memphis. Frank K. Spain is president and general manager of **WTWV**; Charles H. Hicks Jr. is station manager.

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Contact John F. Meagher in our Washington, D. C. office.

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FCC caught in telephone-CATV tangle

AT ISSUE: REGULATION OF TELEPHONE COMPANIES SERVING CATV'S

The developing battle between CATV interests and telephone companies over the role that telephone companies will play in the burgeoning CATV business—a business that will provide facilities not only for the relay of TV signals but for the sophisticated communications uses being made possible by technological development—was spotlighted in an all-day oral argument before the FCC last week. It is a battle that finds the commission squarely in the middle, beset on all sides by complex legal and policy questions.

The issue last week was a narrow legal one—whether telephone companies must seek commission approval before building facilities to provide channel service to CATV systems. Section 214 of the Communications Act requires common carriers to seek such permission before building or extending lines of service.

But the implications are broad. CATV interests, in urging the commission to hold that Section 214 applies—a position the telephone companies dispute—say that a regulatory void now

exists. The cable operators say that state and local governments don't exercise jurisdiction over construction and use of such facilities. As a result, they say, telephone companies are free to build systems in competition with existing ones, without the approval of local governments. Cable operators also accuse telephone companies of using their control over the poles that CATV systems need to string their wires to force them to take channel service rather than build their own plant. They are worried about telephone companies winding up with a major share of the CATV plant in the country.

Forum for Opposition ■ Thus, a requirement that common carriers must apply for certificates of public convenience and necessity would provide CATV systems with a forum for opposing carrier plans for building CATV channel-service facilities. They could argue that the lines would provide service duplicating that which they are offering or would offer if they were granted pole-attachment rights.

It was against this background that

John Lothschuetz, representing the commission's Common Carrier Bureau, said the commission's decision "may very well determine the role the common carriers will play in the CATV industry, and may very well determine the future of cable television as we know it."

And Commissioner Nicholas Johnson made it clear he was interested in more than the legal question. He was concerned about the implications "being built into the system" for the rates to be charged the public, the quality of service to be given, the rate of technological innovation and the degree of competition in providing service to CATV systems.

He noted that more is at stake than facilities for the relay of television signals—that the CATV system will one day be able to provide a myriad of two-way services, including telephone, computer-to-computer communications and data retrieval. Would the public be better served by a separate system for a different broadband service, he wanted to know. "Would the public be better served by giving the [new system]

At stake: the future's wired communications

FCC Commissioner Kenneth A. Cox has taken a look at the CATV industry's concern with telephone companies and telephone companies' worry over the cable industry's growth and concluded both sides do indeed have cause for worry. For the issue is who is to control the wired communications network of the future.

He discussed "CATV, the FCC and the Telephone Industry" in a speech before a convention of the Minnesota Telephone Association in Minneapolis on Feb. 27. A day earlier he had sat through almost seven hours of oral argument on some of the legal and policy questions the commission will have to resolve in the increasing rivalry between CATV and telephone companies (see above).

The commissioner traced that rivalry to the emergence of CATV from an industry of small, scattered systems filling in gaps in local stations' service areas to that of major companies relaying a dozen or more

signals, many of them from distant stations.

As CATV has prospered, the telephone companies' interest in it has grown. Originally, telephone companies virtually ignored CATV and were agreeable to permitting cable operators to string their wires on telephone company poles. In recent years, the telephone companies' interest has mounted, and they have begun building and leasing entire plants to CATV systems.

NCTA's Concern ■ This interest, in turn, has led Fred Ford, president of the National Cable Television Association, to speak out against what he considers the telephone companies' growing monopoly power in communications matters, the commissioner noted.

Like others in CATV, Mr. Ford has complained about alleged discrimination on the part of telephone companies in granting pole-attachment rights and about carriers' leasing of entire CATV plants which, he feels, reduces the CATV operator

to the role of little more than a bill collector for the telephone company.

What has stimulated telephone companies' interest?

"I suspect the real reason is the same one that underlies Fred Ford's concern about your activities," Commissioner Cox said, "the question of who is to control the wired communications network of the future."

As CATV systems grew and spread into the major cities, he said, an increasing number of telephone company officials "began to worry about what would happen if someday there were two wires running to virtually every home in America," but with the telephone-company line carrying only a single voice channel while the nonphone-company line "was a broadband facility capable of handling 20 television channels, data, facsimile, and a host of other communications services."

Concern Justified ■ "I think your concern is justified," the commissioner told his audience of telephone-company representatives. If the home

to the telephone companies?" (Commissioner Kenneth A. Cox discussed the background of the CATV-telephone company rivalry in a speech before the Minnesota Telephone Association last week [see page 62].)

Even before the commission could begin coming to grips with those issues, attorneys for the agency and some of the CATV interests conceded that the commission had not resolved a preliminary question—whether construction of channel-service facilities for CATV systems is a proper common-carrier undertaking. But that didn't stop the attorneys from urging the commission to require the carriers to apply for Section 214 authority; they assumed that the undertaking is a proper one.

The commission in April 1966 directed all telephone companies offering "leasebacks" to file tariffs with it providing for such service (BROADCASTING, April 11, 1966). And commission attorneys have cited that letter in arguing that the commission should require carriers to seek certificates of convenience and necessity before providing CATV channel service. But Commissioner Lee Loevinger warned counsel in the oral argument not to assume that "any issue" has been resolved.

Commission Could Drop Matter ■ A commission decision that channel service for CATV systems is not a

proper function for carriers would bar the agency from regulating such services. But that would leave the question as to whether the Bell System would be prohibited from engaging in it; a consent decree by which Bell settled a Justice Department antitrust suit against it in 1956 prohibits the company from engaging in noncommon-carrier activities. The independent telephone companies, it's believed, could continue to provide the service.

It wasn't clear last week when the commission would attempt to resolve the question—whether in the current proceeding (in which the issue is not specifically raised) or in the proceeding from which it was split off. That one deals with the legality of the tariffs under which the telephone companies are providing channel service.

Whether a proper undertaking for them or not, telephone companies apparently find it an attractive one. Stanley Kaufman, attorney for the commission's CATV task force, said there is evidence that the Bell System has built some 50,000 miles of channel-service facilities for a total investment of \$43 million. He said the other two carriers involved in the proceeding, General Telephone System and United Utilities Inc., have spent some \$3 million on about 11,000 miles of channel service.

Mr. Kaufman cited that activity in

urging the commission to take regulatory hold now. But several commissioners indicated that the question may be more complicated than that proposed solution contemplates—even apart from the question of whether the function involved is proper for common carriers.

Loevinger's Concern ■ Commissioner Loevinger, indicating concern about equality of treatment of companies providing similar services, noted that a noncommon carrier, such as a CATV system, that provided channel service to itself would not be required to obtain Section 214 authority. Commissioner Cox wondered out loud about leaving the channel-service field open to noncommon carriers "for whom no regulatory scheme has been fashioned."

And Commissioner Johnson, in a colloquy with Bruce Lovett, counsel for the National Cable Television Association, asked: "Why is it more desirable for CATV's to do what you say telephone companies want to do?"

Mr. Lovett, who said that if no regulatory agency takes action the Bell System would simply take over the channel-service business "by assimilation," noted that Bell revenues last year were over \$13 billion. "Social and political problems flow" from such a concentration of economic power, he said. E. Stratford Smith, counsel for a

communications center—which will provide a wide range of televised entertainment and information and access to computer data banks, among other marvels—is to become a reality, telephone companies have an interest in sharing in such developments, he said.

"But I doubt whether we need, or can afford, two such broadband grids, so the fight for control of these developments will be of great importance to all of us."

The commissioner said that so long as the CATV industry consists primarily of widely owned companies concerned primarily with the relay of television signals, the "threat" to telephone companies "wouldn't be too serious."

"But if they come into fewer and fewer hands—though we might try to resist this—and if they interconnect themselves and develop equipment to make more and more different uses of their channel capacity, then the situation may become more grave."

All-Wire System ■ The commissioner also discussed the potential impact on the CATV-telephone company rivalry of a move to transfer

all television to cable. He has been critical of the proposal as one that would present grave social and economic problems—among them, the question of service to rural homes and the big-city poor.

But, while some CATV interests have argued that such a move would help them, Commissioner Cox said it would probably be a boon to the telephone companies.

He expressed doubt that Congress would permit the owner of a universal cable grid to control the content of communications traffic. This suggests that ownership would go to a common carrier required by law to make its facilities available on a fair and reasonable basis to all parties needing them.

"If that is the course to be followed," he said, "then I think it might seem logical to turn this function over to existing common carriers, rather than create a whole new set of carriers for the purpose—though there are some who seem to think that we should encourage new entrants into the communications field and give them these new technologies, in order to create competition"

for the telephone companies.

The commissioner wasn't concerned in his remarks only about the implications of the rivalry between the CATV industry and telephone companies for control of the communications network of the future.

He doesn't feel there is effective regulation of CATV systems at the local level—and said the commission may have to reconsider its position that it does not desire to regulate cable rates to subscribers, the extent of service to be provided, or the award of community-antenna franchises.

"We are not equipped to deal with such matters and would rather see them dealt with at the state or local level," he said. "But I think that someone must deal with them."

He noted that he, among others, has suggested public-utility-type regulation for cable systems but that only Nevada and Connecticut have adopted such regulations. And while local governments often fix rates and spell out operating conditions, he said, "they are not equipped to regulate cable companies on a continuing basis."

number of state CATV associations, was one of those attorneys observing that the commission had not yet ruled on whether the channel-service facilities constituted a proper common-carrier offering. And he was candid in indicating he wasn't sure which resolution of that question would best serve his clients' interests.

Take Control, Commission Urged ■ Finally, he said: "We tend to think you should accept [the service as a proper one]. Otherwise we'd have to fight this in every state."

Like other CATV representatives, he expressed concern over telephone companies' construction and leasing of virtually entire CATV plants, to an extent where "it's hard to say they're not in the CATV business." If the commission accepts the affected tariffs, he said, "they should be rolled back to the point where they are common carrier offerings."

Counsel for the carriers, for the most part, contented themselves with arguing the law in the case. They maintained that the services they provide come within the exemptions from the law spelled out in the statute—they are intrastate and not part of an interstate line, and are local, branch or terminal lines of less than 10 miles in length. They also said that any lines not otherwise exempted by the section itself are covered by another section of the law exempting from federal regulation matters that are subject to state regulation.

Commission's Authority ■ The commission, in directing the carriers to file with it their tariffs for CATV channel services, asserted that CATV systems "are extensions of the interstate service of the television broadcast stations whose signals they carry and, hence, are engaged in 'interstate communication by wire,' to which provisions of the [Communications] Act apply."

But Warren Baker, counsel for United Utilities, said it doesn't necessarily follow that that ruling provides the basis for commission jurisdiction over CATV channel-service offerings. He said the act may provide jurisdiction over the tariffs involved, but there is nothing to indicate it provides jurisdiction over "the facilities."

The commission was also warned that it would be taking on a considerable administrative burden if it held that Section 214 applies, with CATV systems requesting hearings on carrier applications for certificates. Lewis Ulman of Bell said the CATV systems would like to turn Section 214 proceedings into "the kind of franchise hassle that goes on before local governments."

And Paul Rogers, representing the National Association of Railroad and Utilities Commissioners, said the com-

mission would become a national "town council for CATV squabbles." He said local governments are involved in CATV regulation, and that states "will get into it too."

In a related action last week, the commission deferred action on a complaint by Cox-Cosmos Inc., which operates a CATV system in Charlotte, N. C., against the Southern Bell Telephone Co., pending the outcome of the Section 214 proceeding.

Cox-Cosmos and a rival CATV, Jefferson-Carolina Corp., which is partly owned by Southern Bell, plan to use the telephone company's facilities. But Cox-Cosmos complained last July that the Bell System company is discriminating against it in providing service (BROADCASTING, Aug. 7, 1967).

The commission, which acted on a petition of the Common Carrier Bureau, said that even if the Cox-Cosmos charges were proved, there could be no remedial action until a determination is made as to whether Section 214 applies to telephone companies providing channel service to CATV systems.

Cox-Cosmos is jointly owned by group broadcasters Cox Broadcasting Corp. and Cosmos Broadcasting Corp. Jefferson-Carolina is also part owned by a group broadcaster, Jefferson Standard Broadcasting Co.

CPB board hearing set for March 8

A Senate confirmation hearing for all 15 nominees to the board of the Corp. for Public Broadcasting has been scheduled by Commerce Committee Chairman Warren G. Magnuson (D-Wash.) for Friday (March 8).

Named by the President for six-year terms (BROADCASTING, Feb. 19) are Frank Pace Jr., who has been secretary of the Army, director of the budget and later president and board chairman of General Dynamics Corp. and is slated to be chairman of the CPB board; Robert S. Benjamin, New York attorney and chairman, United Artists Corp.; Milton S. Eisenhower, president-emeritus of Johns Hopkins University; James R. Killian Jr., chairman of the corporation, Massachusetts Institute of Technology, and Jack Valenti, president, Motion Picture Association of America.

For four-year terms: Joseph A. Beirne, president, Communications Workers of America; Michael A. Gammino, president, Columbus National Bank of Rhode Island; Oveta Culp Hobby, president and editor of the *Houston Post* (KPRC-AM-TV); Joseph D. Hughes, governor and vice president of T. Mellon and Sons, Pittsburgh, and Carl E. Sanders, Atlanta attorney and former governor of Georgia.

For two-year terms: Roscoe C. Car-

roll, general counsel of the Golden State (California) Life Insurance Co.; Saul Haas, chairman of KIRO Inc., Seattle; Erich Leinsdorf, music director, Boston Symphony Orchestra; John D. Rockefeller III, chairman of the Rockefeller Foundation, and Frank E. Schooley, director of broadcasting, University of Illinois.

Dingell continues flurry of activity

Representative John Dingell (D-Mich.) took a breather last week after his intensive panel hearings into spectrum shortages of the week before. But while he was resting, he fired off copies of the hearing record to the FCC for study, along with a note warning the commissioners he expected to have them on the Hill "some three or four weeks hence."

He also formally denied complicity (at least for the present) in any activities behind a rumor that certain Commerce Committee members were readying a plan to tax broadcast-advertising revenues to support public television; confirmed plans to take his spectrum probe on the road for sessions in Detroit and Newark, N.J. (possibly before the FCC appearance), and also told BROADCASTING that he hoped to find the time this session to probe network production of feature films for theater exhibition and problems independent producers face generally.

Dates for the Detroit and Newark spectrum expeditions have not been set, although the congressman said he hoped they might be concluded before the session with the FCC to explore the panel-discussion hearing record. The commission came in for considerable criticism (and some defense) during the two-day debate on land mobile vs. broadcasting needs (BROADCASTING, Feb. 26). In particular, block allocations came in for heavy fire, although sentiment already exists within the commission for modifying or rescinding block grants for nonbroadcast services.

Mr. Dingell said Newark and Detroit are targets for the spectrum probe by his Small Business Subcommittee on Regulatory Agencies as they were the scene of large-scale rioting. He hopes to find out the communications situation at the time of the riots, the circumstances today (after FCC action to spilt certain channels, making available more fire and police channels) and additional spectrum needs that can be expected by the communities in the future.

Production Problems ■ He said the forum for an investigation into network program-production practices could be either the Small Business Subcommittee, of which he is chairman, or the

Commerce Committee, of which he is a member. The probe could come as part of hearings on his network-regulation bill, which would prohibit networks from owning interests in production companies or branches and prohibit network-owned programs from being shown except on owned-and-operated stations.

But the problem could well come within the purview of the small-business panel on grounds that some production companies are small businesses and that their products are important to other businesses that can be relatively small—independent television stations.

Two AM's given short-term renewals

In separate actions last week the FCC put two radio stations on short-term renewals and a third into hearing on

whether or not its license should be revoked. All three facilities face possible forfeitures.

The stations are KVAN Vancouver, Wash., WNWJ Valparaiso, Ind., and KXRQ(FM) Sacramento, Calif.

For KVAN the commission ordered the station to pay a \$500 fine for various alleged violations of commission rules found during an inspection in March last year. The station was also cited for numerous alleged rule violations found in connection with an inspection made last November when KVAN's renewal application was up for consideration.

Since all AM licenses for Washington state expire Feb. 1, 1969, the commission said that grant of the KVAN application "would be tantamount" to short-term renewal. But the commission also imposed another possible \$500 fine with a notice of apparent liability for those violations discovered in November.

WNWJ faces a possible \$3,000 forfeiture for nine alleged rule violations.

Among the citations are alleged failure to keep up political files showing requests for time, failure to list political affiliation for political announcements, and rate practices that discriminate between opposing candidates. The commission noted that in some cases higher rates were charged candidates than those set for commercial advertisers.

Further the commission said that "obvious inexperience, ignorance and ineptitude" on the part of the licensee warranted a short-term renewal until March 1, 1969. A pending application for transfer of control of the station, the commission said, would have to be set for hearing before it could make a "public interest" determination.

KXRQ(FM) faces a revocation hearing because of alleged rule violations including failure to exercise supervision over the operation of the station and falsification of logs at the direction of the licensee.

FANFARE

Johnson's CATV role questioned in House

A House Commerce Committee member last week said despite a disclaimer added to a National Cable Television Association CATV-promotion film (BROADCASTING, Feb. 26), the question of FCC Commissioner Nicholas Johnson's impartiality on CATV issues "is not satisfied."

Representative Dan Kuykendall (R-Tenn.) told House members Wednesday (Feb. 28) that "just as a judge would disqualify himself from a case in which he has specific views, Mr. Johnson, as a member of this 'quasi-judicial' body, has an obligation to disassociate himself with future decisions concerning CATV." The NCTA film features the commissioner's favorable comments about cable television.

The congressman noted he was "entirely in sympathy with the points made" in a BROADCASTING editorial (Feb. 19), adding: "I offer no brief for or against the controversy. I do question the ethics of members of regulatory bodies involving themselves in activities that raise questions regarding their impartiality."

Plans set for IRTS's 28th annual banquet

Star entertainment has been lined up for the 28th anniversary banquet of the International Radio and Television Society on March 14 at the Waldorf-Astoria in New York. The event is held annually at which time the IRTS Gold

Medal is presented for outstanding achievement in broadcasting.

This year, IRTS will cite ABC News, CBS News and NBC News for outstanding collective contribution to electronic journalism. Elmer Lower, Richard S. Salant and William R. McAndrew, presidents of the respective news organizations, will accept the medals on behalf of their networks.

A special entertainment program, starring Rowan and Martin, who have their own show on NBC-TV, will be presented, with Ted Fetter, ABC vice president and national program director, producing for IRTS.

FCC sleuths study TV-award procedures

Hollywood, which dearly loves to give out awards, is having this propensity questioned by the FCC. Two FCC investigators have spent the last two weeks in Hollywood checking into the procedures for determining the winners of awards that are presented on television. A particular target would appear to be the Hollywood Foreign Press Association, which annually gives out the Golden Globe awards in the motion-picture and television fields.

Herbert G. Luft, president of the association, reports that he has had several discussions with the FCC team in the last eight days. He described the meetings as "an inquiry not an inquest." According to Mr. Luft, the commission "is looking into the whole procedure of awards, including the Emmys and the

Oscars."

The Hollywood Foreign Press Association, which has some 120 members, has been presenting its Golden Globes for the last 25 years. But it has been only in the last four years that the awards presentations have been carried on television. All of the televised awards shows have been on NBC-TV, twice as a portion of the *Andy Williams Show*, and in the last two years, as a special with Mr. Williams acting as host. The HFPA is a partner in the awards show with Mr. Williams.

Drumbeats ...

Red letter day ■ WLBW-TV Miami is giving roses on its anniversary. One year ago today, the "Order of the Red Bow" was established when WLBW-TV opened its new studios and gave each of the 262 witnesses to the event a piece of the official red bow. To commemorate the event, the station sent a red red rose tied with a red bow to each of the "founding fathers" of the order.

Dial a refund ■ KGMB Honolulu has launched a campaign to match unclaimed income tax refund checks with their rightful owners. Due to lack of correct mailing addresses, etc., \$42,000 in tax refunds were waiting for island residents. KGMB produced a 30-second spot using this theme and played it throughout its regular programming. Each time the spot was played a name was taken from the Internal Revenue master list and read over the air with the telephone number to call. So far 154 taxpayers have collected their undelivered refund checks

for a total of \$20,096.27, according to the station.

UN award ■ The Deadline Club, New York chapter of the professional journalism society, Sigma Delta Chi, has announced the annual United Nations awards competition for distinguished correspondence concerning the UN organization. The award, sponsored by the International Telephone & Telegraph Corp., consists of \$500 and a trophy. Newsmen throughout the world are eligible for the award, which will be presented for outstanding journalistic coverage of the UN for the period April 1, 1967 to March 31, 1968. Entries must be submitted by March 31,

1968 to: Deadline Club Awards, c/o Kenneth M. Baker, Olin, 460 Park Ave., New York, N. Y. 10022

Hope-Chrysler honored ■ Bob Hope and Lynn Townsend, chairman of the board of the Chrysler Corp., have been chosen to share the 1968 award as "Man of the Year" in international communications by the Hollywood Radio and Television Society. The dual award is in recognition of Mr. Hope's Christmas telecast from Vietnam and his show from New York's new Madison Square Garden to aid the U.S.O. Both programs were sponsored on network television by the Chrysler Corp. The award will be presented as a high-

light of HRTS's 8th annual International Broadcasting Awards dinner on March 12 in the Los Angeles room of the Century Plaza hotel.

Inter-American musical ■ John W. Kluge, chairman of the board and president of Metromedia Inc., has accepted the position of chairman of the Fourth Inter-American Music Festival, it was announced by Dr. Jose Mora, secretary general of the Organization of American States. President and Mrs. Johnson have accepted the honorary chairmanship of the event. The festival will be held in Washington this June under the auspices of the OAS and the Inter-American Music Council.

EQUIPMENT & ENGINEERING

D.C. tower plan faces new legislative threat

A bill to require radio and TV towers to be set back from state roads a distance equivalent to the tower's height has been introduced in the Maryland legislature. Although no one gives it much chance of passage, a law could bode trouble for many TV stations in that state as well as others.

The "emergency" bill was introduced by Delegate Martin S. Becker (D.-Montgomery county) and would require the permission of the State Roads Commission before any radio or TV tower could be built that is less than its height from a state road. The bill is aimed at the 1,219-foot tower being planned for six Washington TV stations near the Capital Beltway in Silver Spring, Md. The proposed site is less than 1,219 feet from the beltway. As an emergency measure, the bill becomes effective immediately after passage by three-fifths of the House of Delegates and the Senate and signed by the governor. An ordinary bill requires only majority votes and becomes effective July 1 unless vetoed by the governor.

Sylvania claims new tube is brightest yet

A TV picture tube described as "the brightest in the history of color television" and two color-TV receiving tubes were introduced in New York last week by Sylvania.

According to George K. Beare, Sylvania president, the new picture tube is "23% to 69% brighter than other tested tubes" because of a new method of dry-dusting the phosphors onto the faceplate, a new electron gun, and a new temperature-compensated mask.

The new receiving tubes were de-

veloped for use in the critical high-voltage and high-power sections of color sets.

William T. Buschmann, Sylvania marketing vice president for electronic components, predicted continued strong demand for tubes, despite inroads by solid-state devices. He estimated that only 3% of all color sets produced this year will be of solid-state design, 14% will be combinations, and 83% will be equipped with tubes. By 1970, he said, the tube category will be 48% of all sets, combination designs will grow to 40%, and solid-state types will be 12% of the total market.

New film technique needs no extra light

Howard A. Anderson Co., Hollywood-based film optical and photographic special effects firm, has demonstrated what it claimed was the first use of color-TV cameras under natural lighting conditions in a night club. Demonstration film shown was of several performances by Danny Thomas at Harrah's night club in Lake Tahoe, Nev. As *Thomas at Tahoe*, it was on NBC-TV on Feb. 26.

The Anderson firm photographed the special program and, in cooperation with Consolidated Film Laboratories, Hollywood, developed the system for filming without the use of supplementary lighting. The company says this is "the most important technological advance in film production in the last 15 years." The new technique makes use of fast lenses and extended film development. It reportedly offers substantial savings by cutting down on the need for lighting equipment and production crews. The process has been used in night shooting for NBC-TV's *I Spy* and for other television action filmed on location.

Technical topics . . .

Sales expansion ■ Gravco Sales Inc., exclusive sales agency for The Grass Valley Group Inc., and CEI, has opened a New York office and relocated its California office. The main office has moved to 6515 Sunset Boulevard, Suite 206, Hollywood 90028. The new office at 79 South Oyster Bay Road, Syosset, N. Y. 11791. Gravco also represents Canon U. S. A. Inc., in California and Nevada.

Location units ■ Fouad Said Productions, Hollywood, last week announced that within two months it will put into operation five new mobile location film production units. The units, specifically built to be transported by air cargo, are said to represent a total investment of more than \$2 million. Plans are for the units to be used in the filming of TV series and feature films on location anywhere in the world. Said Productions has provided a location truck for NBC-TV's *I Spy* since the start of the series three seasons ago. The new units are to be more sophisticated and "greatly improved" versions of the one already in operation.

Camera on exhibition ■ A portable, wireless, black-and-white television camera developed by CBS Laboratories, Stamford, Conn., was on exhibit at the 1968 Brooklyn Museum Annual Design Show in late February. The camera was selected for the New York showing by *Industrial Design* magazine as "representing the best in contemporary industrial American design." Development of the camera was first announced by CBS about nine months ago.

Hello dolly ■ Gruber Products Co., Toledo, Ohio, has introduced a new line of Wheelit Loadzer carriers specially designed for handling of heavy video-tape machines, TV monitors and other broadcast gear in remote work.

The equipment rides on a special folded dolly inside a station wagon or van which becomes a sturdy wheeled carrier on location.

New entry in video-taping

American Photocopy Equipment Co., Evanston, Ill., major manufacturer and supplier in the photocopy and graphic-arts fields, has ventured into electronic communication with a new closed-circuit video-tape system designed for the educational and business markets. The APECO Tele-Tape system includes half-inch helical scan recorder, compact vidicon camera and 12-inch monitor plus varied optional production and other accessories. Package price begins at \$1,485.

FCC acts on CARS requests

The FCC last week said that applications for new stations or frequency assignments in the Community Antenna Relay Service (CARS) for the 3,700-4,200 mc and 5,925-6,425 mc bands, which were filed on or before Feb. 15, will be processed. Feb. 15 is the date the commission adopted new rules affecting CARS (BROADCASTING, Feb. 19). Those applications will necessarily comply with the old rules' standards. The commission said that applications filed or modified after Feb. 15 will not be processed until March 22, and must meet the new standards.

Color gear backlog at IVC

International Video Corp., Mountain View, Calif., reports a backlog of orders for its new IVC-100 color television camera amounting to more than \$1 million. The three-vidicon camera unit, which includes integral viewfinder, sync generator and encoder, sells for \$12,600. It's said to be one of the few, if not the first, color-TV camera offered for less than \$30,000. It's promoted as being applicable to the educational, industrial and medical fields, as well as useful in advertising and teleproduction services. International Video also manufactures and sells the IVC-800 NTSC-type color video-tape recorder priced at \$4,200. Deliveries of this equipment began last December against a reported order backlog also of more than \$1 million.

Rule change affects cameras

The FCC amended its rules to permit operation of low-power broadcast-auxiliary stations in the 942-952 mc band. The rule change will allow short range (about a few hundred feet) voice communication and signal transmission required for operation of portable TV cameras. Under the new rules, power of the unmodulated carrier at the transmitter output may not exceed 1 w. The rule change had been proposed by NBC and ABC (BROADCASTING, Aug. 28).

INTERNATIONAL

Quebec authorizes own educational system

CLAIMS RIGHT UNDER 1945 PROVINCIAL LAW

Premier Daniel Johnson of Quebec, who has complained to Prime Minister Pearson about the new Canadian broadcasting legislation and another federal bill on educational television, has announced in Quebec City that the Quebec government will apply a 1945 provincial law "to establish, possess and operate a broadcasting system to be called Radio-Quebec." The new broadcasting system to be operated by the province of Quebec will be concerned with educational radio and television. Premier Johnson left open the possibility that the new system could eventually go into the area of general broadcasting.

At the federal-provincial conference in Ottawa last month Quebec had asked for both a say in the operation of the French-language network of the Canadian Broadcasting Corp. and for a voice on the federal broadcasting agency de-

signed to replace the Board of Broadcast Governors.

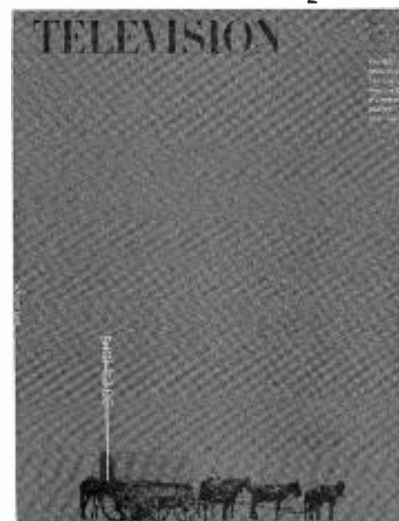
Mr. Johnson said he does not intend to break negotiations with Ottawa over broadcasting jurisdiction.

Guerin to be president • The premier also has announced the appointment of three officials to a corporation called the Quebec Radio Bureau, which will operate Radio-Quebec.

Judge Guy Guerin of the Montreal Sessions Court has been named president of the bureau. The others named were Jacques Gauthier, a former television producer employed as government adviser on radio and television and Jean-Marie Beauchemin, associate deputy minister of education.

Premier Johnson described the appointment of the three officials to the radio bureau as a first step in application of the 1945 law, which is expected to be amended during the present ses-

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sion. He did not say how the long-dormant legislation would be modified.

The premier said the radio bureau would serve as an instrument for negotiations with the federal government in Ottawa and "with other countries if necessary." By "other countries" the premier was referring to Quebec's intention to cooperate with France in the launching of a Franco-German communications satellite which would transmit French-language programs to Quebec from overseas.

September is Target ■ Last week Judge Guerin, who will retain his status as a judge for the remainder of his new mandate, said Radio-Quebec expects to begin broadcasting its first educational programs in the Montreal and Quebec City areas by September, although network officials do not know exactly how the planned programs will be transmit-

ted. He said Radio-Quebec did hope to use the facilities of private television networks in Quebec and that negotiations with the French-language network of the CBC could be undertaken shortly.

Judge Guerin said Radio-Quebec would not require a broadcasting permit from the Board of Broadcast Governors because it does not intend to compete with commercial stations.

Abroad in brief . . .

Overseas agency appointment ■ Ted Bates Werbegesellschaft mbH, Frankfurt, Germany, has been named to handle the Waterman-Bic Pen Corp., Milford, Conn., line of Bic ballpoint pens in Germany. Bates also handles Bic's United States and Spanish-market advertising in Puerto Rico and along the Mexican border.

CAPAC move to raise CBC charges fails

A request by the Composers, Authors and Publishers Association of Canada for an increase of almost half a cent per capita in the rate for royalties that CAPAC is paid by the Canadian Broadcasting Corp. has been rejected by the government's copyright appeal board in Ottawa.

The board held a two-day hearing in January at which the CBC protested an increase to 4.3 cents from 3.85 per capita of national population.

The CBC paid the association \$731,910 in royalties during 1966, \$785,600 in 1967, and will pay an estimated \$799,000 this year under the present rate. CBC estimated that CAPAC would receive \$892,000 this year if the increased rate was allowed.

FINANCIAL REPORTS

RCA keeps shattering records

Healthiest fourth quarter helped to push 1967 sales past \$3-billion mark, profits over \$147.5 million

Sales and profits at RCA set new records in 1967 for the sixth straight year, it was reported last week.

According to the giant communications corporation's annual report for 1967, RCA had sales of \$3,027,216,000, and profits of \$147,509,000. Sales and profits in 1966 were \$2,891,975,000 and \$144,459,000, respectively. Earnings per share for 1967 were \$2.27 compared with \$2.26 in 1966.

Figures released last week confirmed preliminary projections made late last year by RCA President Robert W. Sarnoff (BROADCASTING, Jan. 1). At the time, Mr. Sarnoff also said NBC revenues for 1967 would exceed the \$500 million mark for the second straight year, and would be at a new sales peak. The NBC-TV network, he claimed, was maintaining a leadership among the 18-to-49-age viewing group and was continuing to attract more advertisers than either of the other two television networks.

Best Quarter ■ Last week, Mr. Sarnoff, also revealed that the fourth quarter of 1967 was the best single profit quarter in RCA's history. According to the annual report, profits for the three months were \$51.5 million, or 80 cents per share, compared to \$48.8 million, or 77 cents per share for the final quarter in 1966. Sales, however, fell from \$845,475,000 in the final quarter of 1966 to \$820,416,000 during the comparable period of 1967.

RCA's growth in 1967 was said to

be attributable to advances in five areas: An increase in the company's share of the color television market; increased "commitment" in the computer industry; entrance into the service industry; involvement in new areas of business opportunities; and an increase in RCA's international business.

These gains were registered, the annual report said, despite "the combined pressures of heightened operating costs, a month-long strike at nine of our plants, and softness in consumer durable goods demand."

Gains were also made, said RCA, despite losses in the company's computer operations, the failure of color television set sales to meet expectations, and a cut-back in the company's government business, which accounts for 18% of RCA's business, according to the company report.

For the year ended Dec. 31, 1967:

	1967	1966
Earned per share	\$2.27	\$2.26
Income	3,027,216,000	2,891,975,000
Net profit	147,509,000	144,459,000
Average shares outstanding	62,482,000	61,349,000

(Figures for the 1967 periods include, and figures for the 1966 periods have been restated to include, those of the Hertz Corp. which was merged into RCA on May 11, 1967, and accounted for as a pooling of interests.)

Capitol, Audio merge

Capitol Records Inc., Hollywood, last week merged with Audio Devices Inc., New York, with the name of the merged company being Capitol Industries

Inc. The transaction involved an exchange of stock with a current market value of more than \$86 million. Capitol Records had been 99.7% owned by Electric & Musical Industries Ltd., Middlesex, England, which remains a major stockholder in the merged company. Audio Devices produces precision magnetic tape. Both merged companies become subsidiaries of Capitol Industries, which now is listed on the American Stock Exchange.

Storer's gross rises, but net drops for '67

Gross broadcast revenues in 1967 for Storer Broadcasting Co. moved up by 7.2%, although net income on broadcast operations fell by almost \$400,000, Storer Broadcasting Co. has reported.

Storer reported 1967 consolidated revenues from all sources at almost \$4 million above 1966, with net income, after nonrecurring loss, down by almost the same amount.

Storer owns 85.67% of Northeast Airlines Inc., which sustained pretax losses of almost \$4.5 million compared with a profit of \$109,234 in 1966. Losses were due to two principal factors, Storer said: delays in the delivery of new jet aircraft during the first part of the year, and costs of completing transition to an expanded fleet of all turbine-powered aircraft. The 1966 profit was largely due, the company said, to the strike of mechanics against competing airlines, resulting in abnormally high revenues for Northeast. The nonrecurring loss reflects, Storer said, the estimated loss to be realized on

disposal of aircraft and parts retired from service. Northeast reported a year-end loss of \$5.2 million compared with a profit of \$127,000 in 1966. Operating revenue rose to \$78.85 million in 1967, compared to \$62.3 million in 1966. Also disclosed were plans by Northeast to offer a \$6.3-million security issue, with details to be firmed after permission is received from the Civil Aeronautics Board.

Also reporting pretax losses was Storer Leasing Corp., a 100% subsidiary of Storer, which leases jet aircraft to Northeast. Storer Leasing's pretax loss was \$800,000 higher in 1967 than in 1966, the company said.

Although profits for broadcasting operations were down in 1967, principally due to anticipated operating losses in the development of WSBK-TV (ch. 38) Boston, profits from broadcasting otherwise showed an improvement over 1966, Storer said. The Boston UHF station's losses covered the full year of 1967, it was noted, whereas the 1966 results included only four months' operations. Storer bought the Boston station in 1966 for more than \$2.25 million.

For year ended Dec. 31, 1967:

	1967	1966
Earned per share	\$1.65	\$2.56
Gross revenues from broadcast operations	56,519,507	52,727,278
Profits from broadcast operations (pretax)	16,551,920	16,934,711
Losses of nonbroadcast subsidiaries (pretax)	6,528,559*	1,126,544*
Net income from operations before income taxes	10,023,361	15,808,167
Provision for income taxes	2,229,609	5,895,338
Net income from operations	7,793,752	9,912,829
Per share	1.86	2.38
Nonrecurring items	898,764*	720,954
Net income	8,692,516	10,633,783
Average shares outstanding	4,179,655	4,156,581
* losses		

Atherton Investment takes control of MVR

Majority ownership of MVR Corp., Palo Alto, Calif., developer and manufacturer of stop-action and slow-motion TV disc recorders, has been acquired by a group of investors headed by Atherton Investment Corp. of Palo Alto. Price of the tender offer to MVR stockholders was not disclosed.

Ray Stewart, AIC president, has been named president of MVR in addition to his AIC post. Kurt Machein, president of MVR, becomes vice president and technical director as well as board chairman of MVR under its new control. Gordon L. Ness, president of electronic marketing and management consulting firm bearing his name, was retained to serve as vice president, marketing, continuing his other activities also. Frank Gonzalez, MVR marketing manager, will report to Mr. Ness.

Gannett's 'best ever'

Gannett Co., Rochester, N. Y.-based group broadcaster and newspaper publisher, in its first report since the company went public last October with an offering of 500,000 shares, stated that 1967 was its "best ever." Paul Miller, Gannett president, said unaudited and rounded off figures were \$110 million for total revenues and a net profit of \$7.4 million, up 5.9% over 1966.

Screen Gems hits new highs in first half

Screen Gems Inc. last week reported record earnings and sales for the fiscal six month period ended Dec. 30, 1967.

Profits for the quarter ended Dec. 30, 1967 were \$1,697,000 or \$0.42 per share, compared to profits of \$1,498,000 or \$0.38 per share for the same period last year, which represent the highest second fiscal quarter and the highest individual quarter in the company's history.

For six months ended Dec. 30, 1967:

	1967	1966
Earned per share	\$0.70	\$0.65
Gross income	63,209,000	53,378,000
Net earnings	2,810,000	2,593,000
Average number of shares outstanding	4,036,125	4,002,063

Applied Magnetics buys Schafer Electronics

Schafer Electronics, Chatsworth, Calif., a major designer and manufacturer of broadcast automation systems, is being merged into Applied Magnetics Corp., Goleta, Calif. Agreement calls for exchange of Applied Magnetics stock for all common shares of Schafer. The transaction is estimated to be in excess of \$1 million.

Applied Magnetics, whose stock is traded over-the-counter, designs and manufactures high precision magnetic recording heads and disk memories for the computer industry. Harold R. Frank is president and a principal stockholder.

Schafer Electronics, whose stock is closely held, principally by President Paul C. Schafer, also designs and manufactures the Matrix product line of high frequency switching systems and produces a special product line of professional slow-speed tape recorders. Schafer, which currently is doubling its plant capacity, will operate as a subsidiary of Applied Magnetics, with its present organization and management remaining in tact.

Reeves asks approval of Huntsville pacts

Consolidation of all three CATV systems in Huntsville, Ala., under Reeves Broadcasting Corp. ownership became known last week when Reeves issued a proxy call for a special stockholders meeting March 20.

The broadcasting company, which already owns a cable system in Huntsville serving 8,000 subscribers, has signed agreements to acquire Video Cable Systems Inc., with 4,300 customers, and T&G Cable Co., serving 200 customers. Payment for Video Cable would be 15,000 shares of 2% convertible preferred stock of Reeves Broadcasting. Part of the agreement calls for Reeves to retain William O. Neal, 85% owner of Video, as a consultant for five years at not more than \$37,500 annually, and also to lend him \$50,000. Purchase price for the T&G Cable firm would be \$75,000.

Reeves Broadcasting, group broadcaster, also is a multiple CATV owner, serving 17 communities in full ownership, one community in half ownership, and one under construction. The systems are in Virginia, Alabama, Maine, Ohio, South Carolina, Kentucky and Oklahoma. Total customers: over 28,000.

New Stock ■ The special meeting seeks stockholder approval for the establishment of a new class of 100,000 shares of no-par, preferred stock. The stock is to be issued in series, with the first going for the purchase of the Huntsville CATV system.

Reeves Broadcasting had total revenues of \$8.9 million in 1966, with net income after taxes of \$698,670 (42 cents a share). For the first nine months of 1967, ended Sept. 30, 1967, total revenues were \$7.1 million, net income \$544,360 (30 cents a share). Consolidated balance sheet as of Sept. 30, 1967, showed Reeves with total assets of \$19.7 million, of which \$3.4 million are current assets, total current liabilities of \$2.3 million, and long term debt of \$7.2 million.

Video Cable Systems reported total revenues of \$279,520 and net income of \$13,190 for its fiscal year ended March 31, 1967.

The Reeves proxy statement showed that 30.38% of gross operating revenues, but only 5.44%, of income came from broadcasting. This low percentage contribution, the statement said, was attributable to operating losses of WITH-AM-FM Baltimore in 1966; the stations are now operating profitably, the company said.

Other percentage contributions: Reeves Sound Studios Division, 36.33% gross, and 43.44% income; CATV di-

vision, 9.37% gross and 30.72% income, and real estate, 23.92% gross, 20.40% income. Income is before administrative expenses, interest and taxes.

Reeves is listed on the American Stock Exchange. It closed at 11½ last Thursday.

Gross's income rises, but earnings drop

Gross Telecasting Inc., licensee of WJIM-AM-FM-TV Lansing, Mich., and owner of Pear and Partridge Inc., a restaurant subsidiary, last week reported increases in combined broadcast, restaurant and investment income in 1967 over that of 1966 but a drop in net earnings due, it said, to first-year operational restaurant costs and increased expenses in radio and television.

The company also paid dividends of \$2 per share on common stock and 37½ cents per share on common B stock, including an extra dividend of 40 cents and 7½ cents, respectively, maintaining an uninterrupted dividend payment for 13 consecutive years.

Harold F. Gross, president, said that the most important progress during 1967 was the switch to all-color telecasting. Also, he noted a new production studio is scheduled for completion this spring.

In a letter to stockholders, Mr. Gross said that "with the uncertainties that accompany war, inflation, higher taxes and an election year, it is probable that 1968 would be another period of readjustment."

For 12 months ended Dec. 31, 1967:

	1967	1966
Earned per share	\$2.02	\$2.37
Revenues	3,573,983	3,400,930
Net earnings	806,244	946,556

H&B pretax profits jump healthy 46%

H&B American Corp., one of the nation's largest CATV owners, reported increases in earnings per share, gross revenues and net income for the six month period ended Jan. 31. Gross revenues increased 17% and pretax operating profits were up 46%, according to the unaudited report.

H&B, operator of 27 systems serving 108,000 subscribers, recently acquired four systems in western Montana and an 80% interest in a CATV system serving the Portland, Ore., metropolitan area (BROADCASTING, Feb. 26).

For six months ended Jan. 31:

	1968	1967
Earned per share	\$0.14	\$0.10
Revenue	3,281,906	2,804,555
Pretax income	539,770	368,839
Net income	389,770	278,839

66D (FINANCIAL REPORTS)

Filmways buys tape firm for total \$1.75 million

Filmways Inc., Los Angeles-based motion picture and television program producers and distributors, has entered an agreement to acquire Broadcast Electronics Inc., Silver Spring, Md., manufacturer of tape cartridges and machines. The agreement calls for an exchange of Filmways convertible preferred stock for Broadcast Electronics common stock. The transaction is estimated to total about \$1,750,000.

Broadcast Electronics is principally owned by Ben Strouse, former principal owner of WWDG-AM-FM Washington, which was sold to Avco Broadcasting Corp. in 1965 for Avco stock, at that time valued at about \$3.6 million (BROADCASTING, Aug. 2, 1965). Other Broadcast Electronics principals are Ross Beville, president; John L. Neff, vice president-sales, and Donald R. Smith, vice president-administration.

The acquisition marks Filmway's third within a year of companies supplying equipment and services to the communications field. On Feb. 15 Filmways announced an agreement to acquire Teen-Age Fair Inc. and Spectacle Productions Inc. (BROADCASTING, Feb. 19).

Rollins lifts earnings 36% for nine months

Rollins Inc., Atlanta-based group broadcaster and diversified company, reported record highs in revenues and earnings for nine months ended Jan. 31.

Net earnings increased 36%, revenues 8%, and earnings per share 34% over the same period in 1966.

Figures do not include results from Rollin's latest acquisition, Dwoskin Inc., wholesale distributor of wallcoverings, acquired Jan. 1. It will be reflected on a pooling-of-interests basis for the entire fiscal year as of April 30.

For nine months ended Jan. 31:

	1967	1966
Earned per share	\$1.23	\$0.92
Revenues	63,039,538	58,245,767
Net earnings	4,858,754	3,581,339
Average number of shares outstanding	3,943,459	3,904,055

Directors OK merger of Chris-Craft, Baldwin

Terms for the proposed merger of Chris-Craft Industries Inc., Oakland, Calif., and Baldwin-Montrose Chemical Co., New York, were approved by directors of the companies last week. Baldwin-Montrose shareholders will receive one share of a new Chris-Craft

convertible preferred stock for each two common shares held. In addition, they will receive one share of a Chris-Craft prior convertible preferred for each B-M convertible preferred share held. Baldwin-Montrose debentures will be exchanged one-for-one for an equivalent debenture from the merged organization.

The two companies have combined assets exceeding \$107 million. Chris-Craft, which will be the surviving company in the merger, accounts for some 85% of total assets.

Late last year, Baldwin-Montrose, a chemical company, increased its holdings in Chris-Craft to about 35%. At that time, Herbert J. Siegel, chairman of B-M, was elected chairman and president of Chris-Craft. It was also indicated that managements of the three TV stations owned by Chris-Craft would remain the same under the merger. The Chris-Craft stations are KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

Official Films files for preferred stock

Official Films Inc., New York, distributor of television film series and feature films, registered 132,000 shares of 4½% cumulative convertible preferred series-A stock last week with the Securities and Exchange Commission.

The stock will be offered at a maximum of \$10 per share to present common stockholders on the basis of one share of preferred stock for each 20 shares of common stock held, yielding a return of \$1,320,000.

Of the proceeds \$400,000 will be used to discharge bank notes and \$325,000 will be used to pay notes held by Louis C. Lerner, OF chairman and chief executive officer, and to Victoria Investment Co. Ltd. Mr. Lerner beneficially owns 22.8% of OF's total outstanding shares and Victoria Investment Co. Ltd. (on behalf of Moncus and Co.) owns 33.9%. Mr. Lerner beneficially owns almost 42% of Victoria.

For the fiscal year ended June 30, 1967, OF showed income of \$907,907 and a net loss of \$852,235. For the six months ended Dec. 31, 1967, it showed income of \$332,098 and a net loss of \$407,556.

Official listed as of Dec. 31, 1967, total assets at \$4,037,061 of which \$3,864,650 were total current assets. Total current liabilities were \$3,655,855 and long term debt was \$163,334.

OF stockholders met in New York last Tuesday (Feb. 26) and elected a board of directors, including the reelection of Mr. Lerner as chairman and chief executive officer and Girard W. Brooks, president.

BROADCASTING, March 4, 1968

W7's half-year report shows \$536,000 net

Warner Brothers-Seven Arts Ltd. reported last week that net income for the six months ended Dec. 31, 1967, amounted to \$536,000, equal to 14 cents a share. Net sales during the period totaled \$69,123,000.

Net income for the quarter ended last Dec. 31 was reported at \$1,014,000, equal to 27 cents per share. Net sales for the period amounted to \$41,752,000.

It was pointed out that comparative figures for the fiscal periods of the previous year were not available because the assets of Warner Brothers Pictures Inc. were acquired as of June 30, 1967.

Herald-Traveler shows loss in '67; sees upturn

Extensive reorganization that imposed heavy costs drove net income of Boston Herald-Traveler Corp. (WHDH-AM-FM-TV Boston) to a loss position in 1967.

Among changes, in addition to the consolidation of the morning *Herald* and afternoon *Traveler*, according to George E. Akerson, president and publisher, were increased purchase of feature films for WHDH-TV that cost \$400,000 for the first year's amortization, and purchase of a \$1 million mobile unit.

Mr. Akerson said he expects 1968

to mark a beginning of a new pattern of profitable performance. He also recommended that he be moved up to chairman, with Harold Clancy moving from vice president to president.

Herald-Traveler is awaiting final FCC decision in the Boston channel 5 case, following an oral argument last September. Hearing examiner recommended in 1966 that the 1962 grant to Herald-Traveler be affirmed.

For the year ended Dec. 31, 1967:

	1967—	1966
Earned per share (loss) (\$0.19)		\$3.50
Net revenue	38,434,028	38,309,490
Operating profit	1,063,548	3,363,961
Income before extra-ordinary item	156,403	1,978,452
Net income (loss)	(104,795)	1,978,452

Gross up but net down for John Blair in '67

Gross revenues at John Blair & Co. increased in 1967 but net earnings declined, it was reported last week.

The consolidated results reflect revenues and earnings attributable to Blair's 51% interest in American Printers and Lithographers for the full year of 1967 but only the fourth quarter of 1966 and to a pooling of interests for both years with Alden Press Inc. The net earnings for 1967 include the special nonrecurring charge of \$268,000 attributable to the write-off of all of Blair's investment in Central Media Bureau Inc.

For the year ended Dec. 31, 1967:

	1967	1966
Net earnings per share	\$1.78	\$2.31
Net earnings	1,918,000	2,520,000
Revenues	27,107,000	20,577,000

FATES & FORTUNES

BROADCAST ADVERTISING

Charles H. Felt, senior VP and creative director of MacManus, John & Adams, Bloomfield Hills, Mich., elected senior VP and associate director of creative services on Chevrolet account for Campbell-Ewald, Detroit.

John E. Lauer, sales manager for CBS Radio Spot Sales, Chicago, named general sales manager of WBBM Chicago. He succeeds Jack Bivens who becomes sales manager at WFLD-TV Chicago.

David Leddick, Howard Stabin and Joel Wayne, associate creative directors with Grey Advertising, New York, named VP's and creative directors. Sam Abelow, creative director, named VP. Bob Emenegger, creative director for Grey, Beverly Hills, Calif., named VP-creative director.

Richard C. Knowles, credit manager for Humble Oil & Refining Co., Hous-

ton, appointed advertising manager.



Miss Verhine

Patricia Verhine, Hubert J. Sebastian and Eldon L. Spears, with research and marketing services department of Ted Bates & Co., New York, elected VP's and, respectively, director of research, associate research director, and director of communications research division.



Mr. Sebastian



Mr. Spears

Lawrence E. Wilson, senior account executive, and Robert W. Bidlack Jr.,

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account executive, both with Caldwell-Van Riper, Indianapolis agency, named VP's.

Ralph J. Neugebauer, media supervisor for Dancer-Fitzgerald-Sample, San Francisco, named media director, succeeding **Joseph Therrien**, who resigns to join Peace Corps in Colombia.



Mr. Gonsier

Ira Gonsier, VP with Sullivan, Stauffer, Colwell & Bayles, New York, named director of media operations.

John Mann, with Bonen, Mann, Korenberg, Montreal agency, and **Salvatore Spagnolo**, with McCann-Erickson, New York, join Cunningham & Walsh, New York, as copy supervisor and art director, respectively.

Daniel R. Fineberg, media supervisor for Gardner Advertising, St. Louis, joins Krupnick & Associates, that city, as director of media and market research. **Eloise Cockrum**, with Krupnick & Associates, named media manager, and **Lynn Borchardt** appointed research librarian.

Tom Heapes, with WIL St. Louis, appointed general sales manager, succeeding **Lew Birchfield**, who joins KBTR Denver as general manager. **Homer Griffith**, from KCFM(FM) St. Louis and KSHE-FM Crestwood, Mo. and at one time owner of station representative firm, joins sales department of WIL-FM St. Louis.



Mr. Lindman

George E. Lindman, national sales manager for Golden West Broadcasters radio division, named general sales manager of Golden West's KMPC Los Angeles, succeeding **Stanley L. Spero**, named general manager of station (BROADCASTING, Feb. 19).

Neil Randall, general manager of WNJR Newark, N. J., joins New York sales staff of Savalli/Gates.

Glen Burnside, with WABC-TV New York, joins NBC Television Spot Sales there as account executive.

Walter S. Newhouse Jr., assistant sales manager of WQXR New York, appointed sales manager.

Lloyd Werner, with ABC Television Spot Sales, Chicago, named account executive in New York.

Jascha Zayde, pianist-composer, joins Kingen Feleppa O'Dell Inc., New York agency, as musical director and consultant.

John Davis, copywriter with Aylin Advertising Agency, Houston, named copy chief. **E. R. (Dick) Smith**, former-

ly copywriter and account executive there, appointed radio-TV director.

Robert J. Conway assistant sales manager of WBEN Buffalo, N. Y., appointed national sales manager. **Lawrence W. Grogan Jr.**, local sales representative for station, appointed local sales manager of WBEN-AM-FM. **Chester E. Daly**, general sales manager of WBEN-AM-FM, retires.

Peter L. Romanow, account executive at WCDQ Hamden, Conn., appointed general sales manager, WFIF Milford, Conn.

Charles E. Jones, VP, Gumbinner-North Co., New York, named account group supervisor.

Roger Proulx, with Ogilvy & Mather's copy department, New York, joins Lambert Agency, that city, as copy chief.

Jeffrey J. Marlin appointed director of sales promotion for Greener, Hiker, Sears, New York, radio representatives.

Budd White joins Lewis & Gilman, Philadelphia, as copywriter.

Ronald A. Luippold, with WSRO Marlboro, Mass., appointed local sales manager.

Bill Williams, general manager of KJNO Juneau, Alaska, joins KBYR Anchorage as sales manager.

William B. Decker, general manager of KNBR San Francisco, joins KGSC-TV San Jose, Calif., as sales manager.

Charles W. Pickering, sales manager of WKBG-TV Cambridge, Mass., named general sales manager/assistant general manager of WJIB(FM) Boston. Both are Kaiser Broadcasting stations.

James D. York, salesman with KWTW (TV) Oklahoma City, joins KVOO-TV Tulsa, Okla., as local sales manager.

Macey I. (Mike) Schaffer, with WAJA-TV Miami, named sales manager.

P. Terrence Raily, formerly with Grey Advertising, New York, joins Henderson, Bucknum & Co., Denver agency, as account executive.

Allan David, producer-director with KCAU-TV Sioux City, Iowa, joins Bozell & Jacobs, that city, as account executive.

MEDIA



Mr. Freeman

both Coral Gables, Fla., as VP and station manager.

George A. Freeman, account executive with WDRG Hartford, Conn., joins WCCC-AM-FM, that city, as general manager.

Robert B. Martin, station manager for WKYC Cleveland, joins WVCQ and WYOR-FM,

Jack C. Burnett, one-time owner of former KULA-AM-TV Honolulu, rejoins stations (now KKUA-AM-TV) as station manager.

Julia R. Setterholm, with southern California law firm, appointed attorney for law department, NBC, West Coast.

Mark Georgeou, attorney with National Association of Broadcasters, joins Air Transport Association as labor relations director.

PROGRAMING

Ted Leonard, production executive for Paramount Pictures, Hollywood, appointed production manager of Paramount Television, that city.



Mr. Prevatte

Norman L. Prevatte, VP of Lloyd Advertising, Charlotte, N. C., joins WBTV(TV) there as executive producer.

David M. Kennedy, coordinator of sports for NBC, joins Trans-World Enterprises, Los Angeles as sports-program producer, as director of programs and sales.

Carl Truman Wiglesworth, with WKLO Louisville, Ky., named program director.

Russell Barber, manager of community relations for WCBS-TV New York, appointed manager of community broadcasts, succeeding **Jerry Weissman**, who resigns to do free-lance producing and directing.

Richard P. Boule appointed operations manager for WSRO Marlboro, Mass.

Chuck Gordon, program director of WCAM Camden, N. J., joins WOBN(FM) Toms River, N. J., as program director.

Dick Blanchard, production manager with WFEA Manchester, N. H., named program director.

Nick Kolivas, with KFQD Anchorage, joins KTVA(TV), that city, as production manager.

Lynn Sanner, with KCPX-TV Salt Lake City, joins KBTR and KBTB(TV), both Denver, as sports director.

Allen L. Haushalter, director and film editor with WTTI-TV Milwaukee, named broadcast standards administrator.

Red Parton, sportscaster, joins WNYSTV Syracuse, N. Y., as sports director.

Bill Thompson, with KGBS Los Angeles, named administrative assistant to president, Comedic Productions, Hollywood.

Linley M. Stafford, promotion manager of CBS Design, New York, joins Dolphin Productions, that city, as director of creative services.

NEWS

John Adams named coordinator of newly created CBS News broadcast research unit in New York.

Peter Kraus, writer with AP's broadcast department, joins WCBS New York in similar position.

Barry Sheft, assignment editor and newsman with WGBS Miami, appointed news director.

Art Rust Jr., with WWRL New York, and **Mike Maus**, news editor with WXYZ Detroit, joins news staff of WNBC New York.

Ralph Combes, assistant news director for KWTU-TV Oklahoma City, named news director, succeeding **Dick John**, who resigns to join KHOU-TV Houston-Galveston, Tex.

Dave Sonderegger, news director for KVOA-TV Tucson, Ariz., joins news staff of WCCO-TV Minneapolis-St. Paul.

Wayne Combs, newsman with WSGN Birmingham, Ala., joins news staff of WIL St. Louis.

Bill Brooks, with KBTR and KBTU (TV), Denver, joins WNAC-TV Boston as head newsman.

David Henderson, news reporter with KTVA-TV Anchorage, named assistant news director.

EQUIPMENT & ENGINEERING



Mr. Clarke

R. Walton Clarke, with Jerrold Electronics Corp., Philadelphia, named manager of advertising for Jerrold Electronics Corp. and Technical Appliance Corp., both Jerrold Corp. subsidiaries in Philadelphia. **Jack O'Neill**, sales engineer with Jerrold Electronics Corp., Philadelphia, appointed midwestern district manager of educational and communication systems division, Wonder Lake, Ill.

Thomas J. Nicholson, executive VP of MVR Corp., Palo Alto, Calif., joins Vega Electronics Corp., Santa Clara, Calif., as executive VP and general manager.

Albert Slater, video sales engineer representative for Ampex Corp.'s audio/video communications division, appointed northeast regional sales manager for video products.

Robert G. Thompson, director of operations, elected VP of operations, TNT Communications Inc., New York, closed-circuit company. He joined TNT in 1962 from CBS, where he was director of technical operations.

McLendon changes mind

Group broadcaster **Gordon B. McLendon** last week withdrew as a candidate for the Democratic nomination for governor of Texas, saying Tuesday (Feb. 27) that he could no longer support the leader of his party, President Johnson.

Mr. McLendon had announced his candidacy in January (BROADCASTING, Jan. 8). His withdrawal eliminated the possibility that he would again face **Ralph Yarborough**, against whom he lost a closely matched and hotly conducted campaign for a U. S. Senate seat in 1964. It had been speculated that Senator Yarborough would resign his Senate post to seek the gubernatorial nomination.

In his notification of withdrawal, Mr. McLendon urged the U. S. to adopt a stance of "determined neutralism" like that of Sweden, Switzerland and Portugal.

Jack Dichtenberg, from Natronics Inc. and Audiola Corp., joins Norelco radio department of North American Philips Co. as head of technical-commercial operations.



Mr. Spranger

Paul Spranger, senior engineer for Altec Lansing, division of LTV Ling Altec Inc., Anaheim, Calif., named chief engineer of electronics. **Edward W. Stone** named regional sales manager for Altec Lansing Division of LTV Ling Altec Inc., Waukegan, Ill. **Charles A. Standiford** appointed regional sales manager for Altec Lansing, Lansing, Mich.

Duane W. Crist named marketing manager, CATV, for Anaconda Astrodata, Anaheim, Calif.

FANFARE

Tom Jones, press contact for Dick Van Dyke, named publicity director for Walt Disney Productions, Burbank, Calif.

Lynn Lucchetti, radio-television buyer with BBDO, San Francisco, joins Northern Television Inc. (KTVA-TV, KBYR and KNIK-FM, all Anchorage), as promotion manager.

Diana Hansen, press officer for Aloha Airlines, joins KKUA-AM-TV Honolulu as PR and promotions director.

Duncan Carter, with Benton & Bowles, joins Cunningham & Walsh, New York, as senior writer in sales

promotion department. **Elbert Murphy**, with O. S. Tyson and Co., joins C&W as account executive in PR department.

Murry Salberg, director of advertising and promotion, WNEW-TV New York, joins WQXR, that city, as director of promotion.



Mr. Cheyne

Robert B. Cheyne, VP-director of Herald-Traveler Corp.'s WHDH-TV, appointed director of public relations for parent firm.

W. M. Simpson, account executive for KHFI-TV Austin, Tex., appointed director of

public relations.

ALLIED FIELDS



Mr. Sacks

George Sacks, VP for marketing services and research of *Family Circle* magazine, joins Audits & Surveys, New York, as VP and director of survey division.

Roy E. Morgan, executive VP and general manager of WILK Wilkes-Barre, Pa., also elected chairman of Pennsylvania State Board of Public Welfare.

Dan Seymour, president and chief executive of J. Walter Thompson Co., New York, and member of National Taskforce, President's Council on Youth Opportunity, will serve as national communications coordinator for summer youth opportunity programs.

DEATHS

Sidney H. Piermont, 66, former talent coordinator for CBS-TV, died Feb. 21 at his home after long illness. Mr. Piermont was manager of talent for NBC from 1951 to 1958 before joining CBS. He is survived by wife, Susan, and two sons.

Hamilton S. Luske, 64, animation director for Walt Disney Productions, Burbank, Calif., died of heart attack Feb. 18. He is survived by his wife, Frances, two sons and two daughters.

Ted I. Nicholas, owner and VP of Kiley & Nicholas Advertising, Indianapolis, died of heart attack Feb. 18 in Sandusky, Ohio. Mr. Nicholas was with WIRE and WFBM, both Indianapolis, until he formed agency with William F. Kiley in 1957. He is survived by wife, Elizabeth.

Kathryn Morton Godfrey, 89, mother of CBS radio entertainer Arthur Godfrey, died Feb. 27 in Highland Park, Ill. Mrs. Godfrey was composer of marches, song *Eternity* and other works. She is survived by two sons, and two daughters.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 22, through Feb. 28 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

OTHER ACTIONS

- Review board in Santa Maria, Calif., TV proceeding, Doc. 16430, denied petition for expedited action filed Dec. 12, 1967 by Central Coast Television. Action Feb. 26.
- Review board in Cleveland TV proceeding, Docs. 15163-64. Review board recommends that joint request for approval of agreement and dismissal of application, filed Dec. 27, 1967 by Cleveland Broadcasters Inc. and Community Telecasters of Cleveland Inc., be granted and the agreement submitted therewith be approved. Action Feb. 21.
- Review board in Memphis TV proceeding, Docs. 17258-60, denied Broadcast Bureau's petition for reconsideration filed Dec. 18, 1967 and motion to certify proceeding to commission filed on Jan. 26 by Memphis Broadcasting Associates. Action Feb. 23.

ACTIONS ON MOTIONS

- Hearing Examiner H. Gifford Irion on Feb. 19 in Baltimore (Baltimore Broadcasting Co. and The Meadows Broadcasting Co.) TV Ch. 54 proceeding, scheduled prehearing conference for March 1 at 2:00 p.m. (Docs. 17740-1).
- Hearing Examiner H. Gifford Irion on Feb. 20 in Elmira, N. Y. (WENY Inc. and Channel 9 Syracuse Inc.) TV ch. 36 proceeding, rescheduled hearing from March 28 to May 2 (Docs. 17926-7).
- Hearing Examiner Jay A. Kyle on Feb. 26 in Gainesville, Fla. (Minshall Broadcasting Co., and University City Television Cable Co.) TV proceeding, upon request by Broadcast Bureau, scheduled further hearing conference for Feb. 27 (Docs. 17609-10).
- Hearing Examiner Jay A. Kyle on Feb. 27 in Durham, N. C. (Durham-Raleigh Telecasters, Inc., Triangle Telecasters, Inc., and WTVY Inc.) ch. 28 proceeding, granted joint request for continuance of hearing dates and hearing scheduled for March 11

is rescheduled for July 31 (Docs. 17670-2).

Existing TV stations

FINAL ACTIONS

- WBRC-TV Birmingham, Ala.—Broadcast Bureau granted CP to install alternate main vis. amplifier at main trans. and ant. location. Action Feb. 26.
- KAIT-TV Jonesboro, Ark.—Broadcast Bureau granted CP to change ERP to 141 kw vis., 28.2 kw aur.; change type trans. Action Feb. 26.
- WETA-TV Washington—Broadcast Bureau granted CP for noncommercial educational TV station to change ERP to 158 kw aur. Action Feb. 26.
- WVPT-TV Staunton, Va.—Broadcast Bureau granted mod. of CP for noncommercial educational TV station to change type trans. Action Feb. 26.
- FCC denied petition WWWU-TV, Battle Creek, Mich., asking for reconsideration of license grant to West Michigan Telecasters Inc., for WZZM-TV, Grand Rapids. Action Feb. 14.
- Broadcast Bureau granted mod. of CPs to extend completion dates for following stations: WXON-TV Detroit to Aug. 15 and KAUS-TV Austin, Minn. to Aug. 15. Action Feb. 15.

OTHER ACTIONS

- Commission has waived Sec. 73.682 of rules and granted request of *KQED (TV) San Francisco further extension of time to Dec. 31 to conduct experimental project involving "scrambling" of station's signal during transmission of certain educational medical broadcasts. Waiver also permits *KQED (TV) to continue, to Dec. 31, to conduct transmission test programs in connection with the experimental project during normal station programming. Action Feb. 21.
- Review board in Moline, Ill., TV proceeding, Docs. 17993-94, granted motion for extension of time filed on Feb. 21 by Moline Television Corp. and extended to March 4 time within which to file motions to enlarge, change or delete issues. Action Feb. 23.

CALL LETTER ACTIONS

- KMTW (TV) Kaiser Broadcasting Corp., Corona, Calif. Granted KBSC-TV.
- Gala Broadcasting Co., Columbus, Ga. Granted WYEA-TV.

New AM stations

APPLICATIONS

- Ada, Minn.—Henry G. Tweten. Seeks 1130 kc, 1 kw. P. O. address: 15 Wylie Court, East Grand Forks 56721. Estimated construction cost \$24,173.70; first-year operating cost \$20,000; revenue \$28,000. Principals: Henry G. Tweten, owner, Mr. Tweten is attorney, 50% owner of KRWB Roseau,

Minn. and house rental agency, and also holds numerous real estate investments. Ann. Feb. 27.

Albuquerque—Alvin L. Korngold. Seeks 1520 kc, .5 kw. P. O. address: 48 East Broadway 85701. Estimated construction cost \$8,787.42; first-year operating cost \$48,000; revenue \$48,000. Principals: Alvin L. Korngold, owner, Mr. Korngold is principle owner of KEVT Tucson, and heads own law firm. Ann. Feb. 21.

FINAL ACTION

Southington, Conn.—Fitzgerald C. Smith db/as Southington Broadcasters. FCC granted 990 kc, 500 w, DA-D. P. O. address: 141 East 89th Street, New York. Estimated construction cost \$39,958; first-year operating cost \$60,000; revenue \$84,000. Mr. Smith is owner of WLNG Sag Harbor, N. Y. Ann. Feb. 23.

OTHER ACTIONS

- Review board in Arvada, Colo., AM proceeding, Doc. 14617, scheduled oral argument before panel of review board for 10:00 a.m., March 21. Action Feb. 26.
- Review board in Mt. Carmel, Pa., AM proceeding, Docs. 17411-12, scheduled oral argument before panel of review board on March 21. Action Feb. 26.
- Review board in Edna, Tex., AM proceeding, Docs. 16572-73, granted petition for leave to amend filed Jan. 29, by Cosmopolitan Enterprises Inc. Action Feb. 23.

ACTIONS ON MOTIONS

- Hearing Examiner Isadore A. Honig on Feb. 26 in Wanchese, Midway Park and Maysville, N. C. (Outer Banks Radio Co., Onslow County Broadcasters and Hendon M. Harris), AM proceeding, granted request of Onslow County Broadcasters and postponed further prehearing conference from Feb. 27 to March 29; on examiner's own motion postponed hearing scheduled for March 1 to date to be fixed by subsequent order (Docs. 17886-8).
- Hearing Examiner Isadore A. Honig on Feb. 20 in Elmhurst and Wheaton, Ill. (Du Page County Broadcasting Inc. and Central Du Page County Broadcasting Co.), AM proceeding, granted request by Du Page County Broadcasting Inc. and extended from Feb. 20 to Feb. 23 time to reply to findings and conclusions (Docs. 16965-6).
- Hearing Examiner Jay A. Kyle on Feb. 26 in Statesboro, Ga. (Farnell O'Quinn), AM proceeding, on examiner's own motion, scheduled hearing conference for March 18 (Doc. 17722).
- Hearing Examiner Jay A. Kyle on Feb. 26 in Bellaire, Tex. (T. J. Shriner), AM proceeding, on examiner's own motion, scheduled hearing conference for March 18 (Doc. 17635).
- Hearing Examiner Forest L. McClenning on Feb. 23 in Costa Mesa-Newport Beach, Calif. et al. (Charles W. Jobbins), AM proceeding in Docs. 15752 et al., granted petition by Voice in Pasadena Inc. and extended from Feb. 29 to March 14 time to file proposed findings of fact.
- Hearing Examiner Chester F. Naumowicz Jr. on Feb. 20 in Kettering, Eaton and Greenville, all Ohio, Bloomington and Brazil, both Indiana, and Shively, Ky. (Kittyhawk Broadcasting Corp.), AM proceeding in Docs. 17243-7, 17249-50, on examiner's own motion, continued prehearing conference from Feb. 23 to Feb. 28.
- Hearing Examiner Chester F. Naumowicz Jr. on Feb. 21 in Springfield, Mo., Gilmer, Tex., and Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co. and Giant Broadcasting Co.), AM proceeding, continued pending further order, hearing scheduled to commence March 25 (Docs. 17921-3).
- Hearing Examiner Chester F. Naumowicz Jr. on Feb. 26 in Kettering, Ohio (Kittyhawk Broadcasting Corp.), AM proceeding in Docs. 17243-7, 17249-50, ordered that hearing shall be governed by dates and procedures set at Feb. 26 prehearing conference, and that hearing shall commence on April 22.
- Office of opinions and review on Feb. 19 in Sallisaw, Okla., and Booneville, Ark. (Big Basin Radio and Booneville Broad-



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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Feb. 15, 1968

	Lic.	ON AIR CP's	NOT ON AIR CP's	Total Authorized
Commercial AM	4,159 ¹	15	86	4,262
Commercial FM	1,758	40	256	2,048
Commercial TV-VHF	493 ²	8	14	518
Commercial TV-UHF	118 ²	27	161	307
Educational FM	323	6	30	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 ¹	1,732	611	320	120
CP's on air (new stations)	16	48	34	6	26
CP's not on air (new stations)	87	252	173	36	39
Total authorized stations	4,258	2,031	822	362	185
License deleted	1	1	0	1	0
CP's deleted	0	2	0	0	0

¹ In addition, two AM's operator with Special Temporary Authorization.

² In addition, three VHF's operate with STA's, and two licensed UHF's are not on the air.

casting Corp.), AM proceeding, dismissed as moot petitions filed by Booneville Broadcasting Corp. to designate application for hearing and consolidate, withdrawal and supplement petitions (Docs. 17775-8).

■ Office of Opinions and Review on Feb. 19 in Wilkesboro, N. C. (Wilkes County Radio), AM proceeding, granted petition by Wilkes County Radio for an extension of time to March 1 to file reply to Wilkes Broadcasting Co. (WKBC) North Wilkesboro, N. C., opposition to Wilkes County petition for leave to amend (Doc. 16311).

Existing AM stations

FINAL ACTIONS

■ Commission has dismissed application by Radio KDAN Inc., for assignment of license for KDAN Eureka, Calif., to Phil Jackson and has deleted station's call letters and cancelled its license. Action Feb. 21.

KVSL Show Low, Ariz.—Broadcast Bureau granted mod. of CP for extension of completion date to April 30. Action Feb. 26.

KJST Joshua Tree, Calif.—Broadcast Bureau granted mod. of CP for extension of completion date to July 25. Action Feb. 26.

KNX Los Angeles — Broadcast Bureau granted mod. of CP for extension of completion date to June 30. Action Feb. 26.

KVON Napa, Calif. — Broadcast Bureau granted mod. of CP for extension of completion date to Sept. 11. Action Feb. 26.

WLTH Gary, Ind. — Broadcast Bureau granted mod. of CP for extension of completion date to April 1. Action Feb. 26.

*WCTS(FM) Minneapolis—Broadcast Bureau granted mod. of license to change name of licensee to Central Baptist Theological Seminary of Minneapolis. Action Feb. 26.

WOR New York—Broadcast Bureau granted mod. of CP for extension of completion date to April 1. Action Feb. 26.

KPTN Central Point, Ore.—Broadcast Bureau granted mod. of CP for extension of completion date to Aug. 16. Action Feb. 26.

KLAD Klamath Falls, Ore.—Broadcast Bureau granted mod. of CP for extension of completion date to Aug. 29. Action Feb. 26.

WBMJ San Juan, P. R.—Broadcast Bureau granted mod. of CP for extension of completion date to April 1. Action Feb. 26.

WASC Spartanburg, S. C.—Broadcast Bureau granted license covering new standard broadcast station; specify type trans. Action Feb. 26.

KCTA Corpus Christi, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to June 24. Action Feb. 26.

KGAF Gainesville, Tex.—Broadcast Bureau granted mod. of CP for extension of completion date to June 30. Action Feb. 26.

WCPK Chesapeake, Va.—Broadcast Bureau granted license covering new standard broadcast station; specify studio location same as trans., specify type trans. Action Feb. 26.

■ Commission denied application of WOCE West Yarmouth, Mass. for review of review board's denial of petition for enlargement of issues Action Feb. 21.

OTHER ACTION

■ Commission has informed E. O. Roden & Associates Inc., licensee of WGCM Gulfport, Miss., that WGCM's refusal to accept out-of-town automobile advertising "... in the circumstances of this case, is contrary to the public interest in that it operates to restrain and inhibit trade and competition ..." Action Feb. 21.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on Feb. 16 in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co. WCGA), AM proceeding, granted petition by Gordon County and continued from Feb. 16 to March 1 date for exchange of rebuttal exhibits, and further hearing from Feb. 26 to March 12 (Docs. 17695-6).

■ Hearing Examiner H. Gifford Irion on Feb. 20 in Media, Pa. (Brandywine-Main Line Radio, Inc.), renewal of licenses of WXUR-AM-FM, scheduled further hearing conference for Feb. 26 (Doc. 17141).

■ Hearing Examiner Jay A. Kyle on Feb. 26 in Jacksonville, Fla. (Mel-Lin Inc., WOBS), AM proceeding, on examiner's own motion, rescheduled April 15 hearing for April 22 (Doc. 17474).

■ Hearing Examiner Jay A. Kyle on Feb. 26 in Bowling Green, Ohio (WMGS Inc., WMGS and Ohio Radio Inc.), AM proceeding, rescheduled April 8 hearing for May 6 (Docs. 16290-1).

■ Hearing Examiner Elizabeth C. Smith on Feb. 20 in Mobile, Ala. (Azalea Corp., W.G.O.K. Inc., WGOK, People's Progressive Radio Inc. and Mobile Broadcast Service Inc.), AM proceeding granted petition by Mobile Broadcast Service Inc. for leave to amend application relating to financial qualifications (Docs. 17555-8).

FINES

■ Commission has granted application of Allen C. Bigham Jr. for one-year renewal of license for KCTY Salinas, Calif. on condition that Mr. Bigham forfeit sum of \$10,000 for numerous rule violations (BROADCASTING, Feb. 26). Action Feb. 21.

■ FCC notified WDEM Springfield, Ill. that it has incurred apparent liability for forfeiture of \$100 for willful or repeated failure to observe provisions of Sec. 1.539 by late filing of license renewal application. Action Feb. 27.

■ Commission has notified WNWI Valparaiso, Ind., that it has incurred apparent liability of \$3,000 for willful and repeated violations of rules. Action Feb. 21.

■ Commission has notified KTOO Henderson, Nev., that it has incurred apparent liability for forfeiture of \$2,000 for willful or repeated violation of the rules. Action Feb. 21.

■ Commission has notified Northwestern Indiana Radio Co., licensee of station WNWI Valparaiso, Ind., that it had incurred apparent liability of \$3,000 for willful and repeated violations of rules. Action Feb. 21.

■ Commission has notified Mon-Yough Broadcasting Co., licensee of WMCK McKeesport, Pa. that it has incurred apparent liability for \$500 for willful or repeated violations of rules. Action Feb. 21.

■ Commission has ordered Mrs. Cathryn C. Murphy, licensee of KVAN Vancouver, Wash., to pay forfeiture of \$500 for failure to comply with commission's rules. Action Feb. 21.

■ FCC notified WBEV Beaver Dam, Wis. that it has incurred apparent liability for forfeiture of \$25 for willful or repeated failure to observe provisions of Sec. 1.539 of rules by late filing of its license renewal application. Action Feb. 27.

RULEMAKING PETITION

■ Notice of proposed rulemaking, soliciting comments on pre-sunrise operations before 6 a.m. by Class II AM stations on U. S. I-A clear channels, located west of the co-channel dominant station, has been issued by the FCC. Action Feb. 21.

CALL LETTER APPLICATION

■ Tennessee Valley Broadcasting Co., Huntsville, Ala. Requests WVOV.

CALL LETTER ACTIONS

■ Lake Powell Broadcasting Co., Page, Ariz. Granted KPGE.

■ Michael S. Rice, St. Charles, Mo. Granted KIRL.

■ Watkins Glen-Montour Falls Broadcasting Corp., Watkins Glen, N. Y. Granted WGMF.

■ Edward G. Atsinger III, Garner, N. C. Granted WKBJ.

New FM stations

APPLICATIONS

Fort Smith, Ark.—KEPW Broadcasting Co. Seeks 100.9 mc, ch. 285, 3 kw. Ant. height above average terrain 275 ft. P. O. address: 2415 North Albert Pike, Fort Smith. Estimated construction cost \$19,300; first-year operating cost \$8,500. revenue \$12,000. Ann. Feb. 26.

Roseville, Calif.—Donnelly C. Reeves. Seeks 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain 136.75 ft. P. O. address: 5482 Haussner Drive, Concord, Calif. 94521. Estimated construction cost \$4,532; first-year operating cost \$4,000; revenue \$4,800. Principals: Donnelly C. Reeves, sole owner. Mr. Reeves is owner of KAHF-AM-FM Auburn and KPOP Roseville, both California and is Western manager of Hamilton Landis & Associates, media brokers. Ann. Feb. 26.

Fort Lauderdale, Fla.—Deerfield Radio Inc. Seeks 102.7 mc, ch. 274, 100 w. Ant. height above average terrain 446 ft. P. O. address: 1612 K Street, N. W., Washington 20006. Estimated construction cost \$91,553.21; first-year operating cost \$70,000; revenue \$60,000. Principals: Gordon Sherman, president and Lee Ruwitch, secretary-treasurer, (each 35%) et al. Mr. Sherman has 33.3% interest in trust company. Mr. Ruwitch is 99% owner of Miami Review and Daily Record, 90% owner of Broward Review and Business Record, sole owner of printing business, and has interest in background music business and in electronic manufacturing company. Ann. Feb. 27.

Hammonton-Egg Harbor, N. J.—Rodio

BROADCASTING, March 4, 1968

Radio Inc. Seeks 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 115 Vine Street, Hammonont 08037. Estimated construction cost \$14,186; first-year operating cost \$5,000; revenue \$9,000. Principals: James N. Rodio, president, (70%) Ronald O. Rodio, vice president (20%) et al. Ann. Feb. 21. See ownership WJNH.

Tazewell, Va.—Tazewell Broadcasting Co. Seeks 100.1 mc, ch. 261, 3 kw. Ant. height above average terrain minus 103 ft. P. O. address: Box 69, Tazewell 24851. Estimated construction cost \$7,659; first-year operating cost \$4,725; revenue \$6,500. Principals: Garland A. Hess, president; William H. Bowen and Fred Cox. Ann. Feb. 21.

FINAL ACTIONS

New London, Conn.—Thames Broadcasting Corp. Broadcast Bureau granted 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 1031, New London 06320. Estimated construction cost \$33,725; first-year operating cost \$12,000; revenue \$12,000. Principals: Gerald J. Morey, president and general manager et al. Applicant owns WNLC New London. Action Feb. 21.

Independence, Kan.—Central Broadcasting Inc. Broadcast Bureau granted 101.7 mc, ch. 269, 1.6 kw. Ant. height above average terrain 156 ft. P. O. address: 114 North Eighth Street, Independence 67301. Estimated construction cost \$8,754.50; first-year operating cost \$4,000; revenue \$4,500. Principals: J. Nelson Rupard, president. Applicant owns and operates KIND Independence. Ann. Feb. 28.

Niles, Mich.—Niles Broadcasting Co. FCC granted 95.3 mc, ch. 237A, 3 kw. Ant. height above average terrain 187.5 ft. P. O. address: 210 South Philip Road, Niles 49120. Estimated construction cost \$25,903.75; first-year operating cost \$9,000; revenue \$10,000. Principals: Lawrence J. Plym, president et al. Applicant is licensee of WNIL Niles. Action Feb. 21.

OTHER ACTIONS

Petition by El Camino Broadcasting Corp., applicant for CP for new FM station in San Clemente, Calif. for dismissal of mutually exclusive application of South Coast Broadcasting Co. also of San Clemente has been dismissed by FCC. Commission stated that action is without prejudice to refile with Hearing Examiner. Action Feb. 21.

Review board in Miami. FM proceeding, Docs. 17401-17403, granted motion to enlarge issues, filed Jan. 12 by Mission East Co. Action Feb. 26.

Review board in Independence, Kan., FM proceeding, Docs. 17953-54, dismissed motion to enlarge issues, filed Feb. 2 by Central Broadcasting Inc. Action Feb. 26.

ACTIONS ON MOTIONS

Hearing Examiner Charles J. Frederick on Feb. 26 in Fort Smith, Ark. (American Television Company) FM proceeding. On the Examiner's own motion, hearing scheduled for March 25 was rescheduled for April 22 in Fort Smith, at location to be announced (Doc. 17849).

Hearing Examiner Millard F. French on Feb. 20 in Boulder, Colo. (Russell Shaffer and International Electronic Development Corp.) FM proceeding, granted petition by Environmental Science Services Administration and extended from Feb. 19 to Feb. 26 time to file proposed findings, and from March 4 to March 11 for replies (Docs. 17029-30).

Hearing Examiner Chester F. Naumowicz Jr., on Feb. 16 in Independence, Kans. (Pitts Enterprises Inc. and Central Broadcasting Inc.) FM proceeding in Docs. 17953-4, granted petition by Pitts Enterprises Inc. and dismissed with prejudice its application.

Hearing Examiner Herbert Sharfman on Feb. 19 in Lebanon, Mo. (Risner Broadcasting Inc.) FM proceeding, granted request by Risner Broadcasting and continued certain procedural dates; and hearing, from April 15 to April 30 (Doc. 17899).

Hearing Examiner Elizabeth C. Smith on Feb. 23 in Houma, La. (KCIL Inc. and La-Terr Broadcasting Corp.) FM proceeding, pursuant to agreements of counsel arrived at during further prehearing conference held Feb. 23, continued evidentiary hearing from March 28 to April 30 (Docs. 17911-2).

RULEMAKING ACTION

Commission has amended FM table of assignments and assigned channel 269 as first FM assignment to Warner Robins, Georgia, by substituting channel 280 for 269 at Hawkinsville, Ga. (RM-1210). Notice of proposed rulemaking, released December

15, 1967, was in response to petition by WRBN Warner Robins. Action Feb. 21.

Existing FM stations

FINAL ACTIONS

WSFM(FM) Birmingham, Ala.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2005-5th Avenue, North Birmingham, install new trans., new ant. (BPH-6153). Action Feb. 21.

KECC-TV El Centro, Calif.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 14. Action Feb. 14.

KFIG(FM) Fresno, Calif.—Broadcast Bureau granted license covering change in ERP to 43.8 kw. Action Feb. 26.

FCC ordered Dale W. Flewelling, licensee of KXKQ(FM) Sacramento, Calif. to show cause why license should not be revoked for repeated violations of rules, despite promises of correction, including failure to exercise supervision of operation of station, and of apparent instruction to employee to make false log entries. Action Feb. 21.

WSEB-FM Sebring, Fla.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 2500 S. Lakeview Drive, Highlands, and ant. height to 150 ft.; condition. Action Feb. 20.

WLAP-AM-FM Lexington, Ky.—Broadcast Bureau granted renewal of licenses for broadcast stations and co-pending auxiliaries; subject to the condition that the transfer of license be consummated within 45 days of date of grant and that commission be notified of such consummation within one day thereafter. Action Feb. 20.

WZZM-FM Grand Rapids, Mich.—Broadcast Bureau granted CP to install new type trans., change ERP to 50 kw; remote control permitted; condition. Action Feb. 16.

KDHL-FM Faribault, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant., and ant. height to 280 ft. Action Feb. 20.

Fort Sumner Chamber of Commerce, Fort Sumner, N. M.—Broadcast Bureau granted CP for new VHF TV translator station to serve Fort Sumner, on channel 13, by rebroadcasting programs of KOAT-TV Albuquerque. Action Feb. 16.

WLIR(FM) Garden City, N. Y.—Broadcast Bureau granted mod. of license to change studio location to 175 Fulton Avenue, Hempstead, and remote control location to new studio site; waived the provisions of sec. 73.210 of rules to permit location of main studio beyond corporate limits of Garden City, New York, at 175 Fulton Avenue, Hempstead, New York; authority to become effective upon notification to commission that programing has commenced from new studio; Garden City station identification to be continued. Action Feb. 21.

WHAT-FM Philadelphia—Broadcast Bureau granted CP to change ant.-trans. location to E. Domino Lane, Philadelphia, install new ant., change ERP to 12 kw, and ant. height to 890 ft.; condition. Action Feb. 16.

WHBQ-FM Memphis—Broadcast Bureau granted request for subsidiary communications authorization on sub-carrier frequency of 67 kc. Action Feb. 20.

Island Teleradio Service Inc., Christiansted, St. Croix Island; Coral Bay, St. John Island; Frederiksted, St. Croix Island, all Virgin Islands.—Broadcast Bureau granted CPs for new VHF TV translator stations to serve Fredensborg and King Quarter, operating on Ch. 3, Coral Bay and St. John Island, operating on Ch. 5, and Frederiksted, operating on Ch. 12 by rebroadcasting programs of station WBNE-TV, Ch. 10, Charlotte Amalie. Action Feb. 16.

ACTIONS ON MOTIONS

Hearing Examiner Basil P. Cooper on Feb. 23 in Waco, Tex. (Centex Radio Co., KEFC(FM), KWTX Broadcasting Co. and Morbro Inc.) FM proceeding, denied request by Morbro Inc. for postponement of prehearing conference scheduled for Feb. 28; but granted request for postponement of reply date for interrogatories to date to be specified at Feb. 28 prehearing conference (Docs. 17939-41).

Hearing Examiner Elizabeth C. Smith on Feb. 16 in Tampa, Fla. (Hubbard Broadcasting Inc., WLCY Inc. and Rust Craft Broadcasting Co.) FM proceeding, continued evidentiary hearing from March 13 to April 23 (Docs. 17942-4).

FINES

FCC ordered Dale W. Flewelling licensee of KXKQ(FM) Sacramento, Calif. to show cause why license should not be revoked for repeated violations of rules, de-

spite promises of correction, including failure to exercise supervision of operation of station, and of apparent instruction to employees to make false log entries. Station has also been notified of apparent liability of \$10,000 for violations. Action Feb. 21.

FCC notified WDOR-FM Sturgeon Bay, Wis. it has incurred apparent liability for forfeiture of \$100 for willful or repeated failure to observe provisions of sec. 1.539 of the rules by late filing of license renewal application. Action Feb. 27.

CALL LETTER APPLICATIONS

Ozark Bible College, Joplin, Mo. Requests *KOBC(FM).

The College of Wooster, Wooster, Ohio. Requests *WCWS(FM).

Dixie Broadcasters, Stephenville, Tex. Requests KWWFM(FM).

KATT(FM) Tiger Broadcasting Inc., Woodland, Calif. Requests KRBT(FM).

WIBC-FM WIBC Inc., Indianapolis. Requests WNAF(FM).

CALL LETTER ACTIONS

KATQ Radio Inc., Texarkana, Ark. Granted KADO(FM).

University of Hartford, West Hartford, Conn. Granted *WVUH(FM).

BGS Broadcasting Inc., Rochester, Ind. Granted WROI(FM).

Fort Campbell Broadcasting Co., Fort Campbell, Ky. Granted WABD-FM.

Middlebury College, Middlebury, Vt. Granted *WRMC-FM.

Board of Education, Waterford Township School District, Waterford, Mich. Granted *WTSD(FM).

RENEWAL OF LICENSES, ALL STATIONS

Broadcast Bureau granted renewal of licenses for the following broadcast stations and co-pending auxiliaries: KBTC-AM-FM Houston, Mo.; KICD-FM Spencer, Iowa; KTVI(TV) St. Louis, and WLEW Bad Axe, Mich. Actions Feb. 20.

Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliaries: KDVR(FM) Sioux City, Iowa and KTOO Henderson, Nev.

FCC granted renewal of licenses for following broadcast stations and co-pending auxiliaries: KCH Washington, Iowa; KSWM Aurora, Mo.; KWLC Decorah, Iowa; WSAY Rochester, N. Y.; K12DN Beatty, Nev.; K10ET and K12EJ Petan Ranches, Nev.; K10EX Goldfield, Nev.; K06EO Huntsville Liberty and Eden, Utah; K07FP Show Low, Ariz.; K09AM and K13AK Heber, Utah, and K73AN and K76AF Eureka, Nev.

Translators

ACTIONS

K10BH, R.V.T.V. Repeater Association, Round Valley, Ariz.—Broadcast Bureau granted CP for VHF TV translator station to change frequency from Ch. 10 (192-198 mc) to Ch. 7 (174-180 mc), change type trans. and make changes in ant. sys.; change call letters to K07HV. Action Feb. 21.

K78AW, Carroll, Iowa—Broadcast Bureau granted license covering changes in existing UHF TV translator station. Action Feb. 26.

Jackson Booster Club, Jackson, Mont.—Broadcast Bureau granted CP for new VHF TV translator to operate on Ch. 8 by rebroadcasting programs of KGVO-TV Ch. 13, Missoula. Action Feb. 20.

K81BF, Big Flat TV Association, Turner and Hogeland, both Montana—Broadcast Bureau granted license covering new UHF TV translator station. Action Feb. 26.

Baker TV Booster Inc., Webster, Mont.—Broadcast Bureau granted CP for new VHF TV translator to serve Webster, operating on Ch. 7 by rebroadcasting programs of KDSJ-TV, Ch. 5, Lead, S. D. Action Feb. 20.

Red Point Community Club Inc., Denio, Nev.—Broadcast Bureau granted CPs for new VHF TV translator stations to serve Denio, operating on Ch. 10 by rebroadcasting KBOI-TV, Ch. 2, and operating on Ch. 13, by rebroadcasting programs of KTVB (TV), Ch. 7, both Boise, Idaho. Action Feb. 21.

K75CD, K78CJ, Pershing County T. V. Tax District, Lovelock, Nev.—Broadcast Bureau granted licenses covering new UHF TV translator stations. Actions Feb. 26.

K70EH Corvallis, Ore.—Broadcast Bureau granted license covering new UHF TV translator station. Action Feb. 26.

K74BX, Elgin, LaGrande and Baker, all Oregon—Broadcast Bureau granted CP to change type trans. for UHF TV translator.

(Continued on page 79)

Payable in advance. Checks & Money Order only.

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum.
- **APPLICANTS:** If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- **DISPLAY** ads \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted Management

Wanted/professional producer looking for first shot at management/number one rated/west/secure future/growing, expanding, deluxe facilities/top dollar potential/get excited/lose your cool/Box B-223, BROADCASTING.

We're looking for an ambitious man, 28-35, with solid sales and programming background to take over management of established station in medium market of North Carolina. Send complete resume. Box B-277, BROADCASTING.

Assistant manager... also actively head local sales department. Ethnic radio experience helpful—not essential. Ideal location... state income expected in first letter. Box C-31, BROADCASTING.

Midwestern group station needs salesman with management desire and potential. Success in sales will be rewarded with excellent salary and early promotions into management. Our employees are aware of this ad. Send complete resume, in confidence, to Box C-60, BROADCASTING.

You can grow and advance with Airmedia as one of its managers. Immediate opening for manager of WOYV, Negro format. Also opening for salesman-manager trainee for WIRA, both Fort Pierce, Florida. Must have proven sales experience, ages (25-35). Send resume to Hudson Millar.

Help Wanted—Sales

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.

Radio time salesman-announcer. Small market station, big market salary. Send complete info in confidence. No references now. Box B-171, BROADCASTING.

Looking for an opportunity—not just a job—must be young (22-28), aggressive, ambitious, excited over a challenge, and responsible. Willing to travel with full expense coverage. A profitable and growing radio firm in the midwest. All replies confidential. Write Box C-30, BROADCASTING.

We offer challenge, opportunity for advancement and growth to young men (25-35) wanting a future in sales, sales management and management with Airmedia. Immediate openings for two salesmen—one with WIRA, can easily lead to management of Airmedia station; one to be manager or commercial manager of WOYV, Negro format, both Fort Pierce, Florida. Must have proven sales experience, love radio, and be work dynamos, full of ideas and imagination. You can go far with Airmedia. Send resume to Hudson Millar.

A great opportunity awaits in northwest Florida. Aggressive 5 kw NBC good music station has opening for young man with proven track record. Join our professional broadcast organization. Send complete resume including sales history. Mail to Bill Tewell, Commercial Manager, Box 1669, Pensacola, Florida.

Announcers

MOR morning or afternoon man. Experienced only. Mature. Major university town in Northeast. Box M-175, BROADCASTING.

Announcers—(cont'd)

Hard working contemporary music personality to work in 180M southern market. Salary open. Send resume and tape to Box A-360, BROADCASTING.

Afternoon drive dj to serve as chief announcer. Top 40. Experienced with stability and record of success. Base \$215.00 weekly to start Good hop market. Send tape, current picture and references. Box B-238, BROADCASTING.

Adult oriented air personality with imagination and experience needed by high image midwest metro. 50 kw station with strong position in market. Forward tapes and resume to Box B-297, BROADCASTING.

Experienced announcer—morning-man slot, bright MOR... friendly voice... no chatter... NYC metro area... \$600 mo. resume, tape, photo, references. Box C-8, BROADCASTING.

Southeast major market top forty format station needs morning dj (6-10AM-M-S) with 1st ticket, programming & production necessary. Send resume, tape, photo, salary requirements to Box C-13, BROADCASTING.

Production man-announcer wanted by leading top 40, medium market station in east. Must be creative and versatile; capable of producing consistently good, attention getting continuity; utilizing a wide range of techniques, deliveries and production aids. Excellent opportunity in group operation. Rush tape and resume to Program Director. Box C-18, BROADCASTING.

Northwestern Pennsylvania expanding college-industrial community is currently looking for 2-3 young but mature announcers who are news programming conscious and who would like to become an integral part of the community. Third class tickets and draft exempt. We are waiting for your tapes and resume. Write to Box C-27, BROADCASTING.

New Jersey metropolitan area station needs experienced announcer/newsman. Good pay for person seeking permanent position at good music adult station. Interview required. Box C-57, BROADCASTING.

Immediate opening for announcer-salesman. Great job, good earnings, in sunny south Texas. Bill Brink, KPSO, Falfurrias. (512) 325-2112.

Opportunity for first phone. Permanent position. Extra benefits. Progressive Montana station. Send tape, resume, photo. KSEN, Shelby.

Need permanent announcer with first ticket. No maintenance. Full-time AM-FM regional station. Situated in vacation park area. Start immediately. Contact Loren Hooker, WCTT, Corbin, Kentucky. (606) 528-4717.

If you'd like to work for a broadcast, not sales oriented organization; if you're experienced in news and dj work and/or engineering; if you're looking for a job with a future and don't mind hard work, call WERI AM-FM, Carl Grande, (401) 596-1602.

WFIX has opportunity for announcer experienced in MOR adult format. Established organization in space capital of the world offers excellent future. Send resume, tape and photo to Manager, WFIX Radio, P.O. Box 7, Huntsville, Ala. 35804.

1st phone personality dj—experience in morning show helpful. Progressive station in top 75 markets. Good pay & fringe benefits. Call or write Jack O. Lantern, WHYL Radio, Carlisle, Pa. (717) 249-1787.

Announcers—(Cont'd)

Needed one announcer experienced in play-by-play. Good working conditions, salary negotiable. Call John J. Bailes, Gen. Mgr., WJAT, Swansboro, Ga., 912-237-2011.

Good announcer... 5:00 p.m. to midnight... Middle of the Road, AM-FM operation. Above average remuneration... send resume and tape to WKAJ, Saratoga Springs, New York.

Top rated station outstanding market acceptance, seeks smooth, creative top 40 announcer. Must have 2-3 years experience, good production ability and willing to work hard. Beautiful area, excellent living conditions. Salary commensurate with experience for 40 hour week. Send resume and tape with picture to Don Foutz, WROV Radio, Roanoke, Virginia 24015.

Immediate opening for first phone all night dj at leading top 40 operation. Rush tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York. An equal opportunity employer.

Immediate opening for experienced announcer with first phone for night shift. Network MOR station. Call Manager at 318-442-6611.

Immediate opening for announcer-salesman in midwest market. Light announcing shift, balance of week in sales dept. Call (417) 967-3353.

Baltimore market station has immediate opening for announcer with first class license. Night shift. No maintenance. Call Charles Doll. (301) 761-1590.

ABC radio networks in Chicago will need vacation relief men starting March 30, 1968. Must have first class license, audio operations, production & remote broadcast experience necessary. Write Bill Gilmore, ABC Radio, 360 N. Michigan Avenue, Chicago, Illinois, 60601.

Technical

Chief engineer wanted for full-time, upstate New York operation. Fine opportunity for capable maintenance man—who is a self starter—and takes pride in his work. Send full particulars—first letter—to General Manager, Box B-273, BROADCASTING.

First phone-maintenance and operation for FM Xmitter and studio, college station in the east with new equipment. Send resume to Box B-305, BROADCASTING.

Offer good opportunity for an engineer that is capable of installing and maintaining new equipment for 1 kw, 2 tower DA and will also be chief of 1 kw non DA. No announcing. Box C-59, BROADCASTING.

Chief engineer, excellent facilities. Little announcing. Soon to install new transmitter and FM. No smog, ice, snow, tornadoes, sandstorms, hurricanes. Mexico is next door. Send complete details to KVOZ, Laredo, Texas.

Chief engineer. Midwest 5 kw daytimer. Permanent position for experienced man. No air work. WAIK, Galesburg, Illinois, (309) 342-3161.

First phone man for transmitter, no announcing. Will train beginner. Station WAMD, Aberdeen, Md.

Needed immediately—1st phone engineer at WEOK AM-FM, Poughkeepsie, N.Y. Contact Lou Pells or Fred Brill, tel. (914) 471-1500.

Technical—(Cont'd)

Permanent salaried position open for right man . . . first phone . . . maintenance . . . call Bob Olson. WJMS Radio, Ironwood, Michigan. (906) 932-2411.

NEWS

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.

Immediate opening news director for 10 kw station. Gather, write, air local news. Rush tape, photo, resume. Excellent opportunity for right man. Box C-28, BROADCASTING.

Newsman needed at once for fast pace news operation. Must be able to gather, write and deliver. Excellent salary for right man. Night shift 4 PM to 12 PM, eventually days. Send tape and resume to Jay Sands, WAEB, Allentown, Pa. . . experienced only need apply.

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.

Newsman—experienced in gathering, writing and on-air-reporting. Send resume, snapshot, audition tape, and advise minimum salary requirements to John M. Spottswood, General Manager, WKWF, Key West, Florida 33040.

News director for Chicago suburban station. Must be experienced in gathering, writing, and delivering news . . . plus ability to take charge of news operation. Immediate opening. Send tape, resume, and salary requirements first reply. WNWC, Arlington Heights, Illinois, 60004.

Central Pennsylvania full time news-talk formatted station has immediate opening for experienced news writer-broadcaster for news team that pulls no punches. Opportunity to learn talk. \$100 per week for qualified person. Call Terry Parker, News Director, WRTA, Altoona, Pennsylvania. 943-6112, or send tape and resume.

"Westchester's WVOX may now be the most influential regional or suburban in the east." We have the 1st opening in more than a year for a bright, dynamic, attractive, articulate writer—reader—investigative reporter. Career opportunity with a growing station. Call Jeffrey V. Sprung, Program Director, WVOX, New Rochelle, Westchester County, New York. 914-636-1460 for personal interview.

Radio news director. We are working on a challenging new concept of radio news wherein news becomes an integral part of the station's programming, woven into the fabric of sound at the time it occurs and from where it occurs. We have a staff of 10 highly competent reporters and we are looking for a brilliant young broadcast journalist to lead them. You must be a bold and ambitious newsman, a creative news producer, a capable administrator and an innovator, ready to depart from the dulcet tones of yesterday and move out into 21st century communications. We believe in our bold new approach and have dedicated ourselves to its execution. You must be willing to devote your total energies to the challenge ahead. We will offer an excellent salary and fringe package to the person selected. Send a complete confidential resume to Mr. Perry Samuels, Vice President and General Manager, WWDC, 8800 Brookville Road, Silver Spring, Maryland 20910. An Equal Opportunity Employer, M/F.

Help!! Need top notch newsman. If you're good and news is your "bag" we want to talk. We're 10,000 watts! If you wish to be number one this year call 304-252-6452. No "collect." Ask for manager.

We're still looking for a radio-TV newsman. On camera experience desired, but not necessary. Must have good references. Good change for radio man to move up to TV news. Call Ron Hall, AC 817-PL6-4451, Waco, Texas.

Production—Programing, Others

Wanted radio pro for forty hour board and production shift. Only experienced adult, mature person should apply. Need for Florida based AM FM stereo operation. Apply to Box B-150, BROADCASTING.

News reporter-commercial copy writer. Pleasing voice, man or woman. Successful small market AM-FM radio stations. Good pay, working condition, Box B-172, BROADCASTING.

Production—Programing, Continued

Production manager copywriter for Chicago suburban station. Must be a pro willing to accept the challenge of stereo production and have the desire to train for program director position. Immediate opening. Send tape, resume and salary requirements first reply. WNWC, Arlington Heights, Illinois, 60004.

Full time bookkeeper with radio experience for Miami radio station. Must be able to take care of complete set of books through trial balance. This responsible position includes full charge of billing, purchasing and payables. Send resume: WVCB, Coral Gables, Florida 33134.

Young dedicated broadcaster for position in home office, quality control department of progressive 11 station chain. Station monitoring, license renewal preparation, general administrative duties. Degree desired. Above average knowledge of FCC rules essential. Send resume, and salary history to Personnel Dept., Box 647, Atlanta, Georgia 30301.

Situations Wanted—Management

Seek station and/or management. 25 years in radio and television. Staff announcer to management. National and local sales. Been with Metromedia chain. Prefer southwest. Box C-15, BROADCASTING.

Top market radio general manager—specialist sales management, top administrator, experienced all phases programing, promotion—community relations—now employed—available Sept. 1968. Desires growth company—ownership—stock option—will invest. Box C-38, BROADCASTING.

Manager in small market desires move to larger market. Hard worker. Young. No problems. Box C-44, BROADCASTING.

Announcers

First phone combo: experienced, college, management potential, like? Box B-158, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box B-217, BROADCASTING.

Sportscaster, 21, play-by-play, college, draft exempt, eight months experience. Box B-294, BROADCASTING.

Yon name it, talk to television. 20 years experience with world's largest radio-television network. Available July '68. Box B-298, BROADCASTING.

DJ announcer, experienced, adaptable, dynamic, creative. Authoritative newscaster. Dependable. Tight-board, third phone endorsed. Will relocate. Box C-6, BROADCASTING.

Announcer, Negro, some experience, definite personality. tape available. Box C-7, BROADCASTING.

Easy-to-listen-to, non-screamer personality-jock. Now working in top-10 market. Box C-10, BROADCASTING.

Top 40 jock . . . experienced, looking for an interesting challenge with top flight station as dj or program director, 3rd class, married, draft free (specialize in new top-40 or changing to top-40 stations) personality, not a drifter. Box C-12, BROADCASTING.

Rock dj—year's experience. Veteran, third endorsed, college degree. Box C-18, BROADCASTING.

Experienced announcer/dj, newscaster; NYC trained, 3rd endorsed, tight board. B.A. degree; communication arts. References. Call (212) 882-3283, write Box C-20, BROADCASTING.

Experienced sportscaster, great play-by-play, seeks medium-large market. Veteran, third endorsed. Box C-21, BROADCASTING.

Announcer experienced, 3rd endorsed. Family man, wants to settle, preferably in California. Available immediately. Box C-29, BROADCASTING.

Sportscaster. Experienced. Dynamic play-by-play. First phone. Some TV. Box C-32, BROADCASTING.

Professional—dependable—straight! 10 successful years including sales. First phone. Prefer Rockies. Box C-33, BROADCASTING.

Exp dj tells all, gives all, tight board, third endorsed, relocate. Box C-35, BROADCASTING.

Announcers—(Cont'd)

1st phone—southeast preferred. Will exchange experience, background, imagination—for challenge, opportunity, compensation. Accent—copy—some sales. Supervisory experience. Box C-36, BROADCASTING.

Talented air personality seeks top 30 market, MOR or rock. Box C-39, BROADCASTING.

NYC broadcast school grad seeks first position. Adult—announcer, MOR, dj, 3rd endorsed. College, single, 28. Audience appeal and more. Box C-40, BROADCASTING.

Experienced young Negro dj announcer, top references, salary secondary to opportunity. Available on short notice, 3rd endorsement. Box C-41, BROADCASTING.

Blind, intelligent, mature, talented, announcer—personality, looking for a break. Box C-45, BROADCASTING.

Top-40 personality with humor, voices, four years experience, college. Want mornings, all-night, east coast. Box C-48, BROADCASTING.

Experienced creative sports director (seasoned writer) voice, personality, appearance, contacts. 3rd ticket. Employed out of broadcasting, wishing return. Prefer (Mass/R1/Conn). Resume/photo available. Personal interview preferred. \$6,500. Box C-49, BROADCASTING.

Att. Miami-Ft. Lauderdale . . . smooth MOR dj presently working small Fla. station ready to move up. Strong news, much potential, first phone. Box C-51, BROADCASTING.

DJ, MOR morning drive, first phone, good production, news. 7 years experience. \$10,000+, major market, 29, family, college, military complete. Box C-53, BROADCASTING.

Top-40 or soul, first phone jock, your man for production. Presently working. Box C-54, BROADCASTING.

Excellent voice, references. Young, versatile, creative, west coast, professional announcer. available immediately. Box C-61, BROADCASTING.

Rock, top forty, rhythm and blues, authoritative newscaster, 3rd class, draft free, Box C-65, BROADCASTING.

Almost two years experience, some college, third phone. Box C-67, BROADCASTING.

First phone, married. Top 40. Five years experience. Medium, metro market only. Draft exempt veteran. William. 612-PA4-9067, 741-2251.

Announcer, first class license, Broadcasting school graduate. Prefer Massachusetts. Contact Paul 207-854-8364.

Proficient experienced write Anthony Grudnoski, 1016 Crystal Avenue, Crystal Falls, Michigan 49920, call 906-875-6766, available June 1968—resume, tapes.

21 year old broadcasting school graduate, draft exempt, with some experience, is looking for a job in the midwest. For tape and resume, contact Tom Cawley, 880 Walnut Road, LaSalle, Ill. 61301, or phone (815) 223-0966.

Announcer-dj. Limited experience. Draft exempt. Tremendous potential—much love. Looking for starter market. You name the format—I'll play your games. Stephen Ostrow. 148-15 231 St., Rosedale, Queens, 11413, (212) 723-9141.

California—need summer relief? Good jock with 1st phone. Jim Bartlett, 3119 South Pacific, San Pedro, Calif. (213) 831-0036.

Completely professional broadcast craftsman, ten years experience, mature, stable, ratings getter. Want permanent situation doing MOR, talk, or news. Staff cuts force move. Presently in top ten market. Write: Occupant, Apt. 34, 16831 Greenfield, Detroit, Mich., 48235.

Career Academy New York graduate. Good voice, young, ambitious. 3rd endorsed. Willing to work hard for first break. Will relocate east of Mississippi. Jeff Nichols (201) 627-1128, 94 Hill St., Rockaway, N.J.

Technical

Experienced chief engineer desires position in south or central Florida. Box A-304, BROADCASTING.

Technical—(Cont'd)

NYC chief engineer tired of "rat race" wants relocation preferably south or southwest. 18 years experience TV, AM, FM-stereo, design and construction of studios including NYC. Salary negotiable based on responsibility; market. Top recommendations. Box C-34, BROADCASTING.

Seeking radio/TV technician work, New York, New Jersey, Conn. First phone, UHF/TV experience, three years college, draft exempt. Box C-52, BROADCASTING.

Chief engineer-announcer, highly recommended, desires position with reputable company on or near Gulf Coast. AM, FM, TV, & communications experience-15 years. Resume, tape and recommendations available. Salary \$800 monthly. Box C-64, BROADCASTING.

NEWS

News casting, news writing and gathering. Mature, some experience, both radio and TV. Knowledgeable in most sports. Well rounded educational background. Box C-17, BROADCASTING.

Summer problems? Let me solve them. Northwestern University journalism student seeks summer radio news/announcing work. Report, write, air. Actualities too. Tight board. 3rd endorsed. Year + experience. Box C-62, BROADCASTING.

Bright college grad, 22, strong news, sports, MOR; relocate, prefer Orlando, Tampa, Jacksonville or other Florida. 5 years in broadcasting. For real, want full career! Parke Hayes, Box 144, Hillsdale, Michigan 49242. Available 4/1.

Production—Programing, Others

Sports minded stations attention: keep ahead of the baseball season with live reports from Florida training camps. Exclusive in your market. Real sales builder. Very reasonable. Box C-25, BROADCASTING.

TELEVISION—Help Wanted

Sales

Southwest TV major market network VHF. Exceptional opportunity for salesman of proven ability to join aggressive sales-oriented operation. Assume established list with opportunity to grow. Send complete resume including references and picture to Box B-279, BROADCASTING.

TV salesman, with opportunity to become sales manager super power station, all UHF market in south. Liberal commission with advance to right person. Send picture and resume. Address to Box C-4, BROADCASTING.

Experienced local salesman for station with tradition of putting emphasis on outstanding local production and programing. Start with good base, billing, and account list. Conditions are ideal for advancement and big earnings. An excellent opportunity with top ABC station with profit sharing plan in upper middle-size midwest market. Box C-50, BROADCASTING.

WTMJ-TV, NBC in Milwaukee, seeking local salesman to activate local retailers. Prefer young college graduate with good sales record in small or medium market. Send resume including sales record to Roger Micheln, WTMJ-TV, Milwaukee, Wisconsin 53201.

CBS affiliate in a leading southeastern market needs experienced local/regional account executive immediately. Protected account list and excellent compensation plan. Fine opportunity for capable man. Write or call Ed Blizzell, Local/Regional Sales Manager, WFMV-TV, Greensboro, N. C.

Announcers

Radio announcer who needs TV break will be considered, chance for weather and news shows. Ohio station. Contact Barry Lillis, 419-225-3010 (no collect calls).

Technical

1st class engineers for operations, transmitter and maintenance. Midwest network VHF, medium market. Good place for family living. Send details, photo and salary requirements. Box B-76, BROADCASTING.

TELEVISION—Help Wanted

Technical—(Cont'd)

Maintenance supervisor — group operation, maximum power, color VHF. Advancement opportunity, midwest. Send resume and photo to Box B-218, BROADCASTING.

Immediate opening for two experienced television engineers with 1st class licenses for northern California VHF station. Send resume to Chief Engineer, KVIQ-TV, Eureka, California 95501.

1st class engineer—Illinois, 125 miles north of St. Louis on the Mississippi river—for TV/radio, all color, all benefits. Outstanding city, college, population approximately 50,000. WGEM-AM-FM-TV, Hotel Quincy, Quincy, Ill. Write, wire, or phone Jim Martens, C.E., 217-222-6840.

Television studio VTR and transmitter engineers for operation, maintenance of ETV system in American Samoa. Good living conditions, liberal benefits. Send resume to: R&D Office, NAEB, 1346 Conn. Ave., Washington, D. C. 20036.

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.

NEWS

Top rated TV news operation needs all around newsmen. Will consider radio experience. Excellent opportunity with growing group. All color NBC affiliate in midwest. Box B-254, BROADCASTING.

News producer for major broadcast, at least 2 yrs. experience with complete familiarity with video tape and film production. Must be prepared to produce an aggressive 1/2 hour multi-talent newscast. Box B-300, BROADCASTING.

Need general radio and television reporter for midwest metropolitan market. You will be required to shoot film as well as do radio air work. Box C-14, BROADCASTING.

CBS affiliate in major midwest market has opening for news director. Send complete resume and photo. Box C-55, BROADCASTING.

WSBT-AM-FM-TV has opening for young man ready to move up to national award winning news department. Excellent opportunity to join top rated area leader with many firsts including local color. Must have ability to report, write and air news. Morning radio shift plus daily and Sunday night TV newscasts. Prefer midwesterner with journalism background and 1-2 years experience. Send resume, tape, photo or video tape to personnel department, South Bend Tribune, South Bend, Indiana 46626.

Production—Programing, Others

Expanding ETV station needs experienced producer-director starting July 1, 1968. Salary \$7500-8000 for eleven months. Master's Degree required. Film-making experience desirable. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, or national origin. Send credentials to Dr. Duane Tucker, WBGU-TV, Bowling Green, Ohio.

Producer/director. We have opening at full color WLWT for experienced person to produce and direct major live programs that hold top ratings in our market. Candidates should have a minimum of 2 yrs. experience directing live entertainment, news, or sports programing. We want a creative, aggressive, well-organized college graduate, under age 30, with the potential to eventually assume greater management level responsibility. Send a detailed confidential resume of your experience, education, age and present income to Warren Baker, Production Manager, WLWT, WACO Broadcasting Corp., 140 W. 9th Street, Cincinnati, Ohio 45202. An equal opportunity employer (M/F).

Producer/director experienced switcher. Immediate opening with bright future for right person at Richmond/Petersburg "V" network affiliate. Send full particulars, including salary to John Mackin, Operations Manager, WXXE-TV, 124 W. Tabb Street, Petersburg, Va., or telephone 703-733-7876.

TELEVISION

Situations Wanted—Management

Now v.p. general manager, 41. Experienced in all phases of television and CATV. Community involvement, sense of direction and urgency contagious. Adept in orienting groups toward common purpose. Subordinates admire consistency and decision making ease. Leadership bearing clear. Desires move. Confidential, Box B-269, BROADCASTING.

ETV station manager with eighteen years experience in commercial management, sales, programing and production plus two years television teaching experience with major university. Desire relocation with ETV station or state college. For credentials and resume, contact: Box C-2, BROADCASTING.

CATV—multiple system management team with broadcast experience interested in association with stock participation incentive. Forming new communications division to diversifying corporation of extreme interest. Replies in strict confidence. Box C-11, BROADCASTING.

CATV manager—16 years radio and TV, 14 with major group owner, all phases engineering. Last five years with broadcast products manufacturer in marketing. First phone. Paul Franklin, 1513 Ferndale, Niles, Mich. 616-684-0931.

Situations Wanted—Announcers

Radio/television, all phases including programing, filming, news and weather. College—journalism. My wife and I would like to settle in pleasant medium market. Top references. Box B-170, BROADCASTING.

Summer replacement TV weather, New York or Chicago. Delivery pointed, but personal. Better than most. Age 32. A.F.T.R.A. Not a registered meteorologist. Resume and video tape on request. Box C-46, BROADCASTING.

Technical

Wish to relocate Arizona, southern California, Florida. 15 years experience in nation's fourth largest market. Last 2 years extensive travel as video operator with color mobile unit. First phone. Know all phases of technical operations. Box C-22, BROADCASTING.

First phone technician, six years engineer in TV-AM-FM. wants supervisory position in TV. Northwest area. Box C-42, BROADCASTING.

Situations Wanted—News

Chicago radio newscaster seeks TV opportunity. Nine years radio experience. 2 1/2 years on Chicago 50 kw station. M.S.J. from Northwestern. Young. Married. Available June. Box C-19, BROADCASTING.

Professional radio/television announcer newsmen. Experienced all phases including programing. Top references. College journalism. Box C-23, BROADCASTING.

Experienced, youthful photographer-reporter desires Viet Nam assignment. Box C-37, BROADCASTING.

Professional journalist. Looking for position as news director-anchorman with station which values dignified newscast with quantity and quality newscast. Major newspaper and magazine overseas experience. Seven years TV journalism. Mature, 33, with enthusiasm and drive. Box C-43, BROADCASTING.

Production—Programing, Others

Executive producer: creative, energetic, productive. Age 29. Seeks to develop exciting local programing and documentaries for aggressive station. Experienced in programing, production, writing. Presently in major market. Box B-259, BROADCASTING.

Creative program manager with exceptional television production, film buying and sales-service experience available soon. Box C-3, BROADCASTING.

Production manager. Outstanding qualifications and experience in top 10 market. Available immediately. Box C-5, BROADCASTING.

TELEVISION—Situations Wanted

Production—Programing, Continued

Program/operations manager. Presently in major market. Highly qualified and competent. For outstanding resume call (216) 526-3015.

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.

Stereo equipment needed—immediate buyer for used Ampex PD-10 stereo duplicator with minimum of three slaves. Box B-270, BROADCASTING.

Altec 660A microphones. Nems Clarke field intensity meter. KOZE, Lewiston, Idaho 83501.

Wanted: 4 RCA or Marconi b&w used camera chains in perfect condition. Channel 3, Box 1875, Monterey, Mex.

Console General Electric BC-31-B. Tom Talbot, WJLL Niagara Falls, N. Y.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroline, etc., and fittings. Unused mat—large stock—surplus prices. Write for price list, S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

For sale: must move, real buy on known brand 5-kw AM transmitter. Box B-99, BROADCASTING.

TK26 Color Film Camera available, ideal for low budget color. Contact Jim Lockerd, Chief Engineer, KSWO-TV, P. O. Box 708, Lawton, Oklahoma, 355-7000.

UHF 12½ kw RCA transmitter (used). Negotiable sale price to include freight and proper operation upon installation. Price does not include filtplexer which is individually required for each specific channel. Transmitter not being used but available for inspection. \$75,000.00. Box B-275, BROADCASTING.

TK-41-C and TK-41-B modified to 41-C. Box B-302, BROADCASTING.

Moseley remote metering and monitoring unit complete with remote studio and transmitter equipment including mounting rack front. Perfect condition. Original cost of \$1,000.00—due to procedural changes will sell this model WRC 25 for best price over \$750 which we carry as our present depreciation value. For details call or write KGUD, 1216 State Street, Santa Barbara, California 93104.

Fairchild stereo limiter, model 670 and stereo conax, model 620, both in excellent condition. Contact Chief Engineer, WDFH, 108 N. State St., Chicago, Illinois 60602.

Scotch audio recording tape, lowest prices, Tape Center, P. O. Box 4305, Washington, D. C. 20012.

Scully, spotmaster, Russco, QRK, Trade-finance. Write for lists. Audiovox, Box 7067-55, Miami, Florida 33155.

1 phase monitor—2 Tower W.E. 2A; 1 phasing unit—2 Tower 5-10 kw, W.E. 33A; 1 kilowatt AM composite transmitter—suitable for auxiliary—large, well-built, some components floor mounted. Contact: Elbyrne F. St. Clair, Chief Eng. Radio Station WDBJ, Post Office Box 150, Roanoke, Virginia 24002.

MX receivers—fifty three, model MC 707, Calbest @ \$40.80. Box C-24, BROADCASTING.

Audio consoles complete with re-recording equalizers, compressor, three outputs including combining networks. Complete control facilities, patch board included. Other assorted audio equipment all in good condition. 212-PL 7-8855. Box C-63, BROADCASTING.

One MVR15 video tape recorder with good head and one unused, rebuilt head. Somewhat battered, but all modifications are in accordance with Machronics Corporation. One MVR65 in like-new condition, complete with electronic editing. Head is in good condition, tapes are interchangeable between machines. Also, one Kintel vidicon studio camera. Contact Jesse Waymire, Chief Engineer, KRTV, P. O. Box 1331, Great Falls, Mont. 59401.

FOR SALE—Equipment—(Cont'd)

200 ft. tower guyed heavy duty. Ready to ship \$600.00. Many more. Bill Angle, Box 55, Greenville, N. C., Tel. 752-3040.

Retiring FTR 192-A, 3 kw transmitter. Buy it for the parts as is for only \$400, complete with tubes, but has defective plate transformer. Crating and shipping extra. Tubes alone worth the price. Contact WFL, Box 805, Winchester, Virginia or telephone 703-667-2224.

Sacrifice: RCA color TV camera, controls & power supplies—\$5,300. Like new COHU solid state color sync generator, color standard, genlock—\$1,650. Ampex/Motorola big screen color monitor—\$450. FOB Tampa, Florida (813) 232-7033 after 6 p.m. No collect calls.

Andrew 8-bay multi-v antenna, 103.7 but tunable any frequency \$1,150. 3¼ Statite coax cleaned \$40. 20 foot sections. Bendix station guardian with directional coupler, \$225. Ken Freeman, CE, WBBQ, Box 1443, Augusta, Ga. 30903. 803-824-5441.

Gates 250 watt transmitter. University owned. Excellent condition. Call collect, Dean Richard Thompson, 513-475-4684.

5 kw AM transmitter, RCA-5DX transmitter just removed from service; available immediately, with tubes and spare parts \$3500 FOB, Youngstown, Ohio, WKBN, W. P. Williamson, III, Phone: 216-782-1144.

Broadcast crystals. New or repairs for Gates, RCA, Billee, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eldson Electronic Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

TBM-3500 McMartin monitor used 8 months like new 96.1. Make offer. Tom Talbot, WJLL, Niagara Falls, N. Y.

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.

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.

Do you know the weak areas in your broadcasting? For critical evaluation and advice send tape and \$6.00. Box C-26, BROADCASTING.

Station Brochures, coverage maps, hard-selling rate cards custom-created by agency professionals. Noyes, Moran & Company, Inc., 1027 Curtiss, Downers Grove, Ill. 60515 (312) 969-5553.

Any kind of commercials or spots recorded. Low rates. Talent available. Any sound effect produced. Ampex 15 and 7½ full track recorders. Middle Georgia Recording Studio, Monticello, Georgia 31064.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog Desk 8-B, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

INSTRUCTIONS—(Cont'd)

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, new-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.

Earnings up to \$300 weekly, 1st class F.C.C. graduates working at major networks in New York City and stations coast to coast. N.Y.'s first school specializing in training 1st class F.C.C. technicians and announcers—D.J.'s-newscasters production personnel. Announcer Training Studios, 25 W. 43 St., New York 10036. Veteran approved, licensed by N.Y. State. Phone OX-5-9245.

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Detroit, Atlanta, Minneapolis, Denver, Seattle, Memphis or Los Angeles. Sixteen years FCC license teaching experience. Proven results. For references and reservations write, Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Guaranteed first phone, 4-6 weeks, Broadcasting Engineering Academy, Box 22471, St. Louis 63126.

Jobs, jobs, jobs. Weekly we receive calls from the top stations throughout the fifty States, Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Vir., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1653 No. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

INSTRUCTIONS—(Cont'd)

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 April 15. 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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**Call 312-337-5318
For Search Charges.**

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Broadcast Personnel
Consultants*



645 NORTH MICHIGAN AVENUE
CHICAGO 60611

RADIO

Help Wanted

Management

MANAGEMENT

Our clients want Executive, Administrative, Programming, Sales, and Engineering applicants under 35 years of age with college degrees. Radio and TV. If you qualify, send resume in complete confidence to Nationwide Broadcast Personnel Consultants.

645 N. Michigan Ave., Chicago, Ill. Employer pays our fee.

Help Wanted

Sales

One of America's

Great FM stations is looking for an experienced, professional salesman. Excellent growth potential with important broadcast company. Good salary, plus commission, plus fringe benefits. Send us your sales record, resume and references NOW!

**WJBI Cincinnati
W. 8th and Matson Place**

Announcers

Morning Man

Midwest metro needs bright sound for Number One Top 40 adult oriented operation. Must be capable in production as well as willing to sound bright and cheery at 5:00 a.m. Top salary. Medical, health and pension plan available at no cost. Send tape to

Box C-69, Broadcasting.

Production—Programing, Others

PROGRAM DIRECTOR—TOP 40

Number one station in medium size Midwest market of 350,000 needs a contest-promotion minded leader to take charge of all programing responsibilities. Send tape and resume to

Box B-281, Broadcasting.

Situations Wanted—Announcers

MORNING PERSONALITY

With proven track record in highly competitive Calif. mkt. seeks M.O.R. Personality Station. First Phone. Will consider another shift to start. Salary open. Tape and resume on request.

Box C-47, Broadcasting.

TELEVISION—Help Wanted

Sales

TOP SALES OPPORTUNITY

Major market VHF network affiliate in New England, offers outstanding income and advancement to an experienced salesman. We want an ambitious, self-starting creator, capable of the work necessary to develop new accounts, in addition to selling and servicing a large active list of major advertisers in this market. Income potential based on commission, \$20,000+. Excellent fringe benefits. Send a photo and tell us about yourself. All replies confidential.

Box C-66, Broadcasting.

Technical

TV. ENGINEERS Wanted IN Florida

VHF color station

No Executive positions

send full resume & references

Box B-256, Broadcasting.

Engineering Consulting Firm

Seeks Experienced Engineer. Applicant must possess background of experience and responsibility in all phases of broadcasting or CATV and a willingness to travel. Engineering Degree Desirable. Send Resume and References to:

William B. Carr & Associates
P.O. Box 13287, 4028 Daley
Fort Worth, Texas 76118
817-284-9311

TELEVISION

Situations Wanted

Management

TV—MANAGEMENT

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(Continued from page 73)

Action Feb. 20.

Todd County Independent School District, Spring Creek School, S. D.—Broadcast Bureau granted CP for new VHF TV translator to operate on Ch. 8, to serve Spring Creek School and Community by rebroadcasting programs of KPLO-TV, Ch. 6, Reliance, S. D. Action Feb. 20.

K06EO, Ogdan Valley T. V. Repeater Association, Huntsville, Liberty and Eden, Utah.—Broadcast Bureau granted license covering changes in existing VHF TV trans. station. Action Feb. 23.

K02BU, K04BR Green River, Utah.—Broadcast Bureau granted licenses for operation of VHF TV translator stations. Action Feb. 26.

K12AX Ranchester, Wyo.—Broadcast Bureau granted CP for VHF TV translator to change trans. location to one-half mile north of Ranchester, make changes in ant. system, and change primary TV station to KTWO-TV, Ch. 2, Casper. Action Feb. 20.

CATV

APPLICATIONS

Greeley Video Inc.—Requests distant signals from KTVU(TV) and KQED(TV) both San Francisco, and KTLA(TV), KTTV(TV), KCOP(TV), KCET(TV), KMEX-TV KWHY-TV, KLXA(TV) and KMTW(TV), all Los Angeles to Greeley, Colo., (Denver, ARB 39). Ann. Feb. 27.

Fort Collins Video Inc.—Requests distant signals from KTVU(TV) and KQED(TV), San Francisco and KTLA(TV), KTTV(TV), KCOP(TV), KCET(TV), KMEX-TV, KWHY-TV, KLXA(TV) and KMTW(TV), all Los Angeles to unincorporated areas of Larimer County, Colo. (Denver, ARB 39). Ann. Feb. 27.

Longmont Video Inc.—Requests distant signals from KTVU(TV) and KQED(TV) both San Francisco, KTLA(TV), KTTV(TV), KCOP(TV), KCET(TV), KMEX-TV, KWHY-TV, KLXA(TV) and KMTW(TV), all Los Angeles, to Longmont, Colo.; (Denver, ARB 39) Ann. Feb. 27.

OTHER ACTIONS

■ FCC set April 8 as date for oral argument in San Diego CATV proceeding before entire commission (Docs. 16786, 17006). Com-

mission has authorized the parties to present oral argument in the following order: (a) The Broadcast Bureau; Midwest Television Inc. (KFMB-TV), Gross Broadcasting Company (KJOG), and Western Telecasters Inc. (KCST(TV)), total of one hour, and (b) Mission Cable TV Inc., Southwestern Cable Co., Pacific Video Cable Co., Vista Cablevision Inc., American Television Relay Inc., Escondido Community Cable Inc. and the City of Escondido, total of one hour. Action Feb. 21.

■ Review board in Iron Mountain, Md., CATV proceeding, Docs. 17510-16, 17531-32, denied appeal from presiding examiner's order denying petition for reconsideration and clarification of issues, filed Dec. 1, 1967 by Potomac Valley Telecasting Corp. et al. and Potomac Valley TV Co. et al. and granted motion for enlargement of issues filed Dec. 1, 1967 by Potomac Valley Telecasting Corp. et al. and Potomac Valley TV Co. Action Feb. 21.

■ Commission has waived hearing provisions of section 74.1107 of rules and authorized General Electric Cablevision Corp. to import distant signals of San Francisco stations for use on its CATV system in Merced, Calif. Action Feb. 21.

■ FCC has directed Pioneer Valley Cablevision Inc., owner and operator of CATV system at Amherst, Greenfield, Monson, Palmer and Ware, all Massachusetts, to show cause why it should not be ordered to cease and desist from refusing to provide program exclusivity to WWLP Springfield and WRLP Greenfield, both Massachusetts in violation of section 74.1103(e) of the rules. Action Feb. 21.

■ FCC has issued decision by Commissioner Lee ordering four CATV systems in Scranton-Wilkes-Barre, Pa. television market to cease and desist from operations in violation of program exclusivity rules. Commission has ordered cable systems to provide program protection to Scranton and Wilkes-Barre TV stations (Docs. 17391-4). Commission action affirms initial decision of Hearing Examiner Chester F. Naumowicz Jr., released July 20, 1967. Cable systems are Shen-Heights TV Association, Shenandoah: City TV Corporation, Mahanoy City; Schuylkill Valley Trans-Video, Brockton; and Ashland Video Co., Ashland, all Pennsylvania. TV licensees intervening against the cable operators in the hearing before Examiner Naumowicz are Taft Broadcasting Co., licensee of WNEP-TV Scranton; WBRE-TV Inc., licensee of WBRE-TV Wilkes-Barre; and Scranton Broadcasters Inc., licensee of WDAU-TV Scranton, all Pennsylvania. Action Feb. 14.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on Feb. 19 in Clinton, Iowa (Clinton TV Cable Co.) CATV proceeding, designated Examiner Elizabeth C. Smith to serve as presiding officer; scheduled prehearing conference for April 19 and hearing for May 1 (Doc. 18024).

■ Chief Hearing Examiner James D. Cunningham on Feb. 19 in Athens, Ala. (Athens TV Cable of Alabama Inc.) CATV proceeding, designated Examiner Chester F. Naumowicz Jr. to serve as presiding officer. scheduled prehearing conference for March 11 and hearing for April 3 (Doc. 18025).

■ Chief Hearing Examiner James D. Cunningham on Feb. 19 in Warwood, W. Va. (Center TV Inc.) CATV proceeding, designated Examiner David I. Kraushaar to serve as presiding officer; scheduled prehearing conference for March 12 and hearing for April 2 (Doc. 18016).

■ Hearing Examiner Chester F. Naumowicz Jr. on Feb. 20 in Van Buren, Solvay, East Syracuse and Camillus, all New York (General Electric Cablevision Corp.) CATV proceeding in Docs. 17131-8, 17273-8, granted

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petition by Broadcast Bureau and reopened record; and scheduled conference for Feb. 21.

■ **Hearing Examiner Chester F. Naumowicz Jr.** on Feb. 21 in Van Buren, N.Y. (General Electric Cablevision Corp.) CATV proceeding in Docs. 17131 et al., granted request by the Broadcast Bureau and extended to March 18 and April 2, respectively, dates to file proposed and reply findings.

■ **Review board in Aiken, S. C.,** CATV proceeding, Docs. 17057 and 17629, granted petition for extension of time filed on Feb. 20 by Broadcast Bureau and extended to Feb. 28, time for filing responsive pleadings to petition for approval of agreement and termination of proceeding filed by Aiken Cablevision Inc. on Feb. 5. Action Feb. 23.

■ **Hearing Examiner Herbert Sharfman** on Feb. 26 in Peoria, Peoria Heights and Bartonville, all Ill. (General Electric Cablevision Corp.) CATV proceeding, held in abeyance pending holding of conference on March 7, ruling on motion by Midwest Television Inc. for "production, inspection and copying of documents" supposedly in the possession of General Electric Cablevision Corp. (Docs. 17144, 17155).

Ownership Changes

APPLICATIONS

■ **KHAR-AM-FM-TV Anchorage** — Seeks transfer of control from Willis R. Harpel, deceased to Mrs. Patricia E. Harpel. Principals: Willis R. Harpel, president (80%) et al. Ann. Feb. 27.

■ **KKEW Tucson, Ariz.**—Seeks assignment of license from Paul A. Robinson, trustee to Radio Fiesta Inc. for \$140,000. Principals of KKEW: J. Carlos McCormick, president (59%) et al. Principals of Radio Fiesta Inc.: Mathew M. Becker, president (10%), Maurice Paley, vice president (13.3%) et al. Mr. Becker has no other business interests indicated. Mr. Paley is general partner in utilities company.

■ **KKOG-TV Ventura, Calif.**—Seeks assignment of CP from Julian F. Meyers to New Horizons Broadcasting Corp. for incorporation. Corporation will issue 81,000 shares of common stock at \$1.00 per share. Principals: Julian F. Meyers, president (51%) et al. Mr. Meyers owns advertising and PR firm and is president of Meyers Studios Inc. Ann. Feb. 23.

■ **WMFJ-AM-FM Daytona Beach, WNJO West Palm Beach and WALT Tampa, all Florida**—Seeks transfer of control from James W. Walter (100% before, 47.5% after) to James W. Walter, Robert W. Weeks (none before, 47.5% after) and Richard Y. Clark (none before, 5% after). Principals: Robert M. Weeks, president, James W. Walter, vice president, secretary-treasurer (each 47.5%) and Richard Y. Clark, vice president (5%). Messrs. Weeks and Clark have no other business interests. Mr. Walter is 50% owner of convalescent centers, finance corporation, and of enterprise in Montego Bay, Jamaica; 75% owner of hotel; sole owner of hotel; 33.3% owner of color prints manufacturing company, 70% owner of building materials company and 70% owner of two banks among various other business interests. Consideration: \$13,500. Ann. Feb. 27.

■ **KCRB Chanute, Kans.**—Seeks assignment of license from James R. and Barbara J. Roberts to Neesho County Broadcasting Inc. for \$99,750. Principals: Dale W. McCoy Jr., president (60%), W. R. Murfin, vice president (20%), Neal McCoy, treasurer and E. Glenn Strange, secretary (each 10%). Dale McCoy Jr. is employed by KAKE-AM-TV Wichita and is 10% owner of KTRR Rolla, Mo. Neal McCoy is president of two banks. Mr. Strange is owner of tractor and implement company and officer in two banks. Ann. Feb. 27.

■ **WNJU-TV Linden-Newark, N. J.**—Seeks transfer of control from New Jersey Television Broadcasting Corp. (25.4% before, 26.2% after) to Henry P. Becton and Rairleigh S. Dickinson (24.1% before, 24.1% after). Principals: Henry P. Becton, chairman, et al. Ann. Feb. 26.

■ **KPTL Carson City, Nev.**—Seeks assignment of license from Coastal Communications Corp. to Carson City Broadcasting Corp. for \$160,000. Principals of Coastal Communications Corp.: Wadsworth Manufacturing Inc. (99.92%). Ann. Feb. 26.

■ **KVIL-AM-FM Highland Park-Dallas, Tex.**—Seeks assignment of license from University Advertising Co. to KVIL Broadcasting Inc. for \$700,000. Principals of KVIL Broadcasting Inc.: James B. Francis, president (51.0%) and Robert D. Hanna, vice president (49%). Mr. Francis is lawyer and has real estate, oil and gas interests. Mr. Hanna is owner of RDH Enterprises, program syndication and promotion company, has interest in Stuart Broadcast Sales Inc., is officer,

director and has interest in KPCN Grand Prairie, Tex., but plans to dispose of interests in latter in near future. Ann. Feb. 27.

■ **WRFT-TV Roanoke, Va.**—Seeks transfer of control from Malcolm M. Rosenberg and Morton C. Rosenberg (each 6.25% before, none after) to Alexander N. Apostolou. (40% before, 52.5% after) Principals: Alexander N. Apostolou, treasurer and James Hart, secretary. Ann. Feb. 26.

■ **WTOS Wauwatosa, Wis.**—Seeks assignment of CP from Broadcast Inc. to WCAB Inc. for \$84,000. Principals of Broadcast Inc.: Robert H. Perthel, president and Morton Gollin, treasurer. Principals of WCAB Inc.: Charles R. Melton, president (49%) and Clayton Sparks (51%). Applicant owns WCAB Rutherfordton, N. C. Ann. Feb. 26.

ACTIONS

■ **KQCY Quincy, Calif.**—Broadcast Bureau granted assignment of license from A. E. Miller, trustee in bankruptcy, to Al H. Endicott (Mr. Miller is trustee in bankruptcy for original assignee John H. Boyd and is under duty of law to liquidate all assets of bankruptcy estate), for \$15,000. Principals: Betty J. Neil and Edward L. Neil (each 33⅓%). Action Feb. 27.

■ **WAPE Jacksonville, Fla.**—Broadcast Bureau granted involuntary transfer of control from William J. Brennan, deceased, to Frances U. Brennan (none before, 90% after), executrix of estate of Mr. Brennan. Principal: Frances U. Brennan. Mrs. Brennan also succeeds during period of administration following interests of Mr. Brennan: WBAM Montgomery, Ala. (45%); WFLI Lookout, Tenn. (25%) and WSLA-TV Selma, Ala. (45%). Action Feb. 20.

■ **WFPM Fort Valley, Ga.**—Broadcast Bureau granted transfer of control from W. C. Woodall Jr. and Elizabeth S. Williams (each 33⅓%) to Paul Reehling (33⅓% before, 100% after). Mr. Reehling is president and general manager of WFPM. Consideration \$90,000. Action Feb. 27.

■ **WTAX-AM-FM Springfield, Ill.** — Broad-

cast Bureau granted transfer of control from Oliver J. Keller, deceased, to estate of Oliver J. Keller c/o Springfield Marine Bank. Principals: Mr. Keller was president and 55.3% owner of WTAX-AM-FM; Mrs. Keller (Rosaland T.), his wife, is recipient. Ann. Feb. 9.

■ **KLAS-TV Las Vegas**—FCC granted assignment of license from H. M. Greenspun to Howard R. Hughes for \$3,650,000. Principal: Mr. Hughes owns all stock of Hughes Tool Co. (See BROADCASTING, Feb. 26). Action Feb. 14.

■ **KXLS(FM) Oklahoma City, Okla.**—Broadcast Bureau waived three-year holding rule and granted transfer of control of license corporation and SCA from L. Raymond Dawson, et al. to Dawson Communications, Inc.; stock exchange. (BTC-5520). Action Feb. 21.

■ **KOCW(FM) Tulsa, Okla.**—Broadcast Bureau granted assignment of license from Grayhill Inc. to Dawson Communications Inc. for approximately \$59,500. Principals: Lynn A. Christian, president. See KXLS (FM) Oklahoma City, Okla. above. Ann. Dec. 18.

■ **WFIS Fountain Inn, S. C.**—Broadcast Bureau granted transfer of control from D. L. Bramlett Jr., A. E. Greene, Melvin K. Younts, Joe Thomason and S. W. Hiott Jr. (each 12.5% before, none after) to Leroy A. Hamilton (37.5% before, 100% after). Principal: Mr. Hamilton is vice president and general manager of WFIS, and is president of research corporation. Consideration: \$21,500 and assumption of notes and liabilities. Total consideration is estimated at \$110,000. Ann. Jan. 2.

■ **Bayamon, P. R.**—Augustine L. Cavallaro Jr. FCC in initial decision granted 1030 kc, 10 kw, unli. P. O. address c/o Augustine L. Cavallaro Jr., Box 67, Amherst, Mass. Estimated construction cost \$90,143; first-year operating cost \$84,000; revenue \$120,000. Principal: Augustine L. Cavallaro Jr. (100%). Mr. Cavallaro is licensee of WTTT Amherst, Mass. Ann. Feb. 27.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Feb. 28. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ **Batesville, Ark.**—Davco Electronics Corp. owned by Jim Davidson of Batesville (multiple CATV owner) has purchased three systems from Phillip Farr. The three cable operations are located in McGehee, Dermott and Lake Village, all Arkansas. Price was not disclosed.

■ **Beverly Hills, Calif.**—H & B American Corp. of Beverly Hills (multiple CATV owner) has acquired 80% interest in Radiant Cable Systems of Portland, Ore. with an option on the remaining 20%. Radiant operates system in Multnomah county, Ore.

■ **King City, Calif.**—Southern Monterey County CATV Co. has applied for a franchise. Installation will eventually be \$12.50 with a monthly charge of \$5.60.

■ **Twain Harte, Calif.**—Tuolumne Cable vision Inc. has been granted a nonexclusive franchise.

■ **Florence, Colo.**—Silver King Cable Co. of Denver has applied for a franchise. The city would receive 2% of firm's annual gross revenues.

■ **Siesta Key, Fla.**—Siesta Key Enterprises, Inc., Kenneth Grinels, pres., has been granted a nonexclusive franchise. Installation and monthly fees will be \$10 and \$4, respectively.

■ **Centerville, Ga.**—Communications Service Co. of Centerville, owned by Robert Watson, has applied for a franchise.

■ **DuPage County, Ill.**—Consolidated Cable Utilities Inc. of Chicago has applied for a franchise.

■ **Norwood, Mass.**—Cablevision Corp. of America (multiple CATV owner) has applied for a franchise. Installation and monthly fees would be \$14.95 and \$4.95, respectively. National Cablevision Inc. (multiple CATV owner) is a previous applicant.

■ **Stillwater, Minn.**—Dr. F. M. McCarten of Stillwater has applied for a nonexclusive

franchise. Installation fee for the six-channel system would be \$25 with a \$6 monthly fee. City would receive 5% of the firm's annual gross revenue.

■ **Lakehurst, N. J.**—Continental CATV Inc., a subsidiary of Vikoa Inc., Hoboken (multiple CATV owner), has been granted a franchise. City will receive 3% of annual gross revenues.

■ **Delhi Village, N. Y.**—Delhi Video Inc., represented by Richard Bligh and Jack Allen, has applied for a renewal of its franchise. The present one expires in July.

■ **Skaneateles, N. Y.**—Auburn Cablevision Corp. of Auburn, N. Y. (multiple CATV owner) has applied for a franchise.

■ **Salamanca, N. Y.**—Allband Cablevision Inc. of Olean has been granted a franchise. Salamanca Television Cable Co. also has a franchise. The town will receive \$500 or 1½% of the firm's annual gross revenue, whichever is greater.

■ **Elyria, Ohio**—Mid-Continent Telephone Corp. of Elyria has acquired Hoopeston Cable TV Co., Hoopeston, Ill., through an exchange of stock valued at approximately \$300,000. Mid-Continent leases cable equipment and owns Valley Master Cable, Inc., Kittanning, Pa.

■ **Jefferson, Ohio**—Jefferson Community Antenna Co. has applied for a franchise. Installation charge would be \$12 with a \$3.60 monthly fee. Firm plans a 12-channel system.

■ **Philo Village, Ohio**—Phi-Dunc Better TV Co., represented by Fred Davis and Don Moyer, has been granted a franchise. Installation and monthly fee for the four-channel system will be \$20 and \$5, respectively.

■ **Willard, Ohio**—H. J. Evans of Tiffin has applied for a franchise. A 12-channel system is proposed with the city to receive 3% of annual gross revenues.

■ **Clinton, S. C.**—Clinton Cable TV Inc. has been granted a franchise to provide a 12-channel system for a monthly charge of \$5. The city will receive a minimum \$2000 per year or from 6% to 9% of the firm's annual gross income.

■ **Watertown, S. D.**—Midcontinent Broadcasting Co. (KELO-TV Sioux Falls, and multiple CATV owner) and Oliver H. Riedel have each applied for a franchise.

■ **Ellensburg, Wash.**—Kittitas county Public Utilities Dept. and Ellensburg TV Cable Corp. have each applied for a franchise.

ENTHUSIASM and a liking for people—two key ingredients considered essential to mold the ideal salesman.

Both qualities apparently were in ample supply when the molding of Don Sbarra as broadcasting executive, *genus* television, took place. At age 37 Mr. Sbarra (pronounced Se-berrah; Italian) is one of the profession's youngest group presidents, a position won through application of his energy and leadership.

As president and general manager of Kansas State Network Inc., Mr. Sbarra is responsible to some 600 stockholders for the continuing growth and profitable public-service performance of the KSN station properties. These include the key headquarters outlet, KARD-TV Wichita, and its affiliates, KCKT(TV) Great Bend, Kan., KGLD(TV) Garden City, Kan., and KOMC(TV) Oberlin, Kan.-McCook, Neb., plus UHF translator K18AA Salina, Kan. The KSN station family now also has a radio member, KARD-FM Wichita, acquired during the past year.

The KSN television outlets are affiliates of NBC-TV and are available as a group. But each outlet also has its own sales and news staffs to maintain strong local identity within each community. The TV stations are interconnected by what KSN claims is the largest privately owned station microwave system in the U.S., relaying network and local color programs some 375 miles and providing service to more than 70% of Kansas plus portions of Nebraska, Colorado and Oklahoma.

First FM ■ Since KSN took over what is now KARD-FM, Mr. Sbarra has been busy seeing that the radio outlet has the best of technical facilities as well as of sound. The station has been converted to full stereo, its power boosted and its antenna switched to both horizontal and vertical polarization and its height increased. Studio gear is being updated too. A separate sales staff is telling the good-music-format story to clients.

News, local-sports and special-events programs are the key elements which tie a station strongly to its market, Mr. Sbarra feels. Especially news. He admits that it may seem a bit lopsided when out of a total staff of 110 full-time employees and nine part timers there are 23 persons working full time in the news departments of the KSN TV stations. This is exclusive of the four full-time people in the special-projects unit which is in continuous production of documentary specials.

But, after all, Mr. Sbarra is bullish on news, particularly local news, and its significance to the community as well as the stations and sponsors who present it. He predicts in television's future that news will be the chief area of greatest growth. It is one area where

Riding TV's rising star to the top

the local station is not bound to outside resources and where it can best demonstrate its individual identity, integrity and industry, he notes.

Balanced objectivity is vital in the presentation of documentaries too, Mr. Sbarra believes. He is proud that the KSN efforts in this area are regularly sponsored in prime time by the Kansas State Bankers Association. One new series is a four-part sequence of hour color reports on mental-health progress in Kansas. A recent hour film report took viewers behind the walls of the state prison for the first time. Its title: *The Truth Will Make You Free*.

In Mr. Sbarra's book, television as a

medium should strive to fulfill as many entertainment and information needs as possible. "It shouldn't be specialized or weighted one way or another because of its enormous scope," he says.

"Television as a whole, including commercials, is a reflection of the public it serves. It is primarily an effect of human needs and behavior, not a cause," he continues. "Therefore great care and responsibility should be taken not to become one-sided."

Keeping a healthy sense of balance is the formula Mr. Sbarra applies to the business side of the KSN operations too. Since revenues come from network, national spot and local-regional, the wise manager won't put his hopes all in one pocket, he explains. For this reason Mr. Sbarra calls for constant research into business conditions as a whole as well as advertising trends and maintains a daily chart of all billings to check for trends or weaknesses.

Riding the Trend ■ This administrative vigilance paid off this past year when national spot softened some. Mr. Sbarra recalls that even though spot was strong in the fall of 1966 his check system detected signs of slackening so his staff was able to get to work to strengthen local and regional sales efforts early. The result was that 1967 proved a record breaker for the KSN group in this category.

Mr. Sbarra took to television much as he took to golf. A four-handicapper although he plays infrequently now, Mr. Sbarra caught the golf bug as a youth when caddying. But his enthusiasm for TV as the world's greatest selling force for goods and ideas came later in life, after he left college and the U. S. Air Force.

The time was late 1953 and the place was Amarillo, Tex., where he was working for a small advertising agency that now is out of business. Mr. Sbarra became very much aware of the rising star of TV and decided his greatest challenge could lie there. So he joined the local sales staff of KGNC-TV Amarillo and began putting his enthusiasm to work amassing something of a local billing record. It caught the attention of the late George Brown who lured him to Wichita in early 1956 as sales director of KARD-TV. His enthusiasm for TV's social and economic potential there gave Mr. Sbarra the spur necessary to help the group expand and become the Kansas State Network in 1961 through merger with the Tri-Circle Network.

What makes TV really tick? "People," says Mr. Sbarra, "and an appreciation of the vital human values each is capable of contributing. With the right people you can do the impossible."

WEEK'S PROFILE



Donald David Sbarra—president and general manager, Kansas State Network Inc. (KARD-FM-TV Wichita; KCKT(TV) Great Bend, Kan.; KGLD(TV) Garden City Kan.; KOMC(TV) Oberlin, Kan.-McCook, Neb., and UHF translator K18AA Salina, Kan.); b. May 4, 1930, Carnegie, Pa., attended Amarillo (Tex.) College and West Texas State while in U. S. Air Force, 1950-53; account executive, KGNC-TV Amarillo, 1954-55; joined KARD-TV 1956 as sales director becoming VP and member of board later that year; promoted to general manager and member of executive committee in 1962 and named executive VP in 1964; elected president of KSN Inc. Dec. 16, 1967; m. Dorothy Thurman of Amarillo Oct. 15, 1953; children—Lynn, 13, Pam, 11, and Mark, 7; member—Church of the Magdalen, Wichita country club, Wichita Club and Young Presidents Organization; hobbies—golf, cooking and music.

The truth that hurts

AS was to be expected, the vivid and intensified news coverage of Vietnam has provoked talk of censorship. So far there has been no overt attempt to apply governmental controls, aside from the military's recent decision to withhold some figures on casualties. But there is no doubt that at least some officials would be happier if the news media were under harsher restraints.

The widely publicized outburst of an unidentified but obviously highly placed government figure during a recent background conference with Washington newsmen underscored the rising tension. According to reports, the official accused news media of distributing information that aided the enemy and created dissension at home. The official is by no means alone in that attitude.

Television, of course, occupies a predominant role in any discussion of reporting from Vietnam. It is by now a cliché to point out that the grisly actualities of combat are seen daily in homes throughout America, within hours of their occurrence. The regular exposure to so intimate a view of battles in progress must be presumed to exert a strong influence in shaping domestic attitudes toward the war. So it is understandable that members of an administration that is confronted by a resourceful enemy abroad and sharp divisions of opinion at home would wish that television would shift its emphasis from hard reality to selective weighing of material to put things in their best light.

It is also understandable that anyone, ordinary citizen or government official, watching television day after day would wonder occasionally whether the detailed reporting was compromising security. For example, the explicit films from Khesanh in recent weeks would seem to a stateside viewer to be valuable to an enemy plotting an assault.

But as high officials must know, even if the general public may not, there would be no such coverage from Khesanh without the cooperation of the military command that is charged with Khesanh's defense. All correspondents and photographers working in Vietnam abide by guidelines set by the military. Even though those guidelines fall far short of censorship, the military on the scene could put a down-hold on Khesanh stories if it felt they were telling the enemy anything he did not already know.

On the whole it must be said that the present relationship between the correspondents and military in the field has worked better than the strict system of field censorship worked in World War II. The kind of censorship that is now being mentioned in Washington would be political. And the application of that kind of censorship would be another setback for America chargeable to the adventure in Vietnam.

Wrong agency

IF nothing else the FCC was premature in anticipating that a Gulfport, Miss., radio station's refusal to accept out-of-town automobile-dealer advertising would be in violation of the antitrust laws.

WGGM Gulfport, in answering the complaint of a New Orleans advertising agency, said it had a policy of refusing advertising from automobile dealers located outside Gulfport and Harrison county because this could create hardship for local dealers who might cancel their own advertising. Assertedly no "conspiracy" was involved and there was no formal agreement with local dealers to exclude outside advertising.

In other days this question would never have been raised.

The law specifies that broadcast stations are not common carriers open to all comers. But in these days when almost anything can happen, it may well be that the exclusion of out-of-town dealers could be ruled in restraint of trade. No such allegation, however, has yet been made by the Antitrust Division of the Department of Justice or by the Federal Trade Commission.

The FCC should have referred the advertising agency complaint to the Department of Justice or perhaps the Trade Commission. It is no more the function of the FCC to invoke the antitrust laws than it is for the Antitrust Division to seek to usurp the authority of the FCC in transfer cases—the aborted ITT-ABC merger, for example.

Just musing

SUPPOSE all those technological advances that are "just around the corner" suddenly came into being. Direct satellite-to-home TV (eliminating local stations); an entertainment center in each home providing all sorts of services on a broad-band wired grid into the home, including AM and FM, your facsimile newspaper, shopping services and computerized information retrieval.

Suppose there was the turmoil of a Vietnam, or worse, still with us. And from within we had an urban-area problem that was still latent, with subversive forces goading the dissident elements into rebellion.

(In modern revolutions they no longer go for the palaces or the parliaments. They blow up the broadcasting installations—the direct means of reaching the masses—if they can't capture them intact.)

Satellites? Anything that can be shot up into space can be shot down. Those wire grids into all homes? It's lots easier to throw a monkey-wrench into a central piece of machinery than it is to silence, simultaneously, 7,000 "local" broadcast transmitters—AM, FM, TV.

It will be 20 or 30 years, say the experts, before the nation will be ready for the communications revolution. But the commercial users (land-mobile) want the spectrum cleared for their private communications on the assumption that broadcasting is better by wire.

Where would CATV or translators be without the programming of those "local" stations talking to their publics?

Where, indeed, would the country be without reassuring voices from the heads of state?



Drawn for BROADCASTING by Sid Hix
"Break it up! You know how the boss feels about clustering!"

WIBW is the power behind the throne in the land where basketball is king.

Wilt Chamberlain, Bob Boozer, Bill Bridges . . . as well as Jim Ryun, Gale Sayers, John Hadl, Willis Crenshaw, Curtis McClinton, and many other famous athletes have performed before WIBW live cameras. Kansas is BIG in sports, and the Eastern Kansas populous market knows WIBW will be there!

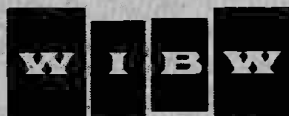
29,500 fans weekly pack the University of Kansas and Kansas State field houses—WIBW is there! With its own crew, WIBW originates 6 of the 10 Big Eight basketball telecasts for a 39-station network — with Max Falkenstien, WIBW Sports Manager, the Voice of the Big Eight for over 20 years.

WIBW's accurate and descriptive radio voice covers 180 small college and high school basketball games because listeners expect the Voice of Kansas to be there!

Advertisers know that WIBW's complete sports coverage is a marketing power for moving products — sales is a part of the sports game, too!

Long live WIBW, long recognized as the real sports king!

For complete story
call Avery-Knodel or
Topeka 913-272-3456.

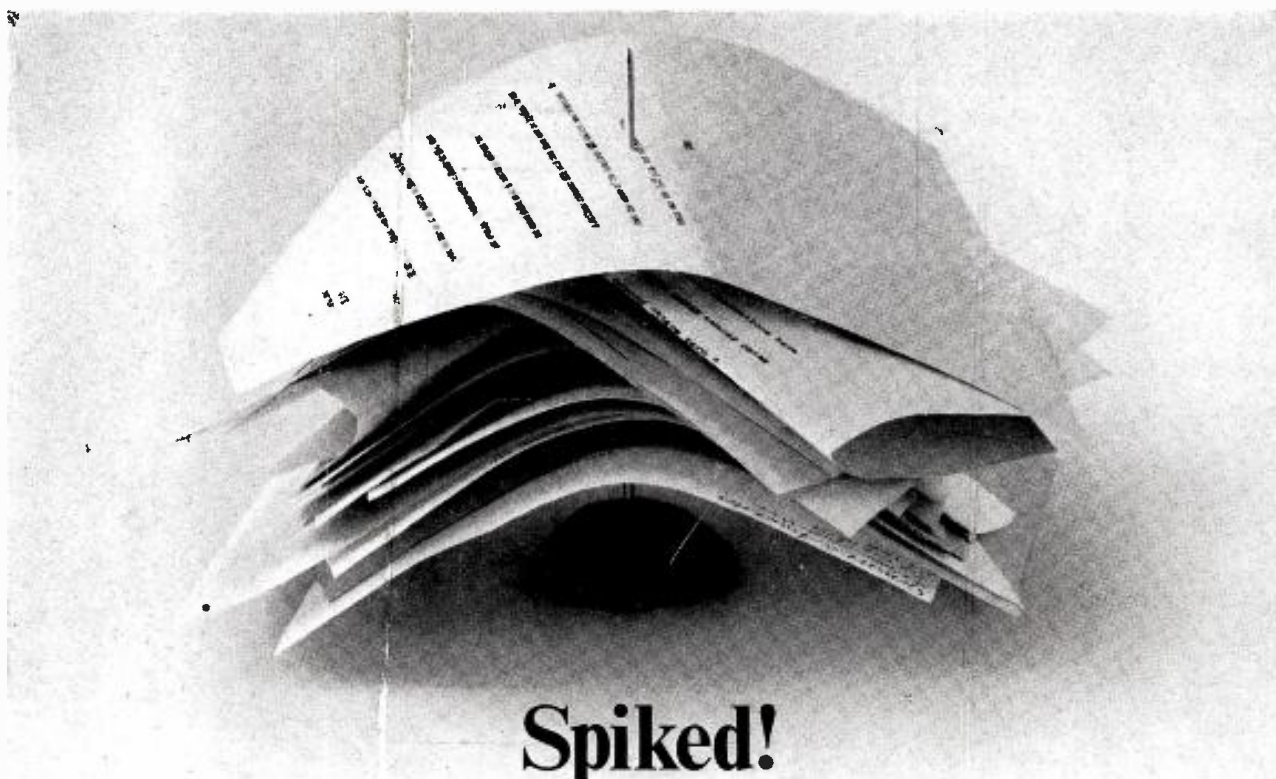


TELEVISION

Broadcast services of Stauffer Publications
Topeka, Kansas



RADIO — FM



Spiked!

You wince at the wasted staff time when you have to spike a story. The cost of that time must be included in the price of your newspaper or magazine if you are going to stay in business.

You've paid for the effort, but you still have to spike some stories because they don't quite measure up or something better pushes them aside. That's how you maintain that invisible ingredient called "quality" in your publication.

We produce medical products for doctors to prescribe. We "spike" many, many more prospects in the laboratory than ever get on the pharmacist's shelf.

Medicines that are to work and cure disease have to fight their way past our "spike." We have no choice but to reject those that don't measure up no matter what the research cost. That's how we maintain that invisible ingredient called "quality" in our products.



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