Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

OFF-NETWORK SERIES FROM WARNER BROS.-SEVEN ARTS

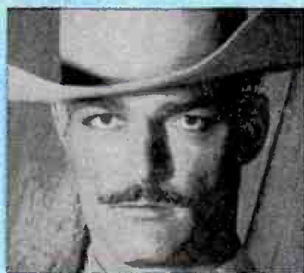
F TROOP
(65 HALF-HOURS)

77 SUNSET STRIP
(149 HOURS)

MISTER ROBERTS
(30 HALF-HOURS)

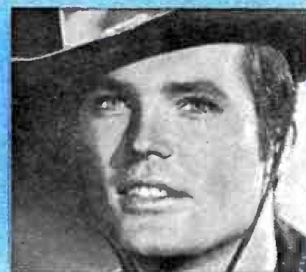
NO TIME FOR SERGEANTS
(34 HALF-HOURS)

ROOM FOR ONE MORE
(26 HALF-HOURS)



LAWMAN
(156 HALF-HOURS)

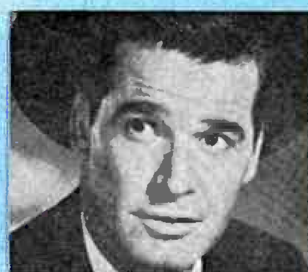
BOURBON STREET BEAT
(39 HOURS)



BRONCO
(68 HOURS)

THE DAKOTAS
(19 HOURS)

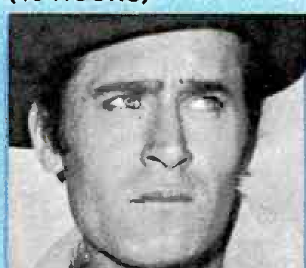
THE ROARING 20's
(45 HOURS)



MAVERICK
(124 HOURS)

SURFSIOE 6
(74 HOURS)

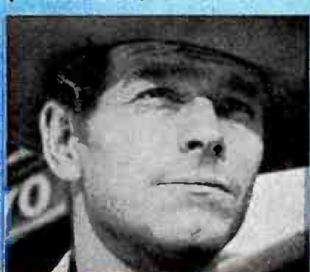
THE GALLANT MEN
(26 HOURS)



CHEYENNE
(107 HOURS)

HAWAIIAN EYE
(134 HOURS)

SUGARFOOT
(69 HOURS)



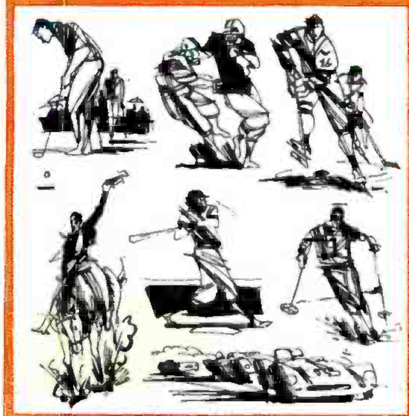
COLT .45
(67 HALF-HOURS)

NOW AVAILABLE IN SELECTED MARKETS

WARNER BROS.-SEVEN ARTS

NEW YORK: 200 Park Avenue • (212) 986-1717
CHICAGO: 550 West Jackson Blvd. • (312) 372-8089
DALLAS: 508 Park Avenue • (214) 747-9925
LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1771
TORONTO, ONTARIO: 11 Adelaide St. West • (416) 364-7193

FIRST-RUN TELEVISION SERIES FROM WARNER BROS.-SEVEN ARTS



THE PROFESSIONALS

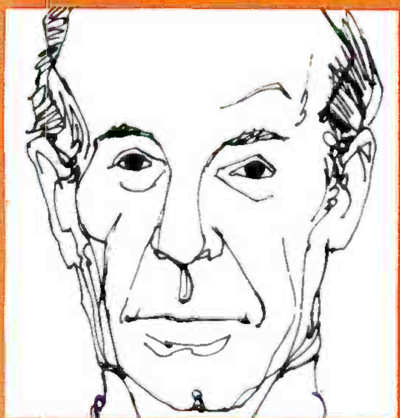
13 half-hour TV SPORTS SPECIALS **in COLOR** highlighted by 23 Pro-Stars from Basketball with Wilt Chamberlain to Rodeo with Larry Mahan.

MARINE BOY

78 exciting half-hour underwater adventures **in COLOR** starring Marine Boy. Neptina and Splasher.

COUNTRY MUSIC HALL

26 swinging Country & Western half-hours **in COLOR** hosted by award-winning recording star, Carl Smith.



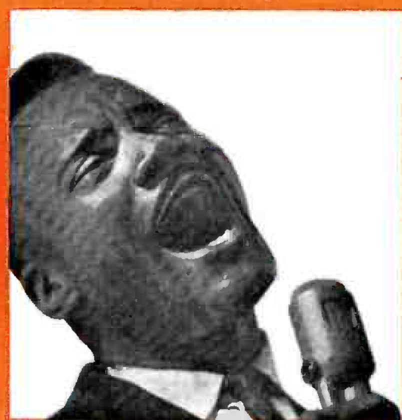
BOSTON SYMPHONY ORCHESTRA

26 one-hour TV CONCERT SPECIALS featuring conductors Erich Leinsdorf, Charles Munch, William Steinberg, Richard Burgin, Aaron Copland.

MAN IN SPACE

6 one-hour TV SPACE SPECIALS (5 **in COLOR**) about America's trip to the moon and its consequences.

Produced with the cooperation of the United States Air Force and NASA.



NIGHT TRAIN

26 one-hour rhythm and blues variety programs showcasing today's big Nashville sound.

NOW AVAILABLE IN SELECTED MARKETS

WARNER BROS.-SEVEN ARTS

NEW YORK: 200 Park Avenue • (212) 986-1717
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LOS ANGELES: 291 S. La Cienega Blvd., Beverly Hills • (213) 657-1771
TORONTO, ONTARIO: 11 Adelaide St. West • (416) 364-7193

ACCENT ON YOUNG WOMEN

To reach the young women in the nation's 12th ranked television market, consider and buy KRLD-TV's dominance.

The January 1968 ARB Television Audience Estimates show that Channel 4 delivers more women (18-34), per average quarter-hour, 9:00 A.M. to 6:00 P.M., Monday thru Friday, than any other station in the market — leading the second station by 54.4%.

To put the accent on young women in the Dallas-Ft. Worth market, place your next schedule on KRLD-TV.

represented nationally by HR

KRLD-TV 4

DALLAS — FT. WORTH

The Dallas Times Herald Station

CLYDE W. REMBERT, President

CLOSED CIRCUIT®

Cost of news

Events of past week—President Johnson's decision not to seek second term, assassination of Martin Luther King and subsequent developments—will make 1968 costliest news year in broadcast journalism's history, says one network budget officer. Networks were prepared for expensive convention and election coverage, and probable big-city riots this summer. Peace bid, death of Dr. King, and resulting pre-emptions, realignment of news forces, line charges, etc., are setting TV and radio news budgets all askew. Another flare-up in Middle East—and no newsmen discount that possibility—before year's end would completely torpedo network's optimistic profit projections for the year, it's said.

Loevinger to stay?

Sudden change in presidential race may have effect on complexion of FCC even this year. Though Commissioner Lee Loevinger has served formal notice of intention to leave FCC (portending possible shift in voting control) on June 30, President Johnson's withdrawal could have bearing on his status. His close personal friend and mentor is Vice President Hubert H. Humphrey. Last thing Judge Loevinger would want to do is cause him slightest travail—if Mr. Humphrey indeed becomes candidate for presidential nomination.

This could be accomplished, paradoxically, by Judge Loevinger doing practically nothing at all. Though his term expires June 30, law permits him to serve until his successor is qualified with no change in perquisites. It's presumed that President Johnson would prefer not to make new appointment to FCC unless necessary, leaving that option to his successor. Although Judge Loevinger is making no statement either way, it's known that his colleagues of usual majority (Hyde, Lee, Wadsworth) would like to see him stay on, while those of minority would relish just opposite.

How it happened

Here's story behind President Johnson's news-making appearance last Monday at opening session of National Association of Broadcasters convention. Week before there had been signs from persons near President that he might respond to NAB invitation (CLOSED CIRCUIT, April 1). Formal invitation went to White House on Wednesday before convention, but there was no return word until 1 a.m. on day he appeared (see story, page 28).

Nobody's saying who advised President to go to Chicago, but speculation centers on two presidential confidants, Leonard Marks, director of United States Information Agency (and lawyer with broadcast practice before he took present job), and Frank Stanton, CBS president. Dr. Stanton flew to Chicago with President.

Casualty

One feature pre-empted from NAB agenda by President's speech was showing of seven-minute color films prepared for convention by Vice President Hubert Humphrey. In film Mr. Humphrey exhorted broadcasters to take strong role in civil-rights problem, and he's said to be disappointed that message didn't get through. He had submitted to at least one re-take, despite his busy schedule.

Just in case

Although New York Governor Nelson Rockefeller insists he is not and won't be active candidate for Republican presidential nomination his staff apparently is taking no chances. Members have been quietly compiling data on nation's top-50 TV markets. If he does turn active candidate, as his brother, Governor Winthrop Rockefeller of Arkansas, has predicted, TV is sure to get heavy ride—as it did in his uphill but successful 1966 campaign for re-election as governor.

Mail call

FCC Commissioners Kenneth A. Cox and Nicholas Johnson are expected to put in mail this week letters containing questions of their own for Oklahoma license-renewal applicants, whose licenses expire June 1. Commissioners last month decided to seek supplemental information from applicants after frequent disagreements with colleagues on whether they had sufficient information on which to reach decisions on renewals (BROADCASTING, March 18).

But commissioners, who are handling bulk of work themselves with aid of personal staffs, will not query licensees of all 100 AM, FM and TV stations in state. Indications were that about one-third will be contacted, including owners of all 16 commercial TV outlets. Radio station operators will presumably be selected on basis of market they serve.

Smaller talk

Joe Pyne, top-rated talker of syndicated radio and television, is suffering from virus infection and cutting back on shows. He'll continue two-hour weekly TV program that originates at KTTV(TV) Los Angeles and is syndicated by Hartwest, New York, but fate of daily radio show that Hartwest syndicates is in question. He's discontinuing late-night local talk strip on KTTV, but will go on with daily early-morning local show for KLAC Los Angeles—from studio that KLAC intends to build in his home.

Movie buy

Shetland Co. (appliances) is preparing sponsorship of motion-picture showings in 21 major markets, supplementing its current spot-TV flights. Shetland, division of S.C.N. Corp., Salem Mass., for three of its appliances will sponsor feature-film telecasts (some 90 minutes, others two hours) under title of *Standing Ovation Theater*, most of films to run April 25, and few on weekend that follows. Advertiser will cluster its commercials in three breaks.

Stations on Shetland list include, among others: WPIX(TV) *New York,* KABC-TV *Los Angeles,* WBBM-TV *Chicago,* WTTG(TV) *Washington,* WHDH-TV *Boston,* WJZ-TV *Baltimore,* WJBK-TV *Detroit,* KDKA-TV *Pittsburgh,* KPIX(TV) *San Francisco,* WITI-TV *Milwaukee,* KSTP-TV *Minneapolis-St. Paul,* WVUE(TV) *New Orleans,* WTVJ(TV) *Miami,* WJW-TV *Cleveland. Weiss & Geller, New York, is Shetland's agency.*

Camera market

Visual Electronics Corp. will announce new three-tube Plumbicon color-TV camera of its own manufacture in early May at about same time its profitable representation contract with Philips Broadcast Equipment Corp. expires. Philips is setting up own offices to handle PC-70 camera and related products. Visual's camera is to be in production this fall.

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WEEK IN BRIEF

LBJ speech to National Association of Broadcasters in Chicago sets tone for 46th annual meeting: TV-radio are of towering importance as tools of journalism, but neither is being used to its capacity. See . . .

THE MAJOR MISSION . . . 27

FCC Chairman Hyde calls on nation's broadcasters to do more than they have to date in reporting on—and thereby helping to alleviate—underlying causes of civil disorders and racial tensions. See . . .

MORE RACIAL COVERAGE . . . 29

Networks waste little time after President Johnson announces his withdrawal frcm race to petition congressional committees for shelving of equal-time rules, but Congress is still too stunned by LBJ's action. See . . .

315 SUSPENSION SOUGHT . . . 40

ABC-TV president Elton Rule tells network affiliates of prospect of "a complete reappraisal" of station compensation; says payment adjustments "must be faced," they will come, and soon. See . . .

ABC-TV COMPENSATION . . . 50

CBS-TV affiliates head-off, at least temporarily, network's move to have them carry this year's political campaign specials, convention, election coverage without compensation. See . . .

CBS RECONSIDERS . . . 52

Rebellion is in the wind on broadcast labor front. The Teamsters union has started organizing radio stations. Communications Workers of America is active among unorganized broadcast employees. See . . .

ALL IS NOT QUIET . . . 58

As expected FCC's proposed tough standards governing concentration of station ownership in a market come under attack at NAB convention. NAB counsel Anello and Commissioner Cox present opposing viewpoints. See . . .

THE GREAT DEBATE . . . 65

Ford Foundation plans production cost awards for new educational programs; allocates money for special election coverage, radio, children's workshop; Ford funding will be from $20 million to $25 million. See . . .

FORD'S BOOST . . . 70

TVB report shows investment in national and regional spot TV in 1967 reached about $1.19 billion, less than 1% over 1966. Procter & Gamble still top Spot TV spender, but nine of top 100 lay out $3 million-plus. See . . .

SPOT'S SLUGGISH YEAR . . . 84

Equipment manufacturers at NAB convention display radio automated products as well as new color-TV gear, attract widespread attention; equipment trend is toward greater reliability, simpler operation. See . . .

EXHIBITOR KEYNOTE . . . 92

DEPARTMENTS

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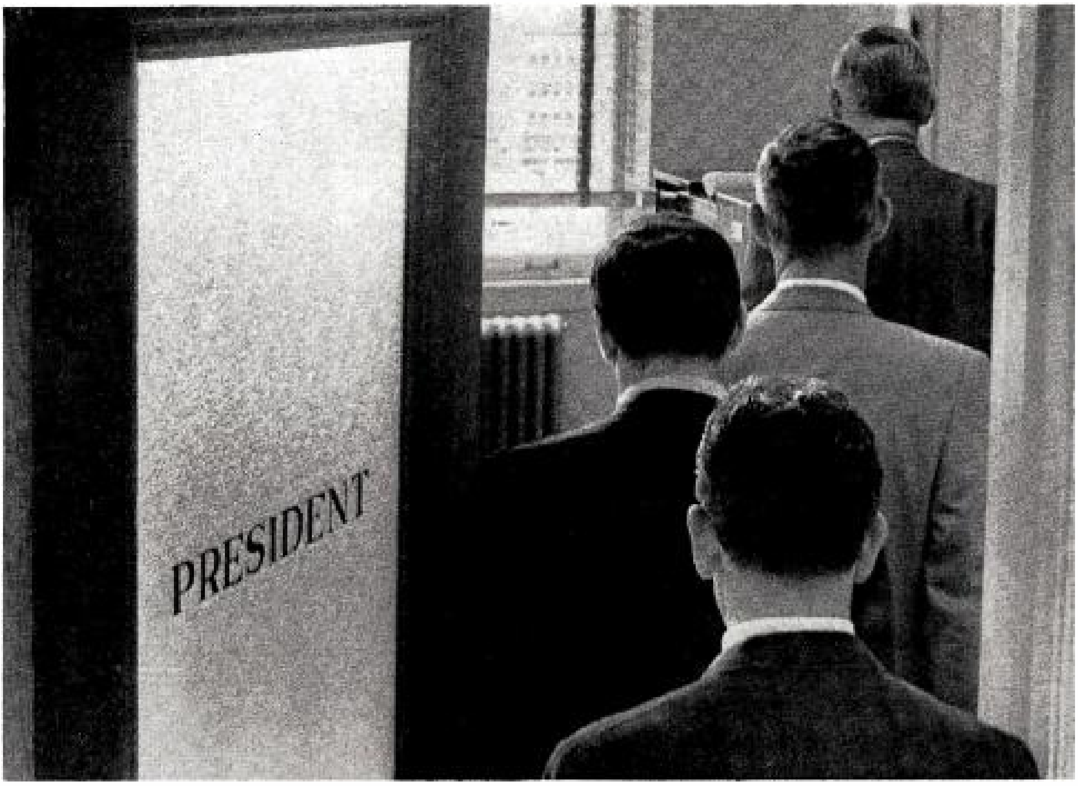
Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

What makes a station STAND TALL?



Who Needs More Bosses? We Did!

KMBZ's management – a restless, innovative crew – wanted the station to be more responsive to Kansas City's needs, tastes and desires.

So KMBZ sought "outside-the-station" comment on editorials, programming – the works.

KMBZ invited a group of men to act as its advisory board. Good men. A former mayor of Kansas City . . . a past president of the Kansas Farm Bureau . . . an industrialist . . . a board of education member . . . an attorney . . . a personnel director for a large industrial firm.

When men like these are asked for advice, they rightfully react like bosses. They expect people to listen. KMBZ did. So did more and more people in the Kansas City area. The station must have done something right. KMBZ is Number One* in the Kansas City area.

*Source: Hooper, Feb. - March, 1968, Mon.-Fri., 7 a.m.-noon and noon-6 p.m.

City Location	FM Radio	AM Radio	Television	International Shortwave Radio
New York, N. Y.	WRFM Stereo	———	———	WNYW No. 1
Seattle, Washington	KIRO Stereo	KIRO 50,000 Watts	KIRO	WNYW No. 2
Kansas City, Mo.	KMBR Stereo	KMBZ 5,000 Watts	———	WNYW No. 3
Salt Lake City, Utah	KSL Stereo	KSL 50,000 Watts	KSL	WNYW No. 4
*Boise, Idaho	KBOI Stereo	**KBOI 50,000 Watts	KBOI	WNYW No. 5
*Idaho Falls, Idaho	KID Stereo	KID 5,000 Watts	KID	Studios in New York, N. Y.

*Affiliated With

**C.P.

The BONNEVILLE Group

Bonneville International Corp.

Bahamian political spots are dropped

FCC has told WAME Miami in effect to stop carrying political spot announcements that are aimed at Bahamas Islands. Commission said Friday (April 5) such programing is inconsistent with purpose for which station is licensed.

Spots were bought by opposition United Bahamian Party, which said it has been unable to obtain time on government-owned stations in Bahamas. UBP is vying with ruling Progressive Liberal Party in election Wednesday (April 10).

In all, four Miami stations were involved in what developed last week into international incident after Bahamian government complained to U. S. State Department over Miami area outlets carrying programs of UBP.

Commission queried WAME, WGBS and WBRD Pompano Beach by telegram after complaint was relayed by State Department. Commission asked nature of programs and whether they were intended for U. S. or foreign audience.

WGBS, which was carrying five-minute program it said was of general interest to its audience, and WBRD, which was carrying spots, dropped programing. WAME said it would continue carrying spots unless directed to drop them.

Fourth station is WINZ, which picked up schedule of UBP spots on Thursday. It dropped them on advice of counsel Friday, after commission adopted its letter to WAME.

WGBS said last week it had taken programs off at suggestion of commission. And WBRD said State Department had said station "should stop embarrassing it" by carrying spots.

WBRD officials were surprised by government's reaction to its airing of UBP spots, since station had carried spots for both UBP and PLP in last election, 15 months ago, without adverse reaction.

Discount for politicos

Political candidates buying time on WOR New York will be charged at rates set 40% under published card-rate during this election year regardless of frequency ordered. According to Robert Smith, general manager, who made announcement Friday (April 5), policy was declared so as to give all political candidates same break and help those who may have limited funds to buy time.

'Gene' pumped most of N.H. ad budget into radio

Most of reported $126,000 advertising budget of Senator Eugene McCarthy in recent New Hampshire primary went into radio, according to Radio Advertising Bureau.

In special study, RAB found radio ad campaign consisted of 7,200 spots carried on some 25 radio stations within three-week period. It was reportedly most complete radio saturation campaign in New Hampshire history.

According to RAB, Richard Williams, executive VP of Weston Associates Inc., Manchester, N. H. ad agency, which bought time for Senator McCarthy, said radio allowed senator to answer opponent's charges same day they were made. Radio campaign, RAB says, was deliberately low-key and forthright, "despite vigorous opposition by many New Hampshire Democratic leaders."

Eight sign for summer

Eight advertisers have purchased time on Mutual's news and sports programs to extend through summer season, it was announced Friday (April 5).

Sponsors are Ford Motor Co., through J. Walter Thompson Co.; R. J. Reynolds Tobacco Co. (Winston cigarettes), through Wm. Esty Co.; General Motors Corp. (Oldsmobile), through D. P. Brothers & Co.; Florist Transworld Delivery, through Post, Keyes, Gardner Advertising; General Motors Corp.. through McManus, John & Adams, for "GM Mark of Excellence" campaign; General Motors Corp. (Frigidaire), through Dancer-Fitzgerald-Sample; AT&T, through N. W. Ayer & Son, and E. I. du Pont de Nemours Co., through N. W. Ayer & Son.

Networks mobilize in wake of King killing

Buildup of events at home and abroad, capped by killing of civil rights leader Martin Luther King Jr. in Memphis (see page 38), continued Friday (April 5) to draw upon full network news facilities and personnel.

Rapidity of major new developments in politics, Vietnam war and civil rights was responsible for President Johnson appearing on TV-radio networks in unprecedented frequency—five out of six days, March 31 through April 5, with exception of Tuesday (April 2).

Rundown of Friday's network coverage of assassination of Dr. King:

At noon ABC News presented half-hour wrap-up of events around assassination. Again at 1:15 p.m., ABC-TV broke for filmed coverage of arrival of Dr. King's body in his home city of Atlanta. Interview with Dr. Ralph Abernathy, new director of Southern Christian Leadership Conference, and report by Keith McBee of racial disorders in downtown Washington.

CBS-TV gave 50-minute report, starting at 7:06 a.m. NYT, with Joseph Benti; pickups of Washington developments at noon reporting on White House conference, followed by specials and reports at 1:15-2 p.m. and 3:02-3:12

Negro stations shift programing for weekend

Radio stations whose programs are beamed primarily to Negro audiences changed to special formats Friday (April 5) in wake of assassination of Dr. Martin Luther King.

WLIB New York cancelled all commercials and switched to all news operation, concentrating solely on coverage related to murder of Dr. King.

At request of New York Mayor John Lindsay WLIB said it would remain on air till midnight Friday. WLIB is daytimer due to go off air at sunset.

Besides city officials in studio, station's all-Negro staff frequently urged restraint on listeners.

In Chicago, WVON dropped all commercials and substituted sacred music in memorial to Dr. King. And WGRT that city switched to "soft" music, freedom songs and air pleas for contributions to Southern Christian Leadership Conference in honor of Dr. King. Contributors were named on air. Senator Charles Percy (R-Ill.) in taped phone call said move was best evidence of responsible broadcasting and wished it were nationwide.

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Greenfield

James L. Greenfield, formerly assistant editor, *New York Times* and assistant secretary of state for public affairs from 1962-65, appointed VP for news, Westinghouse Broadcasting Co. He assumes post relinquished by **Gordon Davis,** who became VP-Los Angeles two months ago when WBC-owned KFWB was converted to all-news station. Mr. Greenfield will supervise and coordinate WBC's news activities, including its worldwide foreign news service and its Washington news bureau. His earlier service includes 10 years with Time Inc. in overseas and domestic news posts.


Mr. Boyle

Francis L. Boyle, executive VP and vice chairman of board of Robert E. Eastman & Co. since July, 1965, elected president. He joined Eastman in 1959 as head of Detroit office, and subsequently became secretary, VP and administrative VP. Mr. Boyle succeeds **Joseph P. Cuff,** who becomes chairman of the executive committee. Robert E. Eastman continues as chairman of board.

For other personnel changes of the week see FATES & FORTUNES

p.m.

NBC's *Today* show staff worked through night to prepare special two-hour program for Friday morning (7-9) devoted to Dr. King. Program included pickup from WSB-TV Atlanta where Reverend Sam Williams, friend and former teacher of Dr. King, participated in discussion with civil rights leaders; interview by Don Oliver of Reverend Ralph Abernathy, who was Dr. King's deputy, originating at WMC-TV Memphis studio; discussion by Herb Kaplow and Jean Smith (latter had been covering Dr. King's march in Memphis) with Senators Fred Harris (D.-Okla.) and Edward W. Brooke (R-Mass.). Other NBC pickups later Friday: bulletins and program interruptions including 1:12-2 p.m. special, coverage of President Johnson's White House meeting with civil rights leaders, announcement of Sunday as day of mourning and president's cancellation of trip to Hawaii.

Mutual was gathering reactions from overseas, while broadcasting reports from its Memphis correspondent, Marvin Scott. Network's *World in Review* program Saturday (4:06 p.m. with repeat at 7:06 p.m.) was to be turned over to events related to Dr. King's assassination.

All networks prepared for coverage tonight (April 8) of President Johnson's scheduled address to joint session of Congress.

Adds CATV holdings

H&B American Corp. has bought four CATV systems in Southern California; they are Yucca Valley, Joshua Tree, Morongo Valley and Twentynine Palms (including Marine base there).

Consideration was $1.4 million for total of 4,800 subscribers, bringing H&B American's total to over 115,000 customers. Sellers were Paul Schmitt, Frank Thompson and others.

Network TV billings up

Network TV billing gains for first quarter of 1968 ranged from 9.3% for NBC-TV to 0.6% for CBS-TV, according to estimate released Friday (April 5) by Broadcast Advertisers Reports. ABC-TV was shown with 2.3% gain. Comparisons are with first quarter of 1967.

BAR figures showed first-quarter totals as follows: ABC $115,116,000 this year as against $112,464,800 year ago; CBS $157,664,200 vs. $156,657,100; NBC $144,154,800 vs. $131,894,700. Three-network total was put at $416,-935,000, up 4% from $401,016,600 in first quarter of 1967 (see page 89).

Runaway war chest

International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators Union has earmarked $100,000 in additional funds to promote its case against runaway TV and movie production.

Richard F. Walsh, president of powerful trade organization, has been granted emergency powers to help fight for more film-making by TV and movie producers in this country. He was scheduled on Friday (April 5) to attend Washington conference called by California's two Republican senators, Thomas Kuchel and George Murphy. Number of other film union officials were to be present including John Dales of Screen Actors Guild and John Lehners of Hollywood AFL Film Council.

Strike settlement bleak

Efforts to come up with compromise to threatened Directors Guild of America strike on April 30 against Association of Motion Picture and Television Producers continue to prove futile. First across-table confrontation between two camps took place on Thursday (April 4) and by Friday (April 5). Word from those who had met was that situation is bleak.

MPTP is planning to draft white paper on situation. Appeal to National Labor Relations Board is being considered. Strike would stop all film-making in this country. Chief area of contention is credit billings for directors.

Minow leaves Curtis

Resignation of Newton N. Minow, former FCC chairman, as director and $31,250 annual special consultant, to Curtis Publishing Co. was made known Friday (April 5).

Mr. Minow's resignation took place Dec. 31, 1967, it was reported, but didn't become known until board meeting April 4 in Philadelphia. He had been brought in to help deficit-ridden magazine publishing company in 1964. He declined comment on his resignation.

Shanks remains at SEG

In surprise move, Screen Extras Guild has rehired H. O'Neil Shanks for one-year term as national executive secretary. Action was taken by board of directors of talent union after it previously voted not to renew Mr. Shanks contract. He has held job since 1946.

McLean dies

P. Scott McLean, 43, VP-Television Sales at AVCO Broadcasting Corp., Cincinnati, was found dead in his apartment Wednesday (April 3). He had been ill for several months.

Mr. McLean was elected VP in 1966 after 16 years with AVCO in various positions, including VP and general manager, WLWI(TV) Indianapolis, VP-Eastern Division Television Sales, New York, and general sales manager, WLW Cincinnati.

He is survived by two sons and daughter.

Modern communications have far outreached Paul Revere's one-man, one-voice effort, memorialized by Cyrus E. Dallin's famed statue in Boston. But few have had a more lasting impact on the entire course of history.

C C

DATEBOOK

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

■Indicates first or revised listing.

APRIL

April 8—Tenth annual Broadcasting Day, co-sponsored by **Florida Association of Broadcasters** and **University of Florida**. Speakers include Charles Stone, NAB vice president for radio; Wally Briscoe, managing director, NCTA, and Red Barber, sportscaster. University campus, Gainesville.

April 8-13 — Atlanta International Film Festival, sponsored by **Eastern Airlines**, **Eastman Kodak** and Atlanta film-production firm **Cinema East**. Awards will be given for features, documentaries, short subjects, TV commercials and experimental films. Roxy theater, Atlanta.

April 9—Meeting of **Broadcast Advertising Club of Chicago**, featuring Stephen B. Labunski, president, NBC Radio, speaking on "Radio's Tuned-In Listeners and Turned-On Advertisers." Sherman hotel, Chicago.

April 9—Annual congressional affair, sponsored by **Pennsylvania Association of Broadcasters**. Sheraton-Park hotel, Washington.

April 10—Meeting of **National Association of Broadcasters-National Cable Television Association** committees on CATV copyright. Washington.

April 11—Annual meeting of stockholders of **Avco Corp.** to elect directors and independent auditors, to vote on resolution relating to pension plan, and to transact other business. North Charleston, S.C.

April 15—Deadline for filing comments on **FCC's** proposed rulemaking that would permit type-approval of AM modulation monitors that do not incorporate indicating meters.

April 15-16—Foreign policy conference held by **Department of State** for editors and broadcasters. Speakers will include Secretary of State Dean Rusk. Interested parties may request invitations from: Office of Media Services, Department of State, Washington, D.C. 20520.

■April 15-18—Communications conference sponsored by **Bishops' National Catholic Office for Radio and Television**. Speakers will include: Lionel Baxter, vice president for radio, Storer Broadcasting Co.; Roy Danish, director, Television Information Office; Ralph Renick, vice president for news, WTVJ(TV) Miami; Frank J. Shakespeare Jr., president, CBS Television Services; John Bergin, chairman of creative plans board and associate creative director, BBDO; Michael Donovan, VP and media director, Papert, Koenig & Lois; Kalman B. Druck, president, Harshe-Rotman & Druck; James F. Fox, president, James F. Fox; John F. Moynahan, president, John Moynahan & Co., and Warren Schwed, president, Grey Public Relations. Marco Polo hotel, Hollywood, Fla.

April 16—Announcements of nominees for 1967-68 Television Academy Awards of **National Academy of Television Arts and Sciences**. New York and Hollywood.

■April 16—**Chicago chapter of The National Academy of Television Arts and Sciences'** "Salute to Canadian Television," featuring Canadian Consul General Stanley Allen. WMAQ-TV Chicago.

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

April 16-19—18th annual broadcast industry conference sponsored by **San Francisco State College**. Broadcast media awards are voted to entries of unusual merit in both radio and television. San Francisco State College, San Francisco. Inquiries about entry details should be addressed to Professor Benjamin Draper, radio-TV-film department, San Francisco State College, San Francisco 94132.

1968 RAB REGIONAL SALES CLINICS

April 25—Minneapolis, Holiday Inn—airport.
May 21—Kansas City, Mo., Sheraton Motor Inn.
May 23—Chicago, Sheraton Chicago.
June 4—Boston, Somerset hotel.
June 6—Philadelphia, Sheraton Philadelphia.
June 14—Little Rock, Ark., Marion hotel.

April 17—Annual shareholders' meeting of **American Telephone and Telegraph Co.** to elect directors and auditors and to act upon other matters. Boston.

April 17—Annual stockholders' meeting of **General Telephone & Electronics Corp.**, to determine number of and elect directors: to consider and act upon proposal to amend certificate of incorporation and upon proposal concerning cumulative voting and pre-emptive rights. Conrad Hilton, Chicago.

■April 18—Luncheon meeting of **Chicago chapter of The National Academy of Television Arts and Sciences**, featuring as guest speaker David Susskind on "What's Good About Television." Continental Plaza, Chicago.

April 18—Annual stockholders meeting, **Time Inc.**, to elect directors, to eliminate limitations on number of directors and to transact other business. Time & Life Bldg., New York.

April 18-19—Seventh annual college conference held by the **International Radio and Television Society**; IRTS first faculty conference to be held concurrently on the second morning. Speakers include Walter A. Schwartz, president, ABC Radio; Richard S. Salant, president, CBS News and Dan Durgin, president, NBC-TV. Roosevelt hotel, New York.

April 18-25—Seventeenth Cine-Meeting, held by **International Film, TV film and Documentary Market (MIFED)** for producers, renters and distributors of feature and documentary films for cinema and TV presentation. For information contact: Largo Domodossola 1, 20145-Milan, Italy.

April 18-20—Annual spring convention of **Oregon Association of Broadcasters**. Speakers include Douglas Anello, NAB general counsel. Thunderbird motel, Eugene.

April 19—Eighth annual Western Heritage Awards Presentation, sponsored by **National Cowboy Hall of Fame and Western Heritage Center**. Civic Center Music Hall, Oklahoma City.

April 19-21—Spring convention of **Louisiana Association of Broadcasters**. Holiday Inn, Monroe.

April 21 — **National Association of Educational Broadcasters Educational Television Stations Division** meeting. Statler Hilton, New York.

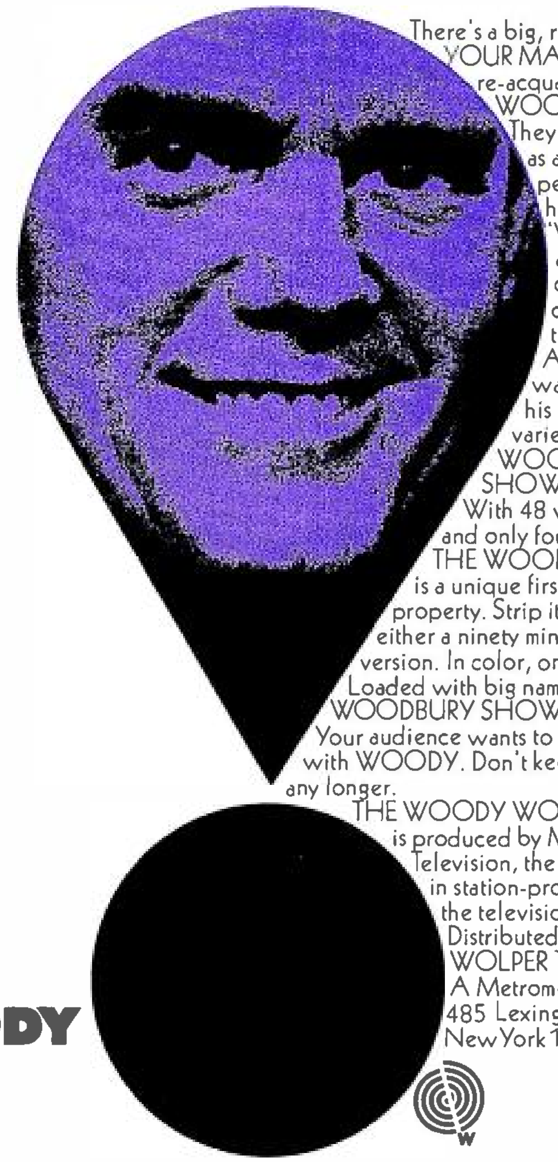
April 22—Radio workshop and luncheon, sponsored by **Advertising Club of Metropolitan Washington**. Shoreham hotel, Washington.

April 22—Annual luncheon of the **Associated Press**, preceded by annual business meeting of AP members. Clark M. Clifford, secretary of defense, is speaker. Waldorf-Astoria, New York.

April 22-26—Eighth annual TV newsfilm workshop co-sponsored by **National Press Photographers Assn., U. S. Defense Dept.** and **University of Oklahoma**, Center for continuing education, Norman, Okla. Contact: Ernie Crisp, WFBM-TV Indianapolis.

April 23—Annual stockholders meeting, **General Precision Equipment Corp.**, to elect directors, approve appointment of independent public accountants, and other business. Biltmore hotel, New York.

April 23—Annual stockholders meeting of



There's a big, responsive audience in YOUR MARKET waiting to get re-acquainted with WOODY WOODBURY.

They've enjoyed him for years as a top-draw nightclub performer, they remember him as host of ABC-TV's "Who Do You Trust?", and they know him as a comedy record star and campus favorite across the nation.

And now . . . they're waiting to see him as host of his own daily 90-minute variety program . . . "THE WOODY WOODBURY SHOW."

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Your audience wants to get re-acquainted with WOODY. Don't keep them waiting any longer.

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it's WOODY

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E 41 ST
AVE
ONE

Zenith Radio Corp., Chicago.

April 23—Annual stockholders meeting of **Foote, Cone & Belding Inc.**, to elect directors, approve new class of 100,000 shares preferred stock, increase common stock to 4,000,000 and transact other business, Continental Plaza, Chicago.

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

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

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

April 25-May 2—The Golden Rose of Montreux eighth annual TV competition held by the **Swiss Broadcasting Corp.** and the town of Montreux under auspices of the European Broadcasting Union. Open to programs in color and in black and white.

April 26—**Institute of Broadcasting Financial Management** board of directors meeting. WGN Chicago.

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

April 28-29—Annual spring convention of **Texas Association of Broadcasters. Flagship hotel, Galveston.**

April 28-30—William Allen White Centennial symposium on theme "Mass Media in a Free Society." Speakers will be: Theodore F. Koop, CBS vice president; Carl Rowan, syndicated columnist and former director of USIA; Bill Moyers, publisher of Newsday and former Presidential news secretary; Stan Freberg, advertising consultant and head of own agency; Bosley Crowther, *New York Times*, movie editor, and Ben Bagdikian, news analyst. University of Kansas, Lawrence, Kan.

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

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

April 30—Deadline for filing reply comments on FCC proposed **rulemaking** to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

MAY

May 1-5—17th annual national convention of American Women in Radio and Television, under theme of "Century of Communications." Speakers include: Ronald Reagan, governor of California; John Guedel, John Guedel Productions; Irving Stone, novelist; Leonard Marks, director of USIA. Panelists include: Thomas Sarnoff, vice president, NBC; Dr. Fred Adler, vice president, Hughes Aircraft Co.; F. G. Rogers, president, IBM's data processing division; John Paul Goodwin, chairman of board, Goodwin, Dannenbaum, Littman and Wingfield Inc.; William Dozier, president, Greenway Productions; Dr. Lee du Bridge, president, California Institute of Technology; Arch Madsen, chairman of board, Bonneville Broadcasting Corp.; Norman Felton, president, Arena Productions; Daniel S. Parker, chairman of board, Parker Pen Co. Century Plaza hotel, Los Angeles.

■May 2-4—18th annual convention of **Kansas Association of Radio Broadcasters.** Speakers include Vincent Wasilewski, NAB president; Senator James Pearson, member of Senate Commerce Committee's Communications Subcommittee; Grover Cobb, NAB chairman of joint boards, and E. G. Faust, president of Iowa Broadcasters Association. Holiday Inn Midtown, Wichita.

■May 2-4—22d annual spring convention of **Alabama Broadcasters Association.** Speakers include: Jack Harris, president and general manager, KPRC-TV Houston; and Robert Cahill, legislative assistant to chairman, FCC. Admiral Semmes hotel, Mobile.

May 3—20th anniversary ball of Bedside Network of **Veterans Hospital Radio and Television Guild,** featuring Allen Ludden and Betty White. New York Hilton, New York.

May 6-8—Annual meeting of **Canadian Association of Broadcasters.** Chateau Champlain, Montreal.

May 5-10—103d technical conference of **Society of Motion Picture and Television Engineers.** Papers will be presented on following topics: Instrumentation and high-speed photography; laboratory practices and color-quality control; photographic and allied science; photosensitive materials for motion pictures and television; theater presentation and projection; small-format films; studio practices; sound; education, and medicine. Century Plaza hotel, Los Angeles.

May 6-7—Meeting of the board of directors of the American Women in Radio and Television. Century Plaza hotel, Los Angeles.

May 9-10—Spring meeting of **Washington State Association of Broadcasters.** Speakers include Arthur Stambler, Washington attorney. Chinook hotel and Motor Inn, Yakima.

May 6-9—First annual instructional broadcasting conference, sponsored by **National Association of Educational Broadcasters,** on theme "Communication Technology and the People Left Behind." Sessions have been scheduled on: early childhood education for disadvantaged, development of meaningful education systems for specific groups, methods of dealing with equal educational opportunity in remote areas, and more appropriate utilization of communication technology in dealing with society's problems. Sheraton Jefferson, St. Louis.

May 7—Annual stockholders meeting of **RCA,** to act upon continuation of amended incentive plan, amend stock-option plan and elect directors. Butler University, Indianapolis.

TVB REGIONAL SALES CLINICS

April 16—Omaha, Sheraton Fontenelle.

April 18—Houston, Kings Inn.

April 29—Jacksonville, Fla., Downtown Holiday Inn.

April 29—Minneapolis, Sheraton Ritz.

April 30—St. Louis, Sheraton Jefferson.

May 1—Charlotte, N.C., Holiday Inn #2.

May 2—Chicago, Continental Plaza.

May 3—Washington, Sheraton Park.

May 8—Detroit, Sheraton Motor Inn.

May 9—Columbus, Ohio, Sheraton Columbus.

May 10—Pittsburgh, Hospitality Motor Inn.

May 14—Oklahoma City, Downtown Holiday Inn.

May 15—New Orleans, Sheraton Charles.

May 17—Memphis, Sheraton Peabody.

May 24—Boston, Sheraton Plaza.

May 27—Buffalo, N.Y., Sheraton Motor Inn.

June 17—Los Angeles, Sheraton Wilshire Motor Inn.

June 18—San Francisco, Sheraton Palace.

June 19—Portland, Ore., Sheraton Motor Inn.

June 20—Denver, Sheraton Malibu.

■Indicates first or revised listing.

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*Reg. U. S. Patent Office

OPEN MIKE®

More good vibrations

Editor: I was astonished and delighted with the biographical sketch (Broadcasting, March 18). It is far and away, albeit tongue in cheek, the best done and subjectively most flattering piece following an interview that I've ever had the good fortune to see.—*Gordon Stulberg, president, CBS Theatrical Films, North Hollywood.*

Editor: I've always known of Broadcasting's tremendous circulation in the right places and now I'm tremendously impressed at the readability as evidenced by the recent Profile (Broadcasting, March 11). From Alaska to Maine—by letter, telephone and wire—I've heard from so many friends in the industry. All were amazed that I was a "bird watcher." But what kind of "bird?" Thanks a lot!—*Julian F. Haas,* KAGH *Crossett, Ark.*

Preserve old radio programs

Editor: I have been following with interest the letters of individuals seeking old radio programs. As a professor of speech, I have been attempting to build such a collection.

My students were all born after television was introduced to the U.S. Their only understanding of radio programing, pre-1950, comes from such recordings as I have been able to acquire.

I would be happy to correspond with individuals who would like to exchange such materials.

I would also like to appeal to the broadcast industry to preserve whatever material is still extant and make it available in some form for the growing public who is interested. . . . —*Marvin R. Bensman, department of speech,* WRUV-FM, *University of Vermont and State Agricultural College, Burlington, Vt.*

BOOK REVIEW

"The Golden Geese," by Everard Meade. Dodd, Mead & Co., New York. 274 pp.

Former head of the TV department for Young & Rubicam, Mr. Meade says in a jacket blurb: "I am the latest ungrateful dog in a long line of advertising men who bite the hand that feeds them." Perhaps. His first novel concerns a convention of Madison Avenue types indulging in "romance and tomfoolery" at White Sulphur Springs, W. Va.—the annual site of the American Association of Advertising Agencies confab set for late April this year. Mr. Meade notes this novel "should end my convention invitations forever." Probably.

host-narrator

CESAR ROMERO

presents

39 Half-Hours of Excitingly Varied Entertainment

in

BREATHTAKING COLOR

THE DRAMA AND ADVENTURE OF LIFE among PEOPLE IN ACTION

ALL NEW FILM

created by veteran film directors, writers and cameramen leading professional production units assigned to specific regions and countries. (This is the very first time movie cameras have penetrated many of the regions seen on CESAR'S WORLD.)

There's REAL ACTION . . .

Ethiopian horsemen play a wild game with Death . . .!

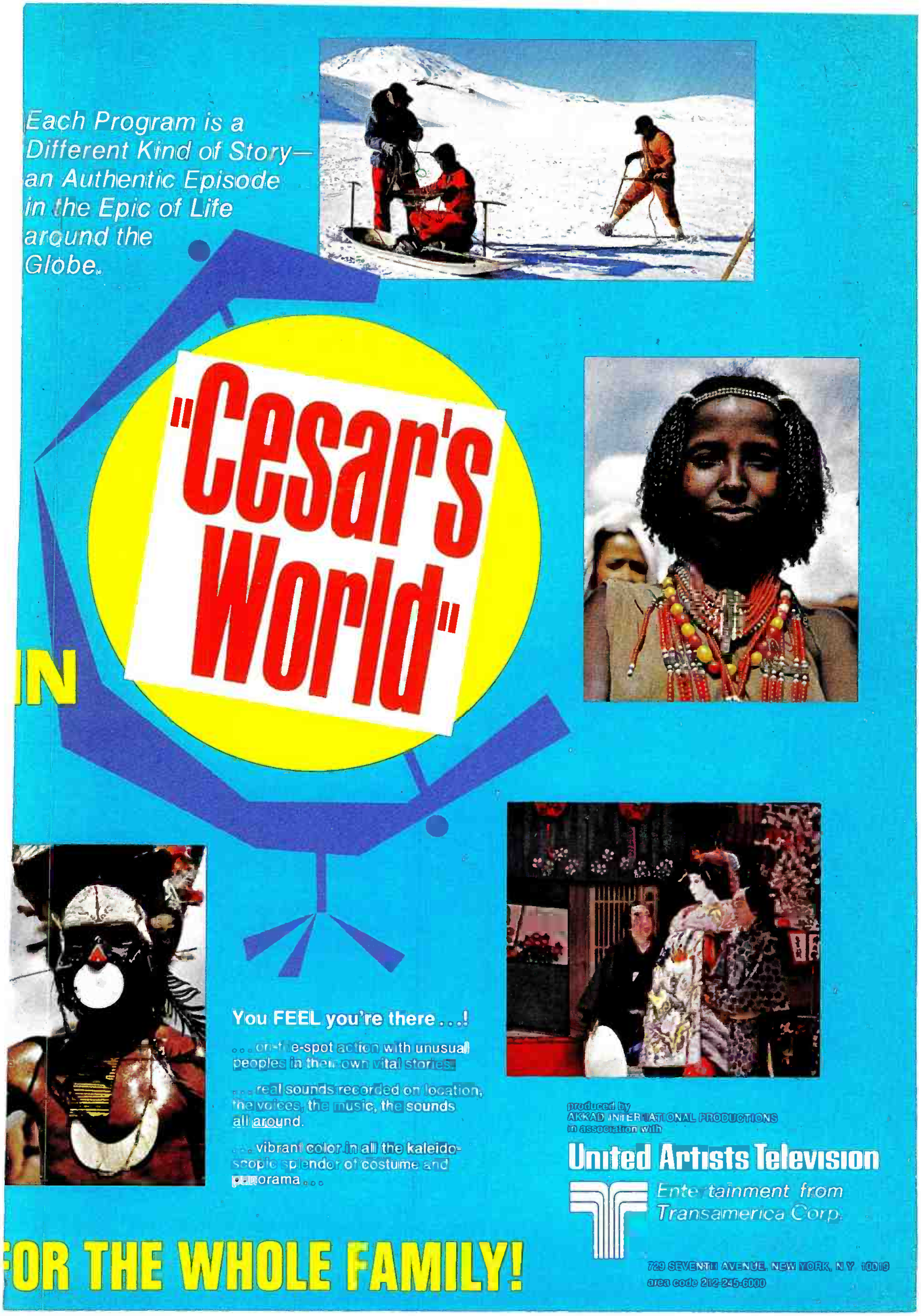
Touareg "Blue Men" (nemesis of the Foreign Legion) brave the Sahara . . .!

A Stone Age community survives into our own time . . .!

Brazilians carve the world's most modern city out of the jungle . . .!

Man triumphs over the deep freeze of Antarctica . . .!

GREAT CHANGE-OF-PACE PROGRAMMIN


Each Program is a Different Kind of Story—an Authentic Episode in the Epic of Life around the Globe.
IN
"Cesar's World"
FOR THE WHOLE FAMILY!
You FEEL you're there . . .!
. . . on-the-spot action with unusual peoples in their own vital stories.
. . . real sounds recorded on location, the voices, the music, the sounds all around.
. . . vibrant color in all the kaleidoscopic splendor of costume and panorama . . .
produced by
AKKAD INTERNATIONAL PRODUCTIONS
in association with
United Artists Television
Entertainment from Transamerica Corp.
729 SEVENTH AVENUE, NEW YORK, N.Y. 10019
area code 212-245-6000

MONDAY MEMO from LEON MORGAN, chairman, Buchen Advertising, Chicago

TV critics should try the view from TV's side of the street

Some years ago everyone was talking about Chicago jazz.

But as I recall I found myself unable to distinguish between Chicago jazz, New Orleans jazz, Kansas City jazz, St. Louis jazz and New York jazz. My conclusion was that when Louis Armstrong played in New Orleans it was New Orleans style but when he played in Chicago it became Chicago style.

It also is hard for me to distinguish between advertising produced in Chicago, advertising produced in New York or advertising produced in San Francisco. I know New York agencies that come to Chicago for art work and I know Chicago agencies that go to New York for layouts. I know agencies in both cities that go to Hollywood for TV commercials.

This being so, I find little to distinguish campaigns produced by agencies in New York from campaigns produced by agencies in Chicago. Some campaigns in both cities are good and some campaigns in both cities are not so good.

I guess advertising is like jazz and so many other things; it depends upon the perspective from which you view it. This may explain something about the criticism of advertising.

Whipping Boy ▪ I share a feeling that advertising has become a whipping boy for the left-wing professors. I also am afraid that this principle of damning advertising has become a way of life and even has affected many in the advertising profession. Yet such a high percentage of advertising is good and such a small percentage is subject to criticism. The good greatly outweighs the infinitesimally small bad.

One problem encountered in any critical analysis of advertising is the fact of total disagreement among the critics themselves. What you find objectionable, I find humorous. What someone considers pornographic, another will consider educational.

What is advertising anyway? If anyone tells you he is in advertising, do you know what he does? The man who posts bills is an advertising man. The boy who throws circulars at your door is in advertising. Advertising managers are in advertising. Salesmen for TV, radio and FM stations are in advertising and so are salesmen for newspapers and magazines. Then there are agencies, etc.

So it becomes very hard to pinpoint a critic of advertising unless you know just what he is shooting at. Certainly we can all join in objecting to advertising on the air or in print that is offering impossible trade-in deals on automobiles or using bait to sell furniture and appliances. Fortunately the advertising profession has been largely instrumental in setting up a means to combat this type of fraudulent advertising in the Better Business Bureau. Over the years it has been very successful.

But despite this progress a limited group of highly socialistically inclined individuals have taken upon their own shoulders the responsibility of attempting to destroy the very institutions that have made the U. S. great. From the outcries of reformers in Congress, from the screams of liberal professors and from the diatribes of get-rich-quick writers, one would assume all business is operated by crooks and the only honest men are in the ranks of politicians and social economists.

The repeated schemes of politicians to provide an income for everyone without requiring work to produce that income, plus the varied other schemes of the same nature, collectively running into billions of dollars, raise the question of where is the money coming from? It can only come from business under our free enterprise system. The catalyst making the system work, of course, is advertising.

Ads Better ▪ I think it is safe to say there has been a great deal of improvement in all advertising during the past few years. At one time advertising was a humorless, almost bludgeoning process of attempting to beat the viewer, listener or reader over the head to buy a given product. This has changed.

Today the trend is to be light, entertaining and informative and at the same time to create an awareness of a generally favorable attitude for the product advertised. This trend has been especially evident in television.

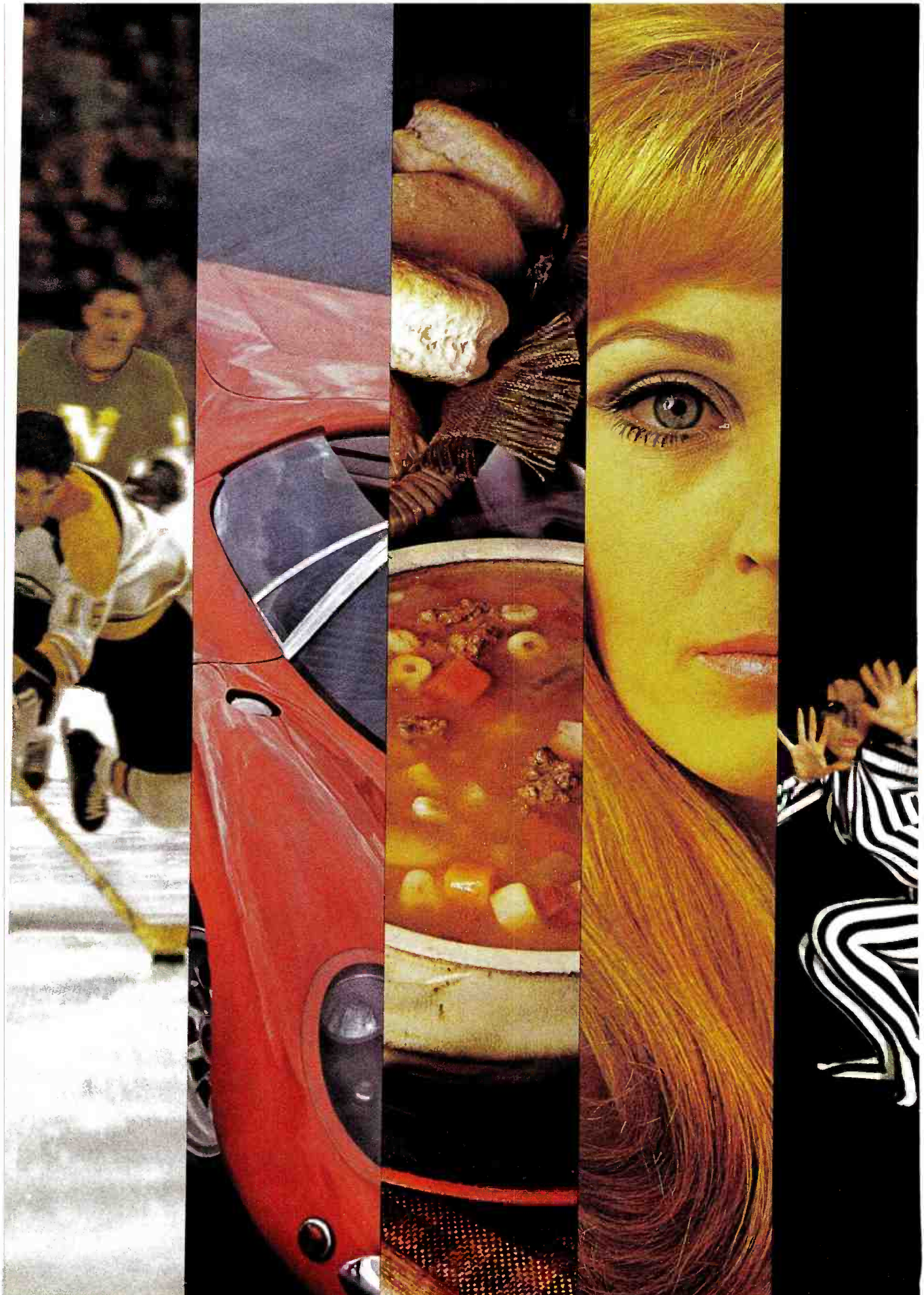
Good or Bad? ▪ Often I have been asked if a commercial was a good one or not. Many not in our business can watch them go by on the screen and immediately declare the ones that were good or bad. I'm in advertising and I can't do that. It simply isn't that simple.

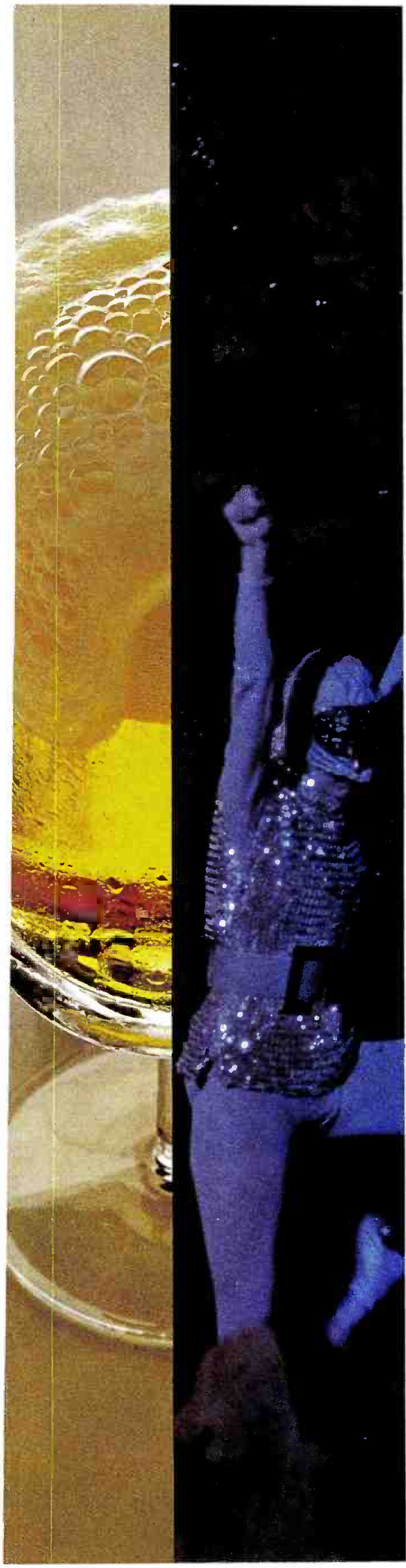
To me a good advertisement or commercial is one that sets up a definite objective, aims directly at this objective and finally achieves it. Unless I know what the objective is in the first place and how well it is achieved, I am incapable of deciding whether the spot is good or whether it isn't.

When we speak of advertising the man on the street thinks in terms of consumer products—cigarettes, a candy bar, a cold remedy or a breakfast food. This is certainly one phase of advertising and a very important one but not the only phase. The man in the street seldom thinks of, say, advertising that is corporate in nature, produced by companies to tell other companies what business they are in, the diversity of products they manufacture, etc. The economic function and impact of advertising is far broader than most would suspect.

So whether you are watching some of the imaginative commercials produced here in Chicago or some of those just as ingenious being made abroad, when the voice of dissent is raised, don't panic. Remember the point of perspective—and suggest to the dissenter he try looking from your side of the street too.

Leon Morgan was elected chairman of Buchen Advertising in January. His earliest business experience was in aviation in Chicago, when he founded the Chicago Aviation Co. in about 1924. This company operated the Chicago Air Park which eventually became Midway Airport. He joined Buchen in 1936 as an account executive; was elected vice president in 1941; was made treasurer of the company in 1948, and was elected president of Buchen in 1958.





ELECTOGRAPHY

Videotaping has gotten so good, it has a new name!

Tape is more versatile than ever!

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.

So please don't call it videotaping any more. There's now a new name for this complete creative medium . . . electography!

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

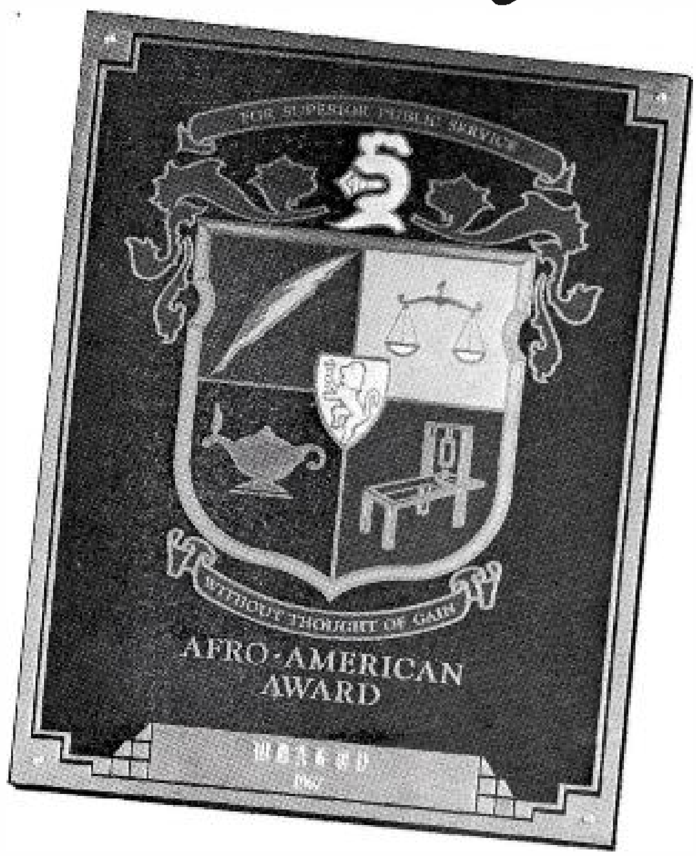
"...for the betterment of the total community..."

WBAL-TV is proud to be the first mass media ever named to the Honor Roll of the *Baltimore Afro-American* newspapers. This unique award, begun in 1939, was presented to WBAL-TV for

"... (being) the first local major communication medium to pronounce and implement a policy of equal employment opportunity."

"... its commendable efforts to include all segments of the community in its news coverage."

"... its timely, provocative, and informative examination of critical political and community issues..."



January 23, 1968

Stake YOUR advertising on OUR reputation!

WBAL-TV
BALTIMORE

Nationally represented by Edward Petry and Company

Maryland's Number One Channel of Communication

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
April 8, 1968, Vol. 74, No. 15

The major mission: journalism

At a convention that began with newsmaking speech by a retiring President, broadcasters get the word that information is their most important product

The President of the United States made an event out of the National Association of Broadcasters convention last week. He also established the theme of the annual meeting.

The theme: Television and radio are of towering importance as instruments of journalism, but neither is being used to its capacity.

It was a theme that was repeated, with variations, in speeches by Vincent T. Wasilewski, NAB president, and Rosel H. Hyde, FCC chairman. And the significance that the broadcasters themselves are beginning to attach to their journalistic mission was recognized in two other convention events: The NAB presented its Distinguished Service Award to the veteran newscaster, Lowell Thomas, and the association introduced a new feature in its formal convention agenda, a panel featuring newsmen in a discussion of broadcast news.

Many of the broadcasters had already gathered in Chicago when the President went on national networks at 9 p.m., Sunday, March 30, with what turned out to be the stunning news that he had decided against accepting renomination. That broadcast was seen in numerous convention suites and on special monitors set up at a dinner meeting of CBS-TV affiliates.

No one at the convention site knew then that the President would fly in the next morning to appear at the opening session. Since assuming the Presidency, Mr. Johnson had studiously avoided attending broadcasting functions, a practice that had been taken to mean he wished not to emphasize his family's broadcast interests in Texas, which are in trust.

Word of the President's intention to address the convention began to spread only shortly before the first session was scheduled to open. Attendance at opening sessions is traditionally large. This time it filled the ballroom of the Conrad Hilton hotel. Many stood to hear the President (see page 28).

Lowell Thomas said, after receiving his award and before the arrival of the President: "I'm here to welcome LBJ back into the broadcasting industry." The same sentiment seemed to run through the delegates.

On the days that broadcast management was discussing its journalistic obligations and opportunities, broadcast newsmen were busy on one major story after another (see round-up, page 38). The heavy volume of broadcast reports to be seen on television sets and heard on radios in the convention hotels lent further emphasis to the journalistic theme that was developing at the broadcasters' convention.

It was in that atmosphere that Mr. Wasilewski told the broadcasters that however far they had advanced in the collection and presentation of news, they needed to advance still farther (see page 34), that Chairman Hyde urged them to do more to improve communications between whites and blacks (see page 32), and that the panel of newsmen examined their craft and its problems (see page 42). Mr. Johnson had affected the convention in more ways than one.

The President addresses NAB. Listening are (l-r) Vincent T. Wasilewski, NAB president; Lowell Thomas, veteran newscaster and winner of NAB Distinguished Service Award; Dr. Norman Vincent Peale. who introduced Mr. Thomas; Grover Cobb (hidden by President), chairman of NAB; John A. Schneider, president, CBS Broadcast Group, and Thomas Murphy, president, Capital Cities Broadcasting, in which Mr. Thomas is a major stockholder.

Don't confuse issues—LBJ

Chicago message urges emphasis on progress, rather than negative news

With his time as President fast running out, Lyndon B. Johnson flew to Chicago last week to remind the nation's broadcasters of the "enormous power" in their hands, and to urge them to use it to clarify rather than confuse the great issues of the day. He suggested he does not think they always succeed in using their power well, that they focus on the negative aspects of life while passing over the progress being made to improve conditions at home and abroad—including progress generated by his administration.

The text, delivered at the opening session of the National Association of Broadcasters convention on Monday morning, echoed criticisms of the medium he had made in earlier statements. But it took on special significance coming against a background of his decision not to seek renomination. That decision, he said, grew out of his determination to protect the integrity of the Presidency from the divisiveness and partisanship he sees rending the country in this election year as a result of civil discord at home and the Vietnam war abroad.

He said he hopes, by his action, to be "able to pass on to my successor a stronger office, strong enough to guard and defend all the people against all the storms that the future may bring us." But he indicated that care will be needed on the part of news media in the coming campaign. This, he said, "is a time when emotion threatens to substitute for reason. Yet, the basic hope of democracy is that somehow amidst all the frenzy and the emotion, that in the end, reason will prevail."

Power and Responsibility ▪ He said he didn't intend to sermonize in matters of fairness and judgment. His only purpose, he said, was to remind his listeners that "where there is great power there must also be great responsibility" and that this "is true for broadcasters" as it is for Presidents and those seeking the Presidency.

And there is no denying the "enormous power" that broadcasters have, he said. "You have the power to clarify and you have the power to confuse." He said men in public life cannot rival broadcasters' opportunity to reach the public day after day, hour after hour, and thus to "shape the nation's dialogue."

"The words that you choose, hopefully always accurate, hopefully always just, are the words that are carried out for all of the people to hear," he said. "The commentary that you provide can give the real meaning to the issues of the day or it can distort them beyond all meaning. By your standards of what is news, you can cultivate wisdom, or you could nurture misguided passions."

He also said that for all of its power as a medium, broadcasting hasn't solved all problems of communication. "It tends to put the leader in a time capsule," he said. "It often requires him to abbreviate what he has to say. "Too often, it may catch a random phrase from his rather lengthy discourse and project it as the whole story." He wondered how many men in public life "have watched themselves on a TV newscast and then been tempted to exclaim: 'Can that really be me?' "

The President's appearance was the dramatic highlight of the convention, perhaps of any convention in recent memory, and was attended by some 2,500 delegates who crowded into the Grand Ballroom of the Conrad Hilton hotel, site of the NAB's 46th convention. Delegates were still talking Monday morning of the President's stunning Sunday night announcement that he would not seek, or accept, renomination, when word began circulating that he had finally accepted an invitation to address the convention.

Short Notice ▪ NAB President Vincent Wasilewski received word from the White House at about 1 a.m. CST Monday that the President would arrive at the Conrad Hilton at about 10:30 a.m. This required some schedule tinkering, since that was the time that Lowell Thomas was to receive the NAB's distinguished service award. Mr. Thomas finally sandwiched his off-the-cuff remarks around the President's appearance (see page 33).

The networks had what one official at CBS-owned WBBM-TV, called a "hairy time" setting up equipment for live coverage on some two-and-a-half-hours notice. An improvised pool arrangement was set up, with NBC providing the remote truck and two black-and-white cameras and feeding the networks, CBS making arrangements for the lines from Illinois Bell Telephone, and ABC making the audio pickup.

Ampex Corp. used the opportunity to introduce its new $50,000 BC-200 studio color camera which had been on exhibit at the convention. A crew moved it into the ballroom and fed pictures back to the exhibit booth, where they were recorded on four high-band color Videotape recodrers.

The President was warmly received when he appeared in the ballroom and at the conclusion of his speech. But he was interrupted by applause only once, when he said that, "the defense of our media is your responsibility" and that,

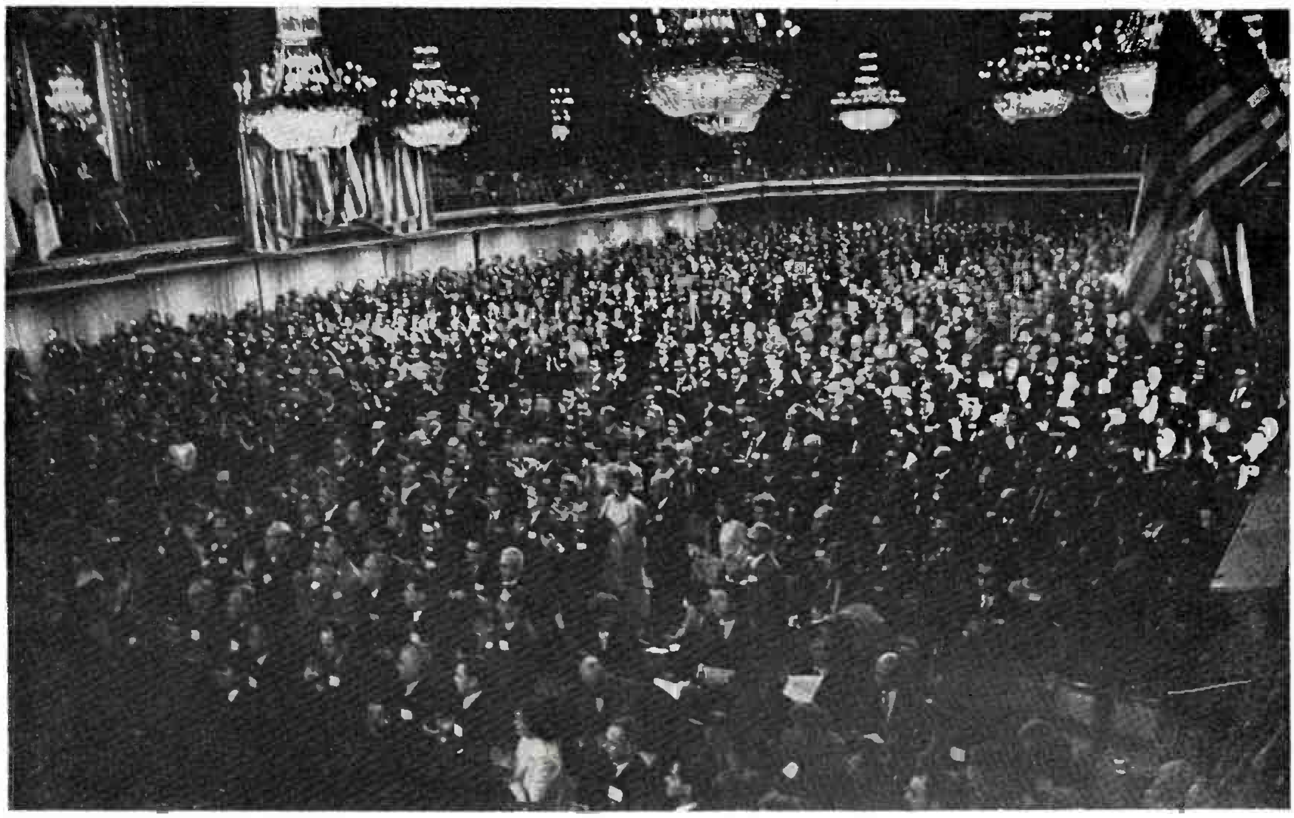
"as long as I have anything to do about it," government will not intervene in that role.

But the attention given the President was rapt; there were no scraping chairs or nervous coughs.

Different Atmosphere ▪ The atmosphere was markedly different from that surrounding the last appearance of a President at an NAB convention. That was in 1961, when John F. Kennedy, in the first bloom of his first months in office, addressed the NAB, in Washington, with America's first man in space, astronaut Alan Shephard, in tow. The air was filled with promise, and the mood was festive.

Last week, the mood was sober, almost somber. The smiles of the dignitaries on the platform, and of the President, were brave rather than gay. CBS President Frank Stanton, an old friend of the President's who flew in from Washington with him, looked grim as he came out onto the stage as a part of the presidential party. So did Mayor Richard Daley, of Chicago, a power in the Democratic party, who had greeted the President at the airoort and rode into Chicago with him. He appeared to be blinking back tears at the conclusion of speech.

Throughout his remarks the President sounded the theme of the critical importance of communication. He said: "I understand far better than some of my severe and perhaps intolerant critics would admit my own shortcomings as a communicator. How does a public leader find just the right word or the



right way to say, no more or no less than he means to say, bearing in mind that anything he says may topple governments and may involve the lives of innocent men?"

TV's Impact ▪ He reflected on the impact made by television in bringing into America's homes, each evening, scenes from the Vietnam war. "No one can say exactly what effect that might have had on millions of American people," he said. "Historians can only guess at the effect that television would have had during earlier conflicts on the future of this nation, during the Korean war, for example, at the time when our forces were pushed back there to Pusan . . ."

He appeared particularly troubled by what he suggested was a lack of balance in coverage of the news. Noting that his speech Sunday night, in which he also announced a halt to the bombing of most of North Vietnam, "was a message of peace," he said it occurred to him that "the medium may be somewhat better suited to convey the actions of conflict than to dramatizing the words that the leaders use in trying and hoping to end the conflict."

It is "more dramatic to show policemen and rioters locked in combat than to show men trying to cooperate with one another," he said. "The face of hatred and bigotry comes through much more clearly, no matter what its color, and the face of tolerance, I seem to find, is rarely newsworthy.

"Progress, whether it's a man being trained for a job or millions being trained, or whether it's a child in Head Start learning to read or an older person, 72, in adult education, or being cared for in Medicare, rarely makes the news, although more than 20 million of them are affected by it. Perhaps this is because tolerance and progress are not dynamic events such as riots and conflict are events.

"Peace in the news sense," he said, "is a condition. War is an end. Part of your responsibility is simply to understand the consequences of that fact, the consequences of your own acts. And part of that responsibility, I think, is to try as very best we all can to draw the attention of our people to the real business of society in our system—finding and securing peace in the world, at home and abroad."

He noted also that broadcasters are "legally selected trustees of a great institution on which the freedom of our land utterly depends. The security, the success of our country, what happens to us tomorrow rests squarely upon the media which disseminate the truth, on which the decisions of democracy are made."

And he urged broadcasters to guard their media against "the works of divisiveness, against bigotry, against the corrupting evils of partisanship in any guise. For America's press, as for the American Presidency," he said. "the integrity and the responsibility and the freedom—the freedom to know the truth and let the truth make us free—must never be compromised or diluted or destroyed."

Racial coverage can heal wounds

Hyde tells broadcasters they can be important in ending dissension

FCC Chairman Rosel H. Hyde has called on the nation's broadcasters to do more than they have to date in reporting to the nation on—and thus helping to alleviate—the underlying causes of the country's civil disorders and racial tensions.

The chairman, speaking at a luncheon meeting at the National Association of Broadcasters convention in Chicago last week, said: "If we are not to have a retreat from national progress, the nation must come to understand much more deeply and meaningfully its problems and the courses open to it. None of you, I know, will deny that you have an important role to fulfill in this vital task."

Chairman Hyde, who was sounding a theme he has touched on several times recently, spoke a day after President Johnson, in a surprise visit to the convention, told the broadcasters that the security and success of the country depend on the media that disseminate the truths on which the decisions of de-

Special Award presented to

WWL-TELEVISION

"...for the most extensive public service campaign in the history of local television in America."

mocracy are made (see page 28).

Chairman Hyde recalled that the President's National Advisory Commission on Civil Disorders, in warning of the danger of civil disorder facing the nation, said that the media can contribute to healing the wounds of dissension "and none more so, I believe, then broadcasting, the most powerful communicating force available to man."

Mobilize All Resources ▪ "In the assault upon major social ills, he added, "we must mobilize all of our informational resources. You must take up the challenge of the [commission's] report—that the causes and consequences of civil disorders and underlying race problems are not receiving adequate coverage by media."

He said he recognizes the work broadcasters have done in the field. But, he said, "in light of the growing dimensions of the problem, *more* is needed from all sectors including the broadcasters, and it must be done soon."

The chairman stressed that he was not prescribing a course of programing for broadcasters: "That would be presumptuous of me." And he sought to remove the issue from the question of whether legal responsibilities are involved: "My text is not from the Communications Act, nor from legal requirements, but rather concerns the matter of leadership and conscience."

He urged broadcasters to check into various reports on the problems involved, to study their resources and their communities, and to decide how they can best serve. "This is not just another story—another issue of public importance. It is a major crisis which calls for the best in an industry and profession which has never failed a call from the nation."

Fairness Doctrine ▪ In discussing the activist role he feels broadcasters should play in community affairs, he touched on the commission's fairness doctrine—with which broadcasters who perform such a role frequently become involved. He sought to rebut charges that the commission's action in modifying its fairness doctrine rules applying to personal attacks are "strategic or procedural maneuvers" in connection with the Seventh U. S. Circuit Court of Appeals case in which the legality of the rules is being challenged. The commission two weeks ago exempted from the rules commentary in news programs and in on-the-spot coverage of news events, as well as news interviews (BROADCASTING, April 1).

"We are eager as anyone to have the courts promptly review our actions with respect to the fairness doctrine," he said. The commission's revisions, he added, are "designed to insure that no obstacles are placed in the way of free and open discussion of controversial matters of public importance."

The chairman also hit on three other issues of current concern to the commission and broadcasters — political broadcasting, CATV and spectrum management.

And in connection with political broadcasting, he made the surprise suggestion that broadcasters afford reduced rates to political candidates. The Communications Act now prohibits higher fees for political candidates than for commercial advertisers. But the chairman said broadcasters might go further "and favor the candidate."

No Discounts for Candidates ▪ He noted that candidates usually cannot take advantage of quantity discounts. But "more important, in these times of rising campaign costs, it is imperative for the broadcasters to do all they can to enable candidates to use their medium to discuss the issues."

In a news conference following his speech, he said he would be happy to see broadcasters charge their lowest rate. "It would be an improvement," he said.

As for broadcasters' frequently expressed desire to be free of the equal-time law, he said sentiment expressed on Capitol Hill makes it clear that that kind of radical legislative surgery is not likely to occur. He said broadcasters would be better advised to work for amendments that would give "substantial relief," and he urged support of the measure that the commission backed in the last session of Congress.

Details ▪ That proposal would enable broadcasters to give free time to major party candidates during general elections without being required to afford equal opportunities to others in the race; the fairness doctrine would be employed to insure fairness for them. He said he realized the proposal would not be "a complete solution to broadcasters' problems. But its adoption "would be an excellent beginning and one which I believe can be realistically achieved," he said.

The chairman told the broadcasters they could help in loosening the fetters of the equal-time law if they demonstrated—in two-candidate races in which minor parties are not represented—what could be generally achieved if the revision were enacted. He noted that commission records indicate that broadcasters have not often given free time even when only the major parties were involved in a race.

In discussing CATV and spectrum management, he sought to ease broadcasters' fears that the communications explosion would affect their use of the spectrum.

He noted that "the assumption" on the part of some writers is that an all-wire television system is an eventual certainty as a means of obtaining a large share of spectrum for use by other services. If such a proposal were submitted to the commission, it would require "the most careful and detailed study which should include its economic, sociological as well as technical impact," he said.

Confidence Warranted ▪ He added: "I see no reason why you should not approach the future with boldness and confidence in our free, diversified, locally oriented system of broadcasting. You have a singular product, and a unique way of bringing it to the people. The ability of broadcasting as a mass medium to reach the attention of everyone with multiple sources of material in a manner appropriate to locality, interest, and ability is an important national asset."

The television share of the spectrum will not escape untouched, however. The chairman noted that, in view of the pressing needs of land-mobile radio, "it is likely that additional use will have to be made of spectrum space allocated to television." He said, however, that the commission will "weigh the equities and be fair in our decisions.

"There is no threat to television or its future lurking beneath the surface here," he said. "Rather, it is an effort by the commission to meet the radio needs of our society by striking a reasonable balance in providing necessary spectrum space for the many kinds of communications services required in the public interest."

Two weeks ago he told a Senate Appropriations Subcommittee that the commission is preparing a rulemaking aimed at providing for land-mobile sharing of UHF channels (BROADCASTING, April 1). And in his news conference, he stressed that the proposal "would look to additional uses rather than to dislocating" present ones. He said there is room "for substantial additional use". However, he also indicated there may be some slight impact on existing tele-

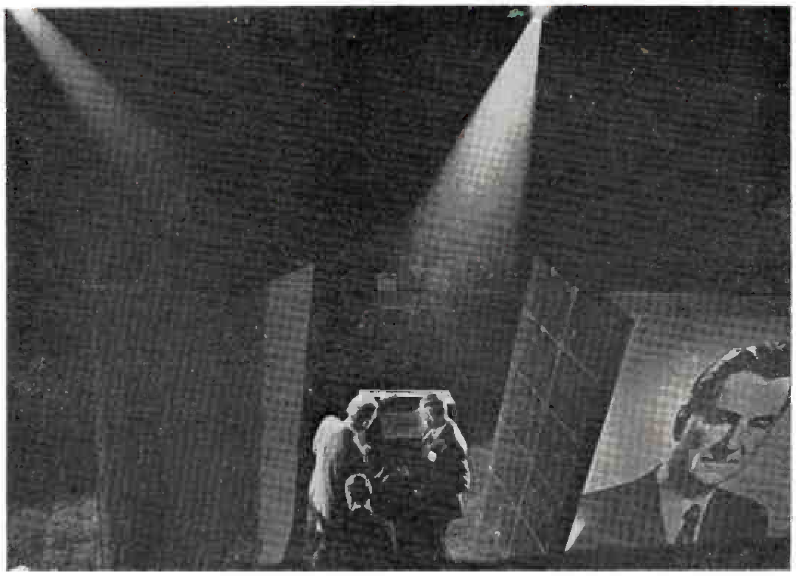
It was NAB's biggest

The National Association of Broadcasters 46th annual convention in Chicago last week set a new attendance record with 5,305 registered. The previous high, set last year, was 5,222. In addition to the registrants, 3,000 to 3,500 others were on hand at the equipment and syndication displays and the hundreds of hospitality suites in a dozen midtown hotels.

Lowell Thomas: man who filled time 'til LBJ arrived

Lowell Thomas, broadcaster, lecturer, writer, explorer and world traveler, was standing on the stage of the Grand Ballroom of the Conrad Hilton, in Chicago, shortly after 10:30 a.m. on Monday, the newest recipient of the National Association of Broadcasters' distinguished service award. He had no prepared text, in keeping with his lecture-circuit practice. It was fortunate, for as he said: "I understand it would he to my advantage to stay loose."

The 76-year-old Mr. Thomas. who over the past 50 years had seen so much of history happen, from the desert warfare of World War I to the 1968 Winter Olympics in Grenoble. France. had been picked to appear before the convening NAB members at the precise moment when history was to touch the 46th NAB convention. President Johnson had selected that time—some 14 hours after his historic announcement that he would not seek, or accept, renomination by his party—to address the convention. NAB's invitation to appear was a standing one.



Lowell Thomas, seen at left (picture at right) is shown from backstage as he received the National Association of Broadcasters distinguished service award from Grover C. Cobb (r) KVGB Great Bend, Kan., joint board chairman at the opening session of the 46th annual meeting of the broadcasters' association.

So Mr. Thomas's job. simply. was to fill time until the President arrived at 11 a.m. CST. And he performed the assignment. it was generally agreed, with wit and style (even if he did refer to a story about himself in BROADCASTING magazine while looking for it in an NAB convention directory published by another trade journal). "I'm here," he told the audience, "to welcome LBJ back into the broadcasting industry." a reference to the Johnson family's broadcast holdings in Texas that are being held in trust so long as Mr. Johnson is President.

Then, in reference to the nature of his assignment, he recalled that, early in his days as a broadcaster, someone once said that his epitaph would read: " 'Here lies the bird who was heard by millions who were waiting to hear *Amos 'n Andy*.' After this morning, they'll put something else on my tomb: 'Here is the bird who was heard by thousands of people who were waiting to hear LBJ.' "

The uncertainty as to the time that the President would arrive and take over the microphone led Mr. Thomas to give the answer he said that Willard Walbridge, KTRK-TV Houston, one of the members of his honor guard, had given when he was asked when the interruption would come. "The answer to that conundrum is the same as in the case of an 800-pound gorilla. They asked him where he was going to sleep. And he said, any place he damn well wanted to."

At 10:59 a.m., finally NAB President Vincent Wasilewski approached Mr. Thomas, and politely shooed him from the microphone, to announce: "Ladies and gentlemen, the President of the United States."

When the President left the stage 32 minutes later, after stating, as he had on Sunday night, that he was bowing out of the presidential contest because of a determination to keep the Presidency out of the divisive, partisan battle he sees shaping up, Mr. Thomas returned to the microphone for a comment, before his inevitable, "So long until tomorrow."

"Whatever my politics may be," he said, "I'd like to pay a tribute to a man who has carried, I believe, the heaviest burden of any President in history, and I believe he has shown he is, indeed. a man of great courage. I would like to salute him again."

vision use of the spectrum.

He said that use of VHF channels is not being ruled out, but "the emphasis is on UHF." He did not specify when the notice of proposed rulemaking would be issued, but suggested that it would not be immediately. "It will take a lot of doing," he said. pointing out the complex nature of the proposal.

The chairman, in an apparent reference in his speech to the strong stand broadcasters have taken against giving up spectrum space, urged them to work with the commission on the matter. It would serve "your best interest to use your expertise to seek a solution having the least disruptive effects rather than charting what may appear to be a noble but unwise course to preserve the status quo."

Chairman Hyde touched on two additional points—perennial ones—in his news conference: five-year licenses for broadcasters and, is television a wasteland.

He said he favors extending the broadcast license period from three to five years (which would take an act of Congress to accomplish) but that a majority of four members of the commission does not. He said he did not bring the subject up in his speech because it would appear that "I am playing up to the industry."

In view of the civil disorder commission's report that the ghetto relies almost entirely on radio and television for news and information, television "is certainly no wasteland," he said.

More news could be good TV news

Wasilewski says best defense against more controls is more journalistic activity

Vincent T. Wasilewski

Broadcasters were told by their appointed leader last week that their best defense against government controls is an expansion of their journalistic function.

Vincent T. Wasilewski, president of the National Association of Broadcasters, said broadcasters have journalistic muscles they haven't used yet. But "if we build the muscles in the form of news, information, editorializing and discussion, then we really don't have to worry about the bully on the beach kicking sand in our faces," Mr. Wasilewski said.

The NAB president identified major threats that he said confronted broadcasting: direct broadcast to the home by satellite, transfer of the television service from broadcast frequencies to cable, continuing attempts to control or influence program content. The counter to all of these, he said, is an increased emphasis on information programing.

"The conveying of news, information, public affairs is really our greatest strength and our greatest protection," Mr. Wasilewski said. "It is our claim to significance; it is our best defense against the imposition of controls, our best assurance that we will never become Silly Putty in the hands of government or anybody else."

After LBJ ▪ Mr. Wasilewski delivered his advice in a luncheon speech at the NAB convention last Monday, a couple of hours after President Johnson had addressed the same group (see story, page 28). The President, said Mr. Wasilewski, "has reminded us of the vital role that broadcasters perform in helping the people to learn the truth and to find their own way toward their common goals and ideas. . . . On behalf of the National Association of Broadcasters—and of the entire broadcasting industry—I respond to the President that we appreciate our responsibility."

Mr. Wasilewski renewed the NAB's proposal that Congress suspend the equal-time law so that broadcasters could give greater exposure to major presidential candidates without having to accord the same exposure to obscure aspirants (see page 40). He said he did so in view of Mr. Johnson's announcement that he would not be a candidate.

Guidelines ▪ To the broadcasters Mr. Wasilewski recommended four principles to "guide us and others as we move through changing times":

1. Broadcasting, he said, "must be free of program controls by government or any organized group." Mr. Wasilewski said broadcasting is a part of the free press.

2. Broadcasting "must continue to be decentralized and multi-voiced." He said that if television were to be converted into a national wired system, it would become a "common - carrier monolith," to the damage, and perhaps destruction, of local stations. A system of direct-to-home satellite distribution implies another threat to local programing and local stations.

3. Broadcasting "must continue to be available without charge to the American public." This was an affirmation of the traditional NAB stand against pay television.

4. Broadcasting "must combine local and national elements to provide full and balanced service."

Resistance ▪ Mr. Wasilewski emphasized the need for broadcasters to conduct "our never-ending battle against attempts to control or influence or dicate the content of what we broadcast." The attempts may come from many sources.

"Sometimes it takes the form of an incident in a local community where pressure is brought to put 'this' on the air or keep 'that' off," said the NAB president.

"Sometimes it is a ruling of the FCC, imposing a fairness doctrine which smothers initiative and discourages debate on controversial questions; then stretches that doctrine—speciously or capriciously—to cover the advertising of products.

"Or an FCC ruling—under the fairness provisions—telling a station which had already offered candidates time that it had not offered enough time, that it had not offered the right time, that it had not offered the time in precisely the right form.

"Sometimes, it is a bar association ruling which attempts to isolate the people from what should be a public process.

"Sometimes, it is pressure from people who think broadcast programing is too bland—or those who think it is too controversial—or from those who think there isn't enough religion—or those who think documentaries may have too much bite.

"All of these people seem to believe, in the words of Mark Twain, that 'nothing so needs reforming as other people's habits.' "

Today, said Mr. Wasilewski, there is mention of a need for controls over news.

"Some people," he said, "think reports of the Vietnam war should be laundered. Many think that operating rules should be written which stations and networks should be required to follow. I cannot think of anything more perilous."

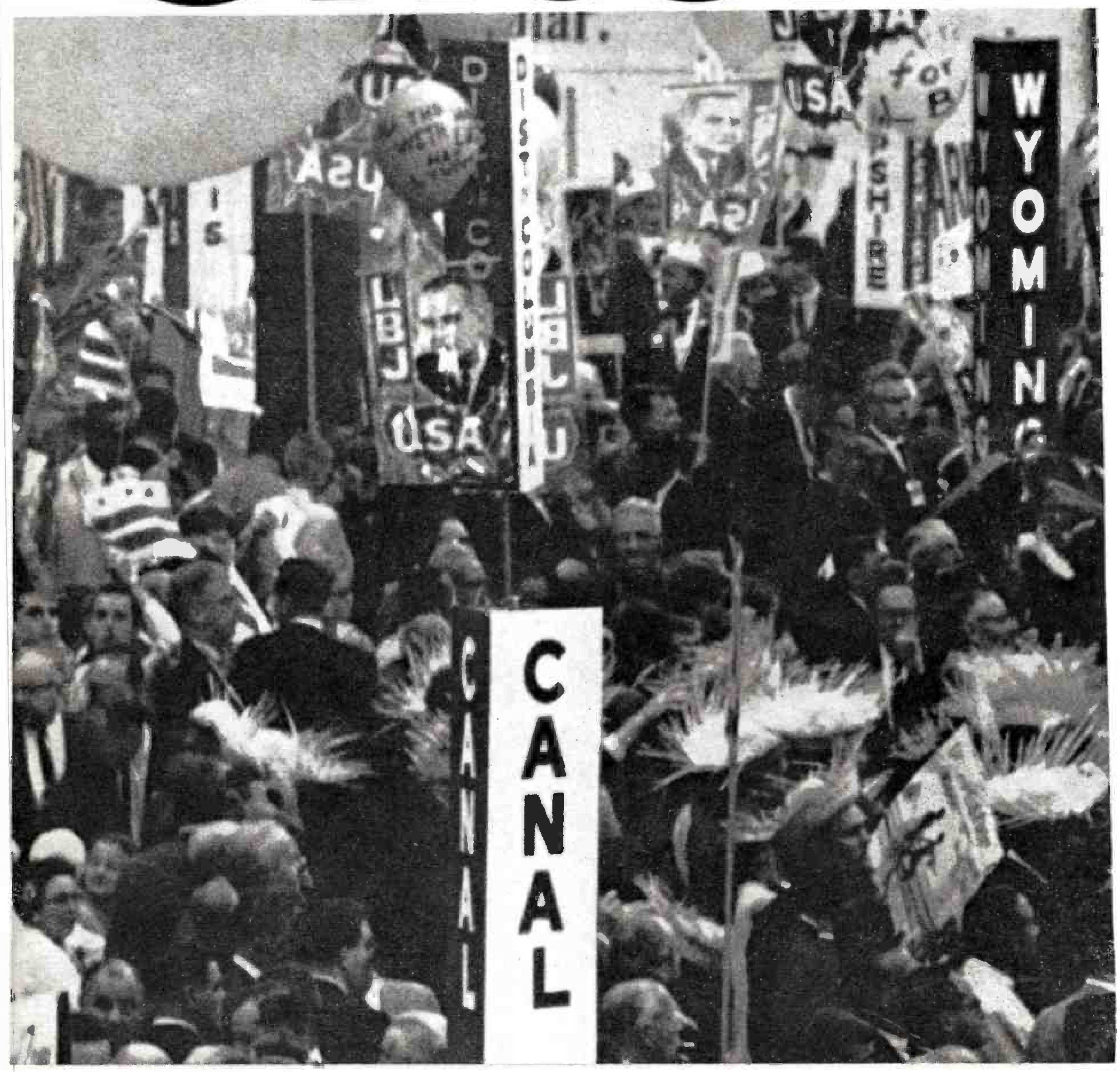
But to fight for the rights of journalistic freedom is not enough, Mr. Wasilewski said. "It is really somewhat ludicrous for us to fight hard for these rights and yet use them only minimally."

Despite the great progress that broadcast journalism has made, said Mr. Wasilewski, "there is still much unused capacity; there is much more muscle than has yet been used."

He said that the mission of broadcasting was similar to that of a university, as described by Reinhold Neibuhr, the prominent theologian: "The function of a great university is to maintain a tradition while transforming it."

"That," said the NAB president, "is also the function of a great industry."

Unconv



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A wild week for news on air

First it's LBJ speech, then peace feelers, then Martin Luther King

President Johnson's Sunday-night bombshell (March 31) signaled the start of a hectic news week for broadcast journalists. And the assassination Thursday night of civil-rights leader Dr. Martin Luther King Jr. made the pace even more hectic. (see this page). At week's end there was no indication the news would slacken as the scene shuffled from planned peace talks in Honolulu to racial unrest in the U. S.

It started about 9:40 p.m. EST on March 31, when the President told the nation he had ordered a halt to bombing in 90% of North Vietnam and, more surprising, that he would neither seek nor accept his party's nomination for the Presidency. His address was carried by all three commercial TV networks and the Public Broadcast Laboratory National Educational Television hook-up at 9 p.m., pre-empting scheduled Sunday night fare: an ABC-TV rerun of "Johnny Belinda;" a *Smothers Brothers* rerun on CBS-TV; *Bonanza* on NBC-TV; and Canadian pianist Glen Gould on *PBL*.

Newsmen were taken by surprise. They apparently anticipated "just another LBJ speech" as one TV journalist said, but they got one of the most striking stories of the decade.

Immediately following the President's announcement, the networks presented commentary on the speech from some of their respective news personalities, and in the case of NBC, from three U. S. senators as well. All on-air participants appeared as surprised and confused as most of the viewing audience was.

King slaying brings another news challenge

Television networks, pleased with the enhanced journalistic status they acquired when President Johnson praised the medium for its news coverage in a speech at the NAB convention after using it the night before to make his bombshell announcement that he will not be a candidate for re-election (see this page), swung into hard news operation Thursday night (April 4) at the sniper-killing of Negro civil rights leader Martin Luther King in Memphis.

All three TV networks cut into regular programing with bulletins when the story flashed into news rooms that the nonviolence advocate had been shot shortly after 7 p.m. Additional bulletins were aired when Dr. King's death was reported, and when police picked up two white men believed to be implicated in the shooting.

All networks also carried President Johnson's statement live from the White House steps at 9 p.m.

ABC, which normally turns time back to affiliates at 10 p.m. on Thursdays, carried a one-hour special until 11 p.m.

CBS had a short special at 10 p.m., following with a one-hour special from 11 p.m. to midnight.

NBC followed the President's appearance with a half-hour special beginning at 9:30 p.m.

All networks were receiving both live and film feeds from Memphis.

Late Movie ▪ ABC spent seven minutes after the President concluded his speech discussing its meaning. The network then reverted to its regular programing and began the rerun of "Belinda." ABC-TV extended its late-evening news show from 15 to 25 minutes to deal with the President's speech.

CBS-TV and NBC-TV filled out the balance of the hour—from about 9:40 to 10—with commentary, and then picked up their regular Sunday evening programs, *Mission: Impossible* and *High Chapparal*. As at ABC, newsmen of either network could do little more than express astonishment at the President's speech, and one commentator, CBS-TV's Roger Mudd, expressed a desire to go home, sleep on it, and come back the following morning with his comments. CBS technicians provided the pool pick-up from the White House.

On Sunday evening, *PBL* had presented a half-hour show featuring a talk with Senator Eugene McCarthy (D-Minn.), a contender for the Democratic nomination, before the President's speech; it then cut to the President and followed with a 40-minute public discussion of the announcement from Madison, Wis.; an 18-minute program on a Madison war referendum; and five minutes of commentary by *PBL* correspondent Edward P. Morgan.

NBC-TV later carried a 40-minute news special report at 11:30 p.m. and NBC Radio presented a 15-minute report at 11:35 p.m. *Today* show staffers reportedly worked through Sunday night and the following morning so that Monday's entire two-hour *Today* could be devoted to President Johnson's speech.

Radio Too ▪ Mutual carried the President's speech live to affiliates, and from 10:05 to 10:30 p.m. presented a round-table discussion among MBS newsmen, a program which "got pretty good clearance from our affiliates," an MBS official said.

On Monday (April 1), the networks were busy again, this time at New York City's Overseas Press Club, where Senator Robert F. Kennedy (D-N. Y.), contender for the Democratic nomination, presented his views on the President's announcements from 10 to 10:25 a.m.

At noon, ABC, CBS and NBC radio and television carried the President's speech to the National Association of Broadcasters convention in Chicago (see page 28). Later that day, the networks went live from Milwaukee and covered Senator McCarthy's 4 p.m. news conference on the eve of the Wisconsin primary.

The rest of the day was relatively quiet. The only interruption to regular programing occurred at 10 p.m. on CBS-TV, which presented a one-hour news special, *Peace, Politics, and the President*, pre-empting *The Carol Burnett Show*. NET presented a one-hour special at the same time. NBC Radio carried a 25-minute report at 10:05 p.m. from Washington.

On Wednesday morning, the first reports that North Vietnam might accept President Johnson's offer to talk peace began coming in shortly after 10 a.m. Regular broadcast schedules were interrupted throughout the day with news of the reports, and finally, shortly after 5 p.m., the networks carried Mr. Johnson's acknowledgement of the reports from North Vietnam and word to newsmen he would be leaving for Honolulu to confer with U. S. officials on Thursday night (April 4). ABC-TV, CBS-TV and NBC-TV carried his approximately three-minute announcement live and in color from the White House. The President's trip was later to be put off by the King assassination.

On Wednesday evening, both ABC-TV and NBC-TV presented half-hour color specials on the week's developments: ABC-TV pre-empted *Dream House* at 8:30 p.m., and NBC-TV delayed for 30 minutes the start of the *Tonight* show at 11:30 p.m.

Network officials were unable to assess the cost of covering the week's events and the losses incurred through pre-emptions. According to one news executive, the news situation at week's end remained "too fluid for us to begin costing out our coverage." What was certain late Thursday (April 4) was that additional news breaks and additional expenses were bound to accrue from weekend developments.

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Section 315 suspension sought

Networks waste little time after Johnson withdrawal to petition congressional committees for shelving of equal-time rules

President Johnson's sudden withdrawal from the 1968 presidential race brought forth last week an almost equally sudden resurgence of hope among broadcasters for a suspension of the equal-time provisions of Section 315 of the Communications Act. The morning after the President's announcement CBS President Frank Stanton wired congressional leaders, calling for suspension, with ABC and NBC soon following suit.

On the Hill, however, the congressional leaders seemed too stunned by the President's action to immediately bring into focus all the ramifications—including the changed implications for broadcast coverage of the campaign. Some Democrats, cognizant of earlier reported White House opposition to legislation that would permit face-to-face television debates involving an incumbent President (or that would put the onus of refusing such a debate on the President), seemed hesitant to respond to the changed situation, as though expecting that Mr. Johnson might still stand in need of the statutory protection of the law now on the books.

Representative Harley Staggers (D-W. Va.), chairman of the key House Commerce Committee, told reporters that no move was underway by his committee to lift Section 315 requirements, and thus permit broadcasters to air appearances by major candidates without engendering a rash of demands for equal time by splinter candidates.

One Commerce Committee member, however, responded to the news by introducing a bill patterned after the 1960 suspension, which permitted the Kennedy-Nixon television debates. Representative Lionel Van Deerlin (D-Calif.), who was once a broadcast newsman, said debates involving an incumbent President would be clearly unworkable, but the absence of an incumbent in the coming campaign would make his bill (H.R. 16406) desirable.

Support ▪ Representative John Dingell (D-Mich.), a Commerce Committee activist who supports present fairness and political-broadcasting controls and urges some others, nevertheless said he could accept the Van Deerlin bill, which would be limited to campaigns for President and Vice President in this campaign only, and would not include the primary races. Mr. Dingell said, however, that he would prefer legislation that would grant fixed allocations of broadcast time to candidates for use as they saw fit, while at the same time outlawing purchased time by candidates.

In the Senate, Commerce Committee member Frank E. Moss (D-Utah) supported the position taken by the major networks and called for a waiver of the equal-time stipulations. "My main reason for calling for this action," Senator Moss said, "is because I feel it would result in a return to basic issues as the main theme of political debate instead of the present theme, that of conflicting personalities."

It was noted that the Senate is in a position to move expeditiously on a Section-315 suspension. The Senate Commerce Committee held a hearing that covered the matter last summer (BROADCASTING, July 24, 1967) and subsequently held several inconclusive committee meetings on the issues, but is now, therefore, in a position to vote out suspension legislation without further ado. The matter now, said a staff member, is under active consideration.

No Answer ▪ Nevertheless, replies to the network's correspondence had not been formulated or sent by late Thursday (April 4) by either the House or Senate panels.

Dr. Stanton's Monday-morning telegram called for an immediate suspension so that radio and television could be "permitted to do the most effective job possible between now and November." Dr. Stanton also repeated the CBS offer "of prime time for an extended series of joint appearances of the major parties' presidential candidates and their vice presidential candidates during the eight-week period from Labor Day to election day," if a suspension is enacted.

NBC President Julian Goodman, also sent telegrams to members of the House and Senate committees. Referring to President Johnson's Monday-morning address before the National Association of Broadcasters convention in Chicago (see page 28), Mr. Goodman said the President's appearance "underscores the responsibility of broadcasters to cover fully and fairly the candidates and their positions on the issues in this presidential campaign."

He, too, called for an immediate lifting of restrictions, repeating NBC's offer of last year to make four evening half hours available to the major parties for appearances of their presidential and vice presidential candidates.

Still the Same ▪ ABC reminded congressmen that its position favoring suspension or repeal of equal-time restrictions has not changed since appearances before the Senate last year or before the House during the fairness-doctrine panel discussion held last month (BROADCASTING, March 11).

The NAB responded to President Johnson's remarks about responsibilities of broadcasters with a presidential statement of its own. NAB President Vincent T. Wasilewski said: "In view of the President's remarks last night [Sunday, March 31] withdrawing as a candidate for the presidential nomination, and in view of his mandate, we think that the Congress should immediately suspend the equal-time doctrine in order to permit a broader dialogue among the several candidates for the Presidency at this crucial time in our history."

Lawrence: 'I told you so'

President Johnson's startling decision not to seek re-election not only set off a chain reaction of news events last week (see page 38), but surprised almost every political pundit and reporter in the nation—except one.

William H. Lawrence, ABC News political editor, a veteran of 30 years of Washington reporting, said on the air as early as December 1966 that he doubted the President would seek re-election in 1968. In August 1967, he reiterated his belief that Mr. Johnson would not run again.

During a news wrap-up for 1967 on Dec. 28, Mr. Lawrence was reminded by ABC News commentator Howard K. Smith of his earlier predictions. Mr. Lawrence said he stood by his earlier predictions that the President would not run.

News put under the microscope

And diagnosis by broadcast journalists is that it's healthy

Seven broadcast journalists examined the product of their craft last week, picked out a flaw here, a lack of attention there, but on balance gave the impression that the product is both good and valuable.

The seven, members of a panel on broadcast news that wound up the National Association of Broadcasters convention, roamed over such matters as broadcast coverage of riots and the Vietnam war, the extensiveness of news and special programing and the pervasiveness of government news management.

Major criticism, and it was low key, came from Matthew Culligan, president of MBS, who faulted both print media and broadcasting generally for what he said was a failure to put the Vietnam war in proper perspective.

Criticism of noncommercial television was heard, too, if only by indirection. Edward P. Morgan, former ABC commentator, who is now chief correspondent for the Public Broadcasting Laboratory, spent much of his time defending *PBL* against the criticism it has received since its inaugural program last fall.

Other Panelists ▪ Other participants were Reuven Frank, executive vice president of NBC News; Elmer Lower, president of ABC News; Jack Harris, president of KPRC-TV Houston, Jay Crouse, WHAS-AM-FM-TV Louisville, Ky., and William Small manager of CBS News in Washington.

Mr. Frank rejected the notion that television has overplayed civil-rights militants or in any way precipitated the riots that have hit the nation's cities over the past several summers.

He felt that the American people who blame television "felt humiliated" over what they took to be the Negroes' rejection of their efforts to help them, and had "looked for a new element" to blame. (He noted that a more scientific approach was taken by the President's Commission on Civil Disorders and the Justice Department, which concluded that television didn't cause the riots.)

The feeling developed, he said, that what television reported it must have caused, and added: "This is not new. The ancient Persians used to execute messengers who brought bad news."

Why Militants? ▪ In response to the question: "Why doesn't television show civil-rights moderates?" he said, the first answer is that, at NBC, a check showed that moderates had been shown far oftener than the militants.

"But the second reason is more important," he said. "This year's militant is next year's moderate."

One criticism of television in connection with the civil disorders he accepted was that contained in the report of the President's Commission on Civil Disorders—a lack of reporting on conditions in the ghetto before riots, "on what makes a militant militant."

Mr. Lower similarly defended television against criticism of its coverage of the Vietnam war. Television must be "doing something right" in performing that role, he said, "since so many of its critics—some hawks, some doves—disagree among themselves on what is wrong with the coverage.

"The controversy proves that the coverage is getting to the people where they live as coverage of no other war has before."

War is Hell ▪ "We don't seek to shock, horrify, or sensationalize," he said. "We seek to impart news." Some of the material "is terrifying," he conceded, but "it is valid and important." The reporting, he added, simply proves that "war is hell".

He also denied that battles are shown at the expense of the nonshooting elements of the war. The pacification program and peace efforts are presented, Mr. Lower said.

But there is room for improvement, he said. There is need for a better picture of the over-all military situation. Also, since television is a visual medium, its practitioners tend to concentrate too much on pictures, not enough on writing, he said. "And some aspects of the war—like corruption—don't lend themselves to filming." He noted it's not easy to get film of a bribe taking place.

Picture from Vietnam ▪ Mr. Culligan's criticism of the war coverage was based on a 21-day trip to Vietnam. "It's only when you go out to that part of the world and talk to people that you start to get some idea of what's going on," he said. Vietnam is "not an isolated, insulated event, but a part of political life out there."

He said the American reporter's major fault is his failure to take "an anthropological view of the people and an historical view of the war."

He also said that the most severe critics of the American press he had encountered in Vietnam were the older reporters, not the military. He said they felt that many of the new companies, print and broadcasting, rotated their representatives into and out of Vietnam too fast, and failed to provide adequate briefings for the newsmen.

But as for the effort the networks are making to provide news and special events programing generally, CBS's Mr. Small said that if it isn't enough, it's

A panel of broadcast newsmen discussing the virtues and faults of their profession closed out the National Association of Broadcasters convention last week. They are (l-r): Theodore N. McDowell, WMAL-AM-FM-TV Washington; Reuven Frank, executive vice president, NBC News; Jack Harris, president, KPRC-TV Houston; Matthew J. Culligan, president, MBS; Elmer Lower, president, ABC News; Jay Crouse, WHAS-AM-FM-TV Louisville, Ky., president, Radio Television News Directors Association; William Small, manager, CBS News, Washington, and Edward P. Morgan, chief correspondent, Public Broadcasting Laboratory, Washington. Mr. McDowell was moderator.

The car we sponsored in last year's Soap Box Derby went all the way to the final heat at Akron . . . and almost made it to the winner's circle.

But at the Indianapolis Motor Speedway, our cameras and microphones *are* in the winner's circle . . . and everywhere else there is any action or excitement.

In fact, we have the only facilities at the Speedway for telecasting live action. We actually feed live action on qualification days to the other Indianapolis stations. And we originate the closed-circuit race telecast which goes each Memorial Day to over 200 theaters coast to coast.

What do we do the rest of the year? More of the same . . . offering our audience the most complete sports and news coverage, the most thoughtful and responsible public affairs programming, the finest broadcast service in the Indianapolis market.

And remember: The stations that *serve* best *sell* best.

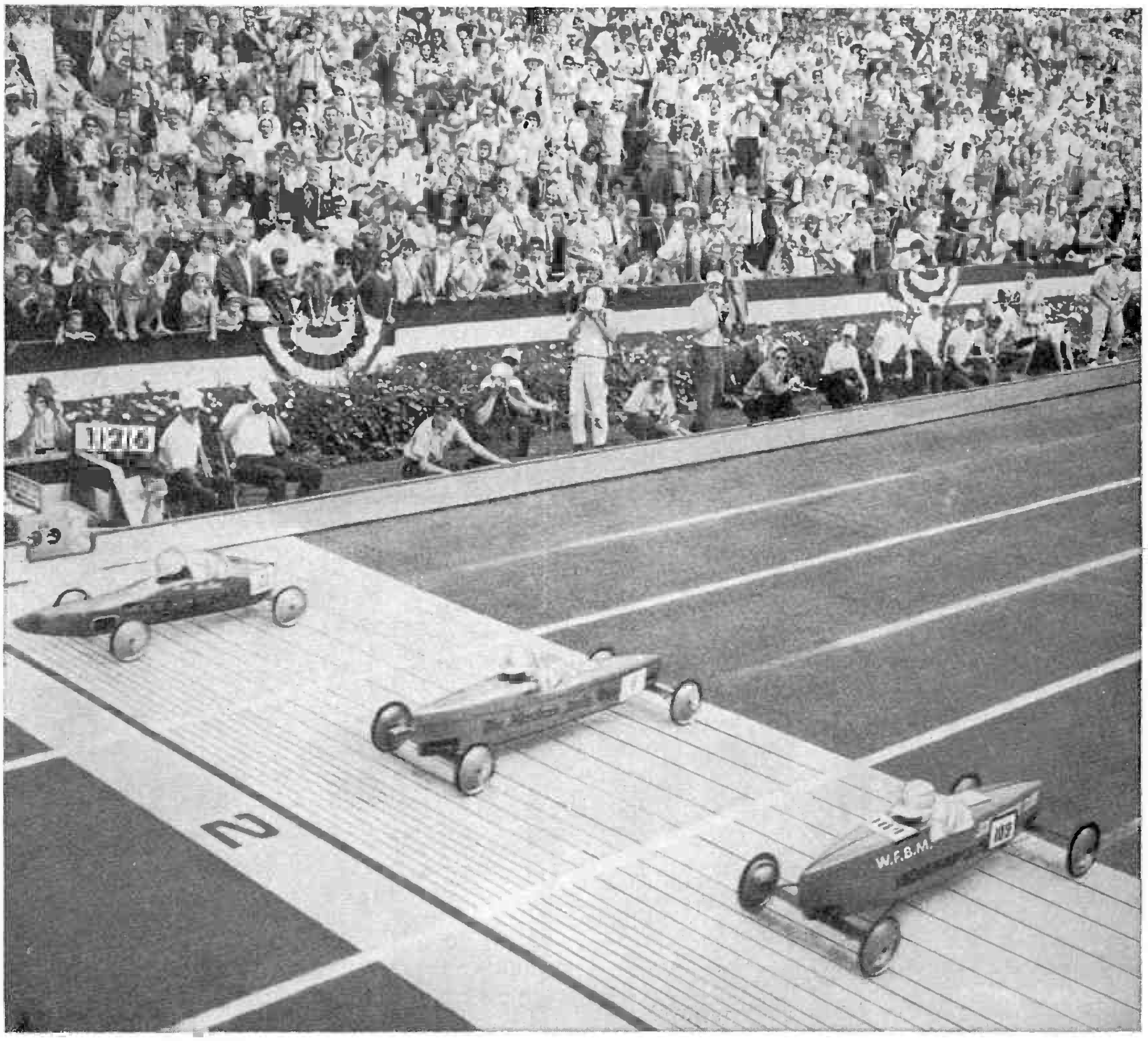
Ask your Katz man about The WFBM Stations.

the WFBM STATIONS TIME LIFE BROADCAST

INDIANAPOLIS RADIO TELEVISION FM MUZAK

The stations that *serve* best *sell* best!

We were a close third at Akron... but we're a clear first in Indianapolis!



The Best keeps gettin

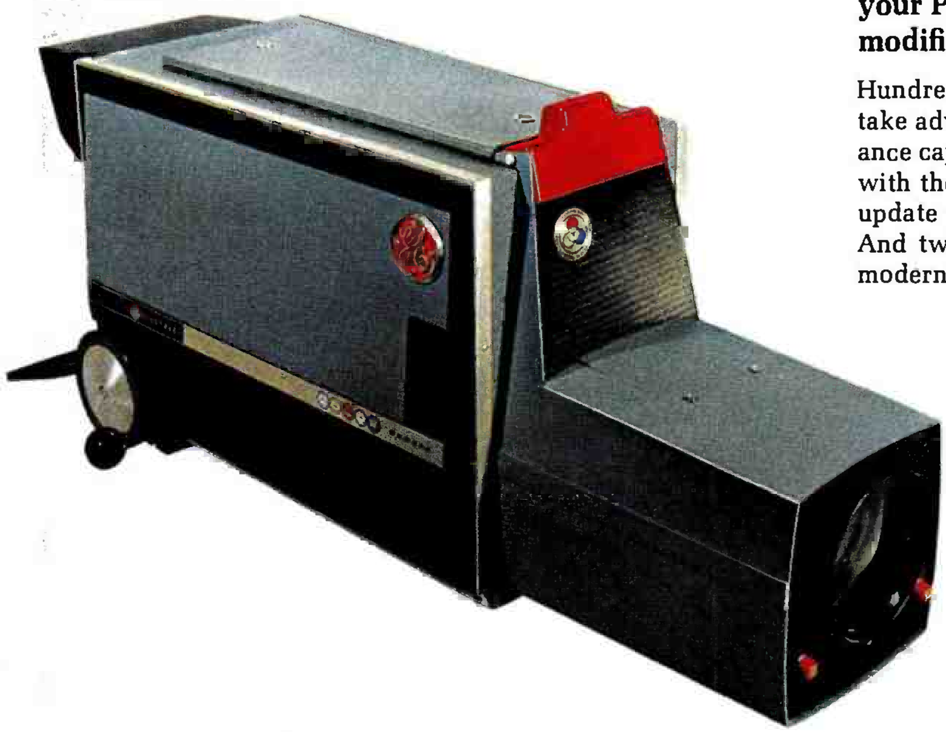
New PE-350 Live-Color Camera.

Chroma enhancement on all color channels. New optics. New preamplifiers. And customer-oriented conveniences. That's a peek at General Electric's new PE-350 live color camera. It's the result of wide industry acceptance of the PE-250, plus two years of GE engineering development.

The new PE-350 has enhancement on all 3 chroma channels—not just the red channel. New optics and new preamplifiers give you the best sensitivity in the industry.

The PE-350 has an eight-position color filter wheel to compensate for color temperature changes. Instantly adapts to light changes from high noon to dusk.

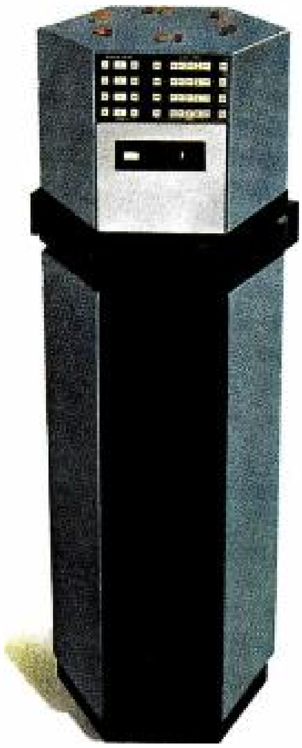
And we've added a host of customer-oriented conveniences to the PE-350. Two more talent tally lights are installed under the lens; the color filter wheel can be quickly adjusted by the operator's hand wheel on the right side of the camera housing. And for access to the viewfinder yoke and the high-voltage power supply, a weatherproof hatch is located on top of the camera housing.



New PE-250 Retrofit Kits. Protect your investment—add two years of advanced design to your PE-250 in a few hours of modifications.

Hundreds of present PE-250 owners cai take advantage of the improved perform ance capability of the new PE-350 camer with the choice of 3 kits. There's a kit t update your optical system and circuitry And two kits that make your PE-250 a modern as a PE-350 for remote telecasts

Better at General Electric.



New Color Optical Multiplexer. The most versatile in television.

Four projector inputs, 2 color camera outputs—unparalleled film programming flexibility. Ideal where space is at a premium, the PF-12-A color multiplexer makes four projectors do the work of six. In a single 8′ x 8′ film island, 2 film projectors and 2 slide projectors can feed into 2 color film cameras—all in color.

You can use one projector and one color film camera on the air and at the same time use the other projectors and camera for previewing, recording, or rehearsals. Should one camera become inoperable, you can immediately switch any projector to the other camera, without losing air time or going to monochrome.

New from General Electric—15 KW VHF transmitter with solid-state circuits. Greater reliability, less maintenance and better performance.

We've got new solid state drivers. We replaced 91 tubes with high-reliability silicon transistors, retaining only a few long-life high power tubes.

And the new TT-515 transmitter has built-in direct crystal control of audio and visual carrier frequencies. A pair of TT-515 transmitters are ideally suited for 30 KW parallel operation.

New Video Distribution Switcher. Top performance, computer logic, readily adaptable to automation.

The new TS-301-A Video Distribution Switcher is designed to meet expanding programming needs. Solid-state and modular, the new distribution switcher handles a minimum of 10 inputs and 6 outputs to a maximum of 100 inputs and 96 outputs. New computer logic circuitry saves wires and connections, reduces maintenance.

The new TS-301-A gives clean, sharp switching due to solid-state design. Excellent performance results from superior isolation of inputs and outputs, lower signal-to-noise ratio, better overall frequency response, and lower differential phase and gain. GE-56B

Visual Communication Products Department

GENERAL ELECTRIC

Electronics Park, Syracuse, New York 13201

plenty. He ticked off recent block-buster specials by each of the networks, including CBS's three-part documentary on the Warren Commission Report, ABC's four-hour documentary on Africa, and NBC's special on former Soviet Premier Nikita Khrushchev.

He was less upbeat about the subject of news management in Washington. He said there is "no more of it than there ever was, and that's pretty bad." He said there are those in government "whose job is news management, just as it is that of sources who want to use us, like Stokely Carmichael."

Mr. Morgan, in defending *PBL's* performance, said *PBL* is "a kind of experiment" that critics "who relate us to commercial television overlook." He said the Ford Foundation funded *PBL* with $10 million as a means of determining whether there was an appetite —not for a replacement for commercial television and radio—but for an alternative."

He expressed the view that the experiment has "proved itself out." Although the reaction from the public has been "modest," he said, the reaction he has received, personally, indicates "there is a hunger from a modest sector of the public for variation."

May Have Asked for It ▪ He also indicated that *PBL* may have left itself open to the kind of criticism it has received. "We were a little smug in the beginning," he said. "We believed the ads that we were something totally new, when NET (National Educational Television) and other, commercial networks did pretty well."

Mr. Harris, who is a former newsman, said stations should spare no effort to convey the precise shadings of truth in a story. "Never before has such an effort been made to impart news," he said, "yet, never before has the public been so confused."

Mr. Harris who listed some special programs KPRC-TV has produced to deal with specific problems in Houston. noted that some people think that television can help to solve the problems that cause the riots. "So do we," he said. "We believe our job—the greatest challenge we ever faced and the greatest opportunity—is to make sure they're not disappointed."

Mr. Crouse dealt with a problem troubling many stations as summer approaches with the possibility of more civil disorders—whether coverage of those events should be restricted in order to avoid inflaming them.

Guidelines on coverage may have some role, he said. "but they must be voluntary. We must protect the right to be our own editors."

"People have a right to know a disturbance is breaking out," he said.

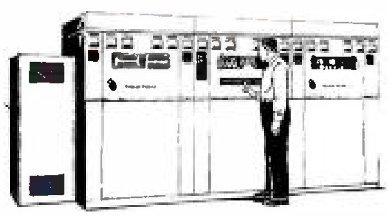
Continental's most delivered 50 kw delivers you most for your money!

MONEY IN THE BANK

modulation	power
0%	82 kw
30%	92 kw
100%	120 kw

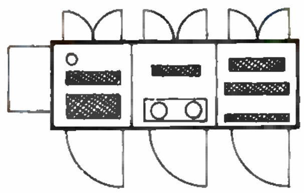
These average power consumption figures show how economically you can operate Continental's Type 317C 50,000 watt AM broadcast transmitter. The low power consumption at 100% modulation takes on more significance as your station's average modulation climbs toward 100% because of high limiting and speech clipping.

JUST THREE CABINETS



Continental's 317C is completely self-contained, including a 5 hp, 2,000 cfm blower housed inside the transmitter cabinets. Plate transformer is in a separate, self-contained enclosure next to transmitter.

COMPACT

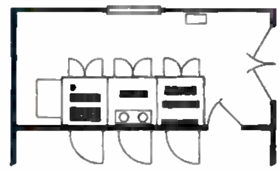


Entire transmitter is 144″ wide, 78″ high, 54″ deep and uses 54 sq. ft. of floor space. External plate transformer is 24″ wide, 61″ high, 38″ deep. Wide doors give easy access to all cabinets, with walk-in access to driver and power distribution cabinet.

LOW SHIPPING COSTS

More money in the bank: Continental's Type 317C has a net weight of approximately 6,600 lbs.; three-cabinet configuration ships easily and inexpensively via truck, rail, ship or plane; standard fork lift equipment will do the job on-site.

LOW INSTALLATION COSTS



How's this for helping your profit picture? Minimum installation costs with Continental's 317C. Simple air intake and exhaust duct, main power panel and you're in business. One Continental customer was on the air 36 hours after receiving shipment. Right. On the air 36 hours after the transmitter cabinets were delivered to his station site. And he did it himself, reading our instruction book.

27 317C INSTALLATIONS

WRKO WMOO WKVM KWJJ WCCO CHQM YVLL YVMR WLAC KOMA DWS(2) WOR WNEW(2) XETRA AFRTS(4) RAI KYW BURMA BROADCASTING SERVICE RADIO CAROLINE RADIO SAHARA RADIO DOLPHIN BRITAIN RADIO

Continental Electronics Co.

MAIL ADDRESS: BOX 17040/DALLAS, TEXAS 75217

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ABC-TV to revise compensation

RULE TELLS AFFILIATES PAYMENT ADJUSTMENTS MUST COME, AND SOON

The prospect of "a complete reappraisal" of the network-affiliate relationship as it involves station compensation was held out as unavoidable by Elton H. Rule, president of the ABC-TV network, in an address to ABC-TV affiliates last week.

He said he made the statement not as a "threat," an "announcement" or a "pronouncement," but as "acknowledgement that there is a problem" that "faces all of us."

His assertion followed a reference to CBS-TV's bid to its affiliates to carry CBS's 1968 political campaign, conventions and election coverage without compensation from the network (BROADCASTING, April 1; also see page 52). The CBS's move, he said, "underscores the fact" that a reappraisal of compensation relationships "must be faced."

Another mutual problem, he said at another point, lies in the proposed but temporarily postponed AT&T rate increases. "Frankly," he said, "we could not absorb the additional $3 million that this rate hike would mean. You try the answer: Who's to pay?" He said ABC is fighting the proposed rate increase "tooth and nail" and urged affiliates to do so too.

In discussing payments to stations, Mr. Rule brought in the question of compensation methods for such programing as ABC's late-night *Joey Bishop Show* and cautioned the affiliates that "we cannot, much longer, avoid the reality that revolutionary measures will be upon us shortly."

Seeking Answers ▪ He said there "obviously is a solution" to the compensation problem as there is to "all problems" that broadcasters have faced, though "we don't know what the answer will be. But not to acknowledge that a change is coming is like putting your head in the sand.

"The solution? I don't know. But we must find it together and it must be equitable."

Nor did he say whether ABC-TV would follow CBS-TV's lead and ask affiliates to carry political coverage without compensation.

But it seemed clear that the whole issue—long-term as well as short—would be raised again, probably in detail, at the general meeting of ABC-TV affiliates with network management in Los Angeles April 28-30, if not before.

The Los Angeles meeting replaces the one normally held in conjunction with the National Association of Broadcasters convention. Last week's ABC-TV affiliates meeting, held in Chicago on March 31 before the NAB convention opened, was limited to election of affiliate officers (see page 100E), followed by talks and a presentation by ABC and ABC-TV officials. Other highlights included:

▪ Leonard H. Goldenson, president of ABC, revealed that the company's planned offering of $75 million in debentures is no longer necessary. Without elaborating, he said the company had worked out arrangements with banks so that a public offering will not be needed, and that the registration of the proposed offering with the Securities and Exchange Commission will be withdrawn.

▪ Mr. Goldenson also told the affiliates he had "complete confidence in the future growth and strength of ABC" in all its aspects and particularly in the ABC-TV network. He said there was no truth in rumors that ABC-TV would reduce prime-time programing and use cheaper shows, or in speculation that ABC's decision not to provide gavel-to-gavel coverage of the political conventions meant it was abandoning the news field to the other networks. "The harbingers of doom are all wet," he declared. As to news, he said: "We're going to compete, but we're going to do it differently."

ABC-TV President Rule
Compensation solution

▪ A new format for *ABC Evening News With Bob Young*, with features and commentary on fashion, society, sports, finance, science and other fields supplementing coverage of the day's hard news in the early evening newscast, was previewed by Elmer W. Lower, president of ABC News. The changes will be introduced gradually but should be fully evident by Monday, May 13, Mr. Lower said.

▪ If the new approach to evening news is to work, Mr. Rule said, there will have to be two feeds in the eastern and central time zones, as the other networks now provide. These are slated to start July 15.

▪ In the long run, Mr. Rule suggested, "prime-time news may enlarge our scope of service to your audiences and it may prove competitive counter-programing." He told the affiliates that "our future approach to prime-time or fringe-time network news will be the subject of much discussion and study both individually and collectively."

▪ Mr. Rule reproached the other networks for accepting "shared minutes"—60-second commercials shared by different advertisers—and said ABC had "lost a very substantial amount of business" by rejecting such orders, which he said had come from at least a dozen advertisers who have since taken them to other networks. He accused CBS of starting the practice and NBC of "forcing it on their affiliates." As to ABC's course, he said "the pressures are fantastic, and I tell you in all honesty I don't know how long we can hold out."

▪ If the affiliates want 63-second breaks, Mr. Rule said, they will have to get them on some sort of formula akin to the one considered but shelved by the stations a few months ago—one in which some breaks would be lengthened by shortening others. Longer breaks must be achieved "on a quid-pro-quo basis with your viewers," he said. "Whatever we add, we must also subtract. If you get in prime time, you must give back in prime time."

▪ As a matter of "consistency," however, he told the affiliates they would get one more 63-second break this fall. He noted that they now get 63-second breaks after one-hour specials in which they lose their normal mid-program breaks. "To be completely consistent with that policy," he said, "we will make available a 63-second break between *The FBI* and *The Sunday Night Movie* when *The FBI* is fully sponsored by a single advertiser." (Ford has renewed its full sponsorship of *FBI* for next fall.)

Competitive Aim ▪ While recognizing that ABC and affiliates share some common problems, Mr. Rule made clear that ABC is out to win the three-network race—"and win we will." He also noted that "we have a lot of good things going for us," including younger audiences, increasingly strong daytime line-ups, a healthy sports schedule and "big" prime-time business.

"Prime time," he said, "is our prime business activity. The second quarter is sold out. As a matter of fact, by March 22 we had written more dollar business for the second quarter than we did for the entire quarter last year. We are well on our way to the same position for the third quarter."

In addition, he said, "we have already written over $125 million in business" for next season, including orders for more program sponsorships (as opposed to participations) than ABC has had "in many years.

"We are matching our competitors order for order," Mr. Rule declared. "The outlook is healthy for a strong three-network economy next season and we are entering it confidently."

New Effort ▪ He said ABC's 1968-69 line-up will be "the most expensive schedule ever to appear on ABC" and will be launched Sunday, Sept. 22, supported by "a record advertising, promotion and publicity effort."

Mr. Rule reviewed highlights of the 1968-69 schedule, which will be previewed in detail for affiliates at the Los Angeles meeting, and also announced "our first program commitment for 1969-70"—a series of one-hour programs, *Harold Robbins' The Survivors,* developed out of an agreement announced some time ago between ABC-TV and Mr. Robbins and cited by Mr. Rule as an example of "unconventional" programing ABC is shooting for.

"It is an original novel written for television, not adapted for television, by today's hottest novelist," Mr. Rule said, adding that the first major actors for the series had just been signed: George Hamilton and Lana Turner. Other sources estimated production costs for the series, to be produced by Universal TV, at $250,000 an hour.

Mr. Rule also assured the affiliates he would take a personal part in handling "a concern of yours that I've shared over the past eight years" as a station manager: "the scheduling of movies and specials during local [audience-measurement] sweep periods." He said that "we are very much aware of of the importance of the sweeps, and I promise you to become personally involved in scheduling during these critical times for you."

New Directions ▪ In outlining the new format for ABC's evening newscast Mr. Lower said ABC News had achieved a stature, professionalism and ability to compete with other news organizations that now permitted it to "begin to be different."

The first step in that direction came

They keep marching backward into the future

The Society of Television Pioneers, an organization so loosely knit that only its inertia keeps it from falling apart, stirred briefly last week in celebration, or at least observance, of its 12th anniversary.

Like the groundhog, the society's membership comes out with dependable regularity once a year—during the National Association of Broadcasters convention. It eats a hot breakfast, witnesses another stellar performance by its Repertory, Dance and Recitation Company and then, like the groundhog, disappears for another year.

The society's proudest boast is that "we ain't got no noble purpose," and its perennial president, W. D. (Dub) Rogers, ex-broadcaster, now mayor of Lubbock, Tex., describes its progress with a phrase from Marshall McLuhan (who he claims stole it from a society report): "We march backward into the future."

But for all its aimlessness, the society's Repertory, Dance and Recitation Company comes to grips with momentous problems and events, and in this year's performance its members were Indians of the Tribe of Schmohawk, defending themselves against spectrum-grabbing invaders and, in the end, welcoming Great White Father LBJ back to the tribal council: "He wants his primary affiliation back."

Shown here in tribal regalia and war paint are (l to r) Ernest Lee Jahncke Jr., NBC; John Fetzer, Fetzer Stations; Sol Taishoff, BROADCASTING and *Television* magazines; President Rogers; Clair R. McCollough, Steinman Stations; Carl Haverlin, retired president of Broadcast Music Inc., and Ray Hamilton of Hamilton-Landis, station broker.

Last week's meeting included one unaccustomed piece of business. Glenn Marshall Jr. of WJXT(TV) Jacksonville, Fla., unable to attend, sent word asking to be replaced as secretary-treasurer. He was immediately re-elected by acclamation. It was the first society election in members' memory.

with the announcement in January that ABC would provide 90-minute wrap-ups of political convention highlights beginning at 9:30 p.m. rather than carry the proceedings live and in full. "This is not going to be a case of 'joining the convention proceedings' at 9:30," he said. "On most nights we may not switch live to the convention floor at all. But if, on balloting night, there is a ding-dong political fight, we will take you there. We always have that option."

He also reported that writer Gore Vidal, a liberal, had been signed in addition to conservative William F. Buckley Jr., and that "they'll go at it 20 minutes or so a night" during the conventions.

Of the new evening-news approach, he asked: "What shibboleth of journalism says the final shape of the product has to be the same on all three national networks?" ABC News' idea, he said, will be to cover the day's news, present it interestingly and be different enough to attract attention away from the competition.

Code should reflect change in mores

Broadcast standards cannot remain static, they must continuously evolve and "give latitude to the changing needs of the times," members of the National Association of Broadcasters were told last week.

Stockton Helffrich, director of the NAB Code Authority, pointed out that programing standards of the code "tend toward the conservative." However, he felt that putting too low a ceiling "on any human endeavor—particularly the arts"—must be guarded against.

Mr. Helffrich noted that the code programing standards recognize the responsibilities that go with "artistic freedom for broadcasting" while attempting not to "frustrate the intelligent or corrupt the innocent."

He said that there is audience for entertainment programs and information programs and there is an increasing audience, as sophistication has grown, with a need for "emotional and intellectual engagement and involvement. This audience need requires that we look with an unabashedly calm and objective eye at the changing mores and wider tolerances of our audiences today."

Discussing self-regulation in advertising, Mr. Helffrich felt that as the self-regulation process has increased, there has been a corresponding rapport with advertisers and agencies. "This sharing of a common language," he explained, comes down to "simple recognition that integrity has a marketable value."

CBS reconsiders noncompensation plan

After lively Chicago session with affiliates, network takes second look at its political-coverage request

CBS-TV affiliates succeeded last week in heading off, at least temporarily, the network's move to have them carry this year's political campaign specials and convention and election coverage without compensation (BROADCASTING, April 1).

Whether they would succeed in completely blocking the move remains to be seen.

After a two-hour session on Sunday, March 31, in Chicago, followed by a shorter conference on Monday, leaders of the affiliates reported that CBS-TV network officials had agreed to reconsider their request for waiver of compensation on the political package.

CBS officials confirmed that they had decided to take a second look at the proposal.

It was considered virtually certain that the network would complete its review in time to present the results to the affiliates at their annual meeting next month in Los Angeles, if not before then.

CBS had asked the affiliates to "share the enormous responsibility we have undertaken in the presentation of these events" by giving up compensation—a sacrifice that CBS officials claimed would amount to less than one-fifth the loss that CBS is taking on political coverage.

If compensated on the same reduced basis used in 1964, the affiliates would receive an estimated $1.2 million to $1.4 million for carrying the political coverage this year. Station sources estimated the loss would average about $6,000 per affiliate if all political compensation were waived.

Affiliate Leaders ▪ A seven-man special committee of affiliates, led by Tom Bostic of KIMA-TV Yakima, Wash., chairman of the CBS-TV Affiliates Board, spearheaded opposition to the plan in conferences with Thomas H. Dawson, CBS-TV network president; William B. Lodge, vice president in charge of affiliate relations and networking, and Carl Ward, affiliate relations vice president.

In what was described by affiliate sources as "a lively session," the CBS officials reportedly stressed that the network was losing huge sums on political coverage and that the nominal loss affiliates would take by giving up compensation for these events would be little enough for them to contribute to a public-service effort of such magnitude.

The affiliate representatives were said

At the Sunday night banquet for CBS-TV affiliates in Chicago: Louis Simon, KPIX(TV) San Francisco; William B. Lodge, CBS-TV vice president-affiliate relations; Tom Bostic, KIMA-TV Yakima, Wash.; Thomas H. Dawson, president, CBS TV Network; Thomas Murphy, Capital Cities Broadcasting.

to be "sympathetic" to CBS's position but to feel, nevertheless, that a complete waiver of compensation was "too much for the affiliates to give."

Much of the criticism of CBS's move has been based less on objection to the move itself than on fears for what it may lead to—erosion of compensation in other program areas as well. Westinghouse Broadcasting, for one, has protested that CBS seems to be moving toward a policy of compensating for programs that affiliates can pre-empt and replace, such as network movies, but not compensating for those that are hard or impossible to pre-empt and replace locally, such as political coverage and professional football.

Rumors Discounted ▪ There were reports last week that CBS affiliates would carry the political coverage without compensation—but would delete the network commercials and replace them with public-service announcements. These reports were generally discounted, however, not only by CBS affiliate leaders but also by authoritative sources at other networks who were following the CBS developments closely.

Leaders of the CBS-TV Affiliates Association said their organization certainly would recommend no such action. But no one would deny that some individual affiliates might try this course, if necessary, although the consensus appeared to be that few would do so, and some sources insisted it could not be done without breaching the network-affiliation contract.

On the other hand, critics of CBS's no-compensation plan contended that enforcement of the plan itself, without affiliate agreement, would breach the contract.

CBS-TV has two advertisers signed for part sponsorship of its political package: Travelers Insurance, through Young & Rubicam, for one-quarter sponsorship, and Humble Oil, through McCann-Erickson, for one-eighth sponsorship. It was in relaying these orders that CBS asked affiliates to accept "on the basis of no station payments."

The seven-man committee that represented CBS affiliates in last week's negotiations with the network, in addition to Chairman Bostic, were four former chairmen of the affiliates board and two current members. The former chairmen were Thomas Murphy of Capital Cities Broadcasting; Richard A. Borel of WBNS-TV Columbus, Ohio; Carl Lee of WKZO-TV Kalamazoo-Grand Rapids, Mich., and Tom Baker of WLAC-TV Nashville, Tenn. The current members of the board, aside from Chairman Bostic, are Robert Wright of WTOK-TV Meridian, Miss., and Ken Bagwell of WJW-TV Cleveland.

NBC-TV officials meanwhile have assured their affiliates that they will be paid for this year's political coverage on the same basis used for the 1964 campaign, totaling an estimated $1 million (BROADCASTING, April 1). ABC-TV officials see the CBS no-compensation bid as reflecting a need for re-appraisal of basic compensation relationships but have not indicated whether they will or won't ask their affiliates to waive political-coverage compensation this year (see page 50).

More muscle for UHF's

That's theme of idea-swapping session of ACTS in Chicago

All-Channel Television Society, a self-styled "very poor and dedicated" organization, had an active coming-of-age debut at last week's National Association of Broadcasters convention in Chicago. Just like any of television's lusty operations, UHF's own trade organization held an information-packed breakfast meeting and symposium on Tuesday (April 2). Some 150 early-rising UHF broadcasters heard speeches by Martin E. Firestone, their general counsel, and by Judge Nat Allen, chairman of the National Television Translator Association, before taking part in panel discussions on financial planning, equipment and engineering, programing and sales.

In a nearly four-hour session, ACTS, barely a gleam in anyone's eye at last year's convention, succeeded in getting its members to selflessly share tips on what it takes to run a UHF station. Throughout it was evident that here was an organization convinced that if the bells of financial disaster toll for one of its members they toll for all.

With William Putnam, president of ACTS, as well as of Springfield Television Broadcasting Corp., in authoritative and flamboyant style in his role as chairman of the session (speakers who lingered beyond a time limitation were literally clubbed from behind with a wicked-looking shillelagh), the UHF meeting got underway with a spirited attack on CATV by Judge Allen. Urging UHF broadcasters to get into TV broadcasting "with both feet," the speaker, a district judge in Montana, made it clear that his organization's aim "is to get out of business and let the stations take over." He blamed the FCC for slow translator growth and the fast development of cable TV and for "creating an untenable monopoly the Department of Justice will some day have to undo."

Judge Allen, chief spokesman for the some 3,000 translators in the country, pointed out that UHF coverage areas could equal VHF coverage areas in size, through the use of modulator equipment available today by which translators can originate. "With such a unit and with that unit controlled by the push of a button at your own TV, every translator . . . could cut away and put on a separate announcement for the merchant of some store in that smaller community which it serves, while your own TV station carried an announcement of strictly local interest where the station is," he said.

Beware the FCC ▪ Warning that the FCC and cable people will join in some day "getting rid of you," Judge Allen strongly recommended that UHF broadcasters own commercial translators and make them profitable. "This is the way to give service to the public. This is the way to be sure of your market. No one can switch you off your own translator and put on a distant station . . . this is the way to assure a free over-the-air television system in America," he said.

Mr. Firestone, general counsel for ACTS in Washington, followed Judge Allen's keynote address with a status report that emphasized the need for UHF stations to "work like hell" to protect their growth and development. UHF broadcasters have to be prepared for a "long fight" to protect their channels from land-mobile and other service demands, he said.

Indicating that planning for profit at a UHF station is like playing "big boy's Monopoly," Aaron J. Katz, vice president for planning and administration, U. S. Communications Corp., kicked off the panel discussions with some financial hints. He told how his company has tried to develop substantial cash flow savings through more creative equipment financing for its UHF stations in Philadelphia and San Francisco. "We believe that a combination of lease and the use of our investment credit as a consideration to institutional credit sources will provide us with an annual constant in the area of 15% with payments spread over a longer term, instead of 26%," he explained.

New Credit Lines ▪ As a young executive from the Bank of America, San Francisco, sat in the audience busily taking notes, Mr. Katz told his fellow UHF broadcasters that they have to create new lines of credit outside of banks because their returns are all in the future and that they have to "act like Indian fakirs with a bed of nails." They have to generate and create lines of credit they do not possess now, was his suggestion.

During the equipment and engineering discussion, David M. Baltimore, vice president and general manager, WBRE-TV Wilkes-Barre, Pa., recommended that UHF stations use "the maximum

Did Percy open his VP campaign with NAB speech?

Incredibly young-looking, smooth and polished Senator Charles H. Percy (R-Ill.), a politician likely to succeed, told a management luncheon at last week's National Association of Broadcasters convention that it had gotten the worst of a horse trade when it substituted him as a speaker for the senior senator from Illinois. But Everett M. Dirksen (R-Ill.), Senate minority leader, suffered a hip injury and was confined to Washington by doctor's orders. So Senator Percy, contacted on short notice by Ward L. Quaal, president of WGN Continental Broadcasting Co., made the trip to Chicago by private jet through foul weather. And the some 1,000 broadcasters attending the concluding convention luncheon (April 3) laughed, applauded, gave strict attention to his every word and most demonstratively responded with standing ovations both before and after the first-term senator's address.


Senator Percy

In a far-ranging speech that ran for more than 45 minutes, Senator Percy touched on President Johnson's decision not to run for re-election, the general political scene in this country, the war in Vietnam, the responsibilities of Congress and the American people in the current crisis, the tax bill, the need for more and better housing, federal spending, the trend towards laws protecting criminals, the speeding of the output of M-16 rifles, the duties of business and unions, the foolishness of waging a "holy war" against Communism, recognition of Red China, aid to countries who want to help themselves and the role of the Republican Party. He also found time to attack war hawks and tariffs on imports. And just for a moment—barely a moment—he reminisced about sponsoring documentary shows on the three TV networks, while head of Bell & Howell Co. "I remember how disappointed I was when the Nielsens came in and showed that people were turning us off by the millions," he said.

It was the only mention of disappointment during the luncheon. The NAB didn't lose a senior senator; it gained a vice presidential hopeful.

amount of power you can get." According to Mr. Baltimore: "A first-class telecaster puts out a first-class signal." He also recommended that UHF receiving antennas be kept away from chimneys.

William P. Kusack, vice president, engineering for WFLD(TV) Chicago, came out solidly in favor of standardized transistorized modular plug-in equipment for UHF stations. He suggested that "no consideration be given" to monochrome cameras. Instead, he recommended the purchase of four-tube Plumbicon color cameras because they require less maintenance time than three-tube cameras. Mr. Kusack pointed out that except for the transmitter and antenna, there is no difference in the technical operation of equipment between a UHF or VHF station.

In one of the most detailed and significant talks delivered at the ACTS symposium, Leonard B. Stevens, vice president for operations, U.S. Communications Corp., stressed that for the independent UHF station in an intermixed market, "programing is still the name of the game." The best signal money can buy, a high-powered sales organization, are all meaningless, he said, without "attracting programing to bite into the network station's share of your market."

If an independent UHF station, especially in the small and medium-size market, does a mediocre job of attracting local viewers, it's dead, he maintained, because last year's spot decline indicates that "the honeymoon is over" even for affiliated stations. Mr. Stevens pointed out that, on the other hand, because the network stations in Philadelphia regarded new UHF operators as "a bunch of rank amateurs," UHF penetration in the market is now 77%—the highest in the country. According to the latest American Research Bureau estimates, quoted by Mr. Stevens, UHF's share of audience in Philadelphia is 16%, up from 11% in January 1968, from noon to 5 p.m.; 27%, up from 25%, from 5 to 7:30 p.m.; 11%, up from 9%, from 7:30 to 11 p.m. (and 13% from 7:30 to 9 p.m.); 12%, up from 11½%, from 11 p.m. to 1 a.m. To add emphasis to this performance by the three UHF stations in Philadelphia, the U. S. Communications Corp. executive revealed that his company will report more than $6 million in revenues this year. He concluded that "the modern indie, with a top-grade signal, strategically programed, can make it in practically every market that has three network affiliates."

Survival Kit ▪ George J. Mitchell, vice president and general manager, WKEF(TV) Dayton, Ohio, told UHF operators who are basic network affiliates or per-program affiliates that "the only way to survival lies somewhere between filling airtime and spending yourself into oblivion." He cautioned against programing that "reproduces overhead like coat hangers in a dark closet." He also pointed out that possibly at the 60% to 70% penetration level, "when you are cuming between 40% and 50% of what the big V's in your market are," UHF management should look to switch from splinter group programing to all mass-appeal product. His rule of thumb for UHF stations is to program from a budget, while sticking to set buying price and program formulas. Among other things, he also suggested that stations don't program live until they can afford it and to program for the long haul because "there's only one way to eat an elephant —a bite at a time."

Andrew E. Jackson, vice president and general manager of WMKG(TV)

Muskegon, Mich., was loudly applauded when he grandly announced that his small-market UHF operation showed total operating cost of $11,200 last February and total billings of $11,400. This modest profit corner was turned, he said, after only 11 months on the air, by total reliance on locally produced and free-film programing. He feels there's "great potential" for small-market independent UHF stations throughout the country using WMKG's kind of "local radio" concept.

In the sales seminar, John A. Serrao, vice president and general manager, United Artists Broadcasting Inc., recommended that UHF stations in markets smaller than the top 50, concentrate on local retail sales. He also suggested that such stations underwrite the cost of maintaining a young salesman in New York so that he can be ready to pitch for every national spot availability request.

John B. Sias, president, Metro TV Sales, reported that there's "real gold" in the national spot "hills." He assured UHF stations that national advertising can be sold.

Dirty Three-letter Word ▪ Harry H. Wise, president of The Hollingbery Co., urged the affiliated UHF stations to place the greatest emphasis on the early and late fringe time areas. "That's where the most national spot dollars are spent," he said.

Milton Grant, president and general manager of WDCA-TV Washington, said that in selling, "UHF is a dirty word." Added Mr. Grant: "We are not selling UHF or VHF. We are selling television. The FCC has given us that. That is what the agency or the client is buying."

W. Robert McKinsey, president and general manager of WJRJ-TV Atlanta, pointed out that the key to making local sales "is just making more sales calls than the competition." This is a necessity, he indicated, because "our income from each sale is so small that we must have many, many advertisers on the air every day."

FCC Commissioners Robert E. Lee, Lee Loevinger and Kenneth A. Cox were the guests of ACTS for the breakfast meeting and symposium, with the last named commission member remaining throughout the long morning of activities. In brief remarks at the conclusion of the session, Mr. Cox assured the UHF broadcasters that the commission is not trying to give away their spectrum space. "I'm not fully convinced that you don't need those 70 channels," he said.

Allott contends FCC 'confused' on goals

The FCC's appropriations outlook may be even gloomier in the Senate than has already been indicated by Appropriations Subcommittee Chairman Warren G. Magnuson (D-Wash.). Last week the ranking Republican subcommittee member, Senator Gordon Allott (R-Colo.), in some afterthoughts following the FCC's appearance seeking funds, said he'd "never seen the commission more confused on where they're going."

During the hearing (BROADCASTING, April 1), Senator Magnuson (who also serves as chairman of the Commerce Committee) warned that cuts necessitated by economy moves underway in the Senate should be expected by the commission.

Several days after the hearing, Senator Allott, in a report filmed by Time-Life Broadcast for its Denver outlet, KLZ-TV, expressed his displeasure with the commission's presentation, and came close, some observers believed, to calling for FCC Chairman Rosel H. Hyde's resignation.

Later, however, he told BROADCASTING that the thrust of his remarks was that, in light of the confusion at the commission, changes in personnel were indicated as a means of clearing the air and reducing the complexity of the FCC's policies. He added that his advocacy of new blood wasn't aimed at spilling the blood of any specific present member of the FCC and that if he were, in the future, to call for specific resignations there would be no doubt about who would be meant.

At the hearing, Senator Allott's criticism focused on inadequacies of the fairness doctrine in protecting candidates from personal attack, the commission's extension of the fairness doctrine to product advertising and the lack of clear standards for differentiating between comment and editorials in fairness cases.

Bid for FM renewal turned down by FCC

James E. Miller of Oklahoma City has lost a bid to have the FCC rescind an order deactivating KYFM(FM) Oklahoma City. The station's renewal application was dismissed and its call letters were deleted in February after it had gone silent for long periods of time.

Mr. Miller reportedly advanced $22,000 for the station apparently without knowing that he needed commission approval of the transaction and without knowing that the commission was considering a move to withdraw the license. The matter was complicated further when Great Empire Corp. applied for KYFM's frequency, 98.9 mc. Once that was accepted by the commission, the matter would be put into hearing.

Mr. Miller asked the commission to rescind the order and renew KYFM's operating authority, so he could apply for assignment to him of the station's license. In a letter to him the commission denied the request.

In a concurring statement, Commissioner Nicholas Johnson suggested he file an application for a new license for the facility. The commissioner noted: "Insofar as [Mr. Miller] has been a victim of deceptive practices, his remedy, if any, ought properly to lie in a court of law."

KEMO-TV gets its go-go from Chicago

U. S. Communications put its KEMO-TV (ch. 20) San Francisco on the air with a phone call from the site of the National Association of Broadcasters Convention in Chicago, on April 1. With members of the FCC looking on, Dr. Frank Reichel, president of U.S. Communications (third from right), made the call that ordered the switch thrown at KEMO-TV. Present were (l-r) Commissioners Lee Loevinger and Robert T. Bartley; Len Stevens, vice president, U. S. Communications; Commissioner Robert E. Lee; Dr. Reichel; Commissioner Kenneth A. Cox and William Carlisle, NAB television vice president.

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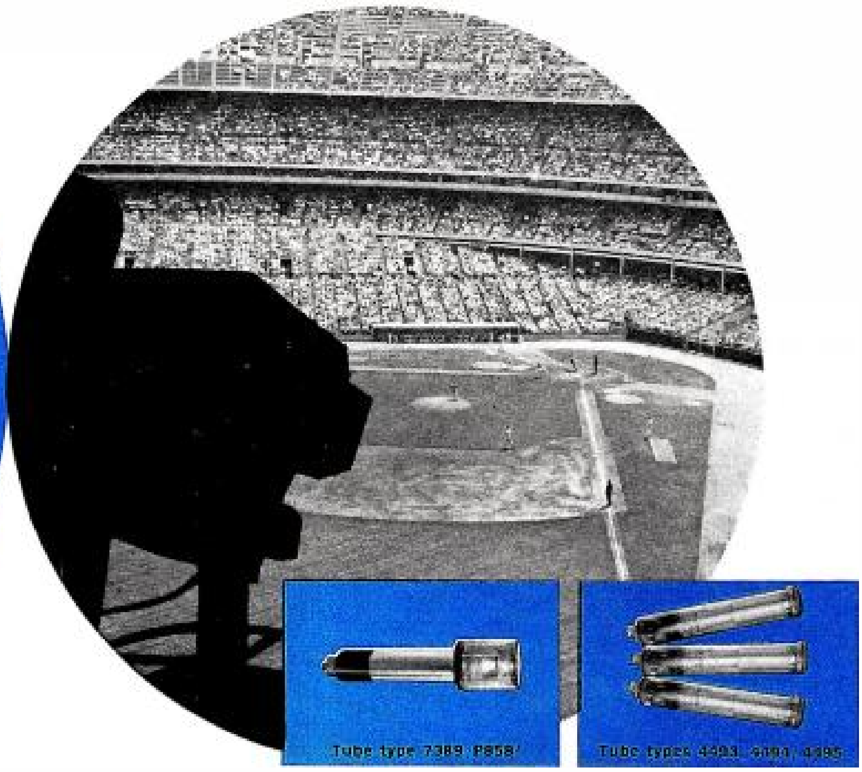

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All is not quiet on the labor front

FIRST OPEN LABOR CLINIC WARNED OF IMPENDING TROUBLES, NEW UNIONS

The International Brotherhood of Teamsters has started organizing radio stations. The Communications Workers of America is active among the unorganized broadcast employes. Broadcast union members are militant, more willing than ever before to strike for their wishes. They have increased their staying power. Wage increase patterns of previous years have gone down the drain.

Rebellion is in the wind and the atmosphere is charged with inflation and tight manpower conditions. Stations can expect a good deal more labor unions in their shops. They are going to have to work harder to negotiate with each. Legal decisions can be expected to go against them. Fewer and fewer stations will be able to afford the luxury of giving in to labor's demands.

This is some of the toil and trouble that's in store for broadcasters according to information revealed at the National Association of Broadcasters annual radio-television labor relations clinic, held in Chicago last week. ABC's Richard L. Freund, Storer Broadcasting's Abiah A. Church and NAB's Ron Irion hoisted these warnings at a two-hour afternoon session Monday (April 1), attended by some 500 broadcasters. At the same meeting Sam Zagoria, one of the five members of the National Labor Relations Board, and William E. Simkin, director of the Federal Mediation and Conciliation Service, pinpointed government's responsibilities in resolving labor disputes. In addition, Mr. Zagoria took it upon himself to tell the station operators how they should program television.

It was the first time in NAB history that the annual labor clinic was open to the public. It also was the first time that representatives of the NLRB and the Conciliation Service addressed an NAB convention about labor-management relations, as well as offering programing suggestions.

'Alien' Unions ▪ The most urgent warning of impending labor troubles was issued by Mr. Irion, NAB's assistant director of broadcast management. He told of the comparatively new labor developments that involve two unions "alien" to the broadcasting industry, ones that "will further fragment the medium." The Communications Workers of America, he charged, is organizing the unorganized broadcast employes on a national scale. The Teamsters Union has won the right to represent workers at WRIG Wausau, Wis., and, although still trying to carve out a collective bargaining contract with the station,

Student broadcasters told to plan ahead

Some 200 members of the Intercollegiate Broadcasting System got taken down by one of their elders for worrying too much about the present and not showing much concern for their future in broadcasting.

The occasion was a general caucus at the IBS convention in Chicago, held on the eve of the National Association of Broadcasters convention and the elder was Clair R. McCollough, president of the Steinman Stations, Lancaster, Pa., and longtime activist in NAB and industry councils.

Mr. McCollough was on a panel with J. Leonard Reinsch, president of Cox Broadcasting Corp.; FCC Commissioner Lee Loevinger, and Sol Taishoff, editor and publisher of BROADCASTING and *Television* magazines, who was also moderator.

The questions from the student broadcasters centered on the difficulties they have in getting funds to operate collegiate FM stations, and they wanted to know why they couldn't either sell time on their noncommercial stations or at least get commercial licenses.

After 45 minutes of that type of continuing questioning and with the students seemingly unwilling to accept the reasons offered by the panel, Mr. McCollough blew his cool. "Stop worrying so much about whether you should have 10 w commercial FM's and worry about where you're going in the future—30 years from now," he admonished his audience. "What happens in the future may be a little problem now, but you should be looking ahead—get with it."

On that note the caucus ended and the students instead of filing out came forth to greet the panel and hear a little more about looking ahead.

Mr. Reinsch Commissioner Loevinger

Mr. Taishoff Mr. McCollough

is nevertheless out to organize all jurisdictional units within radio stations whether they be announcers, engineers, stagehands or clerical workers.

Mr. Freund, vice president, labor relations for ABC, New York, claimed that the America Federation of Television and Radio Artists strike against the three networks a year ago and the National Association of Broadcast Employes and Technicians walkout against his company last fall are emphatic indications of rising union membership militancy. Among the lessons to be learned from this "revolution in the ranks," he said. were that union leaders no longer do the leading and management's message has to go directly to the membership. Based on last year's difficulties, broadcast workers have set their wage sights higher than ever before. Management has to be mentally prepared for the possibility of further strikes.

Mr. Church, vice president and assistant secretary of Storer Broadcasting, Miami, saw a substantial increase ahead in the number of unions operating within the station province. "Broadcast unions will be very active," he predicted. He told of contracts running to 50 pages. "You'd better bargain every line of it," he stressed.

Rougher Negotiations ▪ Mr. Church, a former NAB staff attorney, also warned of adverse legal decisions in the labor field and of increasingly difficult negotiations. He suggested that station operators keep their unorganized workers happy with equitable handling of overtime assignments, deserved merit wage increases, impartial treatment for all by superiors and by meeting industry standards of compensation. The station group executive particularly urged station management to replace "the misfit and the incompetent" employe before he winds up being the one that organizes the shop. "Don't be paralyzed by union demands," he said. "Be prepared to get a livable contract."

In a straightforward, pointedly noncontroversial presentation, the Federal Mediation and Conciliation's Mr. Simkin described his service as that of "a man in the middle." He assured the broadcasters that labor mediators can't tell them what to do and said he was "happy to have no power."

Pointing out that radio-TV labor problems make up a small part of the mediation service workload, Mr. Simkin reported that of 20,000 mediation and conciliation service assignments, 8,000 actual cases handled and 2,000 strikes throughout the country in the last year, only 151 assignments, 70 cases and 12 strikes involved broadcasters.

NLRB's Mr. Zagoria, who said he felt like "a tiny sparrow invited to a nest of eagles," concerned himself mostly with pecking away at TV's programing practices. He suggested that stations re-examine their program mix which so much of the time depicts the "dopey father" and the "flirtatious mother." Instead television should "excite interest in how people make a living," reflect pride in the skill of hands.

Panelists for the labor relations workshop (l to r): Messrs Church, Freund, Simkin and Zagoria. Also on the panel but not pictured was NAB's Ron Irion. William L. Walker, NAB director of broadcast management was moderator.

Mr. Zagoria, a one-time reporter for the *Washington Post*, told of a newspaper colleague who worked in broadcasting but was not encouraged to report his labor stories on the air unless he embellished them with as much conflict as the cowboys-and-Indians show that followed on the station. He observed that there was not much point in raising sons to be radio-TV labor reporters. He called for more broadcast coverage of ghetto youths, working wives and moonlighting fathers.

Before asking Mr. Zagoria a question from the floor, Eldon Campbell, vice president and general manager of WFBM-TV Indianapolis, said he was glad to see the NLRB representative join the 100 million others in the country "as a program manager."

ABC Radio is here to stay

That's Goldenson's message as he scotches 'ridiculous fairy tales'; black ink expected for networks by 1969

Some 740 broadcasters affiliated with one or another of ABC Radio's four new network services were assured last week that the revolutionary new operation is making progress, will probably get into the black in 1969 and in any case reflects ABC's intention to stay in radio.

Striking out at "ridiculous fairy tales" about ABC management's intentions, Leonard H. Goldenson, president of ABC Inc., told the affiliates that "nothing could be further from the truth" than rumors that ABC would give the concept a short try and get out of radio networking if it didn't succeed.

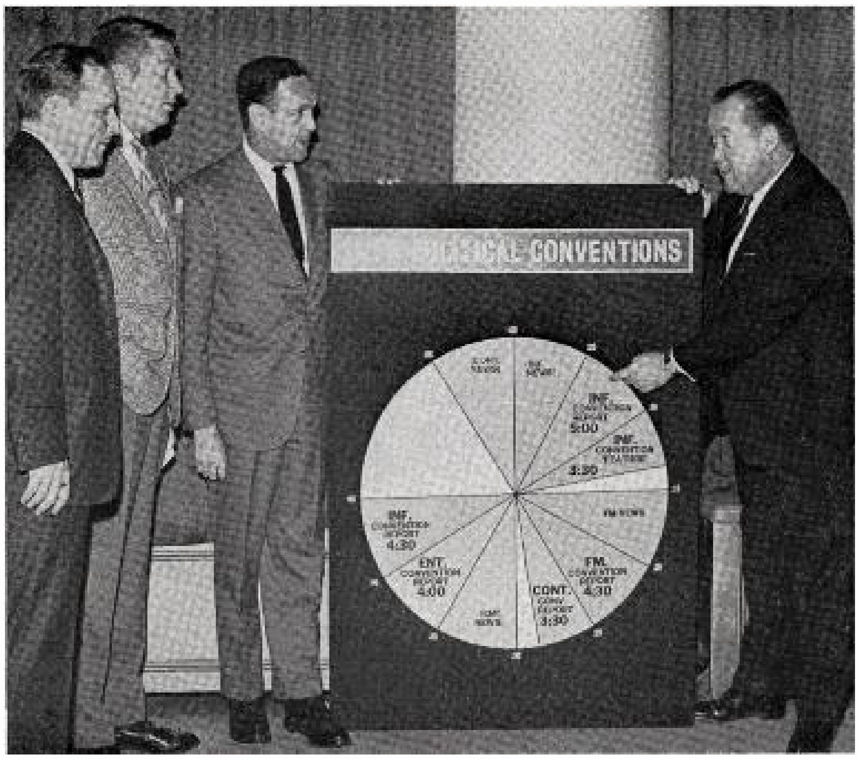
"We are in business to stay," Mr. Goldenson told the meeting, held March 31 in Chicago. "We believe in radio. We are convinced that the new four-network-services concept is the modern, up-to-date way of increasing the power and prestige of radio. And the progress to date has been tremendous—and it's going to get better and better."

Bright Billings ▪ Walter A. Schwartz, president of the ABC Radio network, said second-quarter billings will more than double those for the first quarter and that "we already have more billings on the books for our third quarter than we now have for what's going to be a very successful second quarter.

"At the rate indicated by these sales and by sales already in for the fourth quarter," Mr. Schwartz said, "the ABC Radio network will be in the black as early as 1969."

The new concept was put into operation Jan. 1 with ABC providing four different services compatible with the local programing of four different groups of affiliates. The networks are the American Contemporary, Entertainment, FM and Information networks.

Mr. Schwartz said that where ABC's old one-network operation had 420 affiliates last year, the four networks



Discussing the ABC Radio network's plans for covering the 1968 political conventions, are (l to r): Herbert Granath, vice president in charge of sales; Ralph W. Beaudin, group vice president for radio of ABC Inc.; Walter A. Schwartz, President, ABC Radio network; and Thomas O'Brien, vice president and director of radio news.

now have a total of 740 and should have 900 to 1,000 a year from now. Washington, Minneapolis, Portland (Ore.), St. Louis, San Diego, Spokane, Reno and Winston-Salem (N.C.) were cited as major markets where all four ABC networks now have outlets, and New York, Los Angeles, Detroit, San Francisco, Pittsburgh, Baltimore, Milwaukee and Seattle were listed as having three.

Full Resources ▪ Mr. Schwartz and his associates and Ralph Beaudin, ABC Inc. group vice president for radio, who was credited with originating the four-network concept, were praised by Mr. Goldenson for conceiving and putting into effect "the first constructive new step taken in radio networking in at least 10 years." Mr. Goldenson said ABC's "full resources are behind it."

Mr. Schwartz and Thomas A. O'Brien, vice president and director of ABC Radio News, told the affiliates that each network would provide special five-minute reports on the Republican and Democratic conventions—and that the networks' political coverage will be available for local sale by the affiliates.

The five-minute special reports will be tailored to each network's needs and will be fed during the hours of 8, 9 and 10 p.m. while the conventions are in session. They will be fed contiguous to the services' own news programs: The FM network's news, for instance, is fed at 15 minutes past the hour, so its convention reports will be scheduled at 20 minutes past the hour. The Contemporary network feeds its news at five minutes before the hour, the Entertainment network on the half-hour and the Information network on the hour.

Mr. Schwartz said the only times all four network services would simulcast convention coverage would be during the keynote addresses, the presidential and vice presidential acceptance speeches and—if news events warrant it—possibly some of the balloting or related events.

Affiliates Vote ▪ Affiliates of each of the four ABC networks elected an affiliates advisory board to make recommendations to and consult with network management. Membership of the four boards was announced as follows:

American Information network: Si Goldman, WJTN Jamestown, N.Y. (northeast); Edward D. Allen Jr., WDOR Sturgeon Bay, Wis. (north central); Bernard E. Neary, WGBS Miami (southeast); James E. Reese, WGGM Gulfport, Miss. (south central); George C. Hatch, KALL Salt Lake City (mountain), and John Behnke, KOMO Seattle (Pacific).

American Contemporary network: John J. Shepard, WLAV Grand Rapids, Mich. (northeast); Ben Laird, WDUZ Green Bay, Wis. (north central); John Lee Davenport, WISE Asheville, N. C (southeast); R. E. Lee Glasgow, WAC(Waco, Tex. (south central); Rod Lou den, KASH Eugene, Ore. (Pacific).

American Entertainment network Dick James, WBBW Youngstown, Ohi (northeast); Dee Coe, WWCA Gary, Inc (north central); Charles Blackley, WTOI Staunton, Va. (southeast); Williar Chapman, WCRT Birmingham, Ala (south central); Richard McKee, KQX Denver (mountain); Bert Files, KDA Los Angeles (Pacific).

American FM network: Bill Shaw WPTH(FM) Fort Wayne, Ind. (north east); Pat Nugent, WIVC(FM) Peoria Ill. (north central); Frederic Brewe WPEX(FM) Pensacola, Fla. (southeast) George Kravis, KRAV(FM) Tulsa, Okla (south central); Craig Bowers, KMY (FM) Denver (mountain); Reid Leath KSFR(FM) San Francisco (Pacific).

Ways to boost smaller markets

Pengra advises secondary markets to program for audience involvement

Bigger audiences, better ratings anc more spot-advertising business were among the close-to-the-heart subjects explored by secondary-market televisior broadcasters in a wide-ranging sessior last Monday (April 1) at the Nationa Association of Broadcasters conventior in Chicago.

CATV, copyright law, ascertaining and meeting community needs, remote-control operations and editorializing were also examined in the panel session, held at the convention's opening TV assembly with Hamilton Shea of Gilmore Broadcasting Group, who is chairman of the NAB secondary-market TV committee, as moderator.

Panelists, also members of the committee, were Marshall Pengra KLTV(TV) Tyler, Tex.; Thomas L. Young, KWWL-TV Waterloo, Iowa; Allan Land, WHIZ-TV Zanesville, Ohio; James W. Higgins, WWNY-TV Carthage-Watertown, N. Y.; Dale G. Moore, KGVO-TV Missoula, Mont., and Ray Johnson, KMED-TV Medford, Ore.

Digging In ▪ Broadcasters in secondary markets, defined as those below the top 100, were advised by Mr. Pengra to pursue a course of audience involvement, local orientation and alert promotion in their quest for higher ratings.

"Involve your audience in every possible way—be interested in [your audi-

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March 16, 1968

Mr. Franklin G. Sisson
WWJ-TV
622 Lafayette Blvd.
Detroit, Mich. 48231

Dear Mr. Sisson:

Earlier this week one of the live half hours that I was scheduled to do with George Pierrot was bumped in favor of the continued live coverage of the Senate Foreign Relation Committee's questioning of Dean Rusk. I later learned that I would be paid in full, even though I did not do the show.

It is my purpose in this letter to commend you on your fair thinking; but even more, to let you know how excellent and important your full coverage of that vital current event was. Your willingness to forfeit revenue in order to fulfill your responsibility in keeping the public informed, provides a standard of television broadcasting of which you can be proud, indeed. These are troubled times. I believe that the nation is at a point of real crises. It seems to me that your station, and the network with which you are affiliated, did the American people and your own broadcast medium a mature and intelligent service.

I wish to return my fee to you for the program I did not do. With it are my heartiest congratulations for a job well done.

Very sincerely yours,

Stanton A. Waterman

ence] and keep them interested in you," he said, recommending emphasis on local news (including as many local names as possible), interviews, city-commission discussions and editorializing.

Mr. Young, dealing with ways to comply with FCC requirements that stations learn and meet community needs, told of annual clinics conducted by his KWWL-TV in which local leaders are given tips on tailoring their materials for best use by the station and, in return, offer their views of the station's service and how it might be improved. KWWL-TV also conducts public-service clinics in other towns it serves, he reported.

Editorializing, according to Mr. Land, can be both profitable and effective in secondary markets, and "the smaller the market, the more effective it is." Even if there is opposition to a given editorial policy, he suggested, "if you're doing what is good for the community, you can't go too far wrong." Editorializing, he advised, should be kept the province of ownership and top management.

Mr. Land called upon NAB to campaign for removal of "fairness" and other limitations on editorializing. "If a station is out of sync with its community," he said, "it's going to hear about it" from listeners.

VHF Automation ▪ Mr. Higgins reported on NAB's efforts, unsuccessful thus far, to get FCC to authorize remote control of VHF transmitters. He noted that in denying the NAB's last petition the FCC left the door open and in fact encouraged a new filing, which he said NAB hopes to submit in May. This time, Mr. Higgins reported, the petition should be supported by all who believe in it—not by just the handful who filed in support of the earlier one.

As part of the preparation for the new filing, he said, three stations—KTTV(TV) Los Angeles, KMBC-TV Kansas City and WNEW-TV New York—are currently being operated by remote control, apparently successfully. These tests are expected to continue about 30 days longer. The three stations are owned by Metromedia.

Pending copyright legislation and litigation were reviewed by Mr. Moore and NAB General Counsel Douglas Anello. Mr. Anello thought there was no chance that CATV copyright legislation would be passed at this session of Congress. But he was "reasonably sure" that the U.S. Supreme Court would decide two pending CATV cases before it recesses in June.

One of these is the United Artists-Fortnightly case, and Mr. Anello said he was inclined to think the court would hold CATV liable for copyright except perhaps within the same community served by the station whose programs it picks up and rebroadcasts. The other is the so-called San Diego jurisdictional case, and Mr. Anello said he would guess the court will rule that FCC can regulate all CATV.

Getting Together ▪ Mr. Johnson suggested that one way to get national and regional advertisers to add secondary markets to their buying lists is through a joint effort by competing stations to enlarge and promote the entire market. "Improve the market potential," he advised, "and then you can fight over the dollars." He also recommended that stations supply their reps and prospective clients with better information on their markets and, wherever possible, show how they can help specific advertisers solve specific problems.

Mr. Shea said that, along the same line, his stations were trying to develop information on product movement for clients and relate it to TV coverage areas,, so that advertisers will have a better idea of their advertising investment—and their competitors'—in relation to sales in a given area.

Mr. Shea also reported that the secondary-market TV committee is compiling a catalogue of audience-measurement problems reported by broadcasters, in hope that solutions can be developed.

NBC NETWORK NEWS IN COLOR WAS A HARD ACT TO FOLLOW.

THEN WHO-TV BROUGHT LOCAL COLOR NEWS TO DES MOINES.

"We knew that a lot of WHO viewers were seeing NBC network news in color. Our early-evening half hour of local news backed up to it, so we decided to make the switch to full color," says Robert Wilbanks, WHO-TV News Director. "Our viewers were pleased with the change, and we couldn't be happier with the results both then and now."

Lisle Shires, Chief News Photographer, tells more about the switch. "It was very easy. And in more than a year of operation I don't think we've had a bad piece of color film. We can shoot everything in color that we did in black-and-white. If anything, the Kodak color films have given us even more latitude."

As far as process ease with Kodak ME-4 chemicals, Ward McCleary, Promotion Manager for the station, takes up where Shires left off. "Ask the network crew about that. Since we are a primary NBC network station, they used our lab for processing footage from the National Farmers' Organization convention held in Des Moines. We got nothing but compliments on the process, the lab, and the quality."

WHO-TV had expert Kodak assistance when they switched to color. Kodak technical help is always just a phone call away. Your station will probably go to color sooner or later. Call Kodak before it gets any later.

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How to get fired before you get hired.

The kids giggled, but really it was a pretty sad performance.

Susan McReynold's was applying for a job with Humble. She chewed gum in the interviewer's face. Then yawned, so the interviewer could see it was gum.

She scratched her head when asked for her Social Security number. She left blanks in the employment application and crossed out other parts.

Susan didn't get the job.

Luckily, she already has one. She works for Humble, in the personnel department. Her yawning, scratching, gum chomping performance was put on for the graduating seniors at Wheatley High School in Houston, Texas.

Object: to show the kids how to get fired before you get hired, if you ask for a job in the wrong way.

Miss McReynolds and Helen Hillyer, another Humble employment counselor (she plays the part of the company interviewer) have put on their show several times in the Houston area. They don't just fun around with the wrong way to do things, either. They show the right way, including inside tips on how to land a job.

It helps the kids. We're glad, because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

Humble is doing something more.

HUMBLE Oil & Refining Company
America's Leading Energy Company

The great debate on one-per-market rule

Topic comes up as expected at NAB convention; Cox given 'equal time' to discuss new rule

The expected attack by the broadcasting industry on the FCC's proposed new rules governing concentration of station ownership in a market (BROADCASTING. April 1), bubbled right to the surface early in last week's National Association of Broadcasters convention in Chicago.

On one side was Douglas A. Anello, NAB general counsel, who was scheduled on the radio assembly agenda to report on current activities in Washington. On the other side was FCC Commissioner Kenneth A. Cox, who happened to be in the audience and who was not scheduled to take part in the session. Although they did not share the platform at the same time, the commissioner was given "equal time" to respond to Mr. Anello after the NAB executive criticized the proposed rule.

Mr. Anello contended the rule, which would bar owners of any fulltime broadcast facility in a market to acquire another station (whether AM, FM or TV) in that market may be leading to "enforced divestiture."

The rule would allow a daytime AM to acquire an FM or TV in the market, and Mr. Anello contended that it "doesn't make much sense" to allow that type of purchase while not allowing an FM station to purchase a daytime AM.

Additionally, he said, "the commission states that licensees cannot be granted to people already owning facilities in the market. It would appear that if no facility was owned, a complete package of AM, FM and TV could be transferred."

"We would hope," he continued, "that this is the minimum grandfathering rights the commission would cover. Despite claims of nonforced divestiture, unless current licensees could transfer in a package, it amounts to enforced divestiture."

Cox View ▪ Commissioner Cox, offered the microphone "in the interest of fairness", explained that the commission's concern in the matter is "control of media" in a single community and that if there is more than one station in the market and they are all "independently viable the public is better off."

"Obviously," he said, every time you have two or three stations under single ownership you have fewer voices." Relating to Mr. Anello's opinion on divestiture, Commissioner Cox noted that the proposal "does not contemplate divorcement now."

As for the NAB counsel's feeling that a station package could be transferred under the proposed rule, Mr. Cox said that if that reading is correct "we'll have to change the proposition."

He added that the commission had not asked for comments on the rule until late June and felt that much time gives all broadcasters an opportunity to comment. "We have a pretty good idea of what you're going to say," he added, "but we'd like it in black and white."

Small-Market Radio ▪ The Small-Market Radio Committee report at the meeting covered a variety of subjects ranging from what is being done to encourage young people to pursue a career in broadcasting to the way a small-market radio operator can use CATV to create a small-market localized TV station.

Raymond Plank, WKLA Ludington, Mich., committee chairman, reviewed the activity in developing junior college broadcasting courses and forming high school broadcast clubs.

At the other end of the panel, John Jacobs, WDUN Gainesville, Ga., suggested that the small radio station that has a CATV franchise can create televised local newscasts "merely by putting an inexpensive closed-circuit camera" in front of the newscaster and the same theory can be applied to interviews, sports or talk shows.

Such simulcasting produces increased revenue, he said, and added that the broadcaster's prestige in the community would probably also show an increase.

One committee member, John Hurlbut, WVMC Mount Carmel, Ill., suggested that broadcasters only have to "start talking" to be heard at the FCC. In the next breath he criticized his small-market brethren who had been pushing for FCC help in making third-class operator licenses easier to get. When the commission did get around to announcing a proposed rulemaking, he went on, a very small number of broadcasters took the time to send comments. If the FCC had decided then to turn down the whole idea on the basis that the NAB's pleas had not been supported by the stations, he continued, the broadcasters could blame only themselves. (The commission did approve the third-class ticket proposal.)

Radio Value ▪ In the annual Radio Advertising Bureau presentation at the convention, Miles David, RAB president, declared that the new story radio has to sell is "not one of radio numbers but of radio's numberless value" to the public. He showed a new RAB presentation designed to show that radio is a "fact of life" and which stressed radio programing as a "basic communications link."

Radio, he said, is today "more essential to the domestic tranquility of this nation" than at any other time. "We're a source of instant reassurance" in troubled times, he said.

Mr. David described some new RAB projects, including Operation 5200, which has a goal of 100 sales calls per week for a year. To date, more than

NAB officially opposes one-per-market

The National Association of Broadcasters went formally on record last week in opposition to the FCC's proposed new ruling which would bar licensees of full-time stations to acquire another station of any type in that market (BROADCASTING, April 1). At the NAB convention in Chicago the association passed a resolution asking the FCC to either rescind the proposal or at the least allow transfer applications filed after March 28, which would fall within the scope of such a rule, to be processed under existing rules.

The resolution said the proposed rules would have a "stagnating effect on the growth of broadcasting, particularly in the small markets where additional service can often only come about through the normal expansion of the local broadcaster" and that there has been no showing of a "public interest need."

The NAB also adopted a resolution reaffirming the association's opposition to any extension of music rights payments to performers and record manufacturers since such fees would "place the major burden on those least able to afford it—the small stations."

Hefner's pad scene of swinging blast say NAB playboys

Hugh M. Hefner, editor-publisher of *Playboy*, invited selected broadcasters over to the house last week while they were attending the National Association of Broadcasters convention in Chicago. Going to Mr. Hefner's house turned out to be a happening.

Scene above shows part of the main hall of Hefner mansion. Blank screen at upper right center was used for projection of psychedelic light patterns. Statue in left foreground stands on stereo controls.

Visitors were received by *Playboy*-type girls in costumes ranging from mini-miniskirts to caftans. Some hostesses wore little but luminescent paint that glowed in the dark between bursts of psychedelic lights. When the hard-rock band wasn't playing, the Hefner stereo shook the walls. In Mr. Hefner's elaborate sound-system, amplifiers are the most important parts.

Guests with quieter tastes walked down one flight of stairs to the tropical pool where they were offered swim trunks and a chance to splash with hostesses in bikinis. In the adjacent billiard room a *Playboy* girl racked up the balls.

At the other end, in the Ping Pong room, another girl of formidable structure, met a succession of challengers, including Vincent T. Wasilewski, NAB president, who is said to be skilled at the game under ordinary conditions. Mr. Wasilewski failed to keep his eye on the ball and never hit a shot. He left early with his wife.

Those who wanted to get still

1,500 calls have been made, he said. He stressed that RAB is trying to get some previous advertisers to return to to radio, "including tobacco. We didn't give up on tobacco eight months ago and we're glad we didn't."

The RAB president also noted that the firm's revenues have increased by 26% in the past three years and that extra money has allowed a major expansion of services including the opening of a new office in Detroit. Heading that office are Edward Hearn, an RAB executive, and Lou Dean, who formerly had been vice president at D. P. Brother, Detroit, on the General Motors account.

Metromedia holds option for Boston UHF

Metromedia Inc. has its eye on Boston; on WREP(TV) there to be exact.

The diversified communications firm with group broadcast holdings has an option to acquire the channel 25 station for $3 million, but it cannot exercise that option until 1971. It paid $250,000 for the option late last year.

WREP, which is still not on the air, is owned by Integrated Communication System Inc. Stockholders include Augustus P. Loring and Freeman Hill, each 13.14%; Leonard S. Sait, 18.21%; Lee Sterman, 5.34%; Roger Griswold, 9.63%, and others. They received the grant Dec. 30, 1965.

If Metromedia acquires WREP, it would be the third UHF acquisition by that company; in 1960 it bought WTVP(TV) Decatur, Ill., for $570,000. It sold the channel 17 station (now WAND[TV]) in 1965 to LIN Broadcasting for $2 million. Only last month MM received FCC approval to buy KSAN-TV San Francisco; it paid $1 million for the channel 32 station (BROADCASTING, March 25).

FCC moves to expedite cases

The FCC has adopted another new pleading standard designed to reduce the commission's caseload in CATV proceedings. The standard was established during a CATV case involving Marcus Theatres CATV Systems Inc. last week.

The system notified the commission it intended to begin operations in Menominee, Mich., and import five of the eight signals it would carry. The proposal was opposed by three Green Bay, Wis. stations—WBAY-TV, WLUK-TV and WFRV-TV. The stations asked the commission to rule that the proposal falls within the hearing provisions of the rules or that if these provisions should not be applicable, they should be permitted an extension of time in which to file for special relief. They contended that Menominee is in a top-100 market and that therefore the proposal is subject to a hearing.

The commission denied the top-100 market finding, but gave the stations 30 days in which to file objections to the CATV proposal which will involve a mandatory stay of its operations. However, the commission noted it wasn't going to follow this procedure any longer because "it invites a surplus of pleadings and creates undesirable delay in an area where we have promised expedited action."

The new procedure requires any station which complains about a CATV operator's intention to begin a new service to file "substantive objections" to the proposal. Under the old procedure a station would seek a ruling whether the service is in a top-100 market, and then, assuming the CATV proposal is a below top-100 market situation, would ask for 30 days in which to file its main objections.

The commission said it would now be in position to consider the entire matter simultaneously rather than consider it on two separate occasions. It further noted that the new procedure would not apply to cases now on file, but will be applicable in the future.

farther away from it all could slide down a fireman's pole to the sub-basement and a bar with practically no illumination at all. Down there liquor was served in unbreakable plastic as a safety precaution against broken glass. The Hefner establishment thinks of everything.

The host arrived late. Some time after 1 a.m. he materialized through a private entrance to the main room, accompanied by a lean blonde about an inch taller. He was dressed in a sharply cut British suit and a tie knotted like a hawser. He talked casually with a number of guests in the brief interludes between deafening blasts of music.

Considerably later the party broke up. At no time had it been mentioned that on the day the party began Mr. Hefner had issued a brief announcement of an intention to enter television production in association with David Sontag, onetime director of specials at ABC-TV. The announcement said that several program ideas based on the numerous Playboy enterprises are in development.

Chicago's Caroline silenced by FCC fuzz

WRFN Chicago, "Radio Suburbia—the radio station with sex appeal," is silent now. But then it shouldn't have been on the air in the first place. The 1580 kc outlet was the imaginative, if illegal, product of a 17-year-old high school junior who broadcast Friday evenings from his home in the northwest suburbs of Chicago. (That frequency is a Canadian clear channel.)

The youth used a military aircraft-type transmitter modified to operate on the standard band with an ERP of 45 w. WRFN went on the air Fridays from 9 p.m. to midnight for about a month. During that time the youth, a disk jockey using the pseudonym Al Vincent, spun the latest top pop and rock hits complete with echo chamber effects. He encouraged his listeners within the several-mile radius the station could be received to phone in with record requests.

Three listeners did—but to complain to the District 18 office of the FCC. FCC engineers tracked the signal down during a Friday night broadcast last month and conducted a raid on the facilities. Further action against the youth, beyond a reprimand, is up to the commission.

Status quo won't do for radio

Mark Century seminar told broadcasting must break new trails, not just play good golf with the client

Programing, promotion, sales, service and social responsibility were stressed as keys to successful radio station operation at a seminar sponsored by the Mark Century Corp. last Monday (April 1) during the National Association of Broadcasters convention in Chicago.

Ed Winton of WOCN Miami, Stanley N. Kaplan of WAYS Charlotte, N. C., Ralph Beaudin of ABC and Frederic Gregg Jr. of LIN Broadcasting Corp. were panelists for the session, the seventh annual radio seminar conducted by Mark Century in conjunction with NAB conventions.

Milton Herson, president of Mark Century, told the approximately 350 broadcasters at the breakfast meeting that radio faces constant change and challenge and must be alert to oppose unwarranted government regulation, sell its "unmatched" effectiveness as an advertising medium, serve "all the people" and "cultivate new sources of revenue."

Why Not Liquor? ▪ One new source, he suggested, might be liquor advertising. Other media "accept it without qualms," he said, so "why not the broadcaster?"

Promotions used to introduce WOCN and its new good-music cluster format to Miamians and to build listenership were described by Mr. Winton, co-owner of the station. He stressed that, far from taking a background-music approach, WOCN consistently seeks listener involvement.

Mr. Winton also called for the appointment of a "graduate broadcaster"—someone with day-to-day experience in broadcasting—to the FCC. The commission, he said, needs such a man "as badly as we need him there."

Mr. Kaplan, president of WAYS, advised broadcasters to program for their audiences, never for sales. Top-40 broadcasters originally succeeded under this formula, he said, but in many cases subsequently abandoned it—and started going downhill.

Needed Ingredients ▪ Whatever the format, he said, "great production, good people [and] imaginative promotion" are vital. "The better a station is programed, whatever the format, the more determined it will be not to program for sales. Not only does this mean that the audience will not be sacrificed on any dollar scale, but it means the station will not be over-commercial—not just because of the NAB code but out of the economic necessity to be competitive. As all stations diminish the amount of commercials they will carry, they will raise their rates accordingly and they will deliver a better product to any advertiser."

Mr. Kaplan said WAYS had increased its gross from $167,000 to about $1.4 million in three years of Kaplan ownership. They're now in the process of buying a second station, he said, and hope to have their full complement of seven AM and seven FM stations within five years.

ABC Radio's Progress ▪ In a review of ABC Radio's new four-network concept, Mr. Beaudin, ABC Inc. group vice president for radio, emphasized its values to affiliates as well as to ABC. He also spoke out against station reps who either had opposed the plan or were not, in his opinion, selling radio aggressively enough—or both.

"This plan," he said, "will open flood gates of radio dollars. ABC Radio networks will be able to handle but a small percentage of these dollars because we don't have the inventory. Spot is the one to gain the most from the success of this plan.

"ABC Radio networks and our six, and hoped-for seventh, stations will get our share. Why? Because we will fight for it. We're not interested in standing still. We're not interested in the status quo. We refuse to take a short-term view of radio bcause we, unlike some of the service arms of the business, have a real investment in radio.

"We can't just fire people, close offices, merge with someone else. We have to stand and take it. Well, we're tired of being the poor relation. We at ABC are very successful in radio by today's standards, but that doesn't take care of tomorrow . . .

"This will succeed faster than I originally thought. The advertising community is ready for something new in radio and we at ABC know we have it."

No Time for Lethargy ▪ The broadcaster's responsibility to act constructively in a time of social change and crisis was underscored by Mr. Gregg, president and chairman of LIN Broadcasting.

"There is no place in our lifetime, today or tomorrow," he said, "for the broadcaster who thinks he can rest on his laurels after he has sold enough spots to make a profit, scheduled enough Smokey Bear promos to cover his FCC renewal requirements . . . bawled out

Hosts and panelists at Mark Century Corp.'s seventh annual programing and sales seminar (l to r): Marvin Kempner, president of Mark Century Sales Corp.; Fred Gregg, president and chairman of LIN Broadcasting Corp.; Ed Winton, co-owner of WOCN Miami; Stanley Kaplan, president of WAYS Charlotte, N.C.; Ralph Beaudin, ABC Inc. group vice president for radio, and Milton Herson, president of Mark Century Corp.

his national rep for a spot that showed up on the competition, and played a good game of golf with a client."

"Talk confined only to material values must be expanded to consideration of human values," he asserted, "because human values are what is at stake in the time in which we live. . . .

"In [today's] environment can you stand back when your disk jockeys are saying 'burn, baby, burn'? Is it right for the newsman to take an isolated incident in the Negro community and blow it out of proportion for his lead story because it will capture a lot of attention? Can you abstain from making a managerial judgment of a record that borders on the erotic or pornographic? Are you capable of uninvolvement when issues in your city desperately need maximum exposure?"

Broadcasters, Mr. Gregg concluded, "must be more attuned to the needs of the people of our communities, must be more professional and creative as communicators and showmen, must be more adroit and judicious in the handling of our responsiblities than ever before. . . . We must search constantly for the most purposeful role we can play in our changing society."

Marvin Kempner, president of Mark Century Sales Corp., presided over the seminar.

CATV rule study applied in 2d case

A study that questioned the effectiveness of the FCC's CATV rules in protecting small-market TV stations has found still another application. The study last month bolstered opposition by three VHF's in the Colorado Springs-Pueblo, market (ranked 138th) that objected to the service proposed by Vumore Video Corp. in Colorado Springs (BROADCASTING, March 18).

Now that study is the basis for an evidentiary hearing request by KOAA-TV Pueblo to investigate proposals by Pueblo TV Power Inc. to import five Denver signals into Pueblo. KOAA-TV contends, by citing the conclusions of the study, that CATV penetration would not only bar the development of future stations (three UHF channels are allocated to the market, none of them used) but would also threaten the viability of the three operating VHF outlets.

The study further contends that the commission's nonduplication rules will not provide adequate protection for the stations. During nonnetwork hours (all three VHF's are network affiliates), "which typically produce the most revenue for the stations and are the difference between profit and loss operation," the study claims, importation of Denver signals would create "the anomalous result" of local market stations faced with more than twice the competition faced by the Denver stations in their larger market.

The study was prepared by Robert L. Coe and James G. Saunders of Ohio University's Center for Research on Broadcast Management and Economics. Mr. Coe is a former ABC vice president.

In addition to a hearing on the Pueblo proposal, KOAA-TV wants the commission to combine it with the Vumore plan because both proposed CATV activities "are in the heart of the cities of the market, containing the great bulk of the television homes within the predicted grade A contour area of the market." KOAA-TV asked that the Pueblo TV importation notice be stayed and that should the commission decide to permit the CATV to implement some service during the hearing, that service should be limited to three local Colorado Springs-Pueblo station—KOAA-TV, KKTV(TV), KRDO-TV and noncommercial KRMA-TV Denver.

Dille issues battle cry

Future of TV head says broadcasters must fight moves to convert TV to wire

Broadcasters were called upon last week to stand ready to contribute their skills, information and probably financial support to a massive drive against efforts to "phase out broadcasting and phase in wirecasting."

John F. Dille Jr. of the Communicana Group of Indiana, chairman of the National Association of Broadcasters' Future of Television Committee, issued the call in warning against efforts not only to reduce television's spectrum space but to go further and set up a "wired city" concept under which television, and eventually other services, would be delivered to homes entirely by cable.

Although many broadcasters "have found this idea utterly fantastic and not to be taken seriously," Mr. Dille said at the opening television assembly of the NAB convention last Monday (April 1), the Future of Television Committee "assures you that the proposal, although still in embryonic stage, is a matter to be taken seriously by all broadcasters."

Do Your Homework ▪ He told broadcasters to prepare themselves to answer claims that with a wired city homes would save money because they wouldn't need antennas and could use cheaper sets; that broadcasters would save money because they wouldn't need transmitters and towers; that the quality of pictures delivered by wire would be universally excellent; that the spectrum space used by broadcasters could be more efficiently used by others; that a wired system would speed development of shopping services, credit purchases and other functions by coaxial cable, and that the wired system could be readily expanded for additional channels.

Mr. Dille said that although broadcasters take an opposite view—contending, for example, that the cost of a wired city would be prohibitive and unnecessary and that a wired system could not reach rural areas and ghettos now served by broadcast TV—everyone in broadcasting should understand the threat and the arguments behind it.

Slow Erosion ▪ "Your committee is not saying that this transition will come about overnight," he said. "The process of erosion will more likely take effect, and the phasing out of wireless and phasing in of wire might be attempted over a period of at least 10 years."

But that doesn't make the threat any less real or make it less vital for broadcasters to "face the fact that many of the points that have been made in favor of wired city have immediate superficial appeal to those in high places," Mr. Dille asserted.

He noted that the NAB, on recommendation of the Future of Television Committee and with the endorsement of the NAB board, is embarking on "an intensive, and quite likely expensive, effort to defeat this concept of a wired city, by whatever name it may be called.

"We shall be calling upon you for your skills, for information about your local programing and perhaps eventually for monetary contributions to a war chest in what could turn out to be a fight for the very survival of free television in the U.S. . . . Broadcasters historically have had to battle for their great system. I am certain that if this crisis develops further, broadcasters will respond with strength and in unity."

Administrative group's budget gets the ax

The House Appropriations Committee has cut the budget of the fledgling Administration Conference in half. The newly formed body is to spark and coordinate procedural reforms in administration agencies, including the FCC. Although $250,000 was asked for, the committee only approved $125,000, but noted that a supplemental appropriation is pending for $88,000.

Jerre S. Williams, chairman of the Administrative Conference, told committee members in testimony made public last week that the $250,000 sought was "clearly inadequate," but that more was not sought because of statutory limitations. He also indicated that an effort was to be mounted by the Administrative Conference to have the statutory limit changed, and if that effort is successful the conference would probably seek another supplemental appropriation.

The $88,000 supplemental currently before Congress will, if granted, provide the conference's first official funds. The conference, although established by statute in 1964, remained unorganized until this year, when Mr. Williams was sworn in as its first chairman, and other conference members were named.

The conference has developed a list of potential subjects for study, Mr. Williams told the congressmen. Items include the question of whether agencies follow judicial procedures more closely than necessary, elimination of unnecessary cases, delegation of authority to staff levels, reduction of reporting requirements on those being regulated and considerations of ethics and ex parte influences.

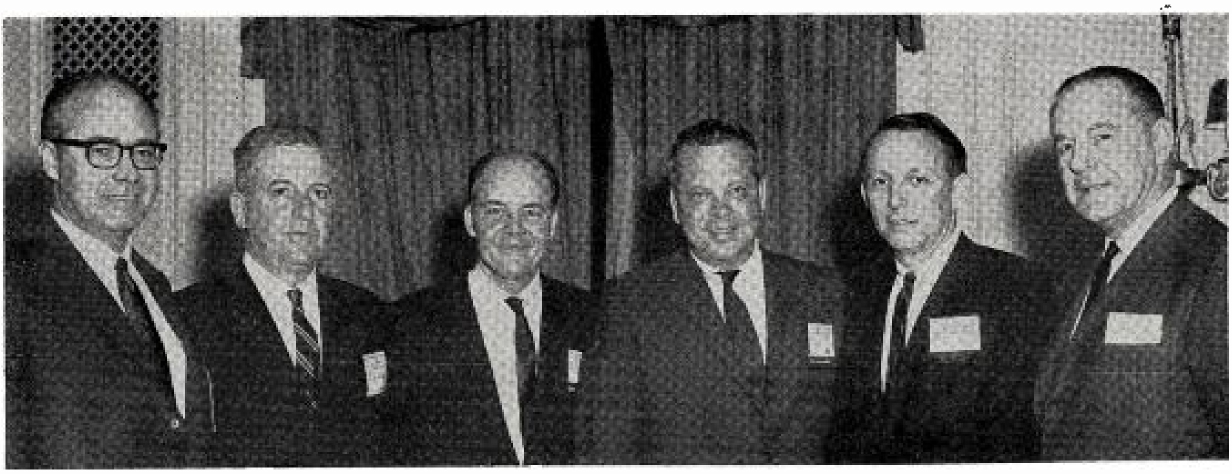
Bay Broadcasting set for ch. 38 S.F.

FCC Hearing Examiner Charles J. Frederick has recommended in an initial decision that channel 38 in San Francisco be granted to Bay Broadcasting Co. The examiner said he would deny a competing application by Reporter Broadcasting Co. principally because it had allegedly failed to establish its financial qualifications and to show it could present its programing with its proposed staff.

Bay Broadcasting is owned by Edward D. Keil (4.12%); Wilson F. Foster (18.74%); Reuben A. Isberg (6%); Kathleen K. Rawlings and Helen Wallace (each 13.87%); David V. Keil (11.24%); James F. Dalton, Patricia Mitchell, Leslie R. Rhodes, Guy J. Welch (each 3.75%); Westel Co., equipment distributor (7.42%); Frederick B. Higbie (4.69%), and others.

Mr. Foster is currently sports director for KGO-TV San Francisco. Both Mrs. Rawlings and Mrs. Wallace have had prior TV production experience. Miss Mitchell is coproducer with Mr. Foster of TV sports programs. Mr. Rhodes is West Coast manager of rep firm Bernard Howard Co. and holds 7½% interest in KFAX San Francisco. Mr. Welch is an engineer at KTVU-TV Oakland-San Francisco.

TV board gets four new members, two re-elected



Six broadcasters were elected to two-year terms on the National Association of Broadcasters television board at last week's convention. Two of the six—Arch L. Madsen, KSL-TV Salt Lake City, and Willard E. Walbridge, KTRK-TV Houston—were re-elected to their second terms.

Pictured with Vincent T. Wasilewski, NAB president, are newly elected board members, (l-r): Mr. Madsen; A. Louis Read, WDSU-TV New Orleans; Donald P. Campbell, WMAR-TV Baltimore; Mr. Wasilewski; Richard C. Block, Kaiser Broadcasting Corp., Oakland, Calif., and Joseph E. Baudino, Westinghouse Broadcasting Co., Washington. Mr. Walbridge was not present, having been called back to his home in Texas because of illness in the family.

Ford's boost for public TV

Foundation plans production cost awards for new programs; allocates money for special election coverage, radio, children's workshop

The Ford Foundation last week announced an expanded and diversified program to aid public broadcasting financially during 1968.

Between $20 million and $25 million will go for the development of local and regional as well as national programing, for noncommercial radio as well as television.

That amount will probably exceed the $22.7 million invested by the foundation during 1967 (BROADCASTING, Feb. 19), while adding significantly to the more than $150 million invested during the last 18 years.

McGeorge Bundy, president, and Fred W. Friendly, consultant, made the announcement Wednesday (April 3) at the foundation's luxurious new building near the United Nations in New York.

As they explained it, the program represents a renewed commitment by the foundation to support public broadcasting through what Mr. Bundy called "this critical period," while permanent governmental financing has yet to be arranged. Mr. Bundy noted the "exceptionally heavy agenda" of the House Ways and Means Committee, including the proposed income tax surcharge, as an obstacle to resolving quickly the issue of permanent financing, which he said might take as long as "two or three years," though he "hoped it would not take as long as five."

Entrance Into Programing ▪ The program also represents the foundation's first major step into the area of programing, a step he said, "we take only with the greatest caution on the basis of wide consultation with many public broadcasting figures."

Specifically, the program calls for:

▪ Establishment of a Project for New Television Programing, for whose first year of operation the foundation trustees have voted $5 million. Under the project, noncommercial stations and state and regional networks will compete with programing proposals for production cost awards.

Proposals must be for series of at least three one-hour or six half-hour programs. A small committee of independent figures in the arts and public affairs will be established by May 15 to judge proposals for series, some of which will be ready for broadcast by the fall. Recipients may charge up to 20% of their awards against general overhead of their series.

▪ Increased support for National Educational Television. Grants to NET, which were fixed at $6 million per year, will probably be increased to $8 million per year.

In addition, $1 million will go to NET and the Public Broadcasting Laboratory for coverage of the 1968 elections. PBL is in its first year of operation under an initial $7.9 million Ford grant against a total $10 million for two years.

▪ A preliminary grant of $250,000 to the Children's Television Workshop. Ford and the Carnegie Corp. have pledged half-support of the $5 million workshop, co-operatively with several government agencies (BROADCASTING, March 25).

▪ A commitment of $500,000 to noncommercial radio, which Mr. Bundy described as "equally extraordinary and much more economical than public television."

Satellite Position ▪ Messrs. Bundy and Friendly, in discussing talks with PTV station managers about the programing project, described it generally as "the proper, unifying thing to do right now." And while stating unequivocally that "our eye is still very much on that satellite proposal" for noncommercial television interconnection, he also said that "interconnection right now would have to be at the cost of the stations."

It was felt by some observers that PTV networking, which has long been a bone of contention between Ford and Carnegie, the two most important public broadcasting forces, may be being put aside in favor of progress across a broader front.

As Mr. Bundy said, "The presumption of instant success might easily accomplish birth control on public broadcasting. Year by year, decade by decade, it has grown. Much too slowly. But it is going to continue to grow by learning and doing, and within the limits of our strained resources, we are going to reinforce that growth."

McGeorge Bundy (l)., Ford Foundation president, and Fred W. Friendly

'Delicate persuasion' or 'blackjack'?

The All-Channel Television Society is only one year old but program distributors and equipment manufacturers already are beginning to feel its muscle. About a month ago the executive committee of the trade organization decided to open its rolls to associate members.

Last week at the breakfast meeting and symposium ACTS held in Chicago as part of the National Association of Broadcasters convention (see page 54), organization President William L. Putnam bluntly announced a list of nine companies who have joined as associate members, reportedly each paying $1,000 for the privilege. They are Four Star International, Independent Television Corp., MCA TV division of MCA Inc., Romper Room Inc., Sarkes Tarzian Inc., The Marconi Co. Ltd., The Hollingbery Co., General Electric Co. and Dresser-Crane, hoist and tower division.

Acknowledging that he was talking about "persuasion of a delicate nature" and hazarding a quick look at FCC Commissioners Kenneth A. Cox, Lee Loevinger and Robert E. Lee who were present at the meeting, Mr. Putnam finally decided "the hell with it" and strongly suggested that UHF broadcasters deal with these program distributors and equipment manufacturers whenever possible as way of showing appreciation for their financial support.

And although some potential associate members of ACTS indicated to BROADCASTING that they'll probably be satisfied to help sustain an industry that's opening up new business opportunities for them, others complained of "blackjack" tactics and at least one prominent UHF operator admitted that he felt the whole associate member idea was being handled "in a crude manner" that displayed "a hungry" tendency.

Martin E. Firestone, general counsel of ACTS, however, claimed that what his organization was doing did not essentially differ from the associate member policies of the National Association of Broadcasters itself.

Bigger FM goal than black ink

Ellis tells NAFMB that medium must deal with problems plaguing nation

Broadcasters have a responsibility to themselves and their stockholders to turn red ink into black, but they also have the responsibility to deal with the "social, economic, moral and ethical problems plaguing our cities, states and nation."

Elmo Ellis, WSB-FM Atlanta, outgoing chairman of the National Association of FM Broadcasters, opened the NAFMB March 29-31 convention in Chicago by asking the 400 delegates "how do you intend to meet not just the challenges of broadcasting, but how will you answer the summons to make sound sense" of the problems of the public?

He contended that broadcasters cannot live in a profit-and-loss vacuum apart from the realities of what is happening outside the station offices. "We must never stop learning, never stop growing and never stop making our contributions as communicators toward intelligent progress and peace in this country," he said.

FM, although retaining a technical superiority over AM, can no longer promote itself as strictly a quality medium because quantitative factors must be added in, he said. The real test, Mr. Ellis added, is "what do we propose to accomplish, what is the significance of what we give the listener and how is he receiving it."

At the NAFMB awards luncheon Commissioner Lee Loevinger discussed the commission's new notice of proposed rulemaking on multiple ownerships, and suggested that the "best thing a daytimer can do is to buy an FM and then sell off the AM, because the daytime AM is not a complete station." (The rule would allow a daytimer to purchase an FM station in the same market.)

He called FM the "service of economic opportunity" and said that what "we're obviously heading towards is establishment of FM as a completely independent service. You're going to face the problems AM and TV have faced of serving the mass audience" while having to satisfy the high-brow critics of the medium.

The FM Rep ▪ The name of the game is communications and communications between station and representative is vitally important if the rep is to properly handle your station, William Codus, general sales manager of CBS/FM told an NAFMB session.

For the rep to properly understand a station, he said, "you've got to do a selling job . . . the same type of selling job you do on a client. You must instill enthusiasm in the rep." Keeping the rep informed of changes in personnel, programing and spot availabilities, is vital he added.

A Needed Commodity ▪ Merchandising is a necessary commodity to the FM station that wants to operate profitably, according to Lee J. Walters, executive vice president of Stern, Walters & Simmons, Chicago. He maintained that 10 to 15 years ago it was permissible for an FM operation to practice isolationism but "not today because competition is becoming keener and the successful stations of tomorrow must include merchandising in their bag of tricks."

FM, he said, doesn't have to pretend it is a good buy, because in "countless markets" it is a good buy. "You're now in a position," he added, "to sell from real strength," and that strength includes having fewer commercials than AM.

David Yellin, director of broadcasting, Memphis State University, Memphis, charged the broadcasters to give of their "energy and skill to capture the thousands upon thousands of college students who can be your listeners today and tomorrow." He suggested the broadcasters: set up an intern program with students and an intern program with faculty; set up a program for broadcasters to lecture and teach at colleges; offer equipment, personnel and money to closed-circuit and college FM stations; use the university's resources for research and development, and set up a cooperative program with the colleges to build FM audiences.

Gary Gielow, KPEN(FM) San Francisco, was elected chairman succeeding Mr. Ellis. Both are regional directors. Other officers, all reelected: Abe J. Voron, WQAL(FM) Philadelphia, president; David Polinger, WTFM(FM) New York, vice president and regional director; Edward F. Kenehan, Washington, secretary, and Morton Marks, New York, treasurer.

Regional directors re-elected in addition to Mr. Gielow and Mr. Ellis were: E. J. Meehan, WPBS(FM) Philadelphia; Gunther Meisse, WVNO-FM Mansfield, Ohio; Ted Arnold, WHBF-FM Rock Island, Ill., and Charles Balthrope, KEEZ (FM) San Antonio, Tex. Don Lebrecht, WBT-FM Charlotte, N. C., in addition to Mr. Polinger were elected directors.

FM in the small market

Operators talk about the methods they use to make FM profitable

Proof of FM's viability in a small market was center stage in Chicago Sunday (March 31) as the 46th National Association of Broadcasters convention began with some 700-800 broadcasters at FM Day sessions.

Hugh Dickie, WTMB-FM Tomah, Wis., said: "The only thing we give away is the time and temperature and if we could sell that, we would.

"We have no demographics, no statistics," he said, but FM is being sold because "we know our area and we have people who believe in it to sell the station." Citing as an example of how special events are sold to advertisers who do not ordinarily buy the station, he noted that a series of high-school wrestling matches was sold and fed to an 18-station statewide network.

Charles F. Boman, WLJM(FM) Gadsden, Ala., said that when the station went on the air in 1966, "we emphasized radio rather than FM" and hammered at the idea that Gadsden would now have four radio stations. He said that 99% of the FM advertisers are also on his AM station, WJBY, and that even the advertisers consider the stations separate. "They send separate checks in separate envelopes," he noted.

WLJM has been in the black since the day it went on the air, he continued, adding that it sometimes beats out the AM in billing.

Need for Salesmanship ▪ "FM is people who buy things they are sold on buying" Charles M. Stone, NAB vice president for radio, told the FM Day audience. He noted that the "far too many FM operators are disproving that lack of rating information contributes to rack and ruin." He asked whatever happened to "the magnetism of enthusiastic personal selling—door-to-door advertiser and agency selling," adding that management can't wait "until the agency estimator tells the time buyer to tell the associate media director to tell the media director that the purchase of FM is justified."

Failure of advertisers to take advantage of stereo commercials, was criticized by Harold Tanner, WLDM(FM) Detroit, chairman of NAB's FM Committee. He said that stereo had contributed to FM's image and "is making the medium more accepted every day."

Advertisers are not producing many stereo commercials, he said, and urged them to take advantage of stereo's capabilities.

In programing, he felt FM broadcasters "must continue to experiment" with new concepts and be able to interpret them "into even more effective programing."

Technical Outlook ▪ It may not happen tomorrow but it seems likely that FM receivers will be developed and sold domestically to pick up subchannel signals that are now being fed into specific locations, Harold Kassens, assistant chief of the FCC broadcast facilities division, told the FM Day audience. Such receivers are now in use in Europe.

Operators with subcarrier authorizations, he said, may have some problem because the public may receive the signals, but, he added, "you should be able to retain your [background music] customers."

Mr. Kassens noted that some educational broadcasters are now putting separate general-appeal programs on their multiplex stereo channel and felt that commercial broadcasters will be looking in that direction in the not-too distant future.

Answering a question, Mr. Kassens noted that the "one weak link" in the FM chain is lack of a "good car antenna." He recalled that over 20% of FM's are now using dual polarization and said "we've done all we can in the equipment line" to improve FM. However, the auto FM antenna isn't as good as it should be, he added.

FCC Commissioner Robert E. Lee called the commission's notice of inquiry on use of automatic FM transmitters "one of the most substantive progressive steps contemplated since remote control . . ."

To those broadcasters operating in stereo he offered a "gimmick," designed to add a lot of realism to telephone call-in shows. He suggested putting the caller on one channel and the station announcer on the other. Only FM, he added could use that idea.

A beauty for radio

Chris Noel, with an infectuous smile and a little girl's voice filled with grateful acknowledgement, last week became the first Miss National Radio Month of the National Association of Broadcasters. Miss Noel, hostess of the Armed Forces Radio Service's *A Date with Chris* received the title for her "use of radio to bring home a little closer to our servicemen overseas." In accepting the award from NAB President Vincent T. Wasilewski, Miss Noel said she had grown up with radio and that "it's more important in Vietnam than here at home. It's the only thing that really seems the same—and it's important to them."

Sullivan wants variety in FM

"If there are 14 stations in a market, I'd like to see 14 formats and then you'll get 14 people into see the agencies. But if seven of you do one thing and seven another, you might as well draw straws to see which two get in to the media buyers."

That was John V. B. Sullivan's way of putting the FM creativity story on the line at the National Association of FM Broadcasters convention in Chicago March 29. Mr. Sullivan, president of Metromedia Radio, New York, was the first speaker at a new NAFMB session, "Open Mind," a one-hour forum.

He spoke with the air of a man who is honestly enthusiastic about FM's future and he charged that FM's success will be in diversified programing rather than in one or two formats. The FCC's ruling on AM-FM nonduplication and the advent of talk formats, he said, "have helped us more than anyone knows because [they have] made us create, made us work, made us innovate."

He cited the audience and advertiser increases Metromedia has shown in its markets since the AM-FM nonduplication ruling went into effect in 1965. By the fall of that year, he said, separate programing formats had been established at all of Metromedia's FM's.

One year after separating programing Metromedia's seven FM's showed 750,000 different listeners per week, according to American Research Bureau figures, he noted. A year later in 1967, with only six stations, the audience was estimated at 1.1 million.

Billing Doubled ▪ Mr. Sullivan reported that as of the end of March billing for 1968 was nearly double that of 1967 and the increase came with one less station.

"Money is coming into FM" and FM generally is "achieving status with media people as a new medium," he pointed out, because in New York where so many national buys are made, "FM stations are being programed as if they are radio stations."

He noted that Metromedia is seeking FCC approval to sell WCBM-FM Baltimore and purchase WASH(FM) Washington because "we have faith in FM and Washington is a market where we can do some good."

Mr. Sullivan recalled that he had been in Detroit a few weeks earlier and said that one of the big-three auto makers has plans to make FM-AM radios, rather than AM-only, the automotive standard.

Delay voted on CPB's seed money

The House Commerce Committee last week approved an administration bill to change the Corp. for Public Broadcasting's appropriation authorization for $9 million in federal "seed money" from fiscal 1968 to fiscal 1969.

But the action showed that controversy raised at the hearing on the bill (BROADCASTING, April 1) was still very much alive.

The measure passed on a vote of 18 to 7 by the full committee, after earlier approval by the Communications Subcommittee, which registered one dissenting vote—that of Representative James Harvey (R-Mich.), who had warned during the hearing that he would oppose the bill. The committee report, in recommending the legislation to the floor, was filed Thursday (April 4) with minority views (in opposition to the bill) signed by six committee Republicans.

Not Urgent ▪ The minority views note that the Carnegie Foundation and the Ford Foundation had both warned during hearings last year on the Public Broadcasting Act, which chartered the CPB, that direct appropriations of federal funds would jeopardize the corporation's independence. They also cite the delay by the President in naming the CPB board members as proof that public broadcasting was not as urgent a cause as proponents maintained during the passage of the basic legislation.

"We do not find that there has been any meaningful work since the passage of the act to hit upon a workable scheme for permanent financing," the minority views hold. "During the time since the passage of the act, however," the report continues, "the fiscal buzzard has come home to roost."

The minority members conclude that the CPB can "likely . . . be carried on with private funds alone."

The Dissenters ▪ The minority views were signed by Samuel L. Devine (R-Ohio), Ancher Nelson (R-Minn.), James T. Broyhill (R-N.C.), Mr. Harvey, Albert W. Watson (R-S.C.) and Clarence J. Brown Jr. (R-Ohio). Additional views were also appended to the report by Mr. Nelson, who explained that he had supported the original legislation but now hoped that private funds could carry the ball.

Along with the six Republicans who recorded their displeasure with the bill, one Democrat—David E. Satterfield (Va.)—was reported to have voted against the measure during the closed-door committee meeting.

In defense of the bill, the majority report cites delays in establishing the CPB and notes merely that money not needed in fiscal 1968 (ending June 30) would be needed in fiscal 1969.

Staff members said it was technically possible for the bill, already passed by the Senate, to reach the House floor before the Easter recess but noted that Rules Committee approval would be needed first.

How to promote UHF

Julian F. Myers, who owns a UHF station in Southern California, is determined to put pizzaz in the UHF industry cause. Last year, he came up with the name ACTS (All-Channel Television Society), which was promptly adopted as the title for UHF's trade organization. At last week's National Association of Broadcasters convention in Chicago, Mr. Myers, who also operates a Beverly Hills, Calif., public-relations outfit, ran another promotional flourish up the UHF flagpole.

He proposed three annual national "ACTSions Awards," perhaps to be presented on network television. One would be for the station that made the outstanding contribution to all-channel television. A second would be for the performer who made the outstanding contribution. And the third would be for the individual outside of the television business who was similiarly inspired. Just to prove that a good PR man never stops trying, Mr. Myers calls his KKOG-TV Ventura, Calif. "KKOG into 16, Kalifornia's Koast of Gold scene."

ABS hits one-per-market rule

Opposition is tied to FCC's earlier presunrise rulemaking

The Association on Broadcasting Standards last week indicated that it would add to the crescendo of dissent to the FCC's proposed rulemaking to limit station acquisitions to one per market (BROADCASTING, March 25). In a closed-door meeting on Tuesday (April 2) at the National Association of Broadcasters convention in Chicago, the board of directors of ABS decided that they "would enter the fray in this area of multiple ownership and this area alone," even though the trade organization usually restricts its activities to the spectrum interests of class-III regional broadcasters.

The decision to oppose the FCC rulemaking was made because ABS feels its members have been misled by the commission. Before adopting new presunrise rules last year, the commission reportedly suggested that regional full-time AM stations which would be hurt by interference from daytime stations could recoup by going into FM operations. But now, as a result of the FCC's proposed one-to-a-customer ownership edict, ABS members would not be able to seek an FM remedy for their spectrum intereference problem.

The presunrise quandry was the chief topic of separate technical and general membership meetings held by ABS also at the NAB convention.

Political Move ▪ George S. Dietrich, executive director of ABS, charged that the FCC rulemaking on the presunrise issue was "obviously a political decision," and William J. Potts, attorney for the organization, said the rules turned out "worse than we thought." He pointed out that an appeal of the presunrise rules is now pending judgment in the U. S. Circuit Court of Appeals in New York (BROADCASTING, March 25). Reversing the rulemaking of a federal agency "is always difficult," the communications lawyer indicated. Still, Mr. Potts remains "hopeful" that the court will stay any presunrise rule changes. He also expressed belief that the most recent FCC presunrise proposal, one which would change the starting time for presunrise operations from 6 a.m. "local standard time" to 6 a.m. "local time," may "lead to endless confusion."

At the conclusion of the general membership meeting the board of directors of ABS was increased from 16 to 17 men. Ken Flenniken, vice president and general manager of WDEF Chattanooga, Tenn., resigned from the board, while James M. Ward, executive vice president and general manager of WLAC Nashville, and Leslie G. Arries Jr., vice president and general manager of WBEN Buffalo, N. Y., were added to it. George Comte, vice president and general manager of WTMJ Milwaukee, James Schiavone, general manager of WWJ Detroit, and Frederick S. Houwink, vice president and general manager of WMAL Washington were re-elected for one-year terms each as president, vice president and treasurer, respectively.

Pellegrin purchases Levittown newspaper

Frank Pellegrin, former president of H-R Television Inc., New York-based television station representative firm, has bought the 22-year-old weekly *Levittown* (N.Y.) *Tribune*. Price was undisclosed. Arthur Milton, formerly with the *New York World-Journal-Tribune*, has been named publisher and general manager of the 9,000 circulation weekly serving central Long Island. The newspaper was bought from Andrew Lang, Associated Press columnist.

Mr. Pellegrin is president of Pellin Enterprises Inc., which owns WROL Knoxville, Tenn., and is a multiple CATV owner, as well as holding real-estate interests in New York, Florida, Nebraska, Illinois, Colorado and Washington, D. C. It also has a one-third interest in Manhattan Audio Co., New York sound recording firm.

Reminder given on CARS deadline

The FCC put out a reminder last week that short-term licenses for common carriers that serve CATV expire April 22. That is 60 days after the commission adopted its second report and order in the Community Antenna Relay Service (CARS) proceeding (BROADCASTING, Feb. 19).

At that time the commission closed the books on the first CARS proceeding, which prescribed conditions CATV-serving microwave applicants must meet in order to qualify for common-carrier frequencies in the 6,000 mc band until 1971. They must show that at least 50% of their customers are unrelated to them and will use at least 50% of the service. Those carriers that can't qualify would have to apply for frequencies in the new CARS band, 12,700-12,950 mc (BROADCASTING, Oct. 18, 1965).

The commission said those filing by April 22 "for continuing authority" in CARS or regular renewal in the common-carrier service would receive a 30 day extension of their operations pending commission action on their applications.

The commission also noted that any requests for waivers of the 50% requirements, "which are in effect merely late-filed petitions for reconsideration of the commission's action which granted 'short-term' license renewal, will not be favorably entertained."

Cobb is only runner in chairmanship race

Unless there is a sudden spurt of applicants to be chairman of the National Association of Broadcasters, the NAB selection committee probably will not meet again until just before the association's June board meetings in Washington. When the committee met last week in Chicago during the NAB convention, the only announced candidate was Grover Cobb, KVGB Great Bend, Kan., the incumbent chairman (BROADCASTING, April 1).

Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the committee which is made up of board members whose terms were concluded this year, said it was "delighted to know" of Cobb's availability for a second one-year term.

Rex Howell, KREX Grand Junction, Colo., had indicated he would be a candidate for the chairmanship, but last week he withdrew his announcement of availability.

Changing hands . . .

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

▪ KRDS Tolleson (Phoenix area), Ariz.: Sold by E. O. Smith to Southwestern Broadcasters Inc. for $350,000. Buyers are headed by James Gordon Douglas III. Buyers own KPRI San Diego and KGEL Roswell, N. M. KRDS operates full time on 1190 kc with 250 w. Broker: Blackburn and Co.

▪ WSBS Great Barrington, Mass.: Sold by J. Leo Dowd and wife to Donald A. Thurston (52%) and William H. Vanderbilt (48%) for $180,000. Messrs. Thurston and Vanderbilt have same percentages in WMNB-AM-FM North Adams, Mass. WSBS is 250 w daytimer on 860 kc.

▪ KSJV-TV Hanford (Fresno area),

Calif.: Sold by Cy Newman and associates to Spanish International Broadcasting Co. for $40,000 plus assumption of obligations totaling less than $75,000. Station, which received its construction permit in 1962, went black last year. Buyer is licensee of KMEX-TV Los Angeles and KWEX-TV San Antonio and holds construction permit for WXTV(TV) Paterson, N. J. (New York area). Station reports it has lost over $100,000 since 1966 when Mr. Newman and group bought the channel-21 construction permit for less than $100,000. Stockholders will not realize anything in the current transaction, it was stated. Waiver of three-year ownership rule is also being requested.

APPROVED ▪ *The following transfer of station interests was approved by the FCC last week.* (For other FCC activities see FOR THE RECORD, page 101.)

▪ WMIN-AM-FM Minneapolis-St. Paul and WMIL-AM-FM Milwaukee: Sold by Gene Posner and associates to Milton Maltz and Robert G. Wright for $935,000. Messrs. Maltz and Wright own WNYR-AM-FM Rochester, N. Y.; WBRB-AM-FM Mt. Clemens and WTAK Garden City (Detroit area), both Michigan and WTTF-AM-FM Tiffin, Ohio. Mr. Posner and family founded WMIL in 1947 and purchased WMIN in 1963. WMIL is a daytimer on 1290 kc with 1 kw. WMIL-FM operates on 95.7 mc with 25.5 kw. WMIN is on 1400 kc with 1 kw days and 250 w nights. WMIN-FM operates on 102.1 mc with 100 kw.

Fines upheld in unapproved transfer

The FCC has upheld a $5,000 fine levied against KEEDO Inc., Longview, Wash., but reduced a forfeiture against KENY Bellingham-Ferndale, Wash. from $2,500 to $500. The case involved an unauthorized transfer of station ownership and control (BROADCASTING, July 10, 1967).

A commission probe contended that Whatcom County Broadcasters Inc., licensee of KENY, had relinquished control of the station to a new corporation formed by Russell Hudson and Holly Bishop of KEEDO Inc., licensee of KEDO Longview. KENY, which had been silent for financial reasons, was put back on the air by KEEDO principals. They denied their participation in the station's operations, but the commission disagreed, saying it "can find no basis for remission or reduction" of the fine.

KENY, which was returned to the control of Whatcom last July, has since gone silent again. The commission granted permission to maintain that status since Whatcom was placed in receivership. Due to Whatcom's financial condition, the commission reduced the forfeiture as well.

St. Louis ETV clarifies record

The St. Louis Educational Television Commission is letting it be known that it hadn't been trying to put anything over on anyone in connection with its application for a television construction permit that the FCC granted, then withdrew. The error, if anyone's, was the commission's, it says.

At issue was the commission action, on March 6, setting aside a construction permit authorizing the educational group to make substantial changes in its noncommercial station, KETC(TV). A principal reason, the commission said, was that the St. Louis ETV relied on matching construction funds from the Department of Health, Education and Welfare that had not yet been made available (BROADCASTING, March 11).

But the ETV commission last week notified media that the application had been tendered with a covering letter specifying that the request was "contingent" upon receipt of federal matching funds.

And the ETV commission attached to its letter a copy of the minutes of its March 4 meeting to make the point that it was an FCC goof. The minutes quoted an ETV commission member as stating that the FCC, on Feb. 14, had "unexpectedly" granted the permit and that the commission's Broadcast Bureau had since indicated the commission "was quite embarrassed" about the "premature" issuance of the permit.

Two days later, the commission announced it was setting the grant aside.

Media reports . . .

Equipment donation ▪ Metromedia Inc. has donated more than $53,000 worth of television equipment to the University of Missouri at Kansas City. The equipment had been used in black-and-white telecasting by KMBC-TV Kansas City, which now uses color equipment. The school hopes to use the equipment in establishing a closed-circuit system and a training laboratory for radio-television majors.

KFBR joins NBC ▪ KFBR Nogales, Ariz., has joined NBC Radio as an affiliate. Bernard Wilson is general manager of KFBR, which operates on 1340 kc with 250 w.

Traffic at the TFE '68 show didn't live up to expectations. Even Tuesday afternoon (when this picture was taken), the time set aside by the NAB for film suite visitation, was slack. A comely girl in a doorway seems to say come in, but who hears? Her comrades in baubles and bangles throughout TFE's halls were having similar troubles.

Syndication business good—but . . .

SOME TFE MEMBERS BEGIN TO WONDER WHO NEEDS IT

Television program syndicators who took sales shows on the road to the NAB fair last week fell into two camps, and one camp came away from the Chicago meeting with some very grumpy members. Their decisions in the next few weeks could change the face of film expositions at future conventions of the National Association of Broadcasters.

There was the group that scattered itself around the convention, pitching tents in individual locations and luring healthy traffic to sample their wares. And there was the tribe of Television Film Exhibit members who gathered again under their common big-top to share one another's audience. They were generally disappointed by the turnout.

Success of the dispersed selling method this year may have brought the end of cooperative efforts by the other film salesmen to work in a common location under common ground rules under the umbrella of TFE.

"It's very slow, and I'm very disappointed, and it's a big bust—and forget it," said one dissident member of Television Film Exhibit 1968. And it may be forgotten. Traffic at the traditional fifth floor Conrad Hilton location was so disappointing that TFE's future is in doubt. The organization, at best a loose association of competitive syndicators, may become no association at all.

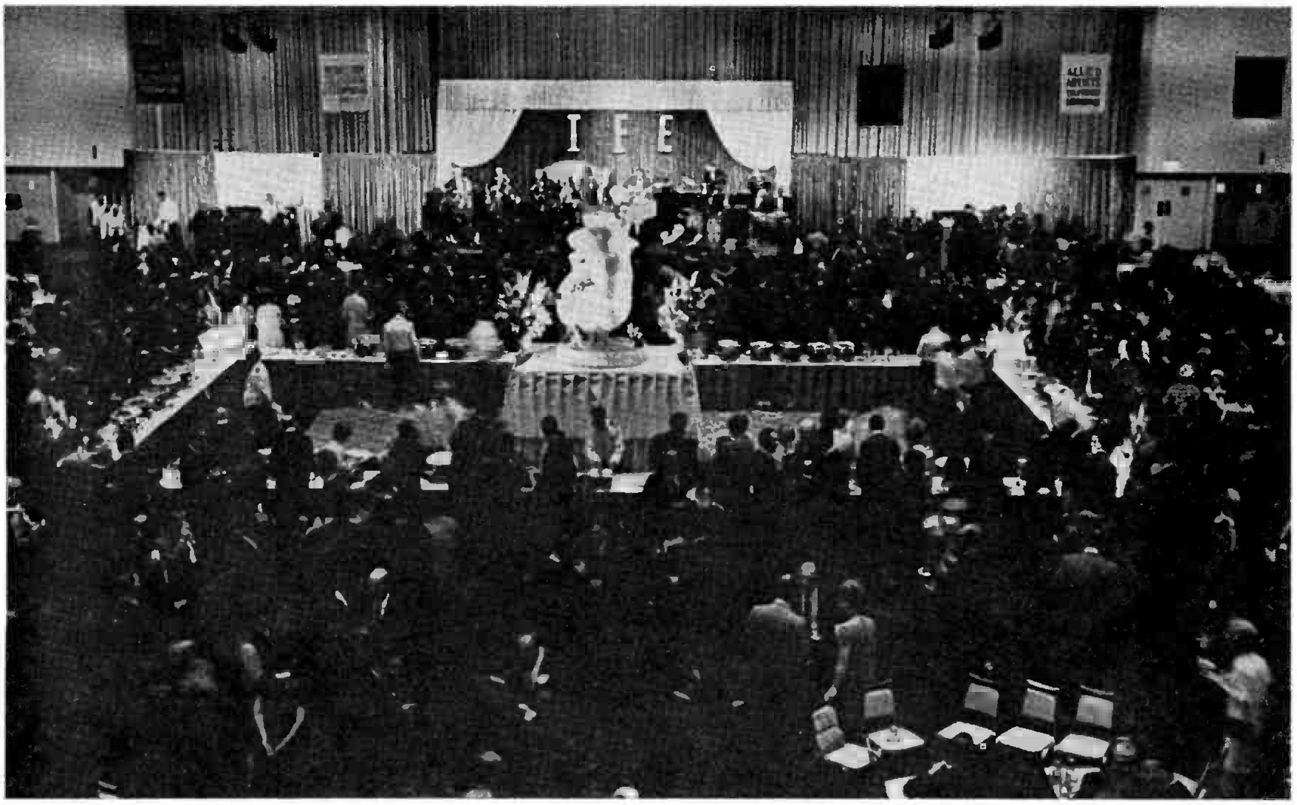
In a year when the syndication market has been revitalized by the growing purchasing strength of UHF TV stations and a significant increase in station pre-emption of network programs it was the more agonizing for TFE members—especially those tucked away in the back corridors of the TFE floor—who missed the throngs they had been used to in previous years.

The TFE Question ▪ It wasn't that those with strong programs weren't finding any takers, rather that many wondered what good, if any, TFE membership had done them. This year TFE shrank to 21 of the 44 companies who set up suites during the convention to excite the program appetites of station men. There were 27 members last year.

Across the street, even across town, and on other floors of the Hilton, other syndicators claimed they were getting all the attention they wanted. Meanwhile TFE members who had agreed to restrain their prize giving and keep their hostesses out of the halls were wondering what had happened.

The members met Wednesday to discuss their common problem, decided nothing about the future of the organization, but agreed to meet again in four to six weeks in New York. It is known that at least two of the larger members of TFE are considering pulling out.

Pierre Weiss, executive vice president, sales, for United Artists Television said he had not decided whether he would return to TFE next year. And one of TFE's founding companies, another large syndicator, may go it alone in 1969. Such defections may be more than TFE can sustain. The organization may be more helpful to the smaller companies, which might not expect to receive the same attention



The 1968 TFE cocktail party, one of the most expensive social sessions at the NAB convention, attracted many, but seemingly not so many as in years past. This year guests heard the music of Lex Baxter. Music, liquor, food, hall and attendant expenses reportedly came to an $18,000 tab for TFE members.

if they did not have the proximity of the larger ones. And the larger ones are loathe to think they may be giving more than they are receiving from the association. Neither miniskirts nor minigolf seemed to be the answer this year to the slower traffic.

The $1,500 each that TFE members ante up to participate may be more than they care to pay in the future. The TFE cocktail party, a social cynosure of NAB conventions and reportedly an $18,000 effort this year, could disappear with the dissolution of the organization.

Disappointments ▪ Al Unger, syndication vice president of Independent Television Corp. and chairman of TFE '68, acknowledged the show had not lived up to expectations, but insisted it had been successful "from the standpoint that business was written."

An official of a major syndicator, who belonged to TFE last year, said he had dropped out because he could not get a decent location on the TFE floor and because he had grown tired of "the carnival atmosphere" associated with the group's activities. He said a little old lady coming through the TFE exhibits last year, finding no prizes given away in his suite, had taken a plate of peanuts off the bar and emptied them into her shopping bag.

Some TFE members thought the self-imposed discipline of keeping hostesses out of the halls had been an unnecessarily debilitating restriction, and others considered the prohibition on individual company prize giving had been responsible for the decline in exhibit interest. TFE has tried to solve the prize problem by having a common prize setup with entry blanks available in all members' suites with daily drawings. This year prizes included a week-long vacation for two in Hawaii and three RCA color TV sets. (The Hawaii trip was won by Richard Burton, manager of WRFT-TV Roanoke, Va.)

One company in TFE, King Features, got around the prize restriction by taking photo portraits of station visitors to its suite and promising to mail them two weeks later. Others relied on sexily clad, if not always attractive, hostesses to catch the attention of wandering visitors to the show.

Enticements ▪ Outside of TFE, the attention-grabbers employed by syndicators varied sharply from standard give-aways to the evening-party atmosphere of the "Lion's Club" suite in the Executive House, a mile from the Hilton, where MGM-TV had trouble attracting visitors and promoting its *Man from U.N.C.L.E.*, which the company claims is the fastest moving property it has ever handled.

Over the years film exhibitors have generally calmed down their NAB convention promotion techniques, and the 1968 session seemed to continue in the direction of lower-key selling. The trend from bare legs to bare facts and relaxed low-pressure sales methods is regarded as being a healthy sign by the NAB.

As in past years a number of syndicators claimed significant sales made during the convention, but most indicated that they consider their presence at the NAB meeting as a means of making contacts, getting station programers to think about their product —getting business under way rather than writing it.

Most of the major program distributors—TFE members and others—were in a euphoric mood about the general state of the syndication market. Allowing appropriate windage for zeal about their own business prospects, they seemed genuinely pleased with reaction to their shows. And UHF was widely credited for this situation.

One syndicator went so far as to say that UHF was the principal factor that had kept syndication a going business by bringing price competition into markets where it would otherwise not have existed. MCA indicated that its last year's sales of off-network series to UHF had come to about $2.5 million and that this year its UHF business might double that.

Movies Hot ▪ The popularity of features continued high at the convention. The MCA Universal Films (50) list with a strong network record has already sold in 77 markets. But one MCA executive describing the company's NAB strategy said: "I haven't talked sales since the show began and I don't intend to."

Twentieth Century-Fox, another company away from TFE's halls, said interest in its new off-network offerings had been strong and that some business had been written. Screen Gems indicated interest in *Farmer's Daughter* was growing after purchases by two CBS-owned stations and that *Hazel* was still moving well. Screen Gems is considering production of a new daytime show for across-the-board stripping to be called *Doctor's Diary*, a sort of *Divorce Court* in a doctor's office. The camera would be looking over the doctor's shoulder as he counseled women patients on personal problems such as what advice to give a 16-year-old daughter about the pill. A group-station operator is believed to be considering production of a program of similar format.

Paramount and Desilu, who merged during the year, were both TFE members last year, but this year set up shop at the Sheraton-Blackstone as did 20th Century-Fox and Screen Gems. Paramount's feature package was said to be moving well.

Independent Television Corp., with a prime position on the TFE floor, said it had made 17 sales of its *Heart of Show Business* 90-minute special, six of them at the convention, as well as finding strong interest in its new series, *Captain Scarlet and the Mysterons*. Warner Bros.-Seven Arts, a TFE stalwart, claimed good traffic through its suite, said it had made two sales of *77 Sunset Strip* and got a good response to its Volume 13 features and its Charlie Chan features. United Artists, another of the large TFE members, reported a good showing for its *Rat Patrol*.

The convention showcase brought a spate of special product to broadcasters, including a large number of taped programs, as well as a profusion of color tape series. Trans-Lux announced 10 new first-run syndicated programs, concentrating on talk formats with personalities such as Arlene Francis, Phil Lind, Murray the K, and Pat McCormick. Walter Schwimmer division of Bing Crosby Productions said it was pleased with reaction to the pilot of a new half hour series, *The Many Worlds of Christopher Wells*, to be shot on location in U. S. cities.

CBS Enterprises, still doing a bonanza business with *Perry Mason* (it has just released a second *Perry Mason* package) contemplates a coproduction with Goodson Todman for a rejuvenated *What's My Line* that would sell as five half hours per week. CBS Enterprises said it had favorable reaction to the plan during the Chicago meet. An introductory film has been made. With newsman Wally Bruner as host, the show would strive for a younger audience profile than it had received toward the end of its long run as a CBS-TV prime-timer.

ABC Films' 43 new-to-syndication *Invaders* episodes kept traffic brisk, and the same company's *Girl Talk*, now in 80 markets, was expected to add others soon after the NAB session. New product from Official Films at the convention included 26 hours of the Ray Anthony musical variety show, a half-hour panel program called *What's the Law?* with Henry Morgan host to guest celebrities and a one-hour entertainment vehicle hosted by Robert Morse.

Golden Eagle, with a package of seven color films and looking for other features, is a new subsidiary of Exquisite Form Industries, representing that company's effort to break into the television business. Golden Eagle claimed to have made five sales of the small feature package within the top 25 markets.

American International Television, with its *Adventures of Ozzie and Harriet, Young Adult Theater* and Gold Record series, used the Nelson family as a drawing attraction to its suite at the Ambasador East, far from the action at the Hilton. There were other syndicators who used their program celebrities to draw attention to their exhibits. One was Wolper Television Sales, which had Pierre Salinger, the star of one of its shows, on hand. Interest in Mr. Salinger as a member of the Kennedy organization picked up noticeably at the convention as the national political fortunes shifted drastically.

WBC Program Sales, still riding strong with Merv Griffin and Mike Douglas, reported enthusiasm for its four planned David Frost specials, the first of which is now being edited. Walter Schwimmer division of Bing Crosby Productions was finding good reaction to a new version of its *Let's Go to the Races, It's Racing Time*.

Similarly Triangle Programs said it had a good response to its auto racing and *Dream World Series* shows. Teledynamics created a stir with its Bill Burrud series, *Wonderful World of Women*, with a new half-hour segment on nudism.

As an Teledynamics representative said: "We have a little trouble with it in the Bible belt."

Krantz Films' Tape Net presented its The 20 Hour Week package of taped series designed for across-the board station presentation.

Mark Century Corp. and TM Productions were both pleased with reaction to their station service segments. Mark Century's Colorskope service now comprises 179 segments including a variety of program openings, closings, promos and ID's.

Self-regulation of fairness suggested

A middle ground on fairness-doctrine administration—between outright repeal and FCC methods now in force—has been spelled out in comments solicited by House Commerce Committee Chairman Harley O. Staggers (D-W.Va.). Asked by the chairman for his reactions to a House Commerce panel discussion held last month, Kurt Borchardt, former committee counsel, suggested that professional broadcast journalists could explore the possibility of establishing decentralized machinery for handling certain fairness complaints.

Mr. Borchardt, now a lecturer in the graduate school of business administration at Harvard University, was asked by Mr. Staggers, who is also chairman of the Investigations Subcommittee, for an analysis of the statements filed during the panel discussion held by the subcommittee (BROADCASTING, March 11).

Mr. Borchardt observed that some machinery for handling and rectifying complaints is necessary "because the government and not the impersonal forces of the marketplace determine who may operate a broadcast station." In suggesting that professional organizations of newsmen rule on complaints, Mr. Borchardt noted that other professions—"the legal and medical professions, for example—provide such machinery for the local handling of complaints involving unprofessional conduct."

Relief for FCC ▪ If professional self-regulation proves feasible, he adds, "Congress might be persuaded to relieve the FCC, initially perhaps for limited periods, of the responsibility of handling fairness complaints regarding specific programs."

Such professional bodies might also work out acceptable proposals, by devising "adequate safeguards," for modification or suspension of the equal-time stipulations governing candidates' appearances on radio and television (see page 40).

In analyzing the various positions presented during the hearing, Mr. Borchardt noted that four different kinds of fairness seemed to be under consideration, and that different public-issue situations could call for different kinds of fairness.

The first area would be that of all broadcast stations in relation to the total national audience. Second would be the fairness of a particular station over a period of time in relation to its regular audience. Third would be fairness regarding a particular program and its immediate audience, and fourth would be fairness "in relation to a person attacked in the course of a particular program."

In other words, he explained, criteria to be considered would be: "fairness by whom, in relation to whom, with regard to what and with regard to what time horizon." He suggested that overall license-renewal procedures could adjust the broader fairness violations while local machinery, set up and run by panels of professional newsmen, might deal with specific program complaints.

Neighborhood TV show starts in New York

Inside Bedford-Stuyvesant, a twice-weekly half-hour neighborhood news and entertainment series, is to begin today (April 8) on Metromedia's WNEW-TV New York.

Sponsored by Consolidated Edison, the New York Telephone Co. and the First National City Bank for 13 weeks at what a spokesman described as "special package rates," the show is aimed at the nearly 500,000 residents of the Brooklyn ghetto.

Negro hosts of the series are James Lowry and Roxie Roker. Guests will include neighborhood figures, volunteer professionals and amateur talent.

The series was initiated by Franklin Thomas, president of the Bedford-Stuyvesant Restoration Corp., and Fred Papert, chairman of Papert, Koenig, Lois Inc., New York advertising agency.

"At the end of the 13-week period, Mr. Papert said, "it is hoped there will be advertisers standing in line to get into the show."

Mr. Papert emphasized the commercial nature of the series and said it allowed continuity. "This way, we won't have to go back hat in hand to a foundation for more money if the show is a success."

Inside Bedford-Stuyvesant will be seen Mondays and Wednesdays at 7-7:30 a.m., and repeated at 12:45 a.m. The production cost was estimated at $45,000 for the 13-week series.

Golden Eagle Films opens in New York

The establishment of Golden Eagle Films Ltd., New York, as a wholly owned subsidiary of Exquisite Form Industries Inc., New York, was announced last week. It will acquire feature films and programs for distribution to stations and is now in the process of assembling its first group of properties.

Stephen Ronald Reiner, an attorney for Exquisite Form, has been named president of the new venture. The distribution company will make its headquarters at 14 Pelham Parkway, Pelham, N. Y., and will have executive and sales offices at 385 Fifth Avenue, New York 10016.

CBS's Collingwood in Hanoi

Charles Collingwood, chief European correspondent for CBS News, arrived in Hanoi Friday, March 29, for an indefinite stay. He will produce television and radio reports.

He was admitted by the North Vietnamese government on his U.S. passport as a journalist accredited to CBS News. He is the first American network news correspondent to be admitted in recent years, according to CBS News.

Mr. Collingwood interrupted his sabbatical in Mexico for the special assignment.

State's good name

An attempt to draft a bill giving states equal time when attacked on air during political campaigns is one of first announced projects of Representative Charles Griffin (D-Miss.), successor and former assistant to John Bell Williams, one-time ranking majority member of the Commerce Committe and now governor at Mississippi.

Representative Griffin says he perceived the bill's need during his campaign against civil-rights figure Charles Evers when, as Mr. Griffin subsequently charged in a complaint to FCC, Mr. Evers said on an NBC news program "everything bad, nothing good" about Mississippi. Mr. Griffin said he asked for equal time not as a candidate but to defend the state, but was turned down by network and commission.

TV program outlook

Jacobs and TVQ give predictions of winners for 1968-69 TV season

Some 400 broadcasters last week got two predictions of how next season's TV shows should fare. One came from Herb Jacobs, president of TV Stations Inc., a film buying-consultant firm, and the other came from audience studies of the Home Testing Institute/TVQ. The information was given out at TVSI's annual breakfast seminar during the National Association of Broadcasters convention.

Mr. Jacobs saw the prime-time schedule (by half hours) with CBS getting 28 firsts, 11 seconds and 11 thirds; NBC with 19 firsts, 22 seconds and nine thirds, and ABC with three firsts, 17 seconds and 28 thirds. He called NBC's new half-hour Saturday entry, *The Ghost and Mrs. Muir,* the best new show of the coming season.

The TVQ figures, called PIQ's (Program Idea Quotient), are based on favorable responses from those who were given a story outline and asked if they would watch the shows. The highest PIQ of 45 went to the last half-hour of NBC's Saturday night movie; the lowest PIQ of 17 went to the final half-hour of the Tuesday *CBS Reports.* By half-hour periods, PIQ gave ABC six, CBS 26 plus one tie and NBC 17 plus one tie.

More Features ▪ In addition to the figures and predictions, Mr. Jacobs noted that an increase in feature-film packages in the past year and a half seems to be tied to the soft spot-TV market. He recalled that from 1963 to 1966, when the spot market was strong, film purchases were static, but toward the end of 1966 as the spot market eased, feature-film sales increased.

He also pointed to a recent Warner Brothers-Seven Arts study of the use of feature films to replace prime-time network shows (BROADCASTING, March 25) as further evidence of film's importance in the affiliated station's schedule. The study, covering only the top-50 markets, showed there were at least 82 affiliates running 96 local prime-time features per week during Nov. 1967.

Mr. Jacobs said that the study dealt only in nonclearances, and did not take into account special network pre-emptions, and covered only feature-film usage, not syndicated programs, local specials or other types of programing.

The network with the most nonclearances, Mr. Jacobs said, was CBS, followed by ABC and NBC. The highest nonclearance period on CBS was the *Friday Night Movie*, he added.

The Outlook ▪ The predictions by half-hour periods by network (ABC, CBS, NBC programs in that order). The first figure is Mr. Jacobs' estimate of first, second or third and the second is the PIQ figure.

Sunday: 7—*Land of the Giants* 2, 32; *Lassie* 1, 33; *New Adventures of Huck Finn* 3, 28. 7:30—*Giants* 3, 31; *Gentle Ben* 1, 34; *Walt Disney's Wonderful World of Color* 2, 31. 8—*FBI* 3, 30; *Ed Sullivan* 2, 33; *Disney* 1, 34. 8:30—*FBI* 2, 32; *Sullivan* 1, 36; *Mothers-in-Law* 3, 28. 9—*Movie* 2, 30; *Smothers Brothers* 3, 32; *Bonanza* 1, 36. 9:30—*Movie* 2, 31; *Smothers* 3, 33; *Bonanza* 1, 37. 10—*Movie* 2, 35; *Mission: Impossible* 1, 34; *Phyllis Diller* 3, 27. 10:30—*Movie* 2, 36; *Mission: Impossible* 1, 35; *Diller* 3, 27.

Monday: 7:30—*Avengers* 3, 26; *Gunsmoke* 1, 37; *I Dream of Jeannie* 2, 29. 8—*Avengers* 3, 26; *Gunsmoke* 1, 38; *Rowan & Martin's Laugh In* 2, 29. 8:30—*Peyton Place I* 3, 26; *Lucy Show* 1, 41; *Laugh In* 2, 29. 9—*Outcasts* 3, 25; *Mayberry RFD* 1, 34; *Movie* 2, 32. 9:30—*Outcasts* 3, 25; *Family Affair* 1, 36; *Movie* 2, 34. 10—*Big Valley* 3, 28; *Carol Burnett* 2, 35; *Movie* 1, 36. 10:30—*Valley* 3, 27; *Burnett* 2, 32; *Movie* 1, 39.

Tuesday: 7:30—*Young Detectives* 3, 28; *Lancer* 1, 32; *Jerry Lewis* 2, 29. 8—*Detectives* 3, 28; *Lancer* 1, 32; *Lewis* 2, 30. 8:30—*It Takes a Thief* 2, 27; *Red Skelton* 1, 38; *Julia* 3, 30. 9—*Thief* 3, 28; *Skelton* 1, 38; *Movie* 2, 32. 9:30—*Felony Squad* 3, 25; *Doris Day* 1, 34; *Movie* 2, 34. 10—*That's Life* 2, 29; *CBS Reports* 3, 18; *Movie* 1, 40. 10:30—*That's Life* 2, 30; *CBS Reports* 3, 17; *Movie* 1, 43.

Wednesday: 7:30—*Here Comes the Brides* 3, 29; *Daktari* 2, 30; *Virginian* 1, 33. 8—*Brides* 3, 29; *Daktari* 2, 30; *Virginian* 1, 33. 8:30—*Peyton Place II* 3, 26; *Good Guys* 2, 28; *Virginian* 1, 36. 9—*Movie* 2, 30; *Beverly Hillbillies* 1, 35; *Kraft Music Hall* 3, 27. 9:30—*Movie* 2, 32; *Green Acres* 1, 35; *Music Hall* 3, 26. 10—*Movie* 1, 36; *Jonathan Winters* 3, 31; *Outsider* 2, 29. 10:30—*Movie* 1, 38; *Winters* 3, 31; *Outsider* 2, 30.

Thursday: 7:30—*Ugliest Girl in Town* 2, 25; *Blondie* 3, 33; *Daniel Boone* 1, 32. 8—*Flying Nun* 2, 33; *Hawaii Five-O* 3, 30; *Boone* 1, 32. 8:30—*Bewitched* 1, 36; *Hawaii Five-O* 3, 30; *Ironside* 2, 31. 9—*That Girl* 3, 29; *Movie* 1, 34; *Ironside* 2, 32. 9:30—*Tales of Unknown* 3, 26; *Movie* 1, 38; *Dragnet* 2, 29. 10—*Tales of Unknown* 3, 26; *Movie* 1, 38; *Dean Martin* 2, 36. 10:30—(*Local time on ABC*); *Movie* 1, 42; *Martin* 2, 41.

Friday: 7:30—*Operation Entertainment* 3, 26; *Wild, Wild West* 2, 31; *High Chaparral* 1, 32. 8—*Entertainment* 3, 26; *Wild West* 2, 31; *Chaparral* 1, 32. 8:30—*Dream House* 3, 26; *Gomer Pyle* 1, 42; *Name of the Game* 2, 28. 9—*Don Rickles* 3, 29; *Movie* 1, 38; *Name of the Game* 2, 28. 9:30—*Guns of Will Sonnet* 3, 29; *Movie* 1, 39; *Name of the Game* 2, 28. 10—*Judd for Defense* 2, 28; *Movie* 1, 42; *Star Trek* 3, 26. 10:30—*Judd* 2, 29; *Movie* 1, 42; *Star Trek* 3, 26.

Saturday: 7:30—*Dating Game* 3, 26; *Jackie Gleason* 1, 40; *Adam 12* 2, 27. 8—*Newlywed Game* 3, 28; *Gleason* 1, 41; *Get Smart* 2, 32. 8:30—*Lawrence Welk* 2, 32; *My 3 Sons* 3, 31; *Ghost and Mrs. Muir* 1, 34. 9—*Welk* 2, 33; *Hogan's Heroes* 3, 29; *Movie* 1, 35. 9:30—*Hollywood Palace* 3, 27; *Petticoat Junction* 2, 32; *Movie* 1, 39. 10—*Palace* 3, 27; *Mannix* 2, 28; *Movie* 1, 42. 10:30—(Local time on ABC); *Mannix* 2, 32; *Movie* 1, 45.

New AP service unveiled in Chicago

The Associated Press last week announced a new taped voice feature service, AP Voice Features, to be offered on a subscription basis to its broadcast members.

Robert Eunson, assistant general manager in charge of the AP broadcast division, announced the new service in Chicago at the annual convention of the National Association of Broadcasters. He said the service was being inaugurated in response to member requests.

The service will include a news commentary by newscaster Morgan Beatty, who recently retired from NBC; a sports show, a women's program and other features by AP specialists in the fields of business, science, entertainment and religion. Subscribers will receive four programs daily, five days a week. Each segment will run 3-and-½ minutes. James Wessel, AP's director of special projects, broadcast news department, will supervise the preparation of material for the new service. UPI, the other major wire service, introduced a voice service some time ago.

Program notes . . .

Here's Merv ▪ Westinghouse Broadcasting's syndicated *Merv Griffin Show*, 90-minute entertainment program, has been scheduled for two more years on WNEW-TV New York and KTTV(TV) Los Angeles, Metromedia stations. It is shown weeknights at 8:30 p.m. local time.

Additions ▪ Perin Film Enterprises, New York, has obtained syndication rights east of the Mississippi for the Emery Film catalogue, the "Solid Gold" package of 20 feature films. Perin has also added a one-hour special, *Have You Heard of the San Francisco Mime Troupe?* to its library.

Transplants examined ▪ NBC-TV's *Today* show (7-9 a.m. EST) will devote its April 12 program to consideration of the scientific, medical, legal, moral, social and psychological aspects of human transplants. Guests will include Dr. Donald S. Frederickson, director of the National Heart Institute in Bethesda, Md.; Dr. Milford O. Rouse, president of the American Medical Association, and Dr. Christian Barnard of Capetown, South Africa, in a filmed interview.

Alcoholism ▪ NBC-TV will present a documentary, *The American Alcoholic,* Friday, April 12 (10-11 p.m. EST). The program was filmed at six rehabilitation centers.

Skelton's replacement ▪ Summer replacement for CBS-TV's *The Red Skelton Hour* (Tuesdays 8:30-9:30 p.m.) will be *Showtime*, a variety program produced in London by ATV. It will begin June 11.

Honored interviewer ▪ Distinguished guests who have been interviewed by Deena Clark on her *Moment With* over NBC-owned WRC-TV Washington during the past seven years appeared at a reception last week given by James Pipkin, executive vice president of Texaco, and Joseph Goodfellow, an NBC vice president. On hand at WRC-TV

KABC cautious about success of its ombudsman service

More than a year ago KABC Los Angeles editorialized in favor of a bill that would have set up a statewide ombudsman service, one that would bring together the citizen and the proper government agency to handle the citizen's inquiry or complaint. The measure failed in the legislature, but the radio station was struck by public response to its editorials on the subject.

So KABC began offering its own ombudsman service. Listeners are invited to write, telephone or contact the KABC talk-show moderators if they have a problem or question involving "bureaucratic red tape." Listeners who dial the Michael Jackson, Marv Gray, Ray Briem or Steve Allison talk shows are put on the air live. Typical questions may involve a request for information on how a neighborhood can get the city to put a crossing guard near its school, or advice on where one goes to lodge a complaint about excessively high garage bills.


L to r: Ron Bradford, producer; Ben Hoberman, vice president and general manager, and Bob Walsh, production manager.

Talk show producers Ron Bradford and Joan Simmons, as well as assistant program director Bob Walsh, who supervises the on-air calls, are armed with a stack of city, county, state and federal contact books. An awareness of government operations makes it possible for them to usually find the appropriate agency, get connected with a responsible official, and put that person on the air to answer the caller's question.

Listeners who prefer to send their questions in, or who would prefer to discuss them privately, are switched to Jim Zaillian, community relations director for the ABC-owned station. Taking pains to answer every communication, he points people to where they may get answers to their questions.

Cautious Outlook ▪ After operating as a radio ombudsman for about a year now, KABC still is cautious about the results. "We've been put to the test by listeners," notes Ben Hoberman, KABC vice president and general manager, "but so far they haven't overwhelmed us. We get about 50 calls and letters a day," he reports. "Our staff is big enough to handle that load, but if it continues to grow we may have to take on new help."

The point Mr. Hoberman emphasizes is that "unless you have good personnel willing to fulfill the station's promise to the public, you may find being ombudsman to your community a tough challenge."

But along with the challenge comes a bonus here and there. An example is the ombudsman calls that lead to news breaks or editorial ideas. A citizen the other week called to say he lost a day from work by following the instructions given by beeper phone at his district courthouse on how to pay a traffic fine. The radio ombudsman dialed the telephone number and discovered that the complaint was valid—the instructions given were wrong. The presiding judge of the court refused to change the message. KABC editorialized against the system. County supervisors subsequently ordered all district courts to use either correct recorded messages or to answer citizen calls directly.

Few Crackpots ▪ Reportedly the station has received few nuisance calls or calls and letters from chronic complainers. On-air questions are chosen for their general interest content. It's hoped that the caller not only gets an answer—and frequently a broadcast promise of satisfaction — but other listeners learn how they can get action on the same problem, while enjoying the satisfaction of seeing someone beat city hall. Most importantly the ombudsman service has given KABC a selling point with advertisers. The station claims to have audience believability based on a reputation for caring about and helping listeners.

"The name of the game is to get them to listen and to keep them as listeners," says Mr. Hoberman. "If we can combine sincere public service with the kind of competitive broadcasting policy it takes to win and influence people, we're home free." Yet Mr. Hoberman is quick to point out that while considering the ombudsman service "exciting and rewarding," he's not yet prepared to recommend it generally to stations. "There's a way to go yet before we can report to others that the voyage is a safe one," he cautions.

studios were Secretary of Transportation Alan S. Boyd; Leonard Marks, director of the U.S. Information Agency; columnist Art Buchwald; Representative Hale Boggs (D-La.); Senator Joseph Tydings (D-Md.); Dr. Glenn T. Seaborg, chairman of the Atomic Energy Commission; Mrs. Elizabeth S. Carpenter, news secretary to Mrs. Lyndon B. Johnson, and the Spanish Ambassador, Marquis de Merry del Val.

New TV Figure ▪ Bob Banner Associates and NBC have signed Peggy Fleming, figure skating Gold Medal winner of 1968 Winter Olympic Games, to exclusive long-term agreements for TV appearances. Her first assignment will be for an NBC-TV special which will be presented during the 1968-69 season. Miss Fleming last week announced she has turned professional.

Farmer's daughter in Philadelphia and New York ▪ Screen Gems has placed into syndication 101 half-hour episodes of *The Farmer's Daughter* and has made initial sales to WCBS-TV New York and WCAU-TV Philadelphia, according to Dan Goodman, SG vice president of the syndicated division. The comedy series was carried on ABC-TV from 1963-66.

Follow that man ▪ NBC News has assigned three correspondent teams to cover the three leading candidates for the major parties' presidential nominations. Diplomatic correspondent Elie Abel will head the team covering Senator Eugene McCarthy (D-Minn.), Herb Kaplow will travel with Richard M. Nixon; and Charles Quinn will head coverage of Senator Robert F. Kennedy (D-N. Y.).

Travel on TV ▪ Trans-Lux Television Corp. reports it has acquired TV distribution rights to *Wide, Wide World*, a new half-hour travel series produced by Carl Dudley. Among the subjects filmed by Mr. Dudley in recent months are a Bastille Day celebration in Tahiti; elephant preserves in Madras, India; fire walking in Fiji and stone-age tribes of New Zealand.

Bob Elston goes national ▪ L & S Program Planners, Chicago, is offering in national syndication a weekly interview program, *The Bob Elston Pump Room Show*, which was aired locally in Chicago for many years. Address: 333 N. Michigan.

New featurette ▪ F&P Productions of Kansas City has made available a new radio package entitled *This Is The Day That Was*. The series is made up of one-minute featurettes designed to run each day and dealing with historical events, legends, superstitions and famous birthdays that fall on each date of the year.

Animated return ▪ Filmation, North Hollywood, Calif., will produce the animated adventures of *Batman* for CBS-TV. Series will bow in September. According to Filmation's Norm Prescott, Lou Scheimer and Hal Sutherland, *Batman* will be produced in association with National Periodicals Publications. Latter firm also owns rights to two other filmation series, *Superman* and *Aquaman*, both CBS-aired. Executive producer for National Periodicals is Alan Ducovny.

Lucky Pierre ▪ The one-hour special, *With Pierre Salinger*, syndicated by Wolper Television Sales (a subsidiary of Metromedia), will be telecast the same day and at the same time—on April 21 at 7-8 p.m.—on eight stations. Wolper said the sales were made to the stations, which then decided to telecast the special on a same day-same time basis. Stations are WNEW-TV New York, WKBS-TV Philadelphia, WKBD-TV Detroit, WKBG-TV Boston, WBHK-TV San Francisco, WTTG(TV) Washington, WKBF-TV Cleveland and KPLR-TV St. Louis.

Studio rentals ▪ Warner Bros.-Seven Arts is making the company's Burbank (Calif.) studios available to other production firms for rental. It's the first time the Warner Bros. lot has been opened to tenant companies. N. Gayle Gitterman, director of facility operations for Paramount Pictures, has joined W7 to supervise facility rentals on the 102-acre studio property.

Gospel ▪ National Educational Television and the Canadian Broadcasting Corp. will co-produce a 90-minute color video tape special of *The Trumpets of the Lord*, James Weldon Johnson's period folk musical, during mid-April for presentation on the CBC May 8 and on NET May 10.

Again ▪ CBS News will present another conversation between Eric Sevareid and longshoreman-philosopher Eric Hoffer during the 1968-69 season. Their first conversation, *Eric Hoffer: The Passionate State of Mind*, was originally broadcast Sept. 19, 1967, and again on Nov. 14. Bill Leonard, CBS News vice president and programing director, said it was hoped Mr. Hoffer's appearances would become an annual event.

Church conference ▪ Broadcast news services for the Uniting Conference of the Methodist Church and the Evangelical United Brethren Church, to be held April 21-May 4 in Dallas, will be available to radio and TV stations across the country, it was announced by Nelson Price, director of broadcast services for the conference and director of the radio-TV department for the Methodist Television, Radio and Film Commission (TRAFCO), Nashville. The broadcast services will include actuality telephone news reports, facilities for filming TV newsclips and soundtaping. The prerecorded phone reports will be available throughout the conference by dialing (214) 742-6166.

Network debut ▪ Bill Burrud Productions, Hollywood, which currently has seven travel-adventure series in international syndication, will co-produce with a pet food advertiser a half-hour color series to be shown on NBC-TV in the summer. The series, *Animal Kingdom*, will be sponsored by Kal Kan Foods, Los Angeles, out of Honig-Cooper & Harrington, same city. Kal Kan, associated with Burrud in the production, will be making its debut as a network television advertiser. The action-adventure half-hour, which will be filmed on location in both the U. S. and abroad, starts on NBC-TV Sunday, June 16 in an early-evening time slot.

UA travels ▪ United Artists Corp., New York, is co-producing a half-hour color film travel-adventure series with Akkad International Productions, Hollywood. The series, *Cesar's World*, will feature actor Cesar Romero as host. Film footage for the show is now being shot in Africa and Latin America. The initial agreement calls for 39 episodes with an option for additional 39 shows.

New production field ▪ Arena Productions, best-known for *The Man From U.N.C.L.E.*, is moving into the legitimate theater field this spring by financing the off-Broadway production of a new three-act contemporary play by television writer Larry Cohen. The play is the first for Mr. Cohen, who has written for and created such series as *Branded, The Invaders, Blue Light* and *Coronet Blue*. Primarily a TV production company headed by producer Norman Felton, Arena Productions will begin production of a new series, *The Strange Report*, for NBC-TV in England this summer and also is developing several movies for Paramount Pictures.

AFRTS reunion ▪ Rollie Rowlands of KYSN Colorado Springs is trying to schedule a reunion of all former members of the Armed Forces Radio and Television Service who still are in broadcasting. Interested parties should contact Mr. Rowlands at 2914 Greenwood Circle, Colorado Springs 80910.

Three tales of cities ▪ CBS News will present a series of three one-hour specials on the urban crisis June 18, 24 and 25 (10-11 p.m.) focusing on the decay of U. S. cities, steps being taken to cure urban ills and the cities of the future. The specials will be sponsored by the Institute of Life Insurance, through J. Walter Thompson Co.

Baltimore broadcast ▪ Baltimore Mayor Thomas D'Alesandro III has begun a weekly five-minute report to the people Sundays at 1:55 p.m. (EST) in color on WBAL-TV Baltimore. Entitled *The Mayor's Report*, the program allows Mr. D'Alesandro to inform Baltimoreans of the legislation he is proposing and what his thinking is on many major issues of the day. He will also use the series to increase citizen participation and community involvement.

Gone West ▪ Mike Douglas Entertainments Inc., Philadelphia and New York, has opened a West Coast branch at 315 South Beverly Drive, Beverly Hills, Calif. Vincent Andrews Jr. heads the new office.

Syndicating spys ▪ *I Spy*, which is completing its third season on NBC-TV and will formally enter domestic syndication in the fall, has already been sold in 15 markets, according to Jacques Liebenguth, NBC Films sales vice president. The sales are to: WOR-TV New York, KHJ-TV Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia, CKLW-TV Windsor-Detroit, KTVU(TV) Oakland-San Francisco, WNAC-TV Boston, WTOP-TV Washington, WUAB(TV) Cleveland, WDSU-TV New Orleans, KING-TV Seattle, KGW-TV Portland, Ore., WHCT-(TV) Hartford, Conn., WHBQ-TV Memphis, and KHQ-TV Spokane, Wash.

Papal film ▪ The National Catholic Office for Motion Pictures (NCOMP) and the National Catholic Office for Radio and Television (NCORT) are producing a motion picture on the life of the late Pope John XXIII. The film will be distributed to theaters and subsequently released to television.

British Accent ▪ Elizabeth Taylor, Richard Burton, Peter O'Toole, Sir Laurence Olivier and Sir John Gielgud will be interviewed in Britain over the next few weeks by Larry King for the half-hour *Profiles* series, which is syndicated to stations by Spectrum Distribution Inc., a division of Transcontinental Investing Corp. The series is produced at WTVJ(TV) Miami and the inclusion of European personalities represents an extension of the program's format, according to Hardie Frieberg, president of Spectrum.

Psychic series ▪ The phenomena of psychic occurrences is the subject matter of a new half-hour color series being developed by Palomino Productions, Hollywood, for Four Star International, North Hollywood, Calif. Both film and video tape will be used to combine dramatizations of scientific findings with actual case histories. Tentative title for the projected series is *Shadow and Substance*.

WTTG airs plusses and minuses of Indianapolis

Municipal strengths and weaknesses in a Midwest metropolis, Indianapolis, were to be spotlighted in the nation's capital last night (April 7) in a one-hour documentary produced and paid for by WFBM-TV Indianapolis, a Time-Life station.

Presented on WTTG(TV) Washington, *Indianapolis—What's in a Name*, was five months in the making at a cost of $10,800. The film attempted to analyze housing and militancy in the city's Negro ghetto; alleviation of traffic congestion and its sister ailments; controversy over a new professional basketball franchise; recent cultural innovations and future plans of Indianapolis Mayor Richard G. Lugar.

The program was produced by Chuck O'Donnell, written by Jim Hetherington and narrated by Bob Gamble, all of WFBM-TV.

IATSE plans to fight foreign production

The International Alliance of Theatrical Stage Employes announced last week that its general executive board has given President Richard F. Walsh emergency powers "to take whatever steps may be necessary to combat foreign film production by American producers."

The board's action included an initial appropriation of $100,000 to acquaint the public with "the facts of crippling unemployment in Hollywood and, to some extent, in other parts of the country as well." Mr. Walsh said that IATSE's campaign will stress that it is "grossly unfair" that millions of American dollars should be paid out for foreign production of feature films and TV series as well as commercials that are used to advertise American goods primarily for American consumption.

Pot-program inquiry to start May 6

The FCC will "make the scene" in Chicago May 6 to begin its investigation into a marijuana party filmed by WBBM-TV Chicago. Chief Hearing Examiner James D. Cunningham will conduct the inquiry according to standard investigatory procedure, although he has been given the discretion of excluding the public from the hearing if he feels that's in the public interest.

The pot probe was prompted by allegations that the CBS-owned station had staged or encouraged Northwestern University students to conduct a marijuana party, which was filmed and broadcast last November. WBBM-TV officials have denied the allegations, but the commission said contrary statements by "other persons in a position to know the facts" made a hearing necessary (BROADCASTING, March 18).

Spot's sluggish year: up less than 1%

BUT NINE OF TOP 100 INCREASED THEIR SPENDING $3 MILLION

The investment in national and regional spot television in 1967 reached an estimated $1,194,014,700, rising slightly (less than 1%) from the $1,189,346,000 allocated to the medium in 1966, according to the 12th annual spot-television report released today (April 8) by the Television Bureau of Advertising.

Procter & Gamble was again the leading spot TV spender with expenditures of $78,878,700, up 1.2% over 1966. Nine of the top-100 advertisers added $3 million or more to their spot budgets in 1967 (see list).

TVB pointed out that spot's performance in 1967 paralleled that of advertising in general as total advertising showed its smallest increase since 1961.

The food and food products classification was again spot television's largest advertiser group with allocations of $306,460,600. The second largest category was toiletries and toilet goods with investments of $147,839,900.

As in previous years, nighttime TV attracted the largest amount of spot TV expenditures ($415,490,100). Advertisers continued to prefer the longer messages with almost $7 out of every $10 allocated to one-minute commercials. The 20 second-30 second category rose from an 18.6% share in 1966 to 19.7%, probably indicating increased popularity for the 30-second message, TVB observed.

1967 ESTIMATED EXPENDITURES OF NATIONAL AND REGIONAL SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

(Source: TVB-LNA/Rorabaugh)

AGRICULTURE & FARMING	$ 5,291,100
APPAREL, FOOTWEAR & ACCESSORIES	17,884,600
Apparel, fabrics & finishes	1,366,500
Footwear & shoe care products	3,498,400
Hosiery	2,975,300
Ready-to-wear	3,303,200
Undergarments	6,153,400
Misc. apparel, accessories & notions	587,800
AUTOMOTIVE	52,769,200
Anti-freeze & additives	207,300
Auto parts, batteries & accessories	289,900
Car cleaners, waxes & polishes	174,700
Passenger cars	47,804,700
Tires & tubes	4,173,000
Trucks & mobile homes	119,600
BEER WINE	74,889,900
Beer & ale	65,055,800
Wine	9,834,100
BUILDING MATERIALS, EQUIPMENT & FIXTURES	4,372,600
Building materials	375,900
Equipment, fixtures & systems	2,653,600
Paints, varnishes & miscellaneous coatings	1,343,100
CONFECTIONERY & SOFT DRINKS	113,508,400
Candy & gum	40,586,100
Soft drinks	72,922,300
CONSUMER SERVICES	28,471,500
Engineering & professional services	2,788,200
Financial	10,933,400
Public utilities & telephone service	12,574,200
Schools & colleges	2,175,700
DRUGS & REMEDIES	63,439,500
Cold, cough & sinus remedies	11,732,300
Digestive aids & antacids	11,665,500
Headache remedies & sedatives	14,450,800
Laxatives	2.366,200
Medical equipment & supplies	3,795,000
Skin products & liniments	7,732,700
Vitamins	3,715,300
Miscellaneous	7,981,700
ENTERTAINMENT & AMUSEMENT	10,730,400
Amusements & events	1,739,200
Motion pictures	5,021,200
Restaurants & drive ins	3,970,000
FOOD & FOOD PRODUCTS	306,460,600
Appetizers, snacks & nuts	9,795,900
Bakery goods	33,736,300
Cereals	40,464,500
Coffee, tea & cocoa	44,975,400
Condiments	9,211,600
Dairy products	14,928,500
Desserts & dessert ingredients	10,577,100
Flour & baking mixes	3,558,900
Fruit & vegetable juices	7,621,900
Fruits & vegetables	12,063,400
Health & dietary foods	9,206,100
Infants' foods	2,108,500
Meat, poultry & fish	20,332,900
Pasta products & dinners	7,420,900
Prepared dinners & dishes	8,815,100
Salad dressings & mayonnaise	4,808,500
Shortening & oil	14,929,900
Soups	5,106,000
Sugars, syrups & jellies	4,246,700
Miscellaneous	33,877,600
Food stores	8,674,900
GARDEN SUPPLIES & EQUIPMENT	2,800,000
GASOLINE, LUBRICANTS & FUELS	50,453,000
Gasoline & oil	48,394,700
Lubricants & fuels	2,058,300
HOTELS, RESORTS & TRAVEL SERVICES	1,761,800
HOUSEHOLD EQUIPMENT & SUPPLIES	38,722,600
Deodorizers & air fresheners	459,900
Disinfectants	604,900
Food wraps & foils	2,010,900
Household paper products	19,395,900
Insecticides	2,542,800
Major appliances	4,028,300
Small appliances & equipment	4,447,700
Misc. accessories & supplies	4,232,200
HOUSEHOLD FURNISHINGS	4,463,300
Floor covering	1,199,900
Furniture	1,452,600
Household fabric & finishes	1,488,700
Misc. household furnishings	322,100
INDUSTRIAL MATERIALS	1,929,300
INSURANCE	7,259,400
JEWELRY, OPTICAL GOODS & CAMERAS	1,539,200
Cameras & photographic supplies	880,000
Jewelry & watches	117,600
Optical goods & precision instruments	541,600
LAUNDRY SOAPS, CLEANSERS & POLISHERS	99,167,500
Cleaners, cleansers, polishers & waxes	35,518,600
Laundry preparations	22,143,100
Laundry soaps & detergents	41,505,800
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	3,711,100
Office machines, furniture & accessories	281,600
Pens, pencils & stationery	3,429,500
PET PRODUCTS	21,008,300
Pet foods	20,599,200
Pet supplies	409,100
PUBLISHING & MEDIA	2,688,900
TELEVISION, RADIO, MUSICAL INSTRUMENTS & RECORDS	6,511,200
Musical instruments	210,800
Records & tape recordings	1,676,300
TV sets, radios, phonographs & recorders	4,463,200
Miscellaneous	160,900
TOBACCO PRODUCTS & SUPPLIES	48,403,100
Cigarettes	46,437,500
Cigars & tobacco	1,642,300
Smoking accessories	323,300
TOILETRIES & TOILET GOODS	147,839,900
Cosmetics & beauty aids	21,190,600
Dental supplies & mouthwashes	32,055,000
Depilatories & deodorants	11,385,300
Hair products	41,412,900
Razors & blades	8,887,700
Shaving creams, lotions & men's toiletries	7,161,400
Toilet soaps	12,734,900
Misc. toilet goods	13,012,100
TOYS & SPORTING GOODS	19,387,100
Sporting goods	560,300
Toys, games & hobbycraft	18,826,800
TRANSPORTATION & TRAVEL	33,076,000
Airlines	24,658,200
Buses	3,668,600
Car rental	3,923.300
Railroads	765.000
Steamship lines	60,900
MISCELLANEOUS	25,475.200
TOTAL	$1,194,014,700

NOTE: New product classifications are being

Total spot TV activity by day parts and length of commercial in 1967

Time of Day	Amount	Percent	Length of Commercial	Amount	Percent
Day	$ 268,719,400	22.5	60's (40 sec. or more)	$ 831,303,300	69.6
Early evening	301,447,300	25.2	20's & 30's	234,770,500	19.7
Night	415,490,100	34.8	10's (8 to 10 sec.)	69,222,200	5.8
Late night	208,357,900	17.5	Programs	58,718,700	4.9
Total	$1,194,014,700	100.0	Total	$1,194,014,700	100.0

Source: TVB-LNA/Rorabaugh

used in this report. Changes were made to make the data for spot television more comparable to product class data published for other media.
Source: TvB-LNA/Rorabaugh

1967
NATIONAL AND REGIONAL SPOT TV EXPENDITURES
TOP 100 ADVERTISERS

(Source: TvB-LNA/Rorabaugh)

1.	Procter & Gamble	$78,878,700
2.	General Foods	43,105,000
3.	Coca-Cola Co./bottlers	36,661,300
4.	Colgate Palmolive	33,316,200
5.	Lever Brothers	24,689,100
6.	Bristol-Myers	21,822,900
7.	William Wrigley Jr., Co.	21,756,400
8.	Warner-Lambert Pharma.	16,287,500
9.	Continental Baking Co.	16,222,900
10.	American Tobacco	14,848,300
11.	General Mills	14,185,800
12.	PepsiCo., Inc./bottlers	13,846,700
13.	Kellogg	13,513,500
14.	Alberto-Culver	13,432,600
15.	Quaker Oats	13,002,300
16.	American Home Products	12,589,800
17.	Shell Oil	12,235,900
18.	Ford Motor Co., dealers	11,414,200
19.	Corn Products	10,336,000
20.	Gillette	10,180,400
21.	Seven-Up	9,934,600
22.	General Motors Corp., dealers	9,678,800
23.	Ralston Purina	9,395,100
24.	Philip Morris	9,345,300
25.	R. J. Reynolds Tobacco	9,145,700
26.	Standard Brands	9,141,400
27.	Miles Labs	9,050,700
28.	Johnson & Johnson	8,698,000
29.	American Can Co.	8,563,300
30.	Mars Inc.	8,509,500
31.	Brown & Williamson Tobacco	8,080,400
32.	Jos. Schlitz Brewing	7,667,600
33.	H. J. Heinz	7,354,000
34.	Campbell Soup	7,033,300
35.	Borden	6,961,800
36.	Chrysler Corp., dealers	6,921,600
37.	Avon Products	6,837,600
38.	American Tel. & Tel.	6,702,100
39.	Nestle Co.	6,592,700
40.	General Motors	6,242,900
41.	Sterling Drug	6,180,700
42.	Royal Crown Cola	6,111,500
43.	Scott Paper	5,984,900
44.	Liggett & Myers Tobacco	5,902,000
45.	Sears, Roebuck	5,848,200
46.	Canadian Breweries	5,833,200
47.	Pabst Brewing	5,752,300
48.	National Biscuit	5,667,600
49.	National Dairy Products	5,547,400
50.	Hills Brothers Coffee	5,189,200
51.	Standard Oil Co. of Ind.	4,913,800
52.	Carnation Co.	4,899,800
53.	Carter-Wallace	4,865,900
54.	Pillsbury	4,789,000
55.	Armour & Co.	4,552,600
56.	United Air Lines	4,551,500
57.	Ford Motor	4,515,300
58.	S. C. Johnson & Son	4,499,100
59.	Beatrice Foods	4,479,600
60.	Norwich Pharmacal	4,285,300
61.	Chesebrough-Ponds	4,270,300
62.	Rheingold Corp.	4,056,300
63.	Heublein Inc.	4,002,400
64.	E & J Gallo Winery	3,787,100
65.	Hunt Foods & Industries	3,737,100
66.	Richardson-Merrell	3,724,300
67.	Associated Brewing	3,703,200
68.	Gulf Oil	3,688,700
69.	American Airlines	3,498,100
70.	International Tel. & Tel.	3,442,200
71.	P. Ballantine & Sons	3,440,300
72.	Pet Inc.	3,415,400
73.	United Vintners	3,415,400
74.	Mead Johnson & Co.	3,408,600
75.	Standard Oil Co. of Calif.	3,372,100
76.	Noxell Corp.	3,284,000
77.	Eversharp	3,140,500
78.	Canada Dry Corp.	3,133,400
79.	Falstaff Brewing	3,090,800
80.	Stnadard Oil Co. of N.J.	3,053,200
81.	Anheuser-Busch	3,048,200
82.	Trans World Airlines	3,017,200
83.	Greyhound	2,983,200
84.	Revlon	2,973,500
85.	P. Lorillard	2,939,900
86.	U. S. Borax & Chemical	2,919,300
87.	Maybelline	2,881,800
88.	W. R. Grace & Co.	2,863,600
89.	Aamco Transmissions	2,860,100
90.	Chas. Pfizer & Co.	2,854,300
91.	Household Finance Corp.	2,847,000
92.	Florida Citrus Comm.	2,822,400
93.	Olympia Brewing	2,744,800
94.	Mattel	2,698,500
95.	Standard Oil of Ohio	2,691,100
96.	Peter Paul	2,675,400
97.	Beech-Nut Life Savers	2,663,900
98.	De Luxe Topper Corp.	2,648,000
99.	Union Oil Co. of Calif.	2,647,900
100.	Eastern Air Lines	2,621,000

Nine advertisers recorded increases of $3 million or more in Spot TV in 1967:

	1967 Billings (000)	$ increase over 1966 (000)
Continental Baking Co., Inc.	$16,223	+ $3,097
American Tobacco Co.	14,848	+ 5,212
Alberto-Culver Co.	13,433	+ 4,104
Quaker Oats Co.	13,002	+ 4,240
Shell Oil Co.	12,236	+ 4,293
Nestle Co., Inc.	6,593	+ 3,477
Scott Paper Co.	5,985	+ 3,404
Armour & Co.	4,553	+ 3,404
Norwich Pharmacal Co.	4,285	+ 3,025

The top 5 product classifications showed the following investment changes in 1967:

		% Change '67 vs. '66
Food & Food Products	$306,460,600	+ 0%
Toiletries & Toilet Goods	147,839,900	+ 5%
Confectionery & Soft Drinks	113,508,400	— 2%
Laundry Soaps, Cleansers & Polishes	99,167,500	— 3%
Beer & Wine	74,889,900	—15%

Six major product categories recorded sizeable gains in 1967:

		% Change '67 vs. '66
Apparel, Footwear & Accessories	$ 17,884,600	+ 7%
Consumer Services	28,471,900	+19%
Entertainment & Amusement	10,730,400	+51%
Pet Products	21,008,300	+10%
Toiletries & Toilet Goods	147,839,900	+ 5%
Transportation & Travel	33,076,000	+13%

Source: TvB-LNA/Rorabaugh

Retailer tells FM men of opportunity

FM has a golden opportunity to become the "cutting edge in the retailers, total media attack" if the stations take advantage of their own strong points and learn to fully evaluate the weak points of their competition—all other media.

That message to the National Association of FM Broadcasters convention in Chicago March 29 (see page 71), came from a retailer who puts about 80% of its annual $5 million ad budget in newspapers, which are raising costs without proportionate circulation increases and which have as much a clutter problem as does TV.

Richard B. Schlesinger, vice president for advertising, Carson Pirie Scott & Co., Chicago, pointed out that retailers are becoming "increasingly aware of their media problems. There is the cost squeeze that is affecting both large and small advertisers. For newspapers, for example, both space and production costs are increasing dramatically, while in our case at least, their circulations fail to keep up with our move to the suburbs."

Mr. Schlesinger spoke less then an hour before a $7.5 million fire raged through Carson's a block away.

He said cost of using TV in a major market "nearly eliminates the possibility of frequency, an essential ingredient in moving merchandise." And in both papers and television, he continued, "there is the factor of clutter. . . . The sheer mass of advertising in a large metropolitan paper makes the advertiser's job extremely difficult. As a result there has been a definite decrease in newspaper advertising effectiveness."

With all these problems facing the retailer who has for years used newspapers as his prime medium and who is now experimenting with TV, radio "and more particularly FM radio . . . [has] a golden opportunity" to reach the retailers as they re-evaluate media strategy and move toward market target evaluation, Mr. Schlesinger noted.

Recommendations ▪ He offered six ways broadcasters can take advantage of the prevailing situation:

▪ Develop and know your full potential by picking your target market and programing to it consistently.

▪ Sell intelligently by developing presentations based on market target demographics and by hammering away at cost advantage related to favorable demographic mterial. Don't "wheel and deal. All this does is depreciate your product and the whole medium."

- Sell creatively by developing service and providing copywriting, and sell "your lack of clutter."
- Know your prospect by recognizing that "the love affair between newspapers and retailers has been going on for a hundred years and that newspapers know retailers, their structures and their peculiarities."
- Know your competition by being aware of all their plusses and minuses; and know how they sell so FM can be positioned properly in relation to the other media.

Mr. Schlesinger emphasized that retailing is in a "period of explosive change [and] . . . our manufacturers' attitude toward use of media is also changing." He said this was a vital point since about one-third of the annual $2.5 billion display advertising budget is in co-op money from manufacturers to local stores.

N.W. Ayer acquires Seattle ad agency

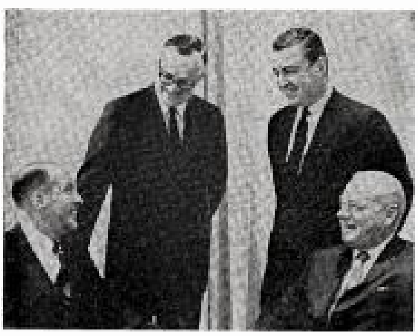
N. W. Ayer & Son Inc., Philadelphia, has acquired Frederick E. Baker Advertising Inc., Seattle. The subsidiary will be known as N. W. Ayer-F. E. Baker, and will remain in its headquarters in the Joseph Vance building with the same staff.

Frederick E. Baker, who founded the agency in 1940, will be president and chief executive officer of the combined operation, with Brydon S. Greene, Ayer executive vice president and Pacific region general manager, as chairman of the board. Other board members will be Neil W. O'Connor, president of Ayer, Robert O. Bach, Ayer senior vice president and director of creative services, and five other officers and former owners of the Baker agency.

As a client of both, the Boeing Co., was responsible for bringing the two together.

Ayer purchased Alexander-Butterfield Ltd., London, last August.

Baker Advertising reportedly billed over $4 million in 1967, and gained five new accounts. Ayer, citing 17 new accounts, bills an estimated $111 million, with $46 million in radio-TV.



Discussing agency acquisition are (l to r): Brydon S. Greene, executive vice president and Pacific region general manager of Ayer, who will be chairman of the board of Ayer-Baker; Bruce F. Baker, vice president-administration of Baker Advertising and a member of the board of directors of Ayer-Baker; Neal W. O'Connor, president of Ayer, and Frederick E. Baker, founder of the Baker organization who will be President and chief executive officer of Ayer-Baker.

RAB small market group expanded at Chicago meet

The Radio Advertising Bureau's new 14-member marketing committee held its inaugural meeting in Chicago last week and on the same day four new members were added to RAB's small market advisory committee.

Members of the marketing committee are John Aldren, KOA Denver; Leslie G. Arries Jr., WBEN Buffalo, N. Y.; Daniel B. Burke, WJR Detroit; Elmo Ellis, WSB Atlanta; Philbin S. Flanagan, Henry I. Christal Co., New York; Harvey Glascock, WNEW New York; Ben Holmes, Edward Petry & Co., New York; Stanley N. Kaplan, WAYS Charlotte, N. C.; Milton Maltz, Malrite Stations, Mount Clemens, Mich.; Reggie Martin, WSPD Toledo, Ohio; Herbert J. Mendelsohn, Bartell Stations, New York; Richard J. Monahan, Kops-Monahan Communications Inc., New Haven, Conn.; Charles K. Murdock Jr., WLW Cincinnati, and Andrew M. Ockershausen, WMAL Washington.

The committee reviewed industry sales problems and opportunities and discussed practical methods of improving audience research firms' understanding of the way radio is marketed.

New members of the small markets advisory committee are Charles H. Adams, WAZE Clearwater, Fla.: Ross E. Case, KWAT Watertown, S. D.; Robert A. Fick, KROC Rochester, Minn., and James Heavner, WCHL Chapel Hill, N. C.

Business briefly . . .

The **F & M Schaefer Brewing Co.,** through BBDO, both New York, will sponsor Sports Network Inc.'s *Race of the Week* at 4:30-5 p.m. Saturdays from April 13 through Dec. 7. The races will be broadcast from Aqueduct, Belmont Park and Saratoga tracks to about 15 stations in New England and Middle Atlantic states. Win Elliot will be the commentator and Fred Caposela will call the races.

Piel Bros. (Piels Beer), through Papert, Koenig, Lois, both New York, has renewed its sponsorship of *Minnesota Fats Celebrity Billiards,* syndicated television series by Harold J. Klein Film Assocs., for an additional 17 weeks of new productions. Piels originally signed for 13 shows in 14 eastern markets, and used its option to repeat the 13 starting this month. Drewrys Ltd., South Bend, Ind., parent company of Piels, through Tatham-Laird & Kudner, Chicago, will sponsor the show in 11 markets in Michigan, Illinois and Indiana.

Four advertisers have signed for sponsorship of the triple crown horse races —*The Kentucky Derby* May 4 (4-5 p.m. EDT), *The Preakness* May 18 (5-5:45 p.m. EDT) and *The Belmont Stakes* June 1 (5-5:45 p.m. EDT)—on CBS-TV. Sponsors are **Pabst Brewing Co.,** Milwaukee (Kenyon & Eckhardt, Chicago); **Aluminum Co. of America,** Pittsburgh (Ketchum, MacLeod & Grove, Pittsburgh); **John Hancock Mutual Life Insurance Co.,** Boston (McCann-Erickson, New York), and **The Triumph Corp.,** Baltimore (Needham, Harper & Steers, New York).

Armstrong Cork Co., Lancaster, Pa., will sponsor two one-hour variety specials, *Girl Friends and Nabors* sarring Jim Nabors, and an Andy Griffith Special on CBS-TV during the 1968-69 season. Armstrong's agency is BBDO, New York.

PepsiCo Inc., New York, on behalf of its divisions, Pepsi-Cola Co. and Frito-Lay Inc., will sponsor a one-hour color TV special, *Romp!,* on ABC-TV April 21 (7-8 p.m.). The agency is Foote, Cone & Belding, New York.

Viking Carpets Inc., division of Commercial Carpet Co., through David Singer Associates Inc., both New York, and **Kentucky Fried Chicken Corp.,** through Noble-Dury & Associates Inc., both Nashville, have each purchased half-sponsorship of Andy Williams' third special on NBC-TV this season. Entitled *H. Andrew Williams' Kaleidoscope Co.,* the program will be broadcast Sunday, April 28 (10-11 p.m. EST).

Polk Miller Products Corp.. Lynchburg, Va. subsidiary of A.H. Robins Inc., Richmond, Va., has planned a television and consumer magazine campaign for its Sargent's Pet care products. Separate spot TV campaign will feature the Sentry dog collar and the newly developed Sentry cat collar in major markets primarily in the spring-summer months. N. W. Ayer & Son, New York-Philadelphia, is the agency.

Consolidated Cigar Corp. (Dutch Masters Cigars) through David, Oksner & Mitchneck, both New York, will sponsor *The Comedy of Ernie Kovacs,* on ABC-TV Tuesday, April 9 (10-11 p.m. EST). The program, presenting a selection of specials the late comedian wrote, produced, directed and appeared in, including commercials he did for Dutch Masters, is being coordinated by Edie Adams, Mr. Kovac's widow, with Milt Hoffman as executive producer.

Green Giant Co., LeSeuer, Minn., will use TV, print and in-store displays to promote two new bean products in Phoenix; Hartford, Conn.; Houston and Minneapolis, where they are being test marketed. The new items, brown sugared pork and beans in tomato sauce and Ovencrock beans in molasses sugar, were said to be prepared using the Quick Cook process for consistent color, texture and flavor. Leo Burnett Co., Chicago, is the agency.

American Express Co., through Ogilvy & Mather, both New York, will sponsor for the second year a series of half-hour specials, *NFL Action,* presenting highlights of the 1967-68 pro-football season. Produced by NFL Films, the 21-week series will be shown in 25 markets.

Anderson-Little Co. Inc., Fall River, Mass., through Bo Bernstein & Co. Inc., Providence, R.I., has announced a $300,000 re-entry into TV advertising after a ten-year absence. One minute and 20-second commercials scheduled for stations in Boston, Providence, New Haven and Hartford, Conn., and Portland, Me., this year will push the firm's retail clothing line. Anderson-Little has 23 outlets in New England.

Bonanza Air Lines Inc., Phoenix, through MacManus, John & Adams, Los Angeles, will use radio, television, newspapers and outdoor posters in a concentrated four-week spring advertising campaign covering four western states. It's estimated that the campaign, which will run into May, will involve more than $100,000 in expenditures. Radio schedules include some 6,000 spots on 68 stations in Los Angeles, San Diego; Phoenix, Tucson and Yuma, all Arizona; Las Vegas, Reno and Salt Lake City, in addition to smaller communities in the areas close to these markets.

Presto Food Products Inc., Los Angeles, through Anderson-McConnell Advertising Agency, that city, begins a 20-market television campaign in the West and Southwest this month that will run for 13 weeks. The promotion, on behalf of the advertiser's pre-whipped Real Whip frozen topping, will carry the theme: "Lick-the-beater flavor without a lick of beating" in 30 and 60-second color spots.

Stations' spots may disrupt ratings

The February-March audience measurements of the American Research Bureau and A. C. Nielsen Co. for Atlanta and Los Angeles will carry notations that one station in each of those markets used practices that may have had an effect on the ratings. The stations involved are WQXI-TV (formerly WAII-TV) Atlanta and KHJ-TV Los Angeles.

In both cases the stations reportedly broadcast announcements telling viewers how to fill in their ratings diaries. ARB said it would carry a front-cover mention of a special notice inside the book and refer to the notice on each page. Nielsen spokesmen also said they would note the stations' action in their reports.

It is understood the Broadcast Rating Council is also looking into the situation. The ARB reporting period was Feb. 14-March 12 and the Nielsen period was Feb. 15-March 13.

Copy Provided ▪ ARB said that KHJ-TV had provided the rating service with a copy of the announcement and the location and frequency of the messages. It said the Atlanta station had not supplied the contents of the on-air messages or the number of times they ran. ARB said KHJ-TV ran a total of 148 announcements during the period.

The WQXI-TV announcement, incorporating both visual and aural, as monitored by ARB, had the voice over: "Some viewers in the Atlanta area are now keeping a diary showing their TV viewing. If you have a diary and are watching [name of program], your diary should look like this" (shows open diary with entries).

KHJ-TV's announcement was similar: "If you've been chosen to keep a record of your TV viewing and are watching [name of program] be sure to fill in the correct channel number and call letters."

ARB said the Atlanta station felt the anouncements "would enhance the accuracy of diary entries."

Hal Taylor Productions formed

Hal Taylor, former radio recording director and TV music producer for J. Walter Thompson Co., has joined with Neil O'Brien, former Kenyon & Eckhardt producer, and John Westing, former producer for McCann-Erickson, to form Hal Taylor Productions Inc., a new radio-TV commercial production firm based in Scarsdale, N. Y.

Secret formula is hard work

An AM billing $325,000 in town of 13,000 tells NAB how it's done

The agenda included such events as the introduction of Chris Noel, an attractive Hollywood starlet and disk jockey whose programs are heard in Vietnam as Miss National Radio Month and the debut before the convention of Stockton Helffrich as NAB Code Authority director (see page 52), but the star of the Tuesday morning radio assembly at last week's National Association of Broadcasters convention in Chicago was the owner of a 1 kw AM in Moberly, Mo.

Some 1,000 broadcasters were on hand to hear Jerrell A. Shepherd, owner of KWIX Moberly, describe the proper way to wave a magic wand to produce giant-sized billings. His speech had been titled "Billing $325,000 in a town of 13,000" and the audience had pens and pencils at the ready.

No Genies ▪ But if they thought he was going to say the secret was to whisper "Open Sesame" and then walk into a world bulging with dollars, they were wrong. Reaching billing of that size was not an overnight miracle and it required considerably more sales effort than simply handing a contract to a prospective advertiser.

Mr. Shepherd said there was "no magic formula" and that only "hard work and determined effort" produced results.

As he described it the KWIX hard-work formula had eight parts:

- Program to attain means community involvement. "If the advertiser listens, he believes everyone does; if he doesn't listen he thinks no one does."
- Think of the station as more of a sales organization than a programing organization. "The sales bring us income to do all the things we want to do."
- Believe the station is the "basic advertising medium, not the supplemental medium." Most local retailers do basic advertising on KWIX and use supplemental budgets in the newspaper.
- Have a flat rate and use only 30-second spots in "clusters of two."
- Believe in the value of the product and raise rates accordingly.
- Use only "price and item" copy to move goods and services and to help the local businessman hear the cash register ring daily, not once in a while.
- Operate on a regional basis. Half of the income comes from outside Moberly and KWIX is considered the local station throughout the region.
- Set long-range goals and honestly pursue them.

Mr. Shepherd noted that average billing in 1960 was $12,000 a month and that in 1961 a long range goal of $20,000 a month was established. Billings that year hit $172,528; rose to $197,434 in 1962; went up to $236,199 in 1963, and reached $288,162 in 1964. Since the $20,000 goal had been reached, he said, the goal was set at $25,000 per month and in 1967 billing for KWIX was $325,357.

The Whole Budget ▪ One of the pitches KWIX uses, he explained, is to always go for 100% of an advertiser's budget for the "basic medium." The advertiser who gives you his whole budget, he continued, "is also one of your best salesmen since he can't admit spending foolishly."

Mr. Shepherd also explained his philosophy in not running any public-service spots, but using that time for commercials. He noted that "nowhere in the FCC regulations does it say you have to give them away. It just asks how many are you giving away." Since the newspapers don't give away display ad space, he continued, there seemed to be no sense in giving away commercial air time.

He contended that the newspaper, rather than turn over a lot of potential ad space to a public service campaign, would satisfy the local head of such a drive by giving him a "front page story with his picture. He values that real high."

The KWIX philosophy, he said, is to run news stories on public service projects. And, he added, since that practice started the station has been relicensed twice even though it puts a "big fat zero" in the FCC questionnaire box asking how many public-service spots the station is going to carry.

Mr. Shepherd said that when a station has "an income of quantity coming in, many of the little problems disappear," and he pointed out that the high billings have enabled KWIX to increase its mobile news operation, improve its equipment and retain capable personnel.

Agency appointments . . .

- Roberts Dairy Co. of Omaha has awarded its consumer advertising and corporate public relations account to

BAR network-TV billing report for week ended March 24

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended March 24, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended March 24	ABC Cume Jan. 1-March24	CBS Week ended March 24	CBS Cume Jan. 1-March 24	NBC Week ended March 24	NBC Cume Jan. 1-March 24	Total minutes week ended March 24	Total dollars week ended March 24	1968 total minutes	1968 total dollars
Monday-Friday Sign-on-10 a.m.	$ —	$ 145.8	$ 88.9	$ 1,016.3	$ 359.9	$ 4,101.6	75	$ 448.8	857	$ 5,263.7
Monday-Friday 10 a.m.-6 p.m.	1,214.5	14,870.8	3,241.4	39,292.0	2,395.5	28,868.8	945	6,851.4	10,835	83,031.6
Saturday-Sunday Sign-on-6 p.m.	1,173.6	15,103.5	1,047.3	13,307.9	293.3	5,810.1	266	2,514.2	2,889	34,221.5
Monday-Saturday 6 p.m.-7:30 p.m.	310.0	4,070.6	659.8	7,522.8	629.9	8,363.4	90	1,599.7	988	19,956.8
Sunday 6 p.m.-7:30 p.m.	60.0	1,890.9	240.9	3,078.5	192.6	2,491.9	19	493.5	259	7,461.3
Monday-Sunday 7:30 p.m.-11 p.m.	5,562.0	67,082.9	6,852.6	81,370.0	7,607.4	79,296.8	440	20,022.0	5,103	227,749.7
Monday-Sunday 11 p.m.-Sign-off	539.2	3,945.4	35.4	489.5	424.9	4,837.5	80	999.5	831	9,272.4
Total	$8,859.3	$107,109.9	$12,166.3	$146,077.0	$11,903.5	$133,770.1	1,915	$32,929.1	21,762	$386,957.0

'68 network TV billings slightly ahead of '67

Network billing in the first quarter of 1968 increased 3.5% over the comparable period of last year to reach a total of $417.1 million, according to an announcement last week by the Television Bureau of Advertising.

Based on data supplied by Leading National Advertisers, TVB reported that daytime billing rose 4.5% to $136.2 million for the quarter, while nighttime climbed 3% to $280.9 million. Billing for March 1968 totaled $139.5 million, a 0.6% gain over March 1967.

Network Television Net Time and Program Billings by Day Parts and by Network
(Add $000)

	January-March 1967	January-March 1968	% Chg.		March 1967	March 1968	% Chg.
Daytime	$130,258.0	$136,181.0	+ 4.5	Daytime	$ 43,269.7	$ 43,458.7	+ 0.4
Monday-Friday	96,010.0	96,876.9	+ 0.9	Monday-Friday	33,897.1	30,436.3	—10.2
Saturday-Sunday	34,248.0	39,304.1	+14.8	Saturday-Sunday	9,372.6	13,022.4	+38.9
Nighttime	272,724.4	280.893.5	+ 3.0	Nighttime	95,363.5	96,042.5	+ 0.7
Total	$402,982.4	$417,074.5	+ 3.5	Total	$138,633.2	$139,501.2	+ 0.6

	ABC	CBS	NBC	Total
January	$34,708.7	$55,886.5	$48,045.7	$138,640.9
*February	41,979.5	49,901.3	47,051.6	138,932.4
March	38,900.6	52,270.0	48,330.6	139,501.2

* Revised

Source: LNA/TVB

Omaha. The agency will handle advertising for Roberts in the Omaha, Sioux City, Lincoln and Denver markets. Louis Benito Advertising of Tampa, Fla., will continue to handle the advertising for Roberts's branch in Orelando.

▪ Lennen & Newell, New York, is the new agency for Sheffield Watch Corp., that city, formerly with Trahey/Wolf Inc. Billings are estimated at $1 million, with media plans as yet undecided.

▪ West Virginia Pulp and Paper Co., New York, has appointed Laroche, McCaffrey & McCall, that city, for corporate and product advertising. Billings are estimated at about $1 million. Previous agency was Fuller & Smith & Ross, New York.

George Gould sets up N.Y. production firm

The formation of a tape and film production company specializing in commercial and programing was announced last Thursday (April 4) by George K. Gould, who has resigned as executive vice president of Videotape Productions, New York and Hollywood, to organize the new enterprise.

Mr. Gould said that the production organization, which has the working name of Teletronics Corp., New York, is expected to be in operation by July 15. He now is in the process of assembling a staff. Mr. Gould said that at the outset the company will accentuate film commercials but will be active in the tape and programing areas.

In 1956 Mr. Gould organized a videotape production studio called Telestudios Inc. Over the past 12 years, he has continued in top posts with NTA Telestudios, MGM Telestudios and with Videotape Productions, which is owned currently by MGM and the 3M Co.

New method for TVB funding?

Instead of membership dues, Cash proposes percentage of sales

A suggestion that the Television Bureau of Advertising might be better financed through commissions on the sales it makes than by conventional membership dues was advanced last week by President Norman E. Cash.

He offered the thought, without elaboration, in a report on TVB activities at last Monday's television assembly of the National Association of Broadcasters convention in Chicago.

TVB has made presentations to more than 200 top advertisers in the last few months and has put $18 million in sales "on your books," he told the TV broadcasters, adding: "Maybe instead of dues, TVB should take a commission on sales."

He said the bureau is servicing some 450 accounts aside from work on target prospects including 36 "secret" accounts.

He singled out station representatives for special praise for their teamwork with TVB in making sales presentations.

Rising Expectations ▪ Mr. Cash told the broadcasters that although 1967 sales left something to be desired and 1968 had not got off to a fast start, he thought television would be "in good shape" economically by the end of the year.

Based on preliminary surveys he predicted that figures on the first quarter of 1968 would show TV sales up about 3% over first-quarter 1967, with local up 7%, spot up 2% and network about even with year-ago levels.

Turning to the big potential of the automotive advertising market, he noted that selling in Detroit is highly competitive and by no means inexpensive. "If you want to sell Detroit," he said, "let's put up the money to sell it."

Retailers' use of television is growing on a large scale, spearheaded by widespread TV advertising by Sears, Roebuck, Mr. Cash reported. An analysis of retail advertisers in television, he said, indicates that the more commercials a store uses, the more likely it is to continue in television.

TVB added 23 new members during the past year, Mr. Cash said, putting its current roster at 275 stations, three networks, 12 station-representation firms, one producer/syndicator (MGM-TV) and 26 associate members and universities.

New research tool to measure ad effects

A marketing-media research service designed to enable broadcast stations and newspapers to provide advertisers and agencies with a continuing, market-by-market study of the effects of advertising is being offered by Media Service Inc., a marketing research organization, in conjunction with the Trendex Co. MSI President Albert B. Shepard an-

PREVIEW: Only uncle, not the beer, is near

A spirit from the past returns to keep an eye on the spirits of the present as Erie Brewing Co., Erie, Pa., introduces a new campaign for its Koehler beer.

Uncle Jackson Koehler, a Dutch brewmaster who founded the brewery in 1847, dominates the campaign as he watches (from the picture frame in the above commercial) over his descendants, making sure they're still brewing Koehler with his incomparable "Dutch Touch." Emphasis is put on the fact that Koehler's is from a family brewery with "pride in product."

With the major portion of the $500,000 plus ad budget slated for broadcast, Uncle Jackson will be haunting markets in Pennsylvania, New York and Ohio through Lando Inc., Pittsburgh. The commercials were produced by Colodzin Productions with musical arrangements by Advantage Productions.

nounced the availability of the service at the National Association of Broadcasters convention in Chicago last week.

The service, called Market Share Index, will provide information on advertising awareness, brand share of market, product penetration of market, brand profile, reasons for brand switching, and demographics for each market.

Mr. Shepard said that each market within the country will be structured individually, so that a random selection of respondents can be drawn. He said surveys will be made by telephone, with each sample category to comprise 600 completed interviews. The categories will be adult female (16 years old and and over), female head of household, adult male (16 years of age and over), and teen-agers (13-17 years of age.)

MSI Prices ▪ No rate card for the service was available last week, but Mr. Shepard said the service would cost about $45,000 per year for media in the top 15 markets, with price descending along with the size of the market.

The service will include bimonthly reports containing, by product, share-of-purchase graphs, and provide an index on brand share within each market, as well as biannual and annual reports on such matters as total awareness, percentage of brand loyalty, share of purchases, by brand, and reasons for buying or switching brands.

Mr. Shepard said the information could be used in new product introduction, testing copy, selecting media and testing media weight, scheduling and evaluating length of commercials, network vs. spot.

"In addition," he said, "media will now be able to offer advertisers and agencies continuous research for such primary purposes as product introduction, media evaluation, competitive product performance, market share trends, and selection and value of markets."

He noted that from a sales application standpoint, stations will have an exclusive franchise enabling the advertiser to measure his advertising investment.

Mr. Shepard also said that the service would include specialized research for station management. It will cover such areas as program and personality evaluations, public opinion and station image studies, and audience profile studies.

Mr. Shepard said that much of the research information being offered is available now, but only on a "one-shot basis. We're doing this on a market, by-market, continuing basis."

Ad run to denounce trade tower bounce

Opponents of New York's World Trade Center took a seven-column ad in the *New York Times* to urge citizens to write Governor Rockefeller to intercede and "protect your television viewing."

The 110-story twin towers are expected to create TV interference problems during their construction by bouncing signals from the Empire State building broadcast mast back into Upper Manhattan, the Bronx, Westchester and Putnam counties.

Sponsors of the ad were "The Committee for a Reasonable World Trade Center," a group of 90 real estate men, headed by Lawrence A. Wien, who also heads the syndicate controlling the Empire State building. When the trade towers are completed, the broadcast mast will be moved there from the Empire State.

Teleprompter earnings up more than revenue

Teleprompter Corp., New York, reported record-high earnings and revenues during 1967. The multiple CATV owner, which is also a major supplier of large screen, closed-circuit television for sports, business meetings and special events, last week reported that revenues increased by 1.9%, but earnings shot up by 32.2%.

The annual stockholder meeting will be held May 7 in New York, the company also announced.

For the year ended Dec. 31:

	1967	1966*
Earned per share	$1.19	$0.96
Gross revenues	6,557,127	6,432,366
Net earnings**	315,696	292,618
Extraordinary item	734,406	501,572
Net income	1,050,102	794,190

*restated to conform to 1967 classifications.
**after federal income taxes but before extraordinary item.

Admiral Corp. describes 1967 as 'disappointing'

Admiral Corp., Chicago TV and radio set and appliance manufacturer, announced a decrease in sales and sharp losses in earnings before and after taxes during 1967.

Ross D. Siragusa and Vincent Barreca, Admiral's chairman of the board and president, respectively, said that 1967 was "a year of disappointing, unprofitable operations caused primarily by the sharp slowdown in the rate of industry color television sales that began in the fourth quarter of 1966 and continued throughout last year." The lower level of sales resulted in an inventory build-up that made it difficult to market sets profitably, the company's annual report said.

For year ended Dec. 31:

	1967	1966
Earned (loss) per share	($0.74)	$1.96
Sales	380,941,526	414,644,696
Earnings (loss) before taxes	(7,707,061)	17,936,963
Earnings (loss) after taxes	(3,770,061)	10,016,963

Sonderling merges with Teleservice

Sonderling Broadcasting Corp., Oak Park, Ill., station group owner, has signed a merger agreement with Modern Teleservice Inc., New York distributor of television film and commercials, for 130,000 shares of Sonderling stock. The transaction was valued at more than $3.8 million based on the closing price of Sonderling stock of 29⅝ on the American Stock Exchange Thursday (April 4).

Modern Teleservice reported sales of $3,250,000 in 1967. Sonderling's nine-month report showed a 10% increase in gross revenues to $4.8 million, but a 7% drop in per-share earnings in 1967 (from 77 cents to 72 cents).

Sonderling stations are WOPA-AM-FM Oak Park, Ill.; KFOX-AM-FM Long Beach-Los Angeles, WWRL New York, WOL-AM-FM Washington, WDIA-AM-FM Memphis, KDIA Oakland-San Francisco and WLKY-TV Louisville, Ky.

MCA's main business was television in '67

Television was the principal source of revenue for MCA Inc. in 1967, with approximately 43% of the gross of $224,338,898 accruing from its sales of series and features to TV, according to the company's annual report.

The report, which provided additional information on results for 1967 released last month (BROADCASTING, March 11), was the first time that MCA Inc. has issued a breakdown of TV revenues. The report noted that the "World Premiere" features, licensed to NBC-TV, have been an important source of income. During 1967-68 the series produced by Universal Television (MCA production subsidiary) for network prime-time showing were *Dragnet, Ironside, Run for Your Life*, and *The Virginian*, all on NBC-TV.

Television films, less amortization but including feature length productions for original release to TV, were carried at $58,025,906 in 1967, compared to $45,438,926 in 1966.

MCA's other income came from motion picture distribution (30%), music and records (20%) and other operations (3%).

50-50 rule costs cited by N.Y. Times

The New York Times Co., newspaper publisher and licensee of WQXR-AM-FM New York, in its annual report to stockholders last week announced increases in net earnings, net income and dividends during 1967.

Although WQXR-AM-FM experienced one of its best years in business volume, the FCC's 50-50 ruling, which allows major-market FM stations to duplicate only 50% of their AM affiliate's programing, caused an increase in operating costs for the stations, the company said.

Dividends of $2.50 a share, including a special year-end dividend of $1.50 a share, were paid in 1967 on the common stock compared with 47 cents a share last year when the stock was split on a five-for-one basis.

For year ended Dec. 31:

	1967	1966
Earned per share	$5.18	$4.28
Operating revenue	194,253,395	172,920,301
Net income from operations	10,120,138	8,184,150
Dividends from Spruce Falls Power & Paper Co.	1,170,052	1,171,319
Net income	11,290,190	9,355,469

Financial notes . . .

- MCA Inc. reports that its board of directors has authorized a three-for-two split of the outstanding common stock, subject to stockholder approval at the annual meeting on June 4, 1968. The company said that if the split is approved, the board of directors intends to increase the quarterly dividend to 15 cents per share on the common shares outstanding after the split.
- John Blair & Co. reports its board of directors has declared a cash dividend of $20 per share on the common stock of the company, payable on May 15, 1968, to shareholders of record on April 15.

To show off cameras, tape recorders, monitors or any other kind of video display unit, manufacturers exhibiting at the NAB convention last week needed pictures. And what more reliable subject for a television picture than a pretty girl. On these pages are samples taken from a few of the many screens to be seen at the equipment exhibit on three floors of the convention hotel.

A dazzling array of hardware

Radio automation as well as new color-TV gear attract widespread attention at NAB's biggest convention display of equipment

"Not a record year, but one of the best."

"Traffic was off just a bit, but quality was up."

"The mood was 'buy' . . . many off-the-floor sales."

"Give us a few weeks for follow-up, then we'll really know if the soft hardware market these past six months is about over."

So ranged the comments of equipment manufacturers in Chicago last Wednesday evening as they packed up their multimillion-dollar display at the National Association of Broadcasters convention and headed for home. The exhibits for several years have been dominated by color TV gear—but this year radio product also scored well, especially automation packages (see box page 97).

The continuing trend toward solid-state plug-in modules for both TV and radio components was clearly evident among all exhibitors, a move calculated to meet the growing demands for greater reliability, simpler operation and overall economy. Integrated circuitry popped up plentifully among TV signal processing gear and some audio components too, signalling that the ultimate of compactness and total system automation is fast approaching (see predictions of RCA's Dr. George H. Brown, page 94).

Color TV equipment once again was the glamour girl of the NAB displays. The offerings of new lighter-weight studio color cameras and the promises of the sudden proliferation of small portable color cameras (Ampex, CBS Labs, Norelco) captured the eye as readily as did the pretty models they pictured. RCA also has a tiny color TV camera but did not show it.

Trail marker: Virtually every major manufacturer's color camera this year uses Plumbicon pick-up tubes; the preferred configuration now is three tubes, but four-tube models are still being offered.

Video recording product scored well even though the high-band color tape machine has yet to see a sales year as golden as 1966, birth of the high-band generation which has enabled multiple dubbing. The instant-replay disk machines also drew crowds last week as did the new automatic push-button electronic color tape editing systems.

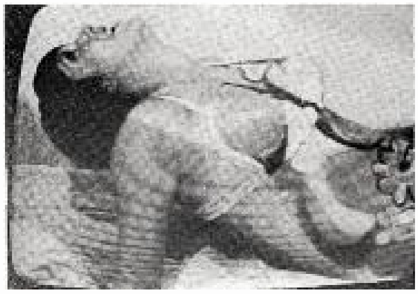
A break-through in electron beam printing of 16 mm monochrome film directly from video tape masters was claimed by 3M Co. 3M hopes the new transfer machine will make 16 mm color film prints within another two years.

NAB's equipment displays pushed back the Conrad Hilton's walls still more this year and spilled out onto the great open balconies rimming the main entrance lobby.

Exhibitors heretofore could only guess at booth traffic. But this year they got a significant Sunday-through-Wednesday head count via guards with counters at the front balcony door to the Ampex exhibit: a total of 22,653 "white badges." (NAB registered 5,305 white badges; it issued red ID's to the other 3,000 who manned exhibits and film suites). Nearly 9,000 white badges visited Ampex Sunday, indicating heavy repeat visiting.

Ampex Corp. reported total sales of $7.2 million on the floor at the NAB show. "It was a near record in individual product sales," according to Larry Weiland, marketing manager, audio-video-communications division. He said sales of the new lightweight BC-200 studio color camera (two-tube Plumbicon, $50,000) ran "beyond expectations" as did high band recorders.

RCA salesmen as of Wednesday



evening held more than a hundred orders for the new lightweight studio TK-44A color camera, a three-tube Plumbicon model ($74,800) introduced at the show which will come off the production line starting in January 1969. Barton Kreuzer, division vice president and general manager, RCA Commercial Electronic Systems Division, said reaction to the entire RCA product line this year, including video tape and new UHF transmitters, was "especially gratifying."

RCA's older four-tube TK-42 color camera line now totals 401 units at 157 stations. It continues available in refined version.

William Gaither, marketing manager of General Electric Co.'s Consumer Electronics Division, said he was "pleased with the orders and impressed with the leads and interest shown" in GE's new compact PE-350 color camera ($75,600), a four-tube (Plumbicon) advanced version of the PE-250 introduced two years ago. GE claims 240 stations now use its color camera and/or color film chain but doesn't admit specific count for each.

Philips Broadcast Equipment Corp. also tallied more than a hundred orders for its latest version of the Norelco PC-70 studio color camera, the original three-tube Plumbicon system, plus about a dozen sales of its new portable PCP-70 "Little Shaver" color camera. Philips (Norelco) this year expanded its offerings to a full line of broadcast gear, including a 55 kw UHF solid state transmitter made by its new English affiliate, Pye Ltd.

Abe Jacobowitz, general sales manager of Philips Broadcast, expressed much pleasure over the high traffic flow at his firm's exhibit. He noted that in just two years the PC-70 camera population in the world has soared to over 600 units, including more than 400 in the U.S.

After a couple of years of optical supply problems for its new Polychrome color camera, Sarkes Tarzian Inc. last week demonstrated good color pictures for its latest model camera and reported off-the-floor sales during the show. The Polychrome ($70,000) now employs Plumbicon tubes and is available for 30-day delivery in either three or four-tube configurations. The first two cameras were sold to William L. Putnam and put on the air the week before the NAB at WWLP(TV) Springfield, Mass., according to Biagio Presti, manager of the STI broadcast equipment division.

James B. Tharpe, president of Visual Electronics Corp., reported high interest in the broad range of broadcast gear displayed by his firm which gives up its Norelco affiliation in early May. He reported multiple sales action. He said "several" of Visual's new 55 kw UHF transmitters ($285,000) were sold, one to the new WTML(TV) Miami.

Miniature TV cameras were hot.

Ampex Corp.'s new BC-100 back-pack portable ($100,000) already has had six months of ABC-TV use in sports coverage. Philips displayed the production version of its new PCP-70 camera shown earlier in prototype to the National Association of Educational Broadcasters at Denver last November. It is expected to get all three network use within weeks.

CBS Labs. had no sooner lifted the wraps from its new tiny color camera—which also will operate completely wireless (BROADCASTING, April 1) and remote control—when Philips sneak previewed its own even smaller (camera head, 6.5 lbs., less lens) color camera, an experimental version using three tiny developmental Plumbicon tubes.

To put whipped cream on its surprise cake, Philips went a step further last week in disclosing new color camera developments also affecting the studio models. It reported a new extra-sensitive standard-size Plumbicon tube to be available soon for its PC-70 cameras which more truly reproduces the red tones.

Most smaller exhibitors last week reported brisk sales of their product lines or greatly improved gathering of "hot" prospect leads. All "first timers" appeared well satisfied and said they will return.

One indication of the rising interest in AM and FM product might be drawn from the experience this year of one major supplier in this field, Collins Radio Corp. Collins officials reported "more actual buying at the show this year" even though traffic flow seemed to be a bit less. Collins unveiled several new products this year and cited "good acceptance."

Just how significant is the cost savings broadcasters might expect in new equipment featuring integrated circuitry? One hint may come from a radio automation system supplier which is using IC's in some components. He noted that a couple of years ago he paid a supplier $44 for a plug-in transistor board for one circuit function in the system. The board measured about 4 x 5 x 1 inches. Today the board is replaced by a tiny IC chip that performs even better.

It's cost: 75 cents.



Media potential not realized

RCA's Brown says business slows down communications progress

Broadcasting's programing and advertising capacity is no longer limited by the engineering factor. The only brake today upon the fullest creative employment of the electronic media's communication potential is one of economics—or perhaps politics.

This was the message of one of the industry's engineering pioneers last week in Chicago at the National Association of Broadcasters. It was related by Dr. George H. Brown, executive vice president for research and engineering, RCA, before Monday's engineering luncheon.

"We as engineers are all set for a bright and shining future," Dr. Brown said, "but we have to wait for the business to catch up to us." He urged engineers to reorient themselves, to stop merely thinking equipment and to become "systems planners."

The RCA executive said he means "broadcasting systems—extending from the advertiser's order form to the audience living room. We need to figure how that long chain which ends up in the food store or the automobile agency can be made more effective as well as less costly. And we shouldn't wait for Fred Friendly to do it for us."

Many major trends evident in equipment today find their stimulus to be substantially economic rather than engineering even though the engineering makes it all work, Dr. Brown noted. The shifts to solid-state devices and integrated circuits generally speaking don't make equipment work better, he said, but they "have reduced power requirements, increased reliability and made possible smaller equipments. For these economic reasons they gradually have replaced tubes."

Again he cited, the trend in UHF to full 5 megawatt power or in FM to substantially higher powers is partly because of the impressive rate card image, not merely because of modest coverage gains obtained. He noted savings in outages more than compensate for initial cost of dual transmitters, another trend.

Automated Future ▪ "In the future," Dr. Brown predicted, "we will see stations automated from front door to antenna. Not just programing but rather the whole process—from time availabilities to scheduling, to programing, to billing, to preparation of FCC forms, yearly statements and tax returns—will be carried on continuously from a single computer."

Such a computer, he explained, could be interrogated by the station representative to determine availabilities, by the network for clearance and by group station management for daily or hourly reports.

"Doing all of this is easily within today's state of the art insofar as the technology is concerned," Dr. Brown said. "All we need do is work out the programing," he emphasized, "and persuade stations to change their ways to fit the machine."

Direct Transmission ▪ When will satellite transmission come? Dr. Brown answered: "When the economics and the politics let the engineers get at it." Direct satellite feed of 20 channels into the home is possible, he said, but it will take a synchronous satellite with 1 kw power. This amount of power means the satellite must carry a solar-cell array of a few thousand square feet in area, he said, "and this will require a major development effort."

Integrated circuits promise equipment so small that even the push buttons to operate it will have to be eliminated and with them the operator, he said. thus hastening full automation. "Fortunately IC's will eventually reduce circuit costs so much that all kinds of automatic self-compensating circuits will be practical," he added, "even redundancy on redundancy if that's the way we want it."

Probably too these units will incorporate still newer devices and phenomena, he suggested, such as integrated field-effect circuitry, space-charge-accumulation devices, solid-state plasma oscillators and perhaps even holograms. But it's not basically technical development that's needed, he concluded.

RCA's Brown

"What we must do," he said, "is somehow persuade the moneybags—stations and manufacturers—to put some dough into the spadework necessary to wrap up our engineering ideas into practical work-a-day packages."

5-year-old SBE adopts by-laws

The Society of Broadcast Engineers, founded in 1963, finally adopted by-laws last week. It also is now legally incorporated (in the District of Columbia), has a professionally accredited set of financial books and a record of minutes of its meetings. An application for tax-exempt status has been filed with the Internal Revenue Service.

"We've put the society on a good, sound basis. We've made it something respectful and intend to keep it that way," Charles Hallinan, outgoing president and chief engineer of WKOP-AM-FM Binghamton, N. Y., told SBE members at last week's National Association of Broadcasters convention in Chicago.

Earlier, Mr. Hallinan gave a brief review of the organization's current status. Total membership is 640, up from 550 last year. Currently there are 19 chapters across the country, compared to 15 a year ago. Of the total chapter line-up, only eight are active, but five of the inactive ones are reportedly ready to activate soon. Green Bay, Wis., is expected to begin this month and Boston probably will start by the end of April or early in May. New chapters may unfold in Albany, Buffalo, Syracuse and Pittsburgh.

Albert Chismark, director of engineering, WHEN-AM-TV Syracuse, N. Y., who was elected president for a one-year term, assured SBE members that "we now have a society of which we can be proud." He looked forward to "a brighter and more prosperous future," where broadcast engineers are no longer looked on "as a necessary evil."

For the most part last week's annual general membership meeting, which lasted 45 minutes, was taken up with discussion of how SBE can increase its ranks and prestige. Reports of training programs for potential new members and of the production of a half-hour training film were made.

Besides Mr. Chismark, Lewis Wetzel, assistant director of engineering, Triangle Stations, Philadelphia, was elected executive vice president. Directors elected were Fred Bartlett, chief engineer, KGHL Billings, Mont.; Ken Benner, staff engineer, KSTP-AM-FM Minneapolis; Albin Hillstrom, chief engineer, KOOL-AM-FM-TV Phoenix; William Kelly, director of engineering, WNEW-TV New York; Leslie Learned, director of engineering, Mutual Broadcasting System; Leo W. Reetz, R. F. engineer, ABC New York; John T. Wilner, vice president and director of engineering, Hearst Corp., Baltimore; Benjamin Wolfe, vice president, engineering, Westinghouse Broadcasting Co., New York; and Otis Freeman, director of engineering, WPIX(TV) New York.

Mr. Hallinan, who served two terms as president, was named executive secretary.

Presunrise holds daytimers attention

Presunrise operations dominated the deliberations of the Daytime Broadcasters Association at a meeting in Chicago last Wednesday (April 3) during the National Association of Broadcasters convention.

Wallace E. Johnson, assistant chief of the FCC's Broadcast Bureau, held out hope that the U.S. and Mexico will reach an agreement this year that will include provision liberalizing presunrise use of Mexican clear channels, but he held out no hope for U.S. daytimers' getting authority for presunrise operation on Canadian 1-A channels.

Mr. Johnson also reported that decisions may be issued by the FCC in the next few weeks on three rulemaking proceedings affecting daytime stations, including one proposing to change 6 a.m. sign-on time from standard to local time—a matter of an hour's difference in daylight-saving-time months.

The possibility that the absence of diplomatic relations between the U.S. and Cuba may give daytimers an edge in technical assignments was raised by one broadcaster who said his engineers' calculations indicated his station could operate with 328 watts and still give Cuba the protection required by treaty, but that the FCC then authorized him to operate with 500w. He wondered whether this didn't give him some reason to hope that an application for full-time operation might be granted.

Mr. Johnson didn't appear to knock down the theory completely. He said the U.S. is abiding by the provisions of the North American Regional Broadcasting Agreement although there's some question about "what Cuba is doing," but that "if you have information indicating you could operate unlimited time. you should file it."

Some 75 DBA members attended the meeting, which was conducted by Ray Livesay of WLBH Mattoon. Ill., chairman of the DBA board; Dick Adams of WKOX Framingham, Mass., president, and Benedict Cottone, Washington attorney who is counsel to the association.

UHF tuners hit blank wall

But station spokesmen vow to continue battle for easier UHF tuning

The great UHF-set-tuner polemic ended in a hung jury last week.

Meeting behind closed doors at the National Association of Broadcasters convention, UHF broadcasters, TV set manufacturers and set-tuner makers (some 50 in all, with the contending camps about equally divided) accomplished little more than they had in a meeting last month (BROADCASTING, March 11). They ended an almost three-hour, sometimes raucous session, in a smoke-filled, sweltering Conrad Hilton hotel conference room Tuesday afternoon (April 2) by agreeing to immediately form an all-industry advisory committee of 12 or more members and to meet again within 30 days for further dialogue in Washington under the guidance of FCC Commissioner Robert E. Lee. Representatives of the UHF antenna manufacturing business are to be added to the committee that will be formed.

The decision to set up a further meeting seemed to be made more as a reflection of weakening flesh after the stupefying verbal confrontation than as any indication of a kindling of spirits. It also was made in an atmosphere charged with FCC Commissioner Kenneth E. Cox's observation that perhaps legislation is the only answer to UHF demands for improved tuners, just as it was required to bring about the manufacture of all-channel sets.

Commissioner Cox presided at the meeting in the absence of Commissioner Lee, who had a conflicting meeting (he was represented, however, by his engineering assistant, Robert G. Weston). The chief spokesman for the manufacturers was Jack Wayman, staff vice president of the Electronic Industries Association's consumer products division. Leading the verbal onslaught of the UHF broadcasters was William L. Putnam, president of the All-Channel Television Society, a trade association.

Makers' Views ▪ At last week's meeting, representatives of the TV-set manufacturing industry pointed out that the commission, in response to the all-channel law of 1964, made it clear that its purpose was to see receivers made with all-channel capability and that it would not seek to insure the best possible capability. Among other things it was argued that all manufacturers are working on improved tuners, that solving the problem of better tuners is going to cost the consumer considerably more money, that UHF tuner information is of a highly competitive and proprietary nature and that manufacturers with improved tuners have had trouble selling them to the public. It was suggested that maybe the problem was not with the tuner but instead involved the receiving antenna.

The main emphasis by the manufacturers throughout was on research and development problems. "The state of the art is just not there yet," it was concluded.

The UHF broadcasters charged that the set manufacturers have barely lived up to the letter of the all-channel law and not at all to the spirit of it. One broadcaster pointed out that it took a public demand stemming from Ralph Nader's criticism of automobile makers to get that industry to build safety features into cars after first claiming that such a move was not feasible and too expensive. The broadcaster threatened to take UHF's case to the public (last week's meeting was closed to newsmen at the insistence of manufacturers).

Another broadcaster declared: "We are not asking for special favors, we just don't want you to do us any special disservices." A third broadcaster pleaded for a 20- or 24-channel dial, with eight or 12 positions reserved for UHF stations. Mr. Putnam, who also heads Springfield TV Broadcasting Co., claimed that he could produce a single dial for all channels for a reasonable price within a two-month period and not have to go 10 miles from his station in Massachusetts. This was greeted by a spontaneous chorus of suggestions from the manufacturers that Mr. Putnam get out of the broadcasting business, where he obviously must be wasting his time.

Philadelphia Cited ▪ Still another broadcaster cited the situation in Philadelphia where the three UHF independent stations in the market get substantially smaller comparative audiences for the same programs that are played on the independent VHF stations in New York. The point made was that the difficulty in tuning accounts for the loss of audience.

At one point in the proceedings charges such as fraud and misrepresentation were hurled at the set makers. The manufacturers countered: "You have not presented one fact. We presented facts as we know them."

It was here that Commissioner Cox stepped in. "I don't want anybody to get mad here," he said. If more useful use of spectrum is not generated, maybe the commission will have to "exercise muscle" and seek legislation for improved tuners, he indicated. The manufacturer answer to this was: "You can't legislate invention."

Among manufacturers represented at last week's meeting were Westinghouse, Zenith, Admiral, RCA, Sylvania, Emerson, General Electric, Motorola and Warwick Electronics. Among the UHF broadcasters represented were David Steel Sr., WCTU-TV Charlotte, N.C.; David M. Baltimore, WBRE-TV Wilkes-Barre-Scranton, Pa. and George J. Mitchell, WKEF(TV) Dayton, Ohio. A previous meeting on the tuner problem was held in Washington in March at ACTS's instigation. Commissioner Lee set up last week's meeting because the UHF broadcasters were not satisfied with the results of the first meeting (BROADCASTING, March 18).

X-radiation study reveals brand names

In its survey of the 1,124 color-television sets owned by U. S. Public Health Service employes in the Washington area, the National Center for Radiological Health found 268 that emitted measurable radiation but only 66 that measured at or above the recommended maximum of 0.5 milliroentgen per hour.

There were 24 brands in the total surveyed group. Proportionately, sets with radiation above the maximum levels ranged from 61.4% of one manufacturer, 50% in the case of two other manufacturers, down to 1.4% of another brand.

Here's the list:

X-RADIATION EMISSION FROM COLOR TELEVISION RECEIVERS

Brand	Sets Surveyed	Sets with X-radiation at or above 0.04 mR/hr	Sets with X-radiation at or above 0.5 mR/hr	
RCA	360	78	20	(5.6%)
Zenith	162	58	19	(11.7%)
Sylvania	100	7	0	
Motorola	75	32	4	(5.3%)
GE	72	5	0	
Sears	71	18	1	(1.4%)
Magnavox	69	23	10	(14.5%)
Philco	45	3	0	
Airline	33	13	1	(3.0%)
Admiral	30	5	0	
Westinghouse	19	1	0	
Heath	18	1	0	
Dumont	16	0	0	
Pennscrest	15	3	1	(6.7%)
Setchell-Carlson	13	13	8	(61.5%)
Packard-Bell	7	3	0	
Muntz	6	1	0	
Curtis Mathis	4	0	0	
Delmonico	2	2	1	(50%)
Symphonic	2	2	1	(50%)
Bradford	2	0	0	
Clairtone	1	0	0	
AMC	1	0	0	
Panasonic	1	0	0	
Total	1,124	268	66	

Set makers keep calm on X-rays

Emphasize, after listing of high-radiation sets, that levels are still below danger point

Color television set manufacturers were nervously keeping their cool following identification last week of the brand names of the 1,124 color TV receivers tested for X-radiation by the National Center for Radiological Health.

None of the major manufacturers had any comment to make publicly, although all emphasized that there is no showing of specific health hazards to TV viewers sitting in front of sets radiating in excess of the recommended levels. Those levels—0.5 milliroentgens per hour at two inches from the source —were established well below the danger point, it was also noted.

The NCRH reported last month that 66 of the receivers tested in Washington registered at or above the recommended radiation level (BROADCASTING, March 18). The surveyed receivers were all owned by employes of the Public Health Service who volunteered them for testing following last year's recall by GE of more than 100,000 color receivers with excessive radiation because of a faulty shunt regulator tube.

Part of the reason for the manufacturers' calmness, it develops, is that there has been a noticeable lack of alarm by the public to the radiation question. Most TV set makers report few inquiries and these have been met, apparently with success, by reassuring statements.

For example, RCA has a "Standby Statement on Radiation," dated Feb. 8, that makes the point that "every RCA color receiver is designed and manufactured to meet the standard on radiation established by the National Council on Radiation Protection and Management (NCRP)."

And, RCA points out, should the standard be exceeded by "malfunction or by faulty adjustment" during servicing, there still is little fear of a health hazard "because of the large margin of safety provided by the NCRP standard."

An RCA spokesman noted that only 5.6% of the RCA sets tested by NCRH emitted radiation above the recommended levels "and it was possible to correct these on the spot." And, RCA added: "None of the sets were radiating at a level that has been proven hazardous on the basis of recognized scientific or medical data."

Margin for Error ▪ Other TV set makers had no public statements, but sources generally stressed that the NCRP standard is well below the levels of radiation that are considered dangerous.

As an example of what most of the set manufacturers are doing to conform to NCRP standards and to allay the public's fears, take Setchell Carlson Co., St. Paul, Minn. Setchell Carlson registered one of the highest above-level readings in the Washington test, with eight of its 13 sets showing excessive radiation.

H. B. Christian, Setchell Carlson executive vice president and general manager, noted that the receivers tested in the Washington survey were all made two or three years ago when all TV manufacturers were following the Underwriter Laboratories' specification of a ceiling of 2.5 mR/hr for radiation from color sets, which he noted was the maximum recommended by the NCRP at that time also. UL's standard has since been revised downward to agree with NCRP's present ceiling.

Mr. Christian also explained that it was discovered during the Washington survey that one Setchell Carlson set owner had substantially increased the voltage of his set in an endeavor to get a crisper picture; radiation increases geometrically with voltage increases, Mr. Christian commented. Three or four other Setchell Carlson sets radiating in excess of the standard were found to be the result of replacement of voltage rectifier and shunt regulator tubes, he said. Other "bad" sets were found to be misaligned, obviously by TV repairmen, he added.

When the radiation scare broke last year, Mr. Christian recalled, Setchell Carlson was on the verge of designing its new line. With radiation in mind, the company proceeded to design its sets and to set specifications for its tube suppliers that required radiation at a level no higher than the NCRP standard. It also, he pointed out, hired Midwest Radiation Consultants Inc., Minneapolis, to monitor the company's production of color TV sets on a random sampling basis. And, he added, Setchell Carlson now uses heavier lead-coated steel in its shielding.

Danger Remote ▪ In making public the names of the color TV receivers tested in the Washington area, James G. Terrell Jr., director of NCRH, stressed that where excess radiation was found the fault in many instances was due to a component not necessarily made by the manufacturer of the set, or to changes in voltage made by TV repairmen.

It cannot be assumed, he stated, that

a given model or make of a color TV receiver is or is not emitting harmful radiation just because one such set was found in this category in the Washington survey.

"Although the Washington, D.C., metropolitan area survey might possibly be representative of all color television sets in the Washington area," he said, "the survey cannot be considered as representative of the estimated more than 14 million color television sets in use in the United States."

At the present time, Mr. Terrell noted, NCRH has no power except to investigate radiation from color sets. A bill giving NCRH authority to establish standards for TV sets as well as medical-dental X-ray devices has passed the House (BROADCASTING, March 25). This bill and others on the same topic will be the subject of a hearing before the Senate Commerce Committee beginning May 6. Senator E. L. Bartlett (D-Alaska) will preside at the radiation hearing.

NCRH is, however, working with set manufacturers, Mr. Terrell said, to make sure that radiation from new color receivers is kept at or below the recommended levels.

NCRH has no plans to survey all color sets in the country, Mr. Terrell said last week. There aren't enough trained technicians and there aren't sufficient instruments to permit this, he commented.

He said again what he had said before; the public should be sure to sit at least five feet from the set when viewing. The effects of radiation are greatly diminished by distance, it is pointed out.

Not Proved ▪ TV set makers were not entirely quiescent during the NCRH presentation last week. J. Edward Day, Washington attorney and former U.S. postmaster general, who represents the Electronic Industries Association, stated that there is no scientific documentation that radiation over the NCRP level is perilous. According to some experts, Mr. Day observed, levels 20 times or even 30 times greater than the NCRP level are not dangerous.

TV set makers, Mr. Day said, are aiming at producing color receivers with radiation no higher than the levels that are already in the environment. They are also initiating a program to train servicemen to be aware of these potential dangers, he said. And, he concluded, the industry is not opposing regulation.

BEVR cameras will be ready next year

Cameras for use in the Broadcast Electronic Video Recording (BEVR) system developed by CBS Laboratories are expected to be available for delivery "sometime during 1969," officials reported last week at the National Association of Broadcasters convention in Chicago.

Facilities for recording color programs, commercials and other TV materials by the revolutionary BEVR process are also expected to be in operation some time next year.

BEVR is a technique for transmitting in color from specially recorded black-and-white film and is said to produce high-quality pictures at relatively low costs (BROADCASTING, Oct.

Gates radio station automates everything but listeners

Gates Radio's automated radio station pulled the crowds and provided a conversation catalyst normally reserved for color TV cameras at the National Association of Broadcasters engineering exhibits last week. It was symbolic of the automation trend among many of the major exhibitors, TV as well as radio.

Both programing and transmitting equipment operate automatically, allowing extended periods of unattended studio operation. Musical selections, spots and news can be integrated into the system on rotary and single-cartridge reproducers. In the system displayed, two Criterion 55 multiple cartridge reproducers supply music for a maximum of almost 20 hours. The three rotary multiple cartridge reproducers when combined with the Randomax random-select programer can pick any one of 72 spots—commercials, station ID's and promotional spots. Gates's SP-10 programer provides the commands to operate the system.

Network cue equipment, upon receiving a control tone, fades out the music and joins the network for newscasts. Automatic logging equipment prints out the time and event of each program element. This log, combined with the station's master program schedule, provides an FCC accepted program log.

Transmitter logging equipment converts analog readings into conventional log form that can be easily read thus freeing the operator from routine meter readings and entries. If operations deviate from the norm an alarm is sounded for transmitter adjustment or the system will automatically shut down. Equipment for the automated system costs $44,500. The equipment displayed was specifically designed for a 1 kw AM station.

While his son Jon listens to the programing, Glenn F. Bircher (center), president and general manager, WINU Highland, Ill., discusses the glass-enclosed automated radio station display with Lawrence J. Cervone, general manager, Gates Radio Co.

23, 1967, et seq.).

The material circulated last week did not indicate costs, but earlier estimates placed the price of a BEVR camera at $15,000 to $20,000. The cost of making BEVR copies of color-TV film and tape material has been put at about half the cost of making conventional color-film duplicates.

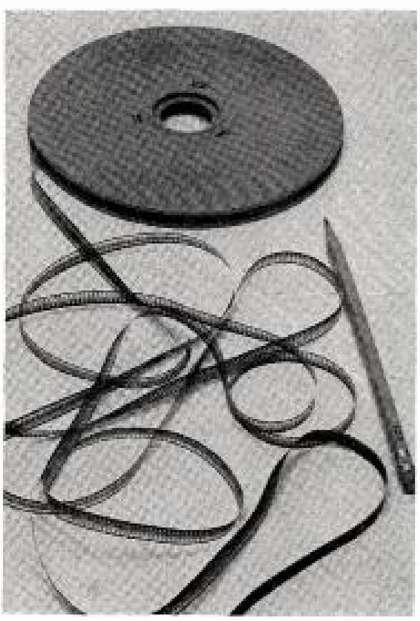
Expected Questions ▪ Felix A. Kalinski, president of the CBS/Comtec Group, made the BEVR camera-production and recording-facilities timetable estimates in a memo circulated to CBS representatives in anticipation of questions that broadcasters and others might ask at the NAB convention.

The memo said CBS would license manufacturers to produce and distribute the BEVR cameras but would itself handle the processing of the BEVR film for commercial and educational broadcasters, advertising agencies and other customers.

Mr. Kalinski said preliminary evaluations of BEVR have been conducted at CBS Labs and that a second evaluation phase, including closed-circuit tests at the labs and CBS-TV network facilities, would begin shortly. He expressed confidence that these tests will prove BEVR's ability "to provide high-quality performance under normal broadcasting conditions."

More precise 1969 dates for availability of cameras and commencement of BEVR recording operations will be made when arrangements for manufacture of the camera have been completed, Mr. Kalinski said.

BEVR has not yet been demonstrated publicly, but a picture of a BEVR reel (below), which is said to produce 35 mm-quality color from the specially encoded 16 mm black-and-white film, was shown at the NAB convention.



BEVR reel

TV automation: all or nothing at all

THAT'S ADVICE GIVEN TO WORKSHOP BY THE EXPERTS

Television broadcasters considering automated equipment for their stations should think big and not restrict themselves to equipment for switching. They also should keep in mind that computer-oriented equipment should be the station's servant, not the other way around.

This was part of the message delivered to broadcasters attending a television automation workshop at the National Association of Broadcasters convention in Chicago last week.

Deane B. Moore, CBS-TV, said that stations should not consider automation if only switching is involved. They should use computer-oriented equipment to do other jobs—in billing, preparation of station logs, storing information, among others.

And James O. Moneyhun, of Sarkes Tarzian Inc., Bloomington, Ind., said automation is not just for station breaks. "These are not the most complicated part of station operations." He stressed that the automated device should be "an integral part of the system, and not an appendage of it."

Plan Ahead ▪ Kenneth P. Davies, Central Dynamics Ltd., Montreal, made the same point in advising broadcasters to take an over-all look at their automated equipment needs, and plan carefully. If maximum benefits are to be derived, he said, broadcasters must look at all their departments. Failure to do so can result in chaotic situations in areas not automated.

The advice to make the computer fit into the station's existing pattern of operations was given by Mr. Moore. In answer to a question as to the specifications a station should set in shopping for computer equipment, he said that a broadcaster should look first at operations in his sales, traffic control and other departments, then introduce a system to match that mode of operation, "rather than the other way around."

Mr. Moore early in the panel outlined the pluses to be obtained from automated equipment—reduction in personnel costs, improvement in the quality of on-the-air product, and cuts in staff workload—as well as the minuses—costs of the equipment, the exacting requirements of programing the computer, and errors that are built into the system and that are not easily detectable.

One broadcaster who was a member of the panel—James C. Wulliman, WTMJ-AM-FM-TV Milwaukee, indicated that the automated equipment that his station has installed, along with a training program for employees, has paid off. He said that the station has experienced a reduction in the number of makegoods and rebates since acquiring its computer.

The panelists also agreed, however, that often there can be no substitute for an engineer's judgment in switching. Accordingly several stressed that the equipment should be sufficiently flexible to provide for manual as well as automatic operation.

Other panelists on the program were B. van Benthem, AMP Inc., Harrisburg, Pa., and Theodore Sells, WMAL-TV Washington.

The moderator of the program was Benjamin Wolfe, Westinghouse Broadcasting Co., New York.

To automate or not to automate?

"How does the disk jockey at my top-40 station get up tight and get with it if I automate my operation? I could lose my number-one market position if I turned my DJ off."

Preserving spontaneity in the face of a mechanical invasion of station operation bothered a few attendants of a radio automation workshop in Chicago last week, but according to automatic equipment manufacturers their business is strong now and appears still stronger in the future.

Panelists and audience at the session all seemed to agree it is essential to keep audiences from recognizing that machines lurk behind their entertaining radio voices. But equipment makers and station managers already using automatic equipment claimed that the work of the machines is quite easily disguised. As one said, "they never know."

According to Paul Schafer, president of Schafer Electronics, there are already more than 1,000 automated radio stations in the U.S. and advancing technology will keep the number growing. Mr. Schafer said technological developments in the next two years are apt to bring many times the advances that have been made within the last 15 years.

A station man present said he had a $75,000 order in his pocket for Schafer equipment, but if there was going to be so much improvement so soon he thought he would just as soon wait to spend his money. Mr. Schafer acknowledged that in some instances it would be wiser to wait for new equipment.

Elmo Franklin, sales manager of the automatic tape systems division of Gates Radio, described a cautious approach of his company to station automation and warned that "automation is not automatically going to improve your station. It's not a panacea for poor billings or inefficient personnel."

Danny Coulthurst of International Good Music, another manufacturer of station automation equipment, emphasized the importance of feedback from users of the equipment in the development of new systems. "Usually the better designs in automation come from programing people," he said.

Comsat lists TV use of satellites in '67

Transoceanic communications satellites were used for television almost 210 hours during 1967, the Communications Satellite Corp. reported last week.

During last year, the two Atlantic Ocean satellites were used a total of 92 hours and 50 minutes from Europe to North America, and 63 hours and 12 minutes from North America to Europe. The Pacific Ocean satellite was used for a total of 53 hours and 47 minutes for TV transmissions. Comsat reported 24 hours and 30 minutes from North America to Japan; nine hours and nine minutes, Japan to North America; three hours and 15 minutes, Hawaii to North America; 11 hours and 23 minutes, North America to Hawaii; five hours and 11 minutes, Hawaii to Japan, and 59 minutes, Japan to Hawaii.

Principal TV usage, the company's annual report to the President and Congress indicated, was for news.

Comsat also discussed its proposed $58 million, twin-synchronous satellite pilot domestic service, now pending FCC decision, in which it suggested serving the Mountain and Pacific states with TV, radio and communications services.

Comsat also said that preliminary technical and economic studies indicate that broadcasting radio and TV signals directly to the home from high powered satellites would be technically feasible "within the next few years." The economic and political questions, however, Comsat said, present more difficult questions.

It voiced its objection to the laying of a new trans-Atlantic cable capable of handling 720 voice circuits at one time. An application for FCC approval of a $90 million cable and microwave radio relay system was filed last week by AT&T, ITT World Communications, RCA Communications and Western Union International.

One of the reasons given for asking permission to lay the new cable, according to the companies, is that "all existing satellite circuits are now being used to full capacity" and "present planned satellite capacity on this route will be exhausted by 1970."

Meanwhile, Comsat officials are scheduled to provide a briefing tomorrow (April 9) for House Commerce Committee members on the corporation's progress and future plans. Comsat's James McCormack, chairman and chief executive officer; Joseph V. Charyk, president, and David C. Acheson, general counsel, are to appear before Chairman Harley O. Staggers (D-W. Va.) and the full committee.

No surprises in presunrise comments

PROPOSED RULE WOULD EASE PRESENT RESTRICTIONS

The FCC's latest presunrise rulemaking has drawn a predictable response from those class-II stations whose complaints last year prompted the commission inquiry. And not unexpectedly several class-I-A clear-channel stations want the commission to stand fast by its new presunrise rules.

At issue is a proposal that would ease restrictions placed on presunrise operations by class II's on I-A clear channels located west of the dominant station. The proposal was urged by a number of those stations in petitions for reconsideration of the commission's presunrise rules adopted in June 1967 (BROADCASTING, July 3, 1967 et seq).

The new standard specified 6 a.m. standard time as the presunrise starting time for daytimers and full-time stations using different facilities at night. But certain class II's, faced with a partial loss of early service, appealed the standard. And the commission, in its notice setting up the current rulemaking, said it had discussed the issue with Canadian authorities, with which the original rules were propounded, and found that modification of the agreement could be effected to provide some relief.

However, where the commission sought comments on several guidelines, such as protection to be afforded I-A's and other full-time stations, it received an intransigent response from the class II's.

A typical comment came from KFAX San Francisco, a class II on 1100 kc with 50 kw. It noted that WKYC Cleveland, dominant station on that frequency, had conceded that KFAX's sign-on at 5 a.m. "will not cause any interference" to WKYC. "It borders on the ridiculous," KFAX said, "not to permit [it], as it has for more than 30 years, to continue to sign-on with its daytime facilities at 5 a.m. local time, which is after sunrise the year round at Cleveland."

Status Quo ▪ Several other class II's (among them KGBS Los Angeles; KXL Portland, Ore.; KMMJ Grand Island, Neb.; KIEV Glendale, Calif., and KXA Seattle) urged a return to the status quo of their operations before the June 1967 order.

However, Clear Channel Broadcaster Service (CCBS), a group of 11 independently owned class I-A's, claimed that these stations are located in areas well served by local full-time stations, and that additional hours of presunrise operation are not necessary to provide local service. The proposal, CCBS said, shouldn't be adopted, principally because of the interference that would result. But it also claimed that the proposal would "further erode an important natural resource"—class I-A clear channels.

Both NBC and CBS opposed the proposal as well. NBC emphasized that the need for new class II presunrise service on I-A channels has not been established and "is not a service on which the public has come to rely." CBS noted "there is no basis" for assuming any gains in service would result from the proposal and that, in fact, it would "simply extend the losses" in both rural and urban service resulting from such presunrise operations.

One substantive suggestion came from WAIT Chicago, a class II on 820 kc with 5 kw, but it noted it had made the proposal before in connection with other commission inquiries into presunrise operations. WAIT said a simpler formula would permit class II's, wherever located, to sign on at 6 a.m. in the time of the dominant station or actual sunrise at the dominant station, whichever is earlier.

In a related matter the commission denied a request by KXL to extend the time for filing comments on the proceeding. The commission said its prompt resolution "is highly desirable" since pre-6 a.m. operation by certain class II's would, "if decided on," require revision in the U. S.-Canada agreement and "could take a certain amount of time." And the commission also noted that KXL's position (and no doubt that of other parties) has already been made known when "the whole subject of presunrise operation by such stations" was explored in other related parts of presunrise rulemakings.

Spectrum battle kitty voted

AMST members to pay an extra quarter's dues to build up war chest for land-mobile battle

Members of the Association of Maximum Service Telecasters have voted to put money where the organization's officers' mouths have been in opposing proposals to shift some or all of the spectrum now used by television to land-mobile and other nonbroadcast users. Indications were, however, that the organization's opposition to reallocation moves will not be implacable, but rather will be aimed at determining whether nonbroadcasters can squeeze more use out of the spectrum space they now occupy.

Some 180 representatives of the AMST member stations, meeting at the National Association of Broadcasters convention in Chicago. unanimously approved a resolution calling for an immediate assessment of an additional one-quarter's dues to finance needed research in spectrum management. The resolution also authorizes the AMST board or executive committee to levy an additional one-quarter's dues assessment, if necessary, in the fiscal year beginning July 1.

Officials would not put a dollar figure on the amount the special levy would raise. They said only that it will be substantial, although not as large as the $100,000 that the NAB has pledged to support research in the developing battle over the spectrum.

NAB and AMST are now the principal sources of funds for the Spectrum Study Committee, which is composed of six industry groups that have joined forces in the spectrum battle. The others are the All Channel Television Society (a one-year-old all-UHF group), the National Association of Educational Broadcasters, Television Bureau of Advertising and the Television Information Office.

Other Sources ▪ AMST President Jack Harris, of KPRC-TV Houston, told the membership that the study group plans to tap other possible sources of revenue—among them the networks and station representative groups.

The SSC completed its organization at the convention in a meeting in which William Carlisle, NAB vice president for television, was elected chairman, and Lester Lindow, executive director and assistant secretary-treasurer of AMST, was elected vice chairman.

The AMST membership's vote last week constituted an endorsement of the steps its officers have taken over the past several months in helping to establish SSC and in preparing for the research projects that the approved funds will make possible. AMST officials outlined a three-stage effort.

In the first, studies will be prepared for consideration by the President's Telecommunications Task Force, which is scheduled to make its report by Aug. 14. AMST and other broadcaster groups have expressed concern over what they feel is a bias on the part of the task force's staff toward an all-wire communications concept.

The second stage will involve whatever further studies the task force report indicates are necessary. And the third, "long-range project," looks to preparations for the day when, it is expected, the issue goes before Congress for resolution.

Proposed Studies ▪ The studies will include analyses of land-mobile radio's use of the spectrum and of the report of the FCC-created land-mobile advisory committee, which concluded that additional spectrum space for the service is necessary; studies on improving the efficiency of the nonbroadcast uses of the spectrum, as well as on how FCC allocation procedures might be improved to increase spectrum-management efficiency.

Mr. Harris told the membership that he opposed compromise proposals now being offered including those calling on broadcasters to give up some channels to, or sharing their frequencies with, nonbroadcast users. That would only be an opening wedge, he said. The FCC is now preparing a rulemaking proposal that would provide for land-mobile sharing of UHF channels.

There was some flexibility, however, in his position. "Perhaps somewhere along the line accommodations will have to be made to provide additional spectrum space for land-mobile users," he said. "But before this is done with any

FM's 1967 gains documented in EIA report

Last year was a vintage year for FM, according to the Electronic Industries Association.

FM radios constituted 34.3% of domestic label home radios in 1967, up 6 points from 1966. Of radio's 12.6-million units in 1967, EIA said, 4.2 million were FM; in 1966 there were 4.1-million FM sets among a much higher 14.5 million over-all units.

Even in dollar volume, FM continued to rise, EIA noted: It accounted for 55% of factory value of domestic-label home radios in 1967 vs. 50.7% in 1966. Because of the reduction in total radio sales, however, this reflected fewer dollars —$201.3 million in 1967 compared to $224.8 million in 1966.

Showing a year-to-year gain in both units and dollars, portable FM radios climbed to 2.1 million units in 1967 from 1.7 million units in 1966, and to $53.9-million from $46.9 million. In the auto-radio field, FM rose to 941,000 in 1967 from 653,000 in 1966.

Factory sales of domestic-label radios

	Units (in thousands)			Dollars (in thousands)		
Radio	Total	FM	% FM	Total	FM	% FM
1967						
Table	2,517	1,147	45.5	46,173	32,182	70.0
Clock	4,364	1,000	22.6	70,074	25,751	37.0
Portable	5,687	2,063	36.2	85,118	53,877	63.0
Total	12,568	4,210	34.3	201,365	111,810	55.0
Average value					26.55	
Television/radio/phonograph combination[1].	398	398	100.0			
Radio/phonograph combination[2].	1,509	1,509	100.0			
Automobile	9,527	941	10.0			
1966						
Radio						
Table	3,420	1,366	39.9	59,346	39,621	66.8
Clock	4,667	1,032	22.1	75,517	27,294	36.1
Portable	6,383	1,691	26.5	89,982	46,990	52.2
Total	14,470	4,089	28.3	224,845	113,905	50.7
Average value					27.86	
Television-radio-phonograph combination	435	412	94.7			
Radio-phonograph combination	1,734	1,667	96.1			
Automobile	9,394	653	7.0			

1. EIA statistics on television-radio-phonograph combinations are considered as televisions.
2. EIA statistics on radio-phonograph combinations are considered as phonographs.

broadcasting channels, we have to be sure that both the land-mobile users and federal-government users are efficiently using the spectrum space they already have."

The AMST members voted for the extra assessment after they were warned of what the organization's officials said were the dangers they faced in the spectrum battle. Mr. Harris said the "continued use of the spectrum by television broadcasters is in jeopardy."

Mr. Lindow said: "Our very survival and our very existence" are at stake. He noted that powerful groups including the National Association of Manufacturers have set up organizations "for the purpose of taking television broadcast frequencies away from you."

Selling Spectrum ▪ Ernest Jennes, Washington counsel for AMST, warned that there are economists who want to lease or sell spectrum space to the highest bidder, who believe the FCC cannot cope with spectrum-allocation problems and who want a centralized executive department which would set policy and make allocations for all users.

He also discussed the so-called wired city concept in which a wired system with capacity of 20 or more channels provides not only television but pay television, facsimile transmission, and data retrieval and other services.

He and Mr. Lindow indicated that such a development would not be a happy one for CATV sytems, despite their existing heavy investment in and growing experience with wired systems. The most obvious characteristic of a wired system, Mr. Jennes said, is that there would be a complete separation of distribution and programing, "with AT&T and the large independent telephone companies" running cable all over the country and tying into homes for a fee. Mr. Lindow said a wired city would not be operated by the local CATV system.

In other matters, AMST members elected August C. Meyer, WCIA(TV) Champaign, Ill., to succeed William B. Quarton, WMT-TV Cedar Rapids, Iowa, on the board of directors. Mr. Quarton, who is retiring soon from active broadcasting, was elected director emeritus.

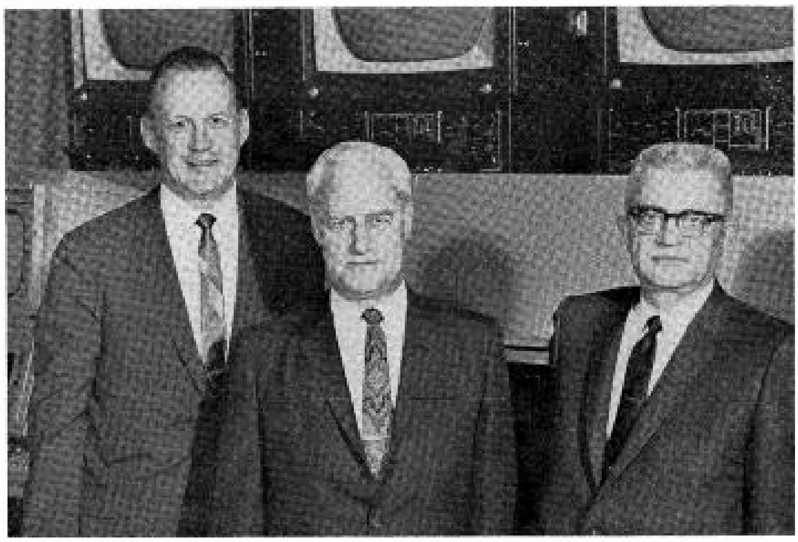
The only change made in the executive committee by the board of directors was the replacement of John H. DeWitt Jr., WSM-TV Nashville, with Arch Madsen, KSL-TV Salt Lake City. Mr. DeWitt is moving toward retirement.

RCA creates broadcast systems department

The establishment of a broadcast systems department in the Commercial Electronics Systems Division of RCA was announced last week by Barton Kreuzer, division vice president and general manager. The new department covers broadcast equipment engineering, product management and sales activities.

The department will function under a three-executive team headed by Andrew F. Inglis, a division vice president, who has been responsible for engineering and product management activities for the past two years. Mr. Inglis's associates are Edwin C. Tracy, division vice president, broadcast sales, and Andrew L. Hammerschmidt, division vice president, broadcast engineering and product management.

Mr. Inglis, who joined RCA in 1953, formerly was associated with a Washington consulting firm in the broadcast field. Mr. Tracy joined RCA in 1939 as a television engineer and has held various sales-executive asignments. Mr. Hammerschmidt began his association with RCA in 1941 as a TV engineer with its subsidiary, NBC, and was named vice president of engineering and facilities administration for the network in 1956. He joined RCA in 1961.



L. to r: Messrs. Inglis, Tracy and Hammerschmidt

Technical topics . . .

SMPTE sellout ▪ A total of 54 of the world's leading manfacturers and suppliers of motion picture and television equipment will have displays at the 85-booth Society of Motion Picture and Television Engineers show May 5-10 at the Century Plaza hotel in Los Angeles. Exhibit chairman Warren Strang of the Hollywood Film Co. reports that there are no more booths to sell and eight companies are on a waiting list. The SMPTE show will officially open on May 6 with a ribbon-cutting ceremony in which Mr. Strang, conference vice president, E. B. McGreal of Producers Service Co. and SMPTE President G. Carlton Hunt of De Luxe-General laboratories will participate.

Acoustical conference ▪ A technical conference on the science of acoustics will be held April 11 on the Evanston, Ill., campus of Northwestern University, the school's technological institute announced last week. Harry F. Olson, vice president, RCA Laboratories, who will speak on trends in sound reproduction research, is among those featured.

Generator availability ▪ Cohu Electronics Inc., San Diego, announces the availability of its 2600 series Black Burst generator. The company claims that the generator, which supplies a composite and either and or non-composite black video signal to a video switching system, "is an important accessory for the color television studio." The price of the unit is $600, with delivery a minimum of three weeks.

Multi-million backlog ▪ The VR-5000 and VR-7800, two video tape recorders introduced by Ampex Corp. last November, are now in distribution against an estimated backlog of more than $3 million in orders. The VR-5000, said to be the smallest and lowest-price recorder Ampex has ever offered, weighs 62 pounds and sells for $995. The VR-7800 has a price range from $9,950 to $16,500, depending on features. Both recorders are for closed circuit TV applications and reportedly are fully compatible with each other.

TIO plans rating booster

60 million students and teachers will be targets of guides to cultural shows

The Television Information Office has set out to improve ratings for cultural and documentary shows that achieve much critical acclaim, but turn up in the lower section of any ratings chart.

TIO is aiming to use teachers and administrators to "multiply not only the audiences but the utility and the effectiveness of some exceptional programing." The project was outlined last week by Roy Danish, TIO director, at the National Association of Broadcasters convention in Chicago.

He said 60 million students, teachers and administrators make a collective target for a new audience promotion that "will offer positive benefits not only to those youngsters and their teachers but to broadcasters as well."

Key to the project, he said, will be Teachers' Guides to Television, to be published twice a year starting this fall.

Selected Programs ▪ Each issue, to be distributed at the beginning of each semester, will involve 14 programs and will permit the teacher to "prepare his classes for the viewing of selected programs," Mr. Danish said. "Bibliographies will be provided, classroom exercises will be suggested and follow-up projects will be outlined," he added.

First response to the project, he said, has been "more than gratifying" and when the guides grow in usage, ways will be found to make "the total community more aware of the help which the industry provides in the all-important area of education."

He said initial benefits from the guides will be to "demonstrate under the best possible circumstances what many of televison's values and uses are. Not only will the impact be felt in the classroom itself but also in the homes of sudents, where parents will be made aware of the value of television as an educational resource."

Additionally, he went on, "there will be increased tune-in for certain programs, which all too often, are only marginally successful or less. As audiences for these programs grow, you may be able to offer an increasingly rich mix to your viewers."

Local Plans ▪ Mr. Danish said that at first the guides will deal only with programs released nationally, but that ways are being studied to localize the impact of the guides.

He noted that "every available resource is needed to improve the quality of education" and that television is "the only link to the outside world for millions of young people in the big-city ghettoes and rural slums." Under the new project, he continued, "the television set will now also become an important and familiar element in their formal education."

The TIO director added that television has continually moved forward "as an effective social force" that has "become the primary news source for most Americans and has involved more people in more ways than were thought possible or likely 20 years ago."

Eight FM stations get Armstrong awards

Eight FM stations were to be presented March 30 with $500 and bronze plaques at the National Association of FM Broadcasters convention (see page 72) as winners of the Major Armstrong awards.

Named for the late Major Edwin H. Armstrong, professor at Columbia University, New York, and inventor of FM, the prizes were awarded by Frank A. Gunther Sr., president of the sponsoring organization, the Armstrong Memorial Research Foundation. Columbia University administers the awards program.

Commercial-FM winners and program categories were: WGMS-FM Washington, musical programing; WTOA(FM) Trenton, N. J., news; WFIL-FM Philadelphia, educational, and WGH-FM Newport News, Va., public service.

Noncommercial winners and program categories were: WAMU-FM Washington, musical; WBAI(FM) New York, news; WHA-FM Madison, Wis., public service, and WFCR(FM) Amherst, Mass., educational.

Runners-up in the various categories were: commercial—KKHI-FM San Francisco, WNCN(FM) New York and WEFM(FM) Chicago; noncommercial — WFCR(FM) Amherst, Mass., KOAP-FM Portland, Ore., WRVR(FM) New York and WGBH-FM Boston.

Headliners Club announces awards

Six radio and four television stations have been honored by the National Headliners Club for "consistently outstanding journalistic performances during 1967." The Atlantic City organization last Friday (April 5) announced its annual awards.

WWVA Wheeling, W. Va., received the award for public service for its program *The End of the Beginning.* For consistently outstanding radio coverage of news events by a station in cities over 250,000 population, WINS New York was the winner for its coverage of a major fire in Queens. KABC Los Angeles was judged top entry for consistently outstanding radio editorials as exemplified by its year-long campaign against an antiquated law entitled "Economic Double Jeopardy".

The judges voted a citation plaque to WNEW New York for its "dramatic and stirring" interview with a young girl delinquent in "A Child Again". For the "sheer drama and excellent presentation" of its special program *John F. Kennedy: A Tribute to a Man,* the Judges also awarded a citation plaque to WMAQ Chicago.

Two special citation plaques were awarded to ABC for *Africa;* and to NBC's Pauline Fredericks in recognition of her long career in television newscasting and especially for her efforts as the network's United Nations correspondent.

For consistently outstanding news coverage by a major market station as exemplified by its coverage of the Detroit riots WXYZ-TV Detroit was honored; and for cities under 300,000 Canada's CFPL-TV London, Ontario was the choice in the newscasting category for its *Final Hours of Expo '67.*

The award for consistently outstanding TV editorials was voted to KWTV (TV) Oklahoma City; and the award for outstanding public service went to WWL-TV New Orleans for *Project Life.*

The broadcasting awards, plus 19 award winners in the print media categories, will be presented at the 34th annual Headliner Luncheon in Atlantic City on April 20.

Drumbeats . . .

McAndrew honored ▪ William R. McAndrew, NBC News president, received the personal achievement award of the Catholic Broadcasters Association March 28 at the CBA convention at Notre Dame University, South Bend, Ind. Mr. McAndrew was cited for "intelligent news sense and judgment, integrity as a television executive, and

RCA grants ▪ Gerald Paul Quinn and Christian Brown, writers for NBC, last week were named David Sarnoff Fellows, two of 13 fellowships announced for graduate study in the 1968-69 academic year by the RCA education committee. Both men will enroll at the University of California at Los Angeles. The fellowships, established in honor of the RCA board chairman, range in value to as much as $8,000 each. Mr. Quinn was reappointed a fellow and will continue his studies for a Master of Arts degree in fine arts, concentrating on cinematography. Mr. Brown will be studying for a MA in fine arts in the field of theater arts, with emphasis on TV and radio.

Shannon to serve again ▪ Paul Shannon of WTAE-TV Pittsburgh has agreed to serve for the second consecutive year as national carnival chairman for the Muscular Dystrophy Associations of America. Through his daily afternoon program, *Adventure Time*, he has urged young viewers to organize neighborhood backyard carnivals to raise money for the fight against muscular dystrophy. Over a six-year period, Shannon's efforts have brought $140,000 to the cause.

Sport's awards ▪ Chris Schenkel of ABC and Jim Murray of the *Los Angeles Times* have been named the nation's best sportscaster and sportswriter respectively for 1967 at the annual National Sportswriters and Sportscasters awards banquet in Salisbury, N. C. It was the third time both Messrs. Schenkel and Murray have received the awards.

Constitutional copies ▪ WJZ-TV Baltimore, in cooperation with the Maryland Constitutional Convention, is distributing 250,000 copies of the proposed new state constitution, according to David E. Henderson, general manager. Copies were delivered to every library in Maryland and to colleges, universities, state and city officials, bar associations, and a number of service organizations. Through an extensive spot campaign, WJZ-TV is announcing that proposed constitutions are available at all libraries.

WCAU-TV takes top NATAS award

Three television stations were honored by the National Academy of Television Arts and Sciences during last week's National Association of Broadcasters convention in Chicago. WCAU-TV Philadelphia won the station award and WWL-TV New Orleans and WRC-TV Washington received special citations.

The station award for WCAU-TV's *Now Is the Time* was accepted by Bruce Bryant (c), vice president and general manager of the station. Newton N. Minow (l), former FCC chairman and now a Chicago attorney, made the presentation as Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman of the NAB TV board, looked on.

WCAU-TV's program was described as an anthology of the American Negro's attitudes toward himself and the white man from days of slavery to the present.

The special citation is a new award which was presented for the first time last week. It is designed to encourage stations to direct programing in the interest of disadvantaged youths and is part of NATAS's participation in the President's Council on Youth Opportunity.

WRC-TV received the citation for *The Other Washington*, a program about the Negro ghetto in one portion of the city. WWL-TV's citation was for *The Other Side of the Shadow*, a program dealing with the retarded child.

NAB awards four scholarships

Four university students last week received scholarships of $1,250 each from the National Association of Broadcasters. The recipients of the annual Harold E. Fellows scholarships are: James S. O'Rourke, University of Notre Dame; Jean Enersen, Stanford University; Marshall E. Poole, University of Illinois, and Everold Hosein, University of Kansas. In the past NAB offered $2,500 annually in scholarships. This marks the first year that $5,000 was given. The scholarships are administered by the Association for Professional Broadcasting Education.

Hope to get AWRT award

The American Women in Radio and Television Inc. has selected Bop Hope as the recipient of the organization's first Silver Satellite award. It will be presented May 2 at AWRT's 17th annual convention at the Century Plaza hotel in Los Angeles. Established at last year's convention in Atlanta, the Silver Satellite annually honors a man or woman who contributes outstandingly to communications. The award is a piece of abstract sculpture designed by AWRT member Billi Haeberle of WCCO-TV Minneapolis.

Agencies to aid in summer-job effort

Forty advertising agencies located in large population centers across the country have agreed to a request of Vice President Hubert H. Humphrey to participate in an extensive summer youth communications program.

Agency officials recruited will enlist the cooperation of all media to convey news features and public-service advertising in the interest of jobs, education and recreation for disadvantaged youth in large cities.

Dan Seymour, president of J. Walter Thompson Co., New York, is national communications counsellor for the President's Council on Youth Opportunity. Assisting Mr. Seymour in this project are John Crichton, president, and Lawrence Reedy, vice president, American Association of Advertising Agencies.

Canada plans for satellites

Domestic system would relay TV programs, phone and data communications

The Canadian government released a policy white paper last week outlining its proposals for a domestic communications satellite system by 1971 or 1972. The system would provide television, telephone and data communications from coast to coast and into the far North.

A mixture of government and private funds would be used to finance what is estimated to be a $100-million venture.

As far as possible every component of the system, from the satellites in orbit to ground stations, would be made in Canada. But Canada would obtain outside assistance, probably from the U.S., in launching the satellites.

The system calls for a pair of satellites in synchronous orbit 22,300 miles above the equator. In synchronous orbit the satellites stay in the same place in space in relation to the earth.

Two satellites would be put in orbit to overcome solar effects that can interrupt a single satellite periodically or to correct a possible malfunction. A standby satellite on the ground could be put up on short notice if one of the orbital satellites failed. Cost estimates for the three satellites range from $40 million to $75 million. Putting the satellites into orbit would cost between $5 million and $12 million.

Ground Stations ▪ At least two major ground stations would be required, able to both send and receive all television, telephone and data signals, at a cost of $3 million to $5 million each. About five smaller ground stations, costing $1 million to $2 million each, would be used to fill in regional gaps across the country.

To provide complete TV coverage, about 30 ground stations would be required, equipped to receive TV only and to retransmit programs through regular means to homes. Cost for a TV-only ground station is about $100,000 each.

The costs do not account for the fact that a satellite has a life span of five to seven years.

The $100 million estimate for a domestic satellite program is a middle figure, somewhere between the minimum necessary to establish a coast-to-coast system and maximum number of channels for TV, voice and data communication that could be set up.

The white paper said the minimum number of TV channels for any satellite would be four. Each TV channel could carry up to 600 two-way telephone channels.

The biggest satellites under consideration would have a 12 TV-channel capacity. A greater number of TV channels would increase the satellite's weight and cost, it was noted.

Limited Parking Space ▪ The white paper conveyed a sense of urgency on the domestic satellite question. It said: "The development of communications satellites is proceeding rapidly in Europe and the United States, and these will soon be laying down signals over parts of southern and eastern Canada.

"Furthermore, there will be early occupation of that synchronous orbit parking space which is of interest to Canada. Unless an early start is made on a Canadian domestic system it may well be overtaken by events. . . ."

The white paper also said the satellite question pointed up the need to develop new regulatory legislation on telecommunications. It said the government was considering "new legislation which will ensure the comprehensive regulation of telecommunications services, both terrestrial and satellite."

Industry Minister Drury announced in Ottawa that Robert M. MacIntosh of Toronto, joint general manager of the Bank of Nova Scotia, will make a special study to determine the best mixture of government and private ownership for the satellite system. Mr. MacIntosh would recommend the best corporate, financial and management structure of the special corporation the government would establish to run the satellite operation.

Mr. Drury said he hoped the corporation could be set up by next fall.

CTV wins fight over copyright fees

The Supreme Court of Canada ruled last week that the CTV Television Network need not pay royalty fees to the Composers, Authors and Publishers Association of Canada Ltd. for musical works in network shows CTV distributes.

CAPC already receives from TV stations belonging to the network fees amounting to 1½% of the gross amount the stations are paid for use of their facilities in television programs.

Mr. Justice Louis-Philippe Pigeon, writing the unanimous judgment, said CTV sends programs to affiliates by shipping a video-tape copy or over facilities provided by Bell Canada. In every case, the delivery was not a public performance but a private act of distribution. Affiliates hold licenses giving them the right to "perform the works through television broadcasts."

Mr. Justice Pigeon said: "The authorization to make use of the copyright . . . was given by CAPAC to the affiliated stations and it cannot be said to proceed from CTV." He said CTV only "effectively provided the means of doing that which CAPAC had authorized."

DDB to work with Havas, French agency

Doyle Dane Bernbach, New York, has established a "working association" with France's largest agency, Havas Conseil, to begin July 1. A DDB group working out of Havas offices will primarily perform creative work for DDB clients in France, while Havas will handle other activities. No stock will be traded, but there will be an exchange of advertising and marketing information.

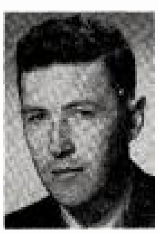
FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Cass

Cal Cass. manager of H-R Television, Atlanta, named eastern division sales manager, New York, effective April 5. succeeding **Jack Flynn,** who resigns to become VP and general manager of WMTW-TV Poland Spring, Me. **Al Long,** salesman with H-R Television, New York, succeeds Mr. Cass. **Bob French,** media supervisor and timebuyer with Doyle Dane Bernbach, New York, and **Jack Levins,** H-R research manager, join H-R's eastern division sales staff.

Mr. Flynn



Mr. Long

Tyler MacDonald, executive VP and creative director of Hixson & Jorgensen, Los Angeles, named president of H&J; he will continue as agency's creative director.

Alvin R. Kracht, F. Paul Pracilio and **William Ryder,** with J. M. Mathes Inc., New York, elected senior VP's in account management, creative services and Florida operations, respectively.

David F. Schiele, advertising manager for Bardahl Oil Co., St. Louis, joins Krupnick & Assoc. agency, that city, as mechanical production manager, succeeding **Russell Sewall,** who resigns to join St. Louis Sticker Co. as general manager.

Robert Altman, sales account executive with WCAU Philadelphia, appointed local sales manager of WCAU-FM.

Alfred Schoelles, production manager with Weil, Levy & King, Buffalo, N. Y., agency, joins Rich Advertising Co., that city, as manager of internal operations.

George W. Allen, account supervisor at Danver-Fitzgerald-Sample, Los Angeles, and previously with CBS for 14 years, retires to his home at Lake San Marcos near Escondido, Calif. He plans to develop TV properties he owns and do PR work.

Don Patton, national sales manager of KTLA(TV) Los Angeles, named local sales manager.

George E. Robinson, creative super-

Doubleday named

Robert Doubleday (l), VP and general manager of KATV(TV) Little Rock, Ark., elected chairman of the ABC-TV Affiliates board of governors at meeting March 31 in Chicago (see page 50). He succeeds **Burton B. LaDow** (r) of KTVK(TV) Phoenix.

Harold (Hack) Wooley, KCPX-TV Salt Lake City, and **William W. Warren,** KOMO-TV Seattle, named new members of affiliates board. They take seats held by Mr. LaDow and Leslie Norins, KEYT(TV) Santa Barbara, Calif., whose term also expired.

visor, Benton & Bowles, New York, elected VP.

Milton Sherman, director of advertising research, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.


Mr. Lanigan

Francis W. Lanigan, senior VP and board member of Benton & Bowles, New York, elected president of Lake-Spiro-Shurman, Memphis agency, succeeding Avron Spiro, who moves to chairman of board.

E. A. W. (Ted) Smith, director of special projects, sales, Katz Radio, New York, named director of business development, Major Market Radio, that city.

James Thrash, manager of Television Advertising Representatives, Atlanta, joins WQXI-TV, that city, as sales manager.

SBE elects Chismark


Mr. Chismark

Al Chismark, director of engineering for Meredith Broadcasting Co., group owner, elected president of Society of Broadcast Engineers at organization's annual meeting in Chicago last week (see page 94). He succeeds **Charles Hallman**, WKOP Binghamton, N. Y. **Lewis D. Wetzel**, Triangle Stations, elected VP of SBE. Newly elected director is **Otis S. Freeman**, VP-engineering, WPIX Inc. Continuing


Mr. Wetzel


Mr. Freeman

on SBE board are Fred Bartless, KGHL Billings, Mont.; Ken Benner, KSTP Minneapolis; Albin Hillstrom, KOOL Phoenix; William Kelly, WNEW-TV New York; Leslie Learned, MBS, New York; Leo W. Reetz, ABC, New York; John T. Wilner, Hearst Corp., Baltimore, and Benjamin Wolfe, Westinghouse Broadcasting Co., New York.


Mr. Ehrlich

Aaron Ehrlich, group supervisor in radio-TV department of Doyle Dane Bernbach, New York, named VP.

William F. Suessbrick Jr., VP with Papert, Koenig, Lois, New York, joins Richard K. Manoff Inc., as VP and management supervisor.

John Staiano, promotion art director with Revlon Inc., New York, joins Bishopric/Green/Fielden, Miami, as art director.

Lester Teich, art director with McCann-Erickson, Chicago, joins Kenyon & Eckhardt, that city, in similar position.

Bruce Baldwin joins Post-Keyes-Gardner, Chicago, as copy supervisor.

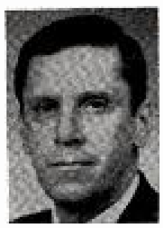
Dee Heather, account executive with H-R Television, New York, and **Roy Flanders**, account executive with WOR-AM-FM, that city, join Edward Petry & Co., New York, in similar positions.

Thomas V. Wess, visualizer/designer, and **Thomas C. Wright**, art services assistant, with Needham, Harper & Steers, Chicago, named to newly created positions of design group director and associate designer, respectively.

Robert W. Harkness, account executive with WNBF-TV Binghamton, N. Y., named local-regional sales manager.

Edward L. Schwarz, regional sales manager in Rhode Island with The Magnavox Co., joins WTEV(TV) New Bedford, Mass., in newly created position of director of marketing services.

William Parker, copywriter for Hixon & Jorgensen Inc., Los Angeles, appointed senior copywriter for West, Weir & Bartel, Beverly Hills, Calif.


Mr. Foley

Richard A. Foley, account executive with Grey Advertising, New York, joins The Gumbinner-North Co., Chicago, as VP and account supervisor. **Bernard D. Kahn**, executive VP for creative services, Grey Advertising, New York, since March 1965, resigns for personal reasons.

Gary L. Moggio joins Blair Television, St. Louis, as account executive, succeeding **Ken Eidelmann**, who resigns.

John A. Gellatly appointed account executive with Clinton E. Frank, Inc., New York.

James Rogers, with Dancer-Fitzgerald-Sample, New York, joins Cunningham & Walsh, that city, as account executive.

Ross Weller joins Mathison Advertising, New York, as account executive.

Bettee Holden, sales manager for KWXY Cathedral City, Calif., appointed account executive for Paul H. Raymer Co., Los Angeles.

MEDIA

Martin H. Percival, director of sales for WOR-FM New York, appointed general manager.

Alan Bowles, program director for KRKD Los Angeles, appointed station manager.

Earl Steil, with WAIT Chicago, joins WKFM(FM), that city, to direct acquisition of new business and station property development.

Joe Thompson appointed general manager of KUZZ Bakersfield, Calif.

Alan Bowles, program director with KRKD Los Angeles, appointed station manager.

Dale Wright, assistant sales manager for WMAR-TV Baltimore, named business manager.

Abram E. Patlove, systems development director for Continental CATV Inc., Hoboken, N. J., elected to newly created position of VP in charge of systems operations.

B. Jay Baraff, with FCC's Common Carrier Bureau, Washington, joins law firm of Cole, Zylstra & Raywid, that city.

Leroy V. Rockwell, special projects coordinator for noncommercial KUON-TV Lincoln, Neb., named executive director of Nebraska Educational Television Council for Higher Education, that city.

Mr. Spitzner

Clyde R. Spitzner, general sales manager, Triangle Stations group, assumes additional duties as station manager of Triangle's WFIL-TV Philadelphia, succeeding **George A. Koehler**, who became general manager of WFIL-TV and chief executive of station group Feb. 1 (BROADCASTING, March 25).

N. Joseph Welling, administrative assistant to director of broadcasting for Ohio University (noncommercial WOUB-AM-FM-TV Athens, Ohio, named associate director of broadcasting.

New APBE slate headed by Hungerford

Arthur Hungerford (2nd from r). Pennsylvania State U., University Park, Pa., was elected president of Association for Professional Broadcasting Education last week in Chicago. He succeeds **Roy E. Morgan**, WILK Wilkes-Barre, Pa. New APBE officers (l to r): **Henry Fletcher**, KSEI Pocatello, Ida., re-elected treasurer; **Marianne B. Campbell**, Avco Broadcasting, VP; Mr. Hungerford. and **Harold Niven**, APBE executive secretary and VP-planning and development for NAB.

Other members of APBE board: Thomas E. Bolger, WMTV(TV) Madison, Wis.; Eldon Campbell, WFBM-AM-TV Indianapolis; Hugh Cordier, U. of Illinois; Walter B. Emery, Michigan State U.; Sherman P. Lawton, U. of Oklahoma; and Owen S. Rich, Brigham Young U.

PROGRAMING

Milton (Ted) Raynor, Jerry Kurtz and **Richard S. Ellman**, all executives with Television Enterprises Corp. and Feature Film Corp. of America, appointed VP of business affairs, executive VP of worldwide sales and VP in charge of feature sales, respectively, for Commonwealth United Entertainment, Beverly Hills, Calif., division of Commonwealth United Corp. CUC recently acquired TEC and FFCA.

Renee Valente, producer with Screen Gem's television program production division, New York, named executive director of talent for all division's film and tape production.

George Walsh, producer-director with WFIL-TV Philadelphia, named program director, succeeding **Lewis Klein**, recently appointed director of television programing for parent Triangle Stations group (BROADCASTING, March 25).

Phil Brochstein, midwestern advertising and promotion manager for Metro-Goldwyn-Mayer, appointed director of advertising and merchandising for entertainment division of Commonwealth United Corp., Beverly Hills, Calif.

Milt Platt, VP and general sales manager of Comet Film Distributors, New York, joins Times Film Corp., that city, in similar position.

George Thomas, with WCAU Philadelphia, named manager of production and operations for WCAU-FM.

Rod McKean, with KRKD Los Angeles, appointed production director.

Glenn Ivey, with KTHT Houston, joins KLUE-AM-FM Longview, Tex., as operations director.

Burdick Myre, assistant program manager for WZZM-TV Grand Rapids, Mich., named manager of special projects and Production Thirteen, film production unit of station. **Russell Vossen,** production manager of WZZM-TV, named assistant program manager.

Guenter Schack, director of advertising and publicity, Paramount International Films Inc., New York, appointed foreign director of publicity and advertising, United Artists Corp., that city.

Bill Rowan, with WTEN(TV) Albany, N. Y., named sports editor.

NEWS


Mr. Aspinwall

John A. Aspinwall, AP broadcast news editor, New York, since 1952, retires after 31 years with AP. **Gerald B. Trapp,** AP broadcast executive in charge of eastern states, New York, succeeds him. **Paul M. Clifford,** regional membership executive for Wisconsin, Minnesota and Michigan, named to replace Mr. Trapp.


Mr. Trapp


Mr. Clifford

William Fitzgerald, day supervisor in broadcast news department, New York, named to assist him. **Paul H. Recer,** AP correspondent, San Antonio, Tex., named space center correspondent at Houston, succeeding **Ron Thompson,** named news editor of New Orleans bureau. **Paul C. Freeman,** with AP's Dallas bureau, succeeds Mr. Recer.

Malcolm R. Johnson, manager, editorial assignments, NBC News, New York, named director, editorial assignments.

Frank Scott, general manager of KBON Omaha, elected president of Nebraska AP Broadcasters Association.

Don Butler, associate news director with KID-AM-TV Idaho Falls, Idaho, named news director of KID. **Craig Kuhlman,** staff member, named associate news director.

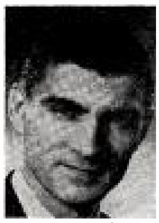
Roger Grimsby, news director for KGO-TV San Francisco, named anchorman for late news at WABC-TV New York. Both are ABC-owned stations.

Lucille Rich, field representative for New York State Commission for Human Rights, New York, joins WCBS-TV, that city, as reporter.

Douglas E. Caldwell, news director with WHOK Lancaster, Ohio, joins noncommercial WOUB-AM-FM-TV Athens, Ohio, as assistant news director.

FANFARE

Dorothy M. Leffler, manager of magazine division of CBS-TV press information, retires, with no plans announced.


Mr. Morris

Charles E. Morris Jr., PR manager for Ekco Products Inc., Wheeling, Ill., subsidiary of American Home Products Corp., joins Edward H. Weiss & Co., Chicago, as PR manager.

A. Glenn Kyker, promotion manager for WWJ-AM-FM-TV Detroit, appointed promotion development manager. W. R. Williams, assistant promotion manager succeeds him.

EQUIPMENT & ENGINEERING

Murray Tucker, with WEAT-AM-TV West Palm Beach, Fla., joins WWTV-TV Cadillac-Traverse City and WWUP(TV) Sault Ste. Marie, Mich., as director of technical operations.

Glenn Smith, supervisor of engineering for KMSP-TV Minneapolis-St. Paul, named director of engineering.

Robert N. Vendeland, assistant general manager of Conrac division of Conrac Corp., Covina, Calif., equipment manufacturer, named general manager.

Sidney V. Stadig, director of engineering for WBC Productions, New York, joins Visual Electronics Corp., that city, as manager-headquarters sales.

Bernard Koval, chief engineer for WABC New York, joins WBZ Boston in similar position, succeeding **Don Parker,** who joins KFWB Los Angeles. WBZ and KFWB are Westinghouse Broadcasting stations.

Robert H. Platt, VP-finance, elected president of Magnavox Co., New York, succeeding Frank Freimann, who died March 31 (see below). Mr. Platt also named to executive committee with two other directors: **Gerard M. Ungaro,** former VP and general counsel, and **George F. Smith,** VP and consultant to company's government and industrial division.

DEATHS

Donald J. Wilkins, 63, VP and head of Washington bureau of American Advertising Federation, died after brief illness March 3 at Suburban hospital, Bethesda, Md. In 1927 Mr. Wilkins served as advertising representative for *Chicago Tribune* before joining Roche, Williams, Cleary Inc., Chicago, as account executive. After serving in World War II and Korean conflict he worked for Robert W. Orr Assoc., PR firm, and Erwin Wasey Inc. and Ruthrauff & Ryan before joining AAF to serve as government liaison and director of annual conference on advertising government relations. He is survived by wife, Mary, two daughters and two sons.


Mr. Gunn

Buckingham Wilcox Gunn, 56, senior VP, director and member of executive committee of Clinton E. Frank Inc., Chicago, died March 31 in Highland Park (Ill.) hospital. Mr. Gunn began in broadcast department of J. Walter Thompson Co., Chicago, in 1933, joining WGN, that city, in 1943. In 1949 he went to Foote, Cone & Belding, Chicago, before joining Clinton E. Frank in 1955. He is survived by wife, Marilyn, two sons and daughter.

Gene L. Cagle, 54, president of group owner Bass Broadcasting Co. and owner of KRIO McAllen, Tex., died of heart attack March 31 at his home in Fort Worth. Mr. Cagle began as announcer and salesman with KFJZ Fort Worth in 1933, becoming manager in 1938 and in 1941 manager of parent Texas State Network properties; he was named president in 1944. He is survived by wife, Christine, and daughter.

Frank Freimann, 63, president of the Magnavox Co., died March 30 of heart attack in his New York home. Mr. Freimann became VP of Magnavox in 1938, when that company merged with one he founded in 1930 in Chicago—Electro Acoustics Products Co. He was elected executive VP in 1942 and president in 1950. He is survived by two daughters.

Nicholas Samstag, 64, promotion director at Time Inc. for 17 years, died of cancer last Tuesday (March 26) at Lenox Hill hospital, New York. Mr. Samstag, who joined Time in 1939 as circulation promotion manager, was named promotion manager in 1942 and promotion director year later. In this position he handled promotion for radio and television programs sponsored by Time. Mr. Samstag formed his own consulting firm in 1960, specializing in public relations, advertising and promotion services for communications companies. He is survived by three sons.

Gordon McCulloh, 69, retired VP of Cunningham & Walsh, New York, died March 31 at United hospital, Port Chester, N. Y. Mr. McCulloh began as copywriter with Newell-Emmett Co., predecessor to C&W where he was elected VP in 1951. He is survived by his his wife Virginia, two sons and three daughters.

Annie Neal Huntting, 58, retired FCC hearing examiner, died of heart attack March 31 at her home in Arlington, Va. Having joined FCC in 1934, Mrs. Huntting served as hearing examiner from 1952 until her retirement in 1964. She leaves no survivers.

Grace H. Sniffin, 61, NBC employee for 40 years, died April 1 at Rockeville Center, N. Y. Miss Sniffin, before retirement two years ago, was executive secretary to Marion Stephenson, VP, administration, NBC Radio.

Harry Harvey, 66, who retired last year as manager of facilities planning and operations for KMOX-TV St. Louis, died of heart attack March 23 at his home near St. Louis. Mr. Harvey joined WBBM-AM-FM Chicago in 1937. In 1941 he went to KMOX-AM-FM St. Louis as chief engineer, moving to director of engineering in 1947 and manager of technical operations for KMOX-TV in 1958. He is survived by wife, Alice, daughter and two sons.

Bruce Powell Sr., 50, NBC News cameraman since 1952, died March 30 near Orange, Tex., in helicopter crash. He was shooting NBC News special on political campaigns at time. He is survived by wife and three children.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 27 through April 3 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. ***—educational.**

New TV stations

APPLICATIONS

New Orleans — Rault Petroleum Corp. Seeks UHF ch. 38 (614-620 mc); ERP 864 kw vis., 129.6 kw aur. Ant. height above average terrain 320 ft.; ant. height above ground 339 ft. P. O. address: 810 Richards Building, New Orleans 70112. Estimated construction cost $492,410; first-year operating cost $325,000; revenue $340,000. Geographic coordinates 29° 57′ 12″ north lat.; 90° 04′ 28″ west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-30S. Legal counsel Welch and Morgan; consulting engineer A. D. Ring and Associates. Principals: James M. Rault Jr., president (100%). Mr. Rault owns independent oil producing company and is realtor. Mr. Rault is also president of Rault Petroleum Corp., and has numerous other business interests. Mr. Rault is member of Board of Regents, Loyola University. licensee of WWL and WWL-TV New Orleans. Ann. March 29.

Anaheim, Calif. — Dana Communications Corp. Seeks UHF ch. 56 (772-728 mc); ERP 55 kw vis., 16 kw aur. Ant. height above average terrain 1,964 ft.; ant. height above ground 195 ft. P. O. address: 1116 Woodward Building, Washington 20005. Estimated construction cost $1,223,200; first-year operating cost $750,0000; revenue $400,000. Geographic coordinates 33° 51′ 02″ north lat.; 117° 39′ 09″ west long. Type trans. RCA TTU-50CI. Type ant. RCA TFU-46K. Legal counsel Surrey, Karasik, Gould and Greene; consulting engineer Lohnes and Culver. Principals: Albert R., treasurer and Dana Broccoli, president (each 50%), et al. Mr. & Mrs. Broccoli each own 50% of Warfield Productions Inc., film producer and Mr. Broccoli is 99% owner of Warfield's London operation. Mr. Broccoli is also 49% shareholder in Swiss film production company. Ann. March 29.

FINAL ACTIONS

■ FCC denied request by Liberty Television a joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., for addition of new issue to hearing for TV CP for ch. 8, Medford, Ore. Liberty is competing for the grant with the State of Oregon acting by and through the State Board of Higher Education and Medford Printing Co. Action by commission denied petition by Liberty for review of review board memorandum opinion and order released Dec. 14, 1967. In that order review board refused to add issue against the State of Oregon as to whether it had complied with studio location requirements of rules. The State wants channel for satellite of KOAP-TV Portland, and KOAC-TV Corvallis, both Oregon. Action March 27.

■ Commission waived transmitter mileage separation requirements of Sec. 73.610(d) of rules and granted application of WAUB (TV) Lorain, Ohio to operate at trans. location two miles southwest of Parma, approximately 23 miles from Lorain and change facilities to ERP of 955 kw vis., 191 kw aur., and ant. height to 1,070 ft. Action March 27.

■ FCC denied applications by two losing applicants for review of order granting Theodore Granik CP for ch. 50, Washington. Competing for UHF permit were All American Television Features Inc., controlled by entertainer Mitch Miller and TCA Broadcasting Inc., controlled by O. Roy Chalk, airway, transit and broadcast operator. All American and TCA asked commission to review decision released July 26, 1967 by the review board granting facility to Mr. Granik. (BROADCASTING, April 1). Action March 27.

OTHER ACTIONS

■ Review board in Aurora, Ill., TV broadcast proceeding, Docs. 17407-17408, denied petition to enlarge issues filed Dec. 1, 1967 by Aljir Broadcasting Co.; denied petition for leave to file supplemental pleading filed Feb. 8 by South Kane-Kendall Broadcasting Corp. and denied petition to file supplemental pleading filed Feb. 20 by Aljir Broadcasting Co. Board member Berkemeyer concurring and voting to deny on the grounds that the petition is untimely. Action March 29.

■ Review board in Moline, Ill., TV broadcast proceeding, Docs. 17993-17994, dismissed appeal from presiding officer's adverse ruling, filed on March 19 by Community Telecasting Corp. Action April 1.

■ Review board in Minneapolis, TV broadcast proceeding, Docs. 15841, et al. granted request for additional time for oral argument filed March 20 by Association of Maximum Service Telecasters Inc. to extent that AMST may devote 30 minutes to presentation of oral argument. Action March 29.

■ Review board in Atlantic City, TV broadcast proceeding. Docs. 17788-17789. granted joint request for approval of agreement and for other relief filed Jan. 9 by South Jersey Radio Inc. and Atlantic City Television Co.; agreement is approved; application of Atlantic City Television Co. is dismissed with prejudice; application of South Jersey Radio Inc. is granted subject to conditions, and proceeding is terminated. Action April 1.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on April 1 in Utica, N. Y. (Rust Craft Broadcasting Co., P. H. Inc. and Roy H. Park Broadcasting Inc.) TV ch. 20 proceeding, granted motion by Rust Craft for continuance of certain procedural dates and continued hearing on non-engineering portion of case from April 30 to June 3 (Docs. 17932-4).

■ Hearing Examiner Jay A. Kyle on March 26 in Boston (Patriot State Television Inc. and Boston Heritage Broadcasting Inc.) TV ch. 68 proceeding, granted request of Boston Heritage and rescheduled hearing from April 1 to May 6 (Docs. 17742-3).

■ Hearing Examiner Jay A. Kyle on March 26 in Gainesville, Fla. (Minshall Broadcasting Co. and University City Television Cable Co.) TV proceeding, ordered that proposed findings be filed on or before May 1, and replies by May 15 (Docs. 17609-10).

■ Hearing Examiner Chester F. Naumowicz, Jr., on March 26 in Medford, Ore. (State of Oregon acting by and through State Board of Higher Education, Liberty Television, a joint venture comprising Liberty Television Inc., and Siskiyou Broadcasters Inc., and Medford Printing Co.) TV ch. 8 proceeding, on request by Liberty Television, set aside previous procedural dates and set April 22 for exchange of written direct testimony on all non-engineering matters, identification of witness to be presented orally and indication of scope of oral direct testimony; May 1 for exchange of written engineering testimony and indication of scope of oral engineering testimony; May 6 for notification of witnesses for cross-examination and scheduled May 13 for commencement of hearing (Docs. 17680-2).

■ Hearing Examiner Chester F. Naumowicz Jr. on March 28 in Medford, Ore. (State of Oregon acting by and through the State Board of Higher Education, Liberty Television, joint venture comprising of Liberty Television Inc. and Siskiyou Broadcasters Inc., and Medford Printing Co.) TV ch. 8 proceeding, granted petition by Medford for leave to amend application to update its financial showing (Docs. 17680-2).

Existing TV stations

FINAL ACTIONS

KBHK-TV San Francisco—Broadcast Bureau granted CP to change ERP to 1030 kw vis., 155 kw aur., change type trans., ant. height 1260 ft. Action March 28.

KSAN-TV San Francisco—Broadcast Bureau granted CP to make changes in ERP to 200 kw vis., 39.8 kw aur., studio location to be determined, San Francisco, change type trans. Action March 27.

KWWL-TV Waterloo, Iowa—Broadcast Bureau granted mod. of CP to change ERP to 195 kw vis., 38.9 kw aur., change type ant., ant. height 1980 ft. Action March 28.

WDRB-TV Louisville, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 527 kw vis., 52.7 kw aur., trans. location to west side of Christian Road, 4 miles northwest of New Albany, change type trans., type ant., ant. structure, ant. system, increase ant. height to 1320 ft., and mod. of CP to extend completion date to Sept. 27. Action March 27.

WBLG-TV Lexington, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 1000 kw vis., 100 kw aur., type trans., type ant., ant. structure, ant. height to 1000 ft. Action March 28.

WKBG-TV Cambridge, Mass. — Broadcast Bureau granted CP to install an auxiliary trans. at 0.33 mile east of Highland Avenue, and Route 128, Needham and CP to change ERP to 727 kw vis., 125 kw aur., trans. location to 0.33 mile east of Highland Avenue, and Route 128, Needham, change ant. structure and increase ant. height to 1180 ft.; condition. Action March 29.

WKBS-TV Burlington, N. J. — Broadcast Bureau granted CP to change ERP to 782 kw vis., 143 kw aur., type trans., type ant., ant. system, ant. height to 1100 ft.; condition. Action April 1.

KRET-TV Richardson, Tex. — Broadcast Bureau granted mod. of CP to make change in ant. system. Action March 28.

ACTION ON MOTION

■ Hearing Examiner David I. Kraushaar on March 26 in Moline, Ill. (Moline Television Corp. [WQAD-TV] and Community Telecasting Corp.) TV proceeding, scheduled certain procedural dates and postponed hearing to June 11 at 10 a.m. (Docs. 17993-4).

CALL LETTER APPLICATION

■ WSCO-TV. D. H. Overmyer Broadcasting Co., Newport, Ky. Requests WXIX-TV.

CALL LETTER ACTIONS

■ Rovan Television Inc., Macon, Ga. Granted WMCN-TV.

■ Cathedral of Tomorrow Inc., Akron, Ohio. Granted WCOT-TV.

New AM stations

APPLICATIONS

Lake Havasu City, Ariz.—Lee Shoblom. Seeks 980 kc, .5 kw. P. O. address: Box 9243, Denver 80209. Estimated construction cost $19,400; first-year operating cost $21,000; revenue $36,000. Principals: Lee Shoblom, sole owner. Mr. Shoblom is PR director of KBTR and KBTV(TV), both Denver and is owner of Shoblom Productions, radio program syndication service, Denver. Ann. March 28.

Monroe, Ga. — **Community Broadcasting Co.** Seeks 1580 kc, 1 kw. P. O. address: 418 Woodland Road, Monroe 30655. Estimated construction cost $33,430; first-year operating cost $35,000; revenue $50,000. Principals: **Frank Deral Morris Sr.**, owner. Mr. Morris is radio-TV coordinator of Georgia Department of Agriculture and has 50% interest of car washing firm. Ann. March 29.

FINAL ACTIONS

Webb-Sumner-Tutwiler, Miss. — All-Delta Broadcasting Co. FCC returned application seeking 1140 kc, 5 kw-D. and denied request for waiver of Sec. 1.569 of rules. P. O. address: 415 Howard Street, Greenwood, Miss. 38930. Estimated construction cost $5,171; first-year operating cost $16,251.60; revenue $42,250. Principals: **William E. Hardy**, sole owner. Mr. Hardy owns furniture and appliance company. Action March 27.

■ FCC denied application for review filed by Dixie Broadcasting Corp., Aurora, N. C. against review board decision granting CP for new daytime AM station to Brown Broadcasting Corp., Jacksonville, N. C. Brown and Dixie filed mutually exclusive applications for CP's for new 1000 w, class III daytime station to operate on 1290 kc and hearing was designated on Feb. 23, 1966. Both hearing examiner in his initial decision, and review board in its decision of July 26, 1967 decided in favor of Brown. In same action commission held in abeyance petition of Onslow Broadcasting Corp., licensee of WJNC-AM-FM, both Jacksonville, N. C., asking review of review board decision granting Brown's application. Action March 27.

OTHER ACTIONS

■ Review board in Costa-Mesa-Newport Beach, Calif., AM broadcast proceeding, Docs. 15752 et al., denied appeal of hearing examiner's memorandum opinion and order filed Feb. 13 by Charles W. Jobbins, Orange Radio Inc., Pacific Fine Music Inc., and Topanga Malibu Broadcasting Corp. Action March 29.

■ Review board in East St. Louis, Ill., AM broadcast proceeding, Docs. 17256-17257, granted petition for extension of time filed March 28 by East St. Louis Broadcasting Co. and extended to April 12 time within which to file oppositions to petition to enlarge issues filed by Metro-East Broadcasting Inc. on March 20. Action April 1.

■ Review board in Springfield, Mo., AM broadcast proceeding, Docs. 17921-17923, granted petition for extension of time filed March 28 by Upshur Broadcasting Co. and extended to April 8 time within which to file responsive pleadings to petition to enlarge issues filed by Giant Broadcasting Co. on March 15. Action March 29.

■ Review board in Bowling Green, Ohio, AM broadcast proceeding, Docs. 16290-16291, granted petition for extension of time filed March 28 by Ohio Radio Inc. and extended to April 11 time within which to file responsive pleadings to petition to enlarge issues filed March 15 by WMGS Inc. and extended to April 16 time within which to file reply to opposition and supplement to opposition to petition to enlarge issues filed Feb. 20 by Ohio Radio Inc. Action March 29.

■ Review board in Sallisaw, Okla., AM broadcast proceeding, Docs. 17775-17776, granted petition to dismiss for leave to amend for approval of merger agreement for waiver of public notice and for grant of application filed Feb. 6 by Wheeler Mayo d/b as Big Basin Radio and Booneville Broadcasting Corp.; agreement is approved; amendment filed Feb. 6 by Big Basin Radio is accepted; application of Booneville Broadcasting Corp. is dismissed with prejudice; application of Big Basin Broadcasters Inc. is granted, subject to condition set forth; and proceeding is terminated. Action March 29.

■ Review board in Bayamon, P. R., AM broadcast proceeding, Docs. 16891, granted petition for extension of time filed March 26 by Broadcast Bureau and extended to April 10 time for filing exceptions to initial decision released Feb. 27. Action March 28.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on March 28 in Lebanon, Pa. and Catonsville, Md. (Lebanon Valley Inc., and Radio Catonsville Inc.) AM proceeding, granted petition by Radio Catonsville and extended from March 29 to April 2 to file proposed findings (Docs. 15835, 15839).

■ Hearing Examiner Isadore A. Honig on March 29 in Wanchese, Midway Park and Maysville, all North Carolina (Outer Banks Radio Co., Onslow County Broadcasters and Hendon M. Harris) AM proceeding, denied petition by Onslow County for leave to amend application (Docs. 17886-8).

■ Hearing Examiner Isadore A. Honig on March 29 in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.) AM proceeding, granted petition by Metro-East Broadcasting Inc. for extension of time to April 5 to file proposed findings; and to April 22 for replies (Docs. 17256-7).

■ Hearing Examiner Jay A. Kyle on March 26 in Bellaire, Tex. (T. J. Shriner) AM proceeding, granted motion of Broadcast Bureau and dismissed application of T. J. Shriner for CP with prejudice for failure to prosecute (Doc. 17635).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 1 in Kettering, Ohio (Kittyhawk Broadcasting Corp.) AM proceeding in Docs. 17243-7, 17249-50, granted petition by Albert S. Tedesco for leave to amend application to reflect a recent increase in his broadcast holdings.

Existing AM stations

FINAL ACTIONS

WENN Birmingham, Ala.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action March 28.

KHIL Willcox, Ariz.—Broadcast Bureau granted license covering increase in power and installation of new type trans. Action March 29.

KDEW Dewitt, Ark.—Broadcast Bureau granted license covering new station. Action March 28.

KOST Los Angeles — Broadcast Bureau granted license covering installation of new type ant. Action March 29.

KWSO Wasco, Calif. — Broadcast Bureau granted license covering use of former main trans. as an auxiliary trans. at main trans. location to be operated on 1050 kc, 1 kw. Action March 28.

WSWN Belle Glade, Fla.—Broadcast Bureau granted license covering use of former main trans. as an auxiliary trans. at main trans. location to be operated on 900 kc, 1 kw. Action March 28.

WGMA Hollywood, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to July 11. Action March 11.

WLOR Thomasville, Ga.—Broadcast Bureau granted license covering change in location of ant.-trans. and studio. Action March 28.

WMCL McLeansboro, Ill.—Broadcast Bureau granted license covering new station. Action March 28.

KILR Estherville, Iowa—Broadcast Bureau granted license covering new AM station. Action March 29.

WFIA Louisville, Ky.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an auxiliary trans. to be operated on 900 kc, 1 kw-D. Action March 29.

KMHL Marshall, Minn.—Broadcast Bureau granted license covering change in ant. system. Action March 29.

WEGO Concord, N. C.—Broadcast Bureau granted license covering change in ant. location, change ant. and ground systems. Action March 28.

WKRK Murphy, N. C.—Broadcast Bureau granted license covering use of former main trans. at main trans. location as an auxiliary trans. Action March 28.

WKBN Youngstown, Ohio—Broadcast Bureau granted license covering installation of auxiliary trans. at main trans. location. Action March 28.

WMPT South Williamsport, Pa. — Broadcast Bureau granted license covering increase in daytime power and installation of new trans. daytime. Action March 28.

WKYN San Juan, P. R.—Broadcast Bureau granted mod. of license to change name to Quality Broadcasting Corporation of San Juan; condition. Action March 28.

WDEB Jamestown, Tenn.—Broadcast Bureau granted license covering new station, specify type trans. Action March 28.

■ FCC denied objections filed by WTOP Washington to commencement of operation by Storer Broadcasting Co. of nighttime program transmission of station WJBK Detroit with new 5 kw, 12-element directional ant. system. Action March 27.

OTHER ACTION

■ FCC accepted application of KPLC Lake Charles, La. to change facilities from 1 kw-D-N and 5 kw to local sunset, to 5 kw-D-N, operating unlimited time on 1470 kc. Action March 27.

ACTIONS ON MOTIONS

■ Hearing Examiner Jay A. Kyle on March 26 in Bowling Green, Ohio (WMGS Inc. [WMGS] and Ohio Radio Inc.) AM proceeding, scheduled further hearing conference on May 6 and cancelled evidentary hearing scheduled for May 8 (Docs. 16290-1).

■ Hearing Examiner Chester F. Naumowicz, Jr. on March 26 in Canton, N. C. (Western North Carolina Broadcasters Inc. [WWIT]) license renewal proceeding, reopened hearing record and scheduled further hearing for April 9 (Doc. 17050).

FINES

■ Commission has denied request by United Broadcasting Co., licensee of KVOG Ogden, Utah for reduction or cancellation of $1,000 forfeiture imposed. Action March 27.

■ FCC notified WKZI Casey, Ill. and WPFR-FM Terre Haute, Ind., of apparent liability for forfeiture of $500 for willfully or repeatedly failing to observe provisions of rules. Action March 27.

■ Commission has ordered KENY Bellingham-Ferndale, Wash. to pay forfeiture of $500 for violation of Sec. 310(b) of Communications Act of 1934 as amended, by unauthorized transfer of control of KENY and for repeated violation of rules by failing to file copies of contracts concerning ownership or control, and supplemental ownership report showing change in organization of the station; to post original operator license; to make equipment performance measurements and to maintain modulation and frequency monitors. Action March 27.

■ Commission has ordered KEDO Longview, Wash. to pay forfeiture of $5,000. Notice of apparent liability dated July 5, 1967 sent to licensee was issued for willful or repeated violation of Sec. 310(b) of Communications Act of 1934 as amended and of Sec. 73.93(b) and 73.57(a) of rules. Action March 27.

■ Broadcast Bureau by letters of March 26 notified following stations of apparent forfeiture liability in amounts indicated for late filing of renewal applications: KRIB Mason City, Iowa, $200; WMBH Joplin, Mo., $100; KCLU Rolla, Mo. and KLTI Macon, Mo., $25.

CALL LETTER APPLICATIONS

■ Quitman Broadcasting Co., Marks, Miss. Requests WQMA.

■ WUNS, Wireline Radio Inc., Lewisburg, Pa. Requests WUDO.

CALL LETTER ACTIONS

■ KMOP, Golden State Broadcasting Inc., Tucson, Ariz. Granted KHYT.

■ B-K Broadcasting Co., Chardon, Ohio. Granted WBKC.

PRESUNRISE SERVICE AUTHORITY

■ Broadcast Bureau pursuant to Sec. 73.99 of rules granted until further notice, following AM stations presunrise service authority from 6:00 a.m. local time or sunrise at given station, whichever is later, to sunrise times specified in instrument of authorization, with daytime ant. system and with power as shown: KTUI Sullivan, Mo., 500 w. Action March 7. KHOS Tucson, Ariz., 250 w. Action March 8.

■ Broadcast Bureau granted pursuant to Sec. 73.99 of rules until further notice, following AM stations presunrise service authority for operation between 6:00 a.m. and sunrise times specified in basic instrument of authorization, with daytime ant. system and with power as shown: WMAD Madison, Wis. 500 w and WPDM Potsdam, N. Y. 126 w. Actions Feb. 29. KTCH Wayne, Neb. 500 w. Action March 8.

■ Broadcast Bureau granted temporary presunrise operation pending final outcome of ABS v. USA & FCC (case No. 31835, U. S. Court of Appeals. Second Circuit): WQXI Atlanta 3.2 kw. Action March 1. WBLG Lexington, Ky. 1 kw. Action March 4. KSCJ Sioux City, Iowa 5 kw. Action March 6. KFAC Los Angeles 5 kw. Action March 8. WNXT Portsmouth, Ohio 5 kw. Action March 11. WKXY Sarasota, Fla. 1 kw. Action March 12. KOXR Oxnard, Calif. 5 kw. Action March 14. WALM Albion, Mich. 1 kw and WJCW Johnson City, Tenn. 1.85 kw. Action March 26.

New FM stations

APPLICATIONS

Eufaula, Ala.—Dixie Radio Inc. Seeks 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 84 ft. P. O. address: Box 301, Eufaula 36027. Estimated construction cost $4,400; first-year operating cost $2,000; revenue $2,000. Principals: C. A. McClure, president (91%) et al. Applicant owns WULA Eufaula and WCHK-AM-FM Canton, Ga.; WMGY Montgomery, Ala.; WGBA-FM and WHYD, both Columbus, Ga. Ann. March 29.

Roanoke, Ala.—Earl E. Manning Jr. Seeks 95.3 mc, ch. 237, 2.5 kw. Ant. height above average terrain 318 ft. P. O. address: Box 709, Roanoke 36274. Estimated construction cost $14,099.50; first-year operating cost $12,000; revenue $19,000. Principal: Earl E. Manning, sole owner of WELR Roanoke, Ala. Ann. March 28.

Van Buren, Ark.—Mr. George Domerese. Seeks 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 711½ Main, Van Buren 72956. Estimated construction cost, none reported; first-year operating cost, none reported; revenue none reported. Principle: George Domerese, sole owner. Mr. Domerese is sole owner of KFDF Van Buren. Ann. March 29.

Upland, Calif.—West Coast Communications Inc. Seeks 95.1 mc, ch. 236, 10 kw. Ant. height above average terrain minus 3,996 ft. P. O. address: 1009 North Orange Avenue, Rialto, Calif. 92376. Estimated construction cost $55,058; first-year operating cost $49,000; revenue $55,000. Principal: Armand Kovitz, secretary. Ann. April 1.

Cordele, Ga. — Southeastern Broadcasting System Inc. Seeks 98.3 mc, ch. 252, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 340, Cordele 31015. Estimated construction cost $20,708.36; first-year operating cost $28,799.36; revenue $36,000. Principal: James S. Rivers, president (97%); Applicant owns WMJM Cordele, Ga., and 66⅔% of WDOL Athens, WTJH East Point (52%) and WJAZ Albany (33⅓%), all Georgia. Ann. March 28.

Wauchula, Fla.—Brush Broadcasting Co. Seeks 98.3 mc, ch. 252, 31 kw. Ant. height above average terrain 196 ft. P. O. address: Box 1148, Wauchula 33873. Estimated construction cost $13,100; first-year operating cost $4,000; revenue $7,500. Principals: Georgia M Bush and Gerald A. Brush (each 50%). Georgia M. Brush is owner of radio & television repair firm, and is 50% owner with Jerald A. Brush of WPRV Wauchula. Ann. April 1.

Angola, Ind.—James A. Chase. Seeks 100.1 mc, ch. 261, 3 kw. Ant. height above average terrain 210 ft. P. O. address: 400 North Martha Street, Angola 46703. Estimated construction cost $4,952; first-year operating cost $30,000; revenue $40,000. Principals: James A. Chase, sole owner. Mr. Chase is sole owner of two-way radio and motion picture equipment sales and service company. Ann. April 2.

Aurora, Ind.—Grepco Inc. Seeks 99.3 mc, ch. 257, 1.15 kw. Ant. height above average terrain 451 ft. P. O. address: Box 29, North Vernon, Ind. 47265. Estimated construction cost $22,765; first-year operating cost $34,000; revenue $30,000. Principals: Lester L. Lee, president, Dwight E. Graber, vice president and Charles R. Plummer, secretary-treasurer (each 33⅓%). Mr. Lee is 100% owner of real estate firm, abstract, building, and development companies. Messrs. Graber and Plummer each own 50% of eight real estate rentals. Mr. Plummer is manager of WOCH-AM-FM North Vernon, Ind. Ann. April 1.

Corydon, Ind.—Harrison Radio Inc. Seeks 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 327, Corydon 47112. Estimated construction cost $16,415; first-year operating cost $3,600; revenue $4,500. Principals: Sam B. Holmes, president, and Mary R. Arms (each 41.86%) et al. Mr. Holmes is 2% owner of WAIN Columbia, Ky. Applicant is licensee of WPDF Corydon, Ind. Ann. March 8.

Paoli, Ind.—King and King Broadcasters. Seeks 95.3 mc, ch. 237, 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 150, Paoli 47454. Estimated construction cost $15,285; first-year operating cost $10,000; revenue $10.000. Principals: Z. Denzel King and Virginia A. King (each 50%). Mr. and Mrs. King own WVAK Paoli. Ann. April 1.

Endicott, N. Y.—WENE Inc. Seeks 105.5 mc, ch. 288, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 909 East Main St., Endicott 13760. Estimated construction cost $23,980; first-year operating cost $12,000; revenue $12,000. Principals: January Enterprises Inc. (80%) and Herbert Bloomberg, vice president (20%). Merv Griffin votes 80% of stock interest in January Enterprises, owner of WWCO-AM-FM Waterbury, Conn., WMID Atlantic City and WENE Endicott, N. Y. January Enterprises also has FM applications pending for Pleasantville, N. J. Ann. April 2.

Mercer, Pa.—William E. Baker, Bernard J. Staudt and Leslie L. Lightner. Seeks 103.9 mc, ch. 280, 2.915 kw. Ant. height above average terrain 244 ft. P. O. address: 1004 Brentwood Drive, Greenville, Pa. 16125. Estimated construction cost $1,855; first-year operating cost $4.240; revenue $5,200. Principal: William E. Baker (70%) et al. Mr. Baker has 25.5% interest in WBVB(FM) Union City, Pa. Ann. March 29.

Hendersonville, Tenn. — Hendersonville Broadcasting Corp. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 327 West Main Street, Hendersonville, 37075. Estimated construction cost $40,028; first-year operating cost $35,000; revenue $36,000. Principals: John M. Steenhauer Jr., president, Michael Ray Fleming, treasurer, Randall L. Davidson, vice president, and Kenneth W. Davidson, secretary (each 25%). Ann. April 1.

El Paso—Sun Country Broadcasting Co. Seeks 97.5 mc, 60 kw. Ant. height above average terrain 983.1 ft. P. O. address: 5300 El Paso Drive, El Paso 79905. Estimated construction cost $31,000; first-year operating cost $14,000; revenue $25,000. Principal: Lawrence M. Daniels, president (27.2%) et al. Applicant is licensee of KINT El Paso. Ann. March 29.

Tazewell, Va.—Tazewell Broadcasting Co. —Broadcast Bureau granted 100.1 mc, ch. 261, 3 kw. Ant. height above average terrain minus 103 ft. P. O. address: Box 69, Tazewell 24651. 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. Action April 2.

FINAL ACTIONS

Hazlehurst, Miss. — Southwestern Broadcasting Co. of Mississippi. FCC granted 100 mc, ch. 265, 3 kw. Ant. height above average terrain 275 ft. P. O. address Box 680, Hazlehurst, Miss. 39083. Estimated construction cost $14,484; first-year operating cost $5,000; revenue $7,800. Principals: Louis Alford, Phillip D. Brady and Albert Mack Smith (each 33⅓%). Messrs. Alford, Brady and Smith also are licensees of WAPF and WCCA(FM) McComb and WMDC Hazlehurst, both Mississippi and KADL Pine Bluff, Ark. Mr. Alford is attorney. Mr. Smith also owns 50% of WKPO Prentess, Miss. Action March 27.

Watertown, N. Y.—R.B.G. Production Inc. —Broadcast Bureau granted 97.5 mc, ch. 248, 39 kw Ant. height above average terrain 131 ft. P. O. address: 1833 State Street, Watertown 13601. Estimated construction cost $23,340; first-year operating cost $7,000; revenue $10,000. Principals: James Graham, president. Applicant is licensee of WOTT Watertown. Action March 29.

■ Commission on March 25 granted request of Cumberland Valley Broadcasting Corp. and extended to March 29 time for filing reply comments on proposal to add FM channel 280A to McMinnville, Tenn.

OTHER ACTIONS

■ Review board in San Fernando, Calif., FM broadcast proceeding, Doc. 17198, denied appeal from hearing examiner's adverse ruling filed January 30 by Manuel G. Martinez. Action March 27.

■ Review board in Toa Alta, P. R., FM broadcast proceeding, Docs. 17896-97, dismissed motion to enlarge issues filed on Jan. 8, by Arecibo Broadcasting Corp., Manati, P. R. Action March 28.

■ Review board in Houma, La., FM broadcast proceeding, Docs. 17911-17912, granted joint request for approval of agreement filed March 4 by KCIL Inc. and La-Terr Broadcasting Corp.; agreement is approved; application of KCIL Inc. is dismissed with prejudice; application of La-Terr Broadcasting Corp. is granted; petition to enlarge issues filed Jan. 12 by La-Terr Broadcasting Corp. is dismissed; and proceeding is terminated. Action March 29.

■ Review board in Pleasantville, N. J., FM broadcast proceeding, Docs. 18005-18006, granted petition opposing designation order and motion to delete certain issues to extent indicated and denied in all other respects filed February 27 by Atlantic City Broadcasting Co. Action April 1.

■ Review board in Waco, Tex., FM broadcast proceeding, Docs. 17939-17941, granted petition to enlarge issues filed Jan. 31 by KWTX Broadcasting Co. to extent indicated and denied in all other respects; granted request for leave to file supplemental pleading and supplement to petition to enlarge issues, filed Feb. 1 by KWTX Broadcasting Company. Action April 1.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on March 26 in Fort Wayne, Ind. (Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.), FM proceeding, granted uncontested petition of Broadcast Bureau and extended to April 16 time for filing proposed findings and on examiner's own motion, extended to April 26 time for filing replies (Docs. 17594-5).

■ Hearing Examiner Charles J. Frederick on March 26 in New York, and Teaneck, N. J. (New York University and Fairleigh

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 1, 1968

	ON AIR Licensed	ON AIR CP's	TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
Commercial AM	4,171[1]	14	4,185[1]	84	4,269[1]
Commercial FM	1,768	46	1,814	250	2,064
Commercial TV-VHF	496[2]	9	505[2]	13	518[2]
Commercial TV-UHF	118[2]	30	148[2]	158	306[2]
Educational FM	323	13	336	32	368
Educational TV-VHF	68	5	73	3	76
Educational TV-UHF	55	23	78	31	109

STATION BOXSCORE

Compiled by FCC, Feb. 29, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,166[1]	1,764	614[2]	321	120
CP's on air (new stations)	14	40	38	11	29
Total on air	4,180[1]	1,804	652[2]	332	149
CP's not on air (new stations)	87	254	172	36	36
Total authorized stations	4,267	2,058	824	368	185
Licenses deleted	1	1	0	0	0
CP's deleted	1	0	0	0	0

[1] Includes two AM's operating with Special Temporary Authorization.
[2] Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

Dickinson University), FM proceeding, granted petition of Fairleigh Dickinson to amend application to reflect election of Fairleigh S. Dickinson Jr. to membership on Board of Trustees, replacing Edward T. T. Williams; reopened hearing record, accepted amendment and reclosed record (Docs. 17454-5).

Existing FM stations

FINAL ACTIONS

KXOA-FM Sacramento, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to one mile south of Sacramento between American R and North levee, Sacramento, change studio location to 355 Commerce Circle, Sacramento, install new type trans., type ant. Action April 1.

KJOY-FM Stockton, Calif.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action March 28.

WPIN-FM St. Petersburg, Fla.—Broadcast Bureau granted license covering increase in ERP, change in transmission line. Action March 29.

WFLA-FM Tampa, Fla.—Broadcast Bureau granted mod. of CP to make changes in ant. system, ant. height 770 ft. Action March 28.

WFDT(FM) Columbia City, Ind.—Broadcast Bureau granted CP to replace expired permit for new station. Action March 29.

WCSI-FM Columbus, Ind.—Broadcast Bureau granted CP to install new type trans., dual polarized type ant., ERP 20 kw. ant. height 220 ft.; condition. Action March 28.

WJEJ-FM Hagerstown, Md.—Broadcast Bureau granted CP to install auxiliary ant. with ERP of 2.35 kw, ant. height 1,230 ft. Action March 28.

***WAIC(FM) Springfield, Mass.**—Broadcast Bureau granted CP to make changes in ant. sys. Action April 1.

***KBFL(FM) Buffalo, Mo.**—Broadcast Bureau granted license covering installation of new type trans., change frequency, ERP 1.15 kw, ant. height 170 ft. Action March 28.

WFQM(FM) San Juan, P. R.—Broadcast Bureau granted mod. of license to change name of licensee to Quality Broadcasting Corp. of San Juan; condition. Action March 28.

***WCBD(FM) Memphis** — Broadcast Bureau granted CP to replace expired permit for FM station waiver of Sec. 1.534(b) of rules. Action March 29.

WATO-FM Oak Ridge, Tenn.—Broadcast Bureau granted license covering new station, type ant., studio location same as trans. Action March 28.

WESR-FM Tasley, Va.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 50 kw, ant. height 330 ft.; condition. Action April 1.

FINES

Broadcast Bureau, by letters of March 26 notified following stations of apparent forfeiture liability in amounts indicated for late filing of renewal applications: KWDM-FM Des Moines, Iowa, $200; KSHE(FM) Crestwood, Mo., $200; KCLU-FM Rolla, Mo., $100 and KADI(FM) St. Louis, $100.

CALL LETTER APPLICATIONS

■ WIFE(FM), C. P. Broadcasters Inc., Auburn, Ind. Requests WIFE-FM.

■ KPOG-FM, KPOG Inc., Portland, Ore. Requests KPOK(FM).

■ Leslie L. Cunningham, The Dallas, Ore. Requests KCIV(FM).

■ *Tennessee Temple College, Chattanooga, Tenn. Requests *WDYN(FM).

■ WDIA-FM, WDIA Inc., Memphis. Requests WTCV(FM).

CALL LETTER ACTIONS

■ Niles Broadcasting Co., Niles, Mich. Granted WNIL-FM.

■ Channel 10 Inc., Duluth, Minn. Granted WDIO-FM.

■ WRFV-FM, American Colonial Broadcasting Corp., San Juan, P.R. Granted WKVM-FM.

■ Louis D. Lingner, Lewisburg, Tenn. Granted WJJM-FM.

EXTENSION OF COMPLETION DATES ALL STATIONS

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following stations: KAVR-FM Apple Valley, Calif., to May 15; KRON-FM San Francisco, to Oct. 3; WLOP-FM Jesup, Ga., to July 1; KEEL-FM Shreveport, La., to Sept. 14; WSTK(FM) Woodstock, Ill., to May 1; WORX-FM Madison, Ind., to Apr. 28; WHTV-TV Meridan, Miss., to Sept. 29; WELO-FM Tupelo, Miss., to July 31; KOZN Omaha, Neb., to June 1; KOWH-FM Omaha, Neb., to June 1; KRWL (FM) Carson City, Nev., to Sept. 15; WECT (TV) Wilmington, N. C., to Sept. 29; WMFD-FM Wilmington, N C., to Sept. 15; condition; WTNS Coshocton, Ohio, to Sept. 22; WTNS-FM Coshocton, Ohio, to Oct. 1 and KVET-FM Austin, Tex., to Oct. 8. Action March 29.

■ Broadcast Bureau granted mod. of CP to extend completion dates for following stations: KWYN Wynne, Ark., to May 31; KHSL-TV Chico, Calif., to Sept. 23; WTVT(TV) Tampa, Fla., to Sept. 28 and KIMM Rapid City, S. D., to April 15. Action March 28.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for the following stations and co-pending auxiliaries: KGCL East Prairie, and KKJO St. Joseph, both Missouri, WSAL-AM-FM Logansport, Ind. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KCRV Caruthersville, Mo.; WHEN Syracuse, N. Y., and WILL Urbana, Ill. Action March 29.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on March 29: KBLL Helena, Mont.; KCMS Manitou Springs, Colo.; KDWA Hastings, Minn.; KEYZ Williston, N. D.; KFSC Denver; KFYR-AM-FM Bismarck, N. D.; KGCX Sidney, Mont.; KGLE Glendive, Mont.; KHRT Minot, N. D.; KILO Grand Forks, N. D.; KKIN Aitkin, Minn.; KLIZ-AM-FM Brainerd, Minn.; KLMO Longmont, Colo.; KNDC Hettinger, N. D.; KPWD(FM) Plentywood, Mont.; KRYT-FM Colorado Springs; WCTS-FM and WLOL-FM both Minneapolis; KRSD Rapid City, S. D.; KBTV(TV) Denver; KDAL-TV Duluth, Minn.; KGVO-TV Missoula, Mont.; KLZ-TV Denver; KMSP-TV Minneapolis; KOAA-TV Pueblo, Colo.; KULR-TV Billings, Mont.; KXGN-TV Glendive, Mont.; *KRMA-TV Denver; and KOTA-TV Rapid City, S. D.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on March 29: *KCBL-FM Greeley and *KCSU-FM Fort Collins, both Colorado; *KDSU(FM) Fargo, N. D.; *KESD (FM) Brookings, S. D.; *KMSU(FM) Mankato; *KSJN-FM New Brighton, and *KSJR-FM Collegeville, all Minnesota; *KUFM (FM) Missoula, Mont.; *KUMD-FM Duluth, and KAUS-TV Austin, both Minnesota; KCND-TV Pembina, N. D.; KDLO-TV Florence, and KELO-TV Sioux Falls, both South Dakota; KEYC-TV Mankato, Minn.; KFBB-TV Great Falls, Mont.; KFYR-TV Bismarck, N. D.; KKTV(TV) Colorado Springs; KMOT(TV) Minot, N. D.; KOAX-TV Denver; KOOK-TV Billings, Mont.; KORN-TV Mitchell, and KPLO-TV Reliance, both South Dakota; KRDO-TV Colorado Springs; KROC-TV Rochester, Minn.; KRTV (TV) Great Falls, Mont.; KSOO-TV Sioux Falls, S. D.; KSTP-TV St. Paul, Minn.; KTHI-TV Fargo and KUMV-TV Williston, both North Dakota; KXAB-TV Aberdeen, S. D.; KXJB-TV Valley City, N. D.; KXLF-TV Butte, Mont.; KXMB-TV Bismarck, KXMC-TV Minot, WDAY-TV Fargo and WDAZ-TV Devils Lake, all North Dakota; WDIO-TV Duluth, WTCN-TV Minneapolis, both Minnesota; *KFME(TV) Fargo, N. D.; *KTCA-TV and *KTCI-TV both St. Paul, *KUSD-TV Vermillion, S. D.; *KWCM-TV Appleton, and *WDSE-TV Duluth, both Minnesota.

■ Broadcast Bureau, granted renewal of licenses for following stations and co-pending auxiliaries on March 29; KATE Albert Lea, Minn.; KBHB Sturgis, S. D.; KBMO Benson, Minn.; KCRT Trinidad, Colo.; KCUE-AM-FM Red Wing, Minn.; KDIX-AM-TV Dickinson N. D.; KDMA Montevideo, Minn.; KDSJ Deadwood, S. D.; KDWB St. Paul, Minn.; KEYD Oakes, N. D.; KFBB Great Falls, Mont.; KFCB Redfield, S. D.; KFEL Pueblo, Colo.; KFGO Fargo, N. D.; KFLJ Walsenburg, Colo.; KGCA Rugby, N. D.; KGMY Missoula, Mont.; KIMN Denver; KLCB Libby, Mont.; KLFD Litchfield, Minn.; KLYQ Hamilton, Mont.; KLOV Loveland, Colo.; KOLY Mobridge, S. D.; KQAQ Austin, Minn.; KRDO Colorado Springs; KVRH Salida, Colo.; KWAD Wadena, Minn.; KXLO Lewistown, Mont.; KXXL Bozeman, Mont.; WCMP Pine City, Minn.; WJON St. Cloud, Minn.; WLOL Minneapolis; KRNW (FM) Boulder, Colo.; KTCR-FM and WAYL (FM) Minneapolis.

■ Broadcast Bureau, granted renewal of licenses for following stations and co-pending auxiliaries on March 29: KABR Aberdeen, S. D.; KATL Miles City, Mont.; KAUS Austin, Minn.; KBEW-AM-FM Blue Earth, Minn.; KBFS Belle Fourche, S. D.; KBJM Lemmon, S. D.; KBMN Bozeman, Mont.; KBMR Bismarck, N. D.; KBMW Wahpeton, N. D., and Breckenridge Minn.; KBOL Boulder, Colo.; KBOM Bismarck-Mandan, N. D.; KBOW Butte, Mont.; KBRK Brookings, S. D.; KBRR Leadville, Colo.; KBTR Denver; KCAP Helena, Mont.; KCCR Pierre, S. D.; KCJB Minot, N. D.; KCOL Fort Collins, Colo.; KCSJ Pueblo, Colo.; KDAK Carrington, N. D.; KDAL Duluth, Minn.; KDBM Dillon, Mont.; KDEN-AM-FM Denver; KDKO Littleton, Colo.; KDUZ Hutchinson, Minn.; KDZA Pueblo, Colo.; KELO-AM-FM Sioux Falls, S. D.; KEYL Long Prairie, Minn.; KFAM-AM-FM St. Cloud, Minn.; KFKA Greeley, Colo.; KFNW-AM-FM Fargo, N. D.; KGHL Billings, Mont.; KGHS International Falls, Minn.; KGIW Alamosa, Colo.; KGUC Gunnison, Colo.; KGVW-AM-FM Belgrade, Mont.; KHOW Denver; KIMM Rapid City, S. D.; KISD Sioux Falls, S. D.; KJAM Madison, S. D.; KKAM Pueblo, Colo.; KLGR Redwood Falls, Minn.; KLIR-AM-FM Denver; KLMR Lamar, Colo.; KLOH Pipeston, Minn.; KLPM Minot, N. D.;

PROFESSIONAL CARDS

Service Directory

KLTF Little Falls, Minn.; KLTZ Glasgow, Mont.; KLZ Denver; KMHL Marshall, Minn.; KNAB Burlington, Colo.; KNDK Langdon, N. D.; KNOX Grand Forks, N. D.; KNUJ-AM-FM New Ulm, Minn.; KNWC Sioux Falls, S. D.; KOA-AM-FM Denver; KOBH-AM-FM Hot Springs, S. D.; KOFI Kalispell, Mont.; KORN Mitchell, S. D.; KOTA Rapid City, S. D.; KBRF Fergus Falls, Minn.; KOVC Valley City, N. D.; KOYN Billings, Mont.; KOZY Grand Rapids, Minn.; KPOF Denver; KPRK Livingston, Mont.; KPUB Pueblo, Colo.; KRAD East Grand Forks, Minn.; KRAI Craig, Colo.; KRFO-AM-FM Owatonna, Minn.; KRLN Canon City, Colo.; KROX Crookston, Minn.; KSDR Watertown, S. D.; KSEN Shelby, Mont.; KSLV Monte Vista, Colo.; KSMM Shakopee, Minn.; KSNO Aspen, Colo.; KSOO Sioux Falls, S. D.; KSTP-AM-FM St. Paul, Minn.; KTRF Thief River Falls, Mont.; KUBC Montrose, Colo.; KUOM Minneapolis; KURL-AM-FM Billings, Mont.; KUSD Vermillion, S. D.; KVCK Wolf Point, Mont.; KVFC Cortez, Colo.; KVOR-AM-FM Colorado Springs; KVOX-AM-FM Moorhead, Minn.; KWAT Watertown, S. D.; KWEB Rochester, Minn.; KWSR Rifle, Colo.; KWYR Winner, S. D.; KXLF Butte, Mont.; KYLT Missoula, Mont.; KYSM-AM-FM Mankato, Minn.; WAVN Stillwater, Minn.; WCAL Northfield, Minn.; WDAY Fargo, N. D.; WDGY Minneapolis; WELY Ely, Minn.; WEVE Eveleth, Minn.; WHLB Virginia, Minn.; WKPM Princeton, Minn.; WMFG Hibbing, Minn.; WMIN St. Paul, Minn.; WPBC Richfield, Minn.; WWTC Minneapolis; WPBC-FM Richfield, Minn.; WDAY-FM Fargo, N. D.; KBPI(FM) Denver; KCMS-FM Manitou Springs, Colo.; KGRE(FM) Greeley, Colo.; KLMO-FM Longmont, Colo.; KLOV-FM Loveland, Colo.; KQRS-FM Golden Valley, Minn.; KVMN (FM) Pueblo, Colo. and KWLM-FM Willmar, Minn.

Translators

FINAL ACTIONS

W70AR Evansville, Ind.—Broadcast Bureau granted mod. of CP for UHF TV translator station to change trans. location to Southern Securities Building, Fourth and Main, Evansville, and make changes in ant. sys. Action March 29.

K70BL Wheeler County, Tex.—Broadcast Bureau granted CP for UHF TV translator station to change frequency from ch. 70, 806-812 mc, to ch. 78, 854-860 mc, make changes in ant. sys., also change call letters to K78CM; condition. Action April 1.

■ Broadcast Bureau granted mod,. of CPs to extend completion dates for following UHF TV translator stations. K72DD, Ephrata, Wash. to Sept. 29; K76CQ Pasco, Wash. to Sept. 29; K75CE Spokane, Wash. to Sept. 29; K70EJ Oakesdale and Steptoe, both Washington to Sept. 29 and K81BE Walla Walla, Wash. to Sept. 29. Action March 29.

ACTION ON MOTION

■ Hearing Examiner Isadore A. Honig on March 28 in Cumberland, Md., and Wellersburg, Pa. (Tri-State Television Translators, Inc. and Wellersburg TV, Inc.), TV translator proceeding, granted request by Mountain Television, Inc. and postponed further prehearing conference scheduled for April 2 to April 4 (Docs. 17654-5).

RENEWAL OF LICENSES

■ Broadcast Bureau, granted renewal of licenses for the following UHF and VHF TV translator stations on March 29: K02DC Community; K13EX Bridgeport; K10FE Solvang; K13FJ San Ardo; K13GS Carmel Valley Village; K02BZ Hayfork; K08EQ Seiad Valley; K12DC Potter Valley; K10EQ Potter Valley; K08EE Potter Valley; K06DK Potter Valley; K13GL Indian Creek; K11GO Indian Creek; K02EE Weaverville; K05CR Hayfork; K04DD Weaverville; K05CF Weaverville; K72AD Alturas; K71AN Boonville; K73AM Boonville, and Philo; K75BR Boonville, and Philo; K77BU Boonville and Philo; K80BC Concord and Walnut Creek; K71BB, K73AV Daggett; K76BG Chester, Westwood and Greenville; K75BT Susanville and Herlong; K70AP Greenville; K72CQ Greenville; K70AQ Likely; K74AT Likely; K77AU Likely; K78BR Lone Pine; K80AD Lone Pine; K82AW Lone Pine; K80BE; K76AJ and K70BC, all Palms Marine Base; K76BQ, and K82BC, both Gilroy and Morgan Hill; K79AA, K77BB and K75AD, all Blythe; K73AY Blythe and Palo Verde Valley; K71AB Blythe; K77BM Barstow; K75BK Victorville; K70DF Running Springs, Redlands and Ontario; K71AF Cedarville; K72AZ; K76BJ and K74AK, all Ukiah, all California.

CATV

FINAL ACTIONS

■ Commission has affirmed order denying petition for waiver of Sec. 74.1103(e) of CATV rules in ordering Trans-Video of Arkansas, Fayetteville, Ark. to give carriage and nonduplication to KFSA-TV Fort Smith, Ark.

■ FCC authorized Resort Television Cable Co., Hot Springs, Ark. to operate in Little Rock, Ark., market with distant signals. Commission waived hearing requirement of Sec. 74.1107 (top-100 TV markets rule). Action March 27.

■ FCC denied petition by Rust Craft Broadcasting Co., permittee of WJKS-TV Jacksonville, Fla., asking for reconsideration of CATV authorization for General Cablevision of Palatka Inc. General Cablevision of Palatka was authorized Nov. 8, 1967 to operate at Palatka with following Florida signals: WJXT(TV), WJKS-TV, WFGA-TV and WJCT(TV) all Jacksonville; WESH-TV Daytona Beach; WUFT(TV) Gainesville, WBDO-TV and WFTV(TV) both Orlando. WJCT(TV), WBDO-TV and WFTV(TV) are distant signals. Action March 27.

■ FCC authorized Cablevision of Dunn Inc. to operate CATV systems at Dunn and Erwin, both North Carolina. Commission denied opposition to Cablevision's petition for waiver and special relief filed by Capital Cities Broadcasting Corp., licensee of WTVD(TV) Durham, N. C. Action March 27.

■ FCC stayed order requiring Tower Communications Systems Corp. to comply with Sec. 21.712 of rules to grant program exclusivity for television station in its microwave distribution area. On March 6 FCC denied Tower petition for reconsideration of order. Tower provides microwave service to CATV systems in eastern Ohio. Action March 27.

■ FCC denied petition of Buckeye Cablevision Inc. Toledo, Ohio asking FCC to expedite hearing to determine whether carriage of Detroit-Windsor TV signals is consistent with public interest and healthy TV in Toledo. Buckeye did get Commission to expedite review procedure. Action March 27.

■ FCC terminated hearing into request by Cosmos Cablevision Corp., Darlington, S. C. to carry distant signals of WOLO-TV Columbia, S. C. Hearing was set by commission on October 11, 1967 to determine whether carriage by Cosmos of the distant signal of WOLO-TV, would jeopardize chances of WPDT Florence, S. C., for obtaining ABC affiliation. Action March 27.

TV Cable Service Coleman, Texas—FCC dismissed as moot request for waiver of Sec. 74.1103 of the rules.

OTHER ACTIONS

■ Review board in Buffalo, N. Y., CATV proceeding, Doc. 16921, granted motion for extension of time, filed March 29 by Taft Broadcasting Co. and extended to April 5 time within which to file reply briefs to exceptions in proceeding. Action March 29.

■ Review board in Lower Belle, W. Va., CATV proceeding, Doc. 17968, granted joint petition for extension of time filed March 28 by C & S TV Inc. and Capital Cities Broadcasting Corp. and extended to April 8 time within which to file responsive pleadings to petition to review order denying motion to quash filed by Asbury & James TV Cable Service on March 6. Action April 1.

ACTIONS ON MOTIONS

■ Hearing Examiner Isadore A. Honig on March 29 in Amherst, Greenfield, Monson, Palmer, and Ware, all Massachusetts (Pioneer Valley Cablevision Inc.) CATV proceeding, scheduled certain procedural dates and postponed hearing scheduled for April 22 to May 1 (Doc. 18034).

■ Hearing Examiner David I. Kraushaar on March 26 in Warwood, W. Va. (Center TV Inc.) CATV cease and desist proceeding, terminated hearing proceeding and certified case to commission (Doc. 18016).

■ Hearing Examiner Chester F. Naumowicz, Jr., on March 28 in Athens, Ala. (Athens TV Cable of Alabama Inc.) CATV proceeding, granted joint motion by Athens TV Cable and North Alabama Broadcasters Inc. and continued hearing pending further order (Doc. 18025).

■ Hearing Examiner Chester F. Naumowicz Jr., on April 1 in Galax, Va. (United Transmission Inc.) CATV proceeding, granted request by Broadcast Bureau and extended to April 10 time to file proposed findings (Doc. 17653).

■ Office of Opinions and Review on March 21 in Willmar, Minn. (Willmar Video Inc.) CATV proceeding, granted request by Broadcast Bureau and extended time to March 26 to respond to motion by Willmar to stay cease and desist order pending consideration of petition to set aside and terminate proceeding (Doc. 17604).

■ Office of Opinions and Review on April 1 in Lower Belle, Malden, Dupont City, Rand and George's Creek all West Virginia (Asbury and James TV Cable Service) CATV proceeding, granted joint request by C & S TV Inc. and Capital Cities Broadcasting Corp. for extension of time to April 8 to file replies to petition to set aside, vacate and terminate proceeding in Doc. 17968.

■ Hearing Examiner Herbert Sharfman on March 25 in Bluefield, W. Va. (Bluefield Television Cable and Bluefield Cable Corp.) CATV proceeding, granted motion to dismiss proceeding filed for Bluefield Cable Corp. to extent that proceeding in Doc. 17469 is terminated forthwith; dismissed as moot the March 11 Bluefield motion to postpone pre-hearing conference, postponement having already been granted without reference to motion (Doc. 17469).

Ownership changes

APPLICATIONS

WAAX Gadsden, Ala.—Seeks transfer of control from Rome Broadcasting Corp. to Charles Smithgall (38.4% before, 60% after). Principals: Michael H. McDougald, president, Martha M. Payne, vice president, Charles Smithgall, chairman of board. Consideration: $13,500. Ann. March 29.

KAHR Redding, Calif.—Seeks assignment of license from High Fidelity Stations Inc. to California Northwest Broadcasting Co. for $55,500. Principal of High Fidelity Stations Inc.: Tom Kelly, president. Principals of California Northwest Broadcasting Co.: Carl R. McConnell, president (100%). Mr. and Mrs. McConnell own 19 real estate properties. Mr. McConnell is president and 50% owner of leasing company, pellet mill, ranch and aircraft filter corporation. Mr. McConnell also has 47.5% interest in Shasta Broadcasting Corp., licensee of KJEO(TV) Fresno and KVIP Redding, both California and with wife is 100% owner of KVIQ-TV Eureka, Calif. Ann. April 1.

KPRI(FM) San Diego—Seeks assignment of CP from Radio KPRI Inc. to Southwestern Broadcasters Inc. for $175,000. Principals of Radio KPRI Inc.: Lawrence Shushan, president. Principals of Southwestern Broadcasters Inc.: James Gordon Douglas III, president et al. Southwestern Broadcasters is licensee of KGFL Roswell, N.M. William H. Moore III is treasurer and 20% stockholder of KCLN Clinton, Iowa. Ann. April 1.

WGAA Cedartown, Ga.—Seeks assignment of license from J. Franklin Proctor to Faulkner Radio Inc. for $200,000. Principal: J. Franklin Proctor, sole owner. Principals of Faulkner Radio Inc.: James H. Faulkner, president (75.38%), Robert M. Thorburn, vice president (15.38%) et al. Mr. Faulkner is 100% owner of *Baldwin* (Bay Minette, Ala.) *Times*, 20% owner and president of insurance company, director of bank, 3% owner and president of milling company. Mr. Faulkner is also president and majority stockholder of Faulkner Radio Inc., licensee of WBCA and WWSM both Bay Minette, Ala., WLBB and WBTR-FM both Carrollton, Ga., permittee of WAOA Opelika and WFRI Auburn, both Alabama. Mr. Thorburn is vice president and minority shareholder of Faulkner Radio Inc. Ann. March 29.

KHAI Honolulu—Seeks transfer of control from Robert Sherman to Kal W. Lines (none before, 100% after). Transfer involves bankruptcy proceeding in which Kal W. Lines was appointed trustee. Ann. April 1.

WFST-AM-FM Caribou, Me.—Seeks transfer of control from Elbridge F. Stevens (50% before, none after) to R. Murray and Allison J. Briggs (each 25% before, each 50% after). Principals: Elbridge F. Stevens Jr., president, R. Murray Briggs and Allison J. Briggs, vice president and treasurer, respectively. Consideration: $118,000, worth of notes payable. Ann. April 1.

WKYR Cumberland, Md.—Seeks transfer of control from Robert K. Richards and Frederick L. Allman (each 50% before, none after) to Frazier Reams Jr. (none before, 100% after). Principals: Messrs Richards and Allman each own 50% of WKBZ Muskegan, Mich. Mr. Reams Jr. will be sole owner of WKYR, and is presently 40% owner and president-treasurer of WCWA-AM-FM Toledo, Ohio. Mr. Reams has also entered into agreement to acquire WKBZ Battle Creek, Mich. which will be filed with FCC in near future. Consideration: $10,000. Ann. April 2.

WKBZ Muskegon, Mich.—Seeks transfer of control from Robert K Richards and Frederick L. Allman (each 50% before, none after), to Reams Communications Corp. (none before, 100% after). Principals of WKBZ: Messrs. Richards and Allman each own 50%. Principals of Reams Communications Corp.: Frazier Reams Jr., president and treasurer (100%). Mr. Reams is 40% owner and president-treasurer of WCWA-

(Continued on page 113)

CLASSIFIED ADVERTISING

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads $25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

Ohio daytimer needs experienced working manager. If you qualify write Box C-346, BROADCASTING.

Upper midwest small market 5 kw fulltime station needs triple threat combo man for asst. manager. Must have first phone. Not imperative that you have engineering experience, but worth more money if you do. Three to four hours board work in early morning with couple of newscasts. Would do some traffic work and programming. Want stable, sober person, that wants to be manager. Box D-37, BROADCASTING.

Sales manager for small to medium market. Located in the south east. Excellent opportunity for better things. Send resume and picture. Box D-90, BROADCASTING.

Station Manager, midwest. Profitable suburban major market, expanding group. Open now. Complete information requirements, and objectives first letter. Box D-170, BROADCASTING.

Manager, excellent salary. J. Elkin, WELV, Ellenville, N.Y.

Help Wanted—Sales

Providence, Rhode Island—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box D-105, BROADCASTING.

Mature salesman with management ambitions. New radio chain in midwest looking for the best. Send resume, sales record and picture to Box D-133, BROADCASTING.

KRKD, Los Angeles, an old station with new plans, seeks mature salesman capable of eventually assuming sales management responsibilities. Also interested young man experienced direct. Phone 225-4116.

Energetic sales "pro" looking for something better? Great opportunity for experienced self-starter in fast growing market near New York City, Healthy draw, car expenses, good account list, 20% commission, fringe benefits. Most modern medium-market facilities east of the Mississippi. Call Bill Mims or Al Etkin (914) 623-8001 or write WKQW, Broadcast House, Nanuet, N.Y. 10954.

Very successful local AM/FM wants another good salesman, send brief resume and photograph: WLNG, Sag Harbor, Long Island, N.Y.

Salesman/announcer—permanent. Good small market. Stock available to right man. Graham Jones, WODI, Brookneal, Va.

Sales representatives needed for rapidly growing international advertising, promotion corp. Current representative earning up to $2000 a week syndicating wholesale and retail promotions in automotive, grocery, appliances and department store fields. No capital investment. Must have ability to direct and motivate men. If you have a background in sales, advertising, sales promotion and can be bonded, send resume to: P.O. Box H-12534, St. Petersburg, Fla. 33733.

5kw CBS affiliate desires a young energetic salesman. Will be willing to train an experienced broadcaster desiring to learn sales. Will be trained by experienced manager and local sales manager and become part of a four man sales staff. Details first letter to Ken Hawkins, Box 907, Sikeston, Missouri 63801.

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.

Help Wanted

Sales—(cont'd)

Broadcast school counselor wanted, we will teach experienced broadcaster. Our present counselor, who earns $576.00 weekly (records available for inspection), being promoted. Live and work in San Francisco. Please send resume, photo to Wm. Anderson, President, Columbia School of Broadcasting, Box 18006, San Francisco 94118.

No way up? Your sales manager will last another 10 years? Progressive new station wants dynamic salesman with feet on the ground, and eyes to the sky. Resume, or call to Valley Group, 141 College St., Lewiston, Maine. 207-784-1531.

Help Wanted—Announcers

Want to move up to 200M market? Clever in the morning? Send tape & resume to Box C-161, BROADCASTING.

First phone announcer, no maintenance, excellent climate and salary at 5 kw AM and 50 kw FM in south central Illinois. Send tape and resume to Box C-238, BROADCASTING.

New major market contemporary needs professional personalities, newsmen, salesmen. First phone, extra pay. Box D-107, BROADCASTING.

New Jersey adult format station in cosmopolitan market wants reliable staff announcer. Must be able to gather and write local news. Send tape, resume. Box D-121, BROADCASTING.

Announcer for radio station strong on news and production, including commercial writing. Opportunity for sales if experienced or adaptable. Salary will fit individual. Letter only now; confidential. Box D-129, BROADCASTING.

Att: All broadcasting school graduates and also those who are in school right now please send resumes to Box D-140, BROADCASTING.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. Box D-166, BROADCASTING.

Northwest Montana station needs experienced announcer, strong on newscasts and production. First phone. Good pay for man seeking permanent position in top recreation area. KOFI, Kalispell, Montana.

Experienced staff announcer—play-by-play sportscaster. Full Blue Cross, and life insurance. Beautiful community. AM/FM stereo. Housing available. If you live in New Mexico or adjacent state, rush letter to D. K. Burns, KRSN, P.O.B. 749, Los Alamos, New Mexico.

Wanted "top announcer with first phone" for prime spot on MOR station. Station is the number one news station in the state. Opportunity for man wanting to join good operation. "Good salary & good working conditions." Send resume to Jack Brewer, KWCO Radio, Box 770, Chickasha, Oklahoma.

Top 100, five kilowatt fulltimer needs announcer. First class license useful but not absolutely necessary. Send tape and resume to KWEW. Box 777. Hobbs. New Mexico.

Opening for 3rd phone announcer for modern, active community. Indiana city of 30,000. Station strong on local news and community activities. Must have solid experience. Contemporary music policy. This is a Findlay Publishing Company station with full company benefits. Send tape, resume and photo to Gary Wright, WCSI, Columbus. 47201.

Morning drive personality. First phone. Medium market. M.O.R. 24 hour station. New studios. Progressive organization. Many fringe benefits. Salary open. Contact: Manager, WITY, Danville, Illinois, 217-446-1313.

Help Wanted

Announcers—(Cont'd)

Outstanding opportunity for a professional sounding radio announcer seeking permanent position with one of the nation's finest, WKZO Radio-TV, pioneer of the Fetzer Stations. Our working conditions, fringe benefits, and advancement possibilities are tops in outstanding community. Send tape, resume, and salary requirements to WKZO Radio, Kalamazoo, Michigan 49001.

Announcer, first phone, no maintenance, excellent climate and salay at 5000 watt AM on Gulf Coast, WLIQ, Sheraton Battle House, Mobile. Send information and tape today.

One KW single needs announcer, copy writer, play-by-play man with at least two years experience. Good pay for long day. Call or write Claude Jones, WRON, Ronceverte-Lewisburg, West Virginia. 304-645-3425.

CBS affiliate with adult MOR appeal wants announcer with good voice and experience for AM. FM shift. Good pay; excellent working conditions. Send tape and resume to WSOY, Box 2250, Decatur, Illinois 62526.

24 hour soul station is accepting tapes from qualified R&B—dj. WTLC Indianapolis, Indiana.

Great opportunity on new station for news or music man. Call, write, resume-tape. Competitive salary. Valley Group, 141 College St., Lewiston, Maine. 207-784-1531.

The McLendon Corporation is seeking career minded announcers for its Schafer equipped good music stations throughout the United States. Must have good voice. Send tape and resume to Chuck Boyles, National Program Director, The McLendon Corporation, 2008 Jackson St., Dallas, Texas.

Baltimore market station needs announcer with first class license. Night shift. Call Charles Doll. (301) 761-1590.

Nature's backyard has a radio station, too. Here in Lander, Wyoming, we fish, hunt and camp as routinely as you might go to a movie. Raise your kids in clean air . . . good schools. We need a salesman-announcer at five kw CBS affiliate. Good staff, lots of well maintained equipment. Higher pay for your first phone. Tell all and tape to Box 430, 82520.

Female announcers—need two for stations in beautiful Oklahoma communities—Elk City and Weatherford (college town). Light secretarial duties and board shifts. Prefer experience—will consider beginners with good voices. Send tapes, info, photos . . . Box 889, Elk City, Oklahoma. Or call (not collect) Bob Whitehill, 405/CA 5-3333.

Good voiced announcer with production and news experience. Good opportunity with growing group operator for rapid advancement to PD or management. Send tape and resume to P. O. Box 22082, Greensboro, N.C.

Have immediate opening for a top 40 dj. Multiple owner offers excellent opportunity for advancement. First phone preferred but not essential. Top salary. Call Smith Brd. Glenn Buxton, B'Ham 871-0383.

MOR afternoon or evening announcer with some experience. Interest in sales or sports will be considered. Call Pete Wolf 517-839-9988.

Announcer-dj with first class ticket needed by mid-Michigan station. Call: 517-224-3237, Bob Ditmer.

Help Wanted—Technical

Station needs 1st class engineer. Experienced only, salary open. Must know all phases of how to operate a 10 kw transmitter & general maintenance of a well equipped station with a DA2. Box C-240, BROADCASTING.

Engineer for directional fulltimer and FM in midwest. 1st phone necessary. Experience helpful but not required. No announcing. Send resume and salary requirements to Box C-360, BROADCASTING.

Chief engineer. Medium market AM/FM station. Northeast U.S. No air work. Ideal community. $150/wk. Box D-23, BROADCASTING.

Come to the sunshine. Southwest's fastest growing markets needs engineer. Must be expeienced in all phases of studio and transmitter operations. Excellent opportunity for first phone man who takes pride in his work; in self-motivating. Box D-72, BROADCASTING.

Engineer: First class license. Control board and AM-FM transmitter duties at 5,000 watt station in Ohio. No announcing. Box D-79, BROADCASTING.

Chief engineer for 2 AM, 2 FM stations. Starting salary can be $200—up for individual with proper qualifications. Must know automation. Immediate opening in eastern New York state. Box D-97, BROADCASTING.

Assistant chief, first ticket, directional experience. no announcing. $150.00 weekly to start. Baltimore area. Box D-110, BROADCASTING.

Engineer-Announcer, Florida top 40 station. Must be working engineer first, announcer second. Top pay and benefits for right man. Box D-117, BROADCASTING.

First phone chief engineer for full time AM-FM Ohio station. Must be strong on maintenance. Box D-124, BROADCASTING.

Qualified engineer trainee with first phone for south Texas station. Box D-163, BROADCASTING.

Christian. Chief engineer for 50 kw FM . . . all sacred. KAMB, Box 1375, Merced, Calif. 95340. 209-723-5361.

Combo man with first phone. Light maintenance. Preferably family man. MOR format. Salary open. Coastal Alabama. Send resume, audition to WABF, Fairhope, Alabama 36532.

Immediate opening for first class engineer. Age no barrier. Will train beginner. Station WAMD, Aberdeen, Md.

Immediate opening for first class engineer. Send resume to Paul Wright, WKHM, Jackson, Michigan 49201.

Immediate opening in top AM-FM, Atlanta, 1st phone, with maintenance experience. No board work. Send resume to Technical Director, WQXI, Atlanta, Ga.

Engineer wanted. Daytimer adding FM. Position immediate and permanent. WRMF Titusville, Florida, Phone 305-267-1121.

Experienced chief engineer to care for our modern equipment and do a professional 20 hours MOR announcing weekly. Permanent position in Florida's most beautiful coastal community. $150 weekly to start. WSTU/WMCF FM stereo. Stuart, Florida.

Help Wanted—News

News director, must be experienced reporter and on-air news personality capable of directing department and personally airing prime time newscasts. Duties include creation of editorials, documentaries and public service programs. No. 1 station in major market with good news sources. Send resume and references. Box D-113, BROADCASTING.

Newsman—Long Island station, morning news, newscast, beepers, rewrite, interviews. Send tape and resume. Box D-152, BROADCASTING.

Announcer-newsman needed by middle-music network station in Texas resort city. No tape please. Box D-167, BROADCASTING.

Eastern Iowa, on or about June 1st, needs News Director. Station is heavy on in-depth reporting, editorial commentaries and 15 minute newscasts. Need experienced man who probably has worked staff and wants to move up. Good pay. Good market. Send resume, picture, and tape. Write Bernard M. Jacobsen, Manager, KROS, Clinton, Iowa.

News—(cont'd)

Kansas City's top news station is expanding its staff and needs well seasoned newsman with strong delivery and field experience. Must be able to find news when there is none. Top base and fee system. Send tape and resume to Bob Higby, News Director, WDAF-Radio, Kansas City, Missouri. No phone calls.

Newsman wanted—immediate opening for young, energetic newsman. Good delivery necessary. Modest starting salary but excellent chance for advancement. Numerous benefits including 3 week vacation. Call or send full particulars with tape to H. M. Thayer, WGHQ, Kingston, New York.

Central Pennsylvania full time news-talk formated 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.

Newsman: self starter needed immediately with local news gathering experience. Night shift for N.Y.C. suburban daytimer. For those interested in challenge, this job is right. We are #2, looking for right man to join team and make us #1. If you can type, interview, get beepers, write and develop stories from scratch, this is the job for you. Voice secondary to news gathering ability. Working conditions are excellent, studios are modern. Can you cut the mustard? Call today for interview, 914-623-8001.

Production—Programing, Others

Major market operation on eastern seaboard has immediate opening for program director. Need take charge man who is able to maintain and improve top ratings. Must also have proven track record. 100,000 watt FM station. Compensation: Commensurate with ability. Box D-91, BROADCASTING.

Radio engineer with excellent technical qualifications for Texas resort city. Box D-160, BROADCASTING.

Creative copywriter for Corpus Christi radio station. Box D-168, BROADCASTING.

Production director—to supervise, write and produce commercials for MOR station. Creativity and quality voice a must. Opportunity for agency talent in addition to station work. Only experienced production professionals need apply. Contact Operations Manager, KFOR, Lincoln, Nebraska. Salary open.

Copywriter—experienced. Good situation for writer who can produce strong copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and sample copy to WFDF; Flint, Michigan.

Situations Wanted—Management

Got station problems? Relax! Solve 'em! Invest in action, not talk. Available soon to manage your station, a radio pro—over twenty years experience. Can take stations apart—put 'em together again. Knows retailers and ad agencies. Interested? Write today. Put your money in action—not words. Box D-59, BROADCASTING.

If you want to manage your own station, don't contact me. If you want an aggressive general manager who can take full charge of everything from wage and hour to programming and sales, plus, make you a profit, then you need me. Currently employed in dead end. Available on reasonable notice. Personal interview, your expense, in your office, reduces the possibility of another blind alley. References to prove past successes. Full details when you request resume. Reply Box D-119, BROADCASTING.

General manager of successful station in major market, proven sales record. Seeks opportunity. Box D-162, BROADCASTING.

Experienced manager . . . desire Pennsylvania . . . available immediately. Write Stewart Chamberlain, Millville, Penn. 17846.

Sales

14 years experience—sales, announcing, play-by-play, investment, management opportunity desirable. Employed southeast. Box D-114, BROADCASTING.

Strengthen your station with outstanding salesman, married, late twenties, college degree, management potential, military obligation completed. Box D-123, BROADCASTING.

Situations Wanted—Announcers

Hot 100 new sound. 3rd endorsed, draft deferred. Good commercial delivery and production ability. Experienced. Box C-93, BROADCASTING.

DJ, experienced, 1st phone, prefer top 40 or MOR within 250 miles of New York. Available immediately. Box D-14, BROADCASTING.

Attention northeast—college graduate, 23 years old, draft exempt, seeking start. Excellent speech, easy sound dj, authoritative news, 3rd endorsed, broadcasting school grad. Tape available. Start immediately. Box D-70, BROADCASTING.

Professional adult announcer seeks home. Mature voice. 5 years experience, some TV. Inventive, clean production. Family. East only. Box D-74, BROADCASTING.

Announcer—first phone with five years experience seeks contemporary or "young sound" MOR. Offers tight show with bright sound plus creative production. Draft exempt. Married. Minimum salary $160/wk in medium to metro only. Contact Box D-92, BROADCASTING.

Newsman or announcer (ND, PD also) for contemporary MOR. Mature, dependable, 7 years medium-major market experience, 3rd endorsed. Prefer west coast or overseas, will consider any area. Box D-104, BROADCASTING.

Quality staff neophyte. Qualitative news, interpretative commercials. Exemplary MOR adept jazz. 3rd phone endorsed. 2 yrs AFRS. Box D-106, BROADCASTING.

Magic? How to win sponsors and influence audiences? It's easier with 15 years varied experience. MOR, topical wit, telephone. Desire bigger market. Call 516-368-0238 or write Box D-108, BROADCASTING.

Third phone with four years of experience in C&W music. Prefer C&W, Box D-112, BROADCASTING.

Negro beginner, broadcasting graduate. Will relocate anywhere. Veteran. Box D-132, BROADCASTING.

Experienced Negro dj, available now. Universal sound. Call 201-947-3173. Box D-137, BROADCASTING.

First phone dj, combo, Everything secondary to opportunity. Interested in cameraman position Will stick with it. Very dependable—no experience. Box D-138, BROADCASTING.

Versatile announcer (MOR, R&R, authoritative, newscaster, interviewer, baseball play by play) experienced. Personable. Not a floater or prima donna. Also desire some sales. Box D-139, BROADCASTING.

Good voice announcer-dj. Authoritative newscaster. Will relocate. Box D-141, BROADCASTING.

Happy dj-announcer, experienced, adult sound, tight board, authoritative newscaster, 3rd endorsed, married. Interested some sales, Box D-142. BROADCASTING.

Smiling disc jockey, current and oldies, tight board, experienced, mature, Sports play by play, solid news. Third endorsed. Box D-143, BROADCASTING.

Professional top 40 disc-jockey personality . . . experienced, 3rd class, looking for larger market, better pay, married, late 20's, draft free, employed now. Box D-144, BROADCASTING.

DJ—tight board. Ambitious young family man, draft exempt, 1st class ticket, 2½ years experience, excellent references, DJ and newscaster, can do production, prefers top 40 or MOR. Looking for permanent position in Florida with advancement. Write Box D-145, BROADCASTING.

About two years experience, some college, third phone. Box D-146, BROADCASTING.

Deejay—newsman. Experienced, 3rd endorsed, tight board, Dependable, creative, versatile, Sales welcomed. Box D-147, BROADCASTING.

Experienced versatile announcer. Rock, MOR, news, production. Four years experience. Number two college station. Now working million market. Married, draft deferred. Permanent position wanted. Box D-148, BROADCASTING.

Announcer—small or medium market. MOR—broadcast school grad—3rd phone—22—draft exempt—prefer New York state or southern New England—personal interview desired, within reasonable distance. Call 203-526-2350 or write Box D-149, BROADCASTING.

DJ, dependable, tight board, third endorsed. Relocate, excellent community man. Box D-150, BROADCASTING.

Situations Wanted—Announcers

Continued

Announcer-newscaster-salesman. Experienced, dependable. Runs tight board, aggressive, versatile. Third endorsed. Box D-155, BROADCASTING.

If your station is run by anxiety-free people, who are calm, have unspoken self-assurance, who don't have to yell to make themselves heard or resort to gimmicks to gain attention, off the air or on, are adult . . . then this professional announcer of similar demeanor would like to talk with you about a permanent, family raising-type job. Box D-156, BROADCASTING.

Country music man. Announcing, sales. Tape, area code 816-WE 1-5698 ext. 222.

Give me a break, announcing, selling or both. North Jersey, cause I know area. 3rd endorsed. Al Bersky, 26 Huron Ave., Clifton, New Jersey.

Single, 21, draft exempt, experience in announcing, news and sports. Seeking college city. Bob Olson, P.O. Box 185, Katy, Texas.

First phone, not experienced, night dj, something to say, upper midwest, Box 44, Chisholm, Minn.

Career Academy graduate, young, good voice. Looking for first job and willing to work hard to get it. Will relocate east of Mississippi. Jeff Nichols, 94 Hill Street, Rockaway, N.J. 201-627-1128.

Career wanted—not job! Solid background in sales, production, copy, news, announcing! 21, single, draft-exempt, witty, mature, 3rd endorsed. Only personality stations need reply. Let your mind go free, contact Don Brady, 2255-A, Hempstead Drive, Kettering, Ohio, 45440—1-513-434-2658.

Technical

Reliable, 1st phone, audio engineer desires return to northwest. Married, family. Competent engineer. 4 years experience. Excellent references. Capable maintenance of automation systems. Desire assistant chief or similar position with news or production shift. Box D-125, BROADCASTING.

Experienced: construction, installation, maintenance, directionals—have car, tools & license. Box D-135, BROADCASTING.

Chief engineer, many years experience, looking for a good permanent position. No announcing. Box D-151, BROADCASTING.

Engineer, 1st phone, 13 years, AM FM, TV, RF and audio. Commercial production recording. If it's technical in broadcasting I've done it. Willing to relocate for right situation. Charles Simpson, 73 Knollwood Circle, Waterbury, Connecticut 06704, phone 203-757-0619.

NEWS

Dynamic, authoritative newsman. Currently employed at major market contemporary station. Experienced professional. First-phone. Major markets only. Box C-293, BROADCASTING.

North Carolina—Snare an Army information officer fresh off the plane from Vietnam in May. He has eight years commercial and military experience writing, editing, interviewing and announcing. He's single, 24, holds a 3rd endorsed and hungry for new challenges. Box D-94, BROADCASTING.

Very strong, authoritative news voice. Broadcast school graduate, 24, third endorsed. Desires first job, as staff newscaster. United States, Canada. Tape, resume available. Arne Heinricy, 612 South Jay, Tacoma, Washington 98405. All replies answered.

First phone, authoritative news voice, on air experience, radio-TV. Excellent gatherer and writer, board experinece, college, family man, military completed. California, Arizona. 213-830-5939, Call now!

Production—Programing, Others

Knowledgeable, well-seasoned pro. Program director—air performer . . . top 40-MOR programing specialist. Wide and varied, grass-roots-up background. Over 10 years experience-all phases with indie and group operations. Proven track record. Number one ratings. Youthful, but mature. Finely attuned to today's market. Box C-253, BROADCASTING.

Enthusiastic producer-director desires challenging production responsibilities with progressive station. M.S. degree. 5½ years experience in commercial and educational television. Age 27. Available immediately. Box D-130, BROADCASTING.

Production—Programing, Others

Continued

Friendly forty fellow, first fone, for firm foundation. Powerful production personality plus professional promotion potpourri. Jon Jonson 512-444-3910.

TELEVISION—Help Wanted

Management

General manager for established network VHF station in 2-station market who has a strong TV sales background, a record of TV sales accomplishment, experience in all phases of TV operation and is a tough, detail minded, common sense administrator. This is a fine opportunity with excellent salary in an attractive market for a real pro. Box D-126, BROADCASTING.

Sales

Salesman wanted for west coast major market. Need young (under 35), aggressive local salesman with 2 or more years day to day selling experience and production oriented. Applicant must be from western area, available for personal interview. Excellent opportunity to move up in experience and income. Send confidential replies including employment record and photo to Box D-7, BROADCASTING.

If you are professional, experienced local TV salesman, this could be your opportunity to move up. Top station in top market. Top group opportunities. Send detailed resume, billing history, and photo to Box D-8, BROADCASTING.

Local sales manager—group-owned VHF in large midwestern market seeking candidates for top-level sales position. Qualifications include experience in sales supervision and successful individual production. You will lead a young, aggressive team in a competitive and opportunity-filled situation. Send resume to Box D-118, BROADCASTING.

NBC affiliate, group operation in Kentucky's second market, has a sales opening for energetic self starter. Broadcast sales experience is required; TV sales experience desirable. Call R. B. Davidson, Local Sales Manager, WLEX-TV, Lexington, Kentucky. 606-255-4404.

Announcers

Personable announcer with mature voice for Texas VHF. No tapes please. Box D-158, BROADCASTING.

Technical

Well-qualified engineer trainee with first phone for Texas VHF. Box D-157, BROADCASTING.

Maintenance chief for Texas station. Must have superior technical qualifications. Box D-164, BROADCASTING.

Engineer, best technical qualifications, reliable character. Texas VHF. Box D-165, BROADCASTING.

Opening for 1st class studio engineer, color experience desirable, but will consider aggressive learner. Call or write Arthur Bone, WJRT-TV, P.O. Box 12, Flint, Mich., AC. 313-239-6611.

TV technician for permanent position. Experienced in video tape, film and live color, and/or transmitter. Will pay right man $199.50 per week to start. Excellent fringe benefits and retirement. Three weeks vacation after one year. Send resume to Chief Engineer, WKRC-TV, 1906 Highland Avenue, Cincinnati, Ohio 45219.

Transmitter engineer for modern, color equipped, two station ETV operation. Must be strong in both operations and maintenance of VHF and UHF equipment. Opportunity for advancement. Top salary and fringe benefits. Apply Chief Engineer, WMVS/WMVT, 1015 North 6th Street, Milwaukee, Wisconsin 53203.

Openings for TV technicians with 1st phone —southern New England station. Write Chief Engineer, WNHC-AM-FM-TV, New Haven, Conn. 06510.

Maintenance technician—to work on VTR's, film and live cameras. Installing color equipment. Experience desired. First class license required. Top ETV station. Send resume with salary requirements to Chief Engineer, WTTW Channel 11, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

TELEVISION—Help Wanted

NEWS

Radio-TV newsman for 7-man staff at Intermountain vacationland operation. College grad, who can write, report and air news and sports. Send tape, resume and photo to Box D-40, BROADCASTING.

Newsman: Large midwest radio and TV combo seeking a beat reporter with some on-air experience. Must be familiar with camera. Salary open. Box D-41, BROADCASTING.

Midwest group owner expanding staff, needs experienced reporter-newscaster. Will teach television to good radio newsman, pay more for TV experience. Journalism education preferred. Resume, photo, tape and salary requirements to Box D-83, BROADCASTING.

CBS-TV affiliate needs all-round newsman to cover, film and report local news. Excellent opportunity for mature, creative and hard-working applicant to develop on the air. Send resume to: WLYH-TV, Lebanon Pennsylvania.

Needed—topflight experienced newsfilm cameramen. One for national TV news bureau, another for metropolitan station. Submit resume, samples for work to: Bernard J. Shusman, Manager of News, General Electric Broadcasting Company, Inc., 1400 Balltown Road, Schenectady, New York.

Production—Programing, Others

TV sports director, for medium market Pennsylvania group station. Daily sports casts, plus play by play and production of a variety of sports events. Send resume, picture and salary requirements. Immediate opening. Box C-343, BROADCASTING.

Group owned station in midwest looking for sharp TV director. Experience not as important as ideas and ability. Send photo, resume and salary requirements to Box D-84, BROADCASTING.

TV producer-director . . . top ten market . . . heavy news background . . . 5 years experience . . . music and film background an asset. Write Box D-153, BROADCASTING.

Director with technical aptitude and creativity for VHF in Texas resort city. Box C-159, BROADCASTING.

TELEVISION—Situations Wanted

Management

Television station manager with exceptional station management, programing and sales experience. Impressive resume and references. Box D-44, BROADCASTING.

Sales

Successful, professional TV salesman/salesmanager, interested in greater earnings. Best credentials. Statistics upon request. Box D-21, BROADCASTING.

Sales manager available. Ten years national and local TV sales experience. Presently employed. Seek change. Box D-128, BROADCASTING.

Announcers

Quality in-depth weathercaster-announcer. Personable. Flawless background, excellent appearance and voice. 12 years professional, early 30's. Present position over 8 years. Box D-32, BROADCASTING.

TV weatherman—number one in 200,000 market, seeking position in larger market. Also good booth and commercials. Box D-136, BROADCASTING.

Female radio personality wants to switch to TV. Photogenic, lively, versatile. Exp'd news, commercials, dj, interviews. Very good voice. Box D-161, BROADCASTING.

TELEVISION—Situations Wanted

Technical

Engineer 1st phone, 15 years experience in all phases of radio and television broadcasting. Box D-85, BROADCASTING.

Chief engineer experienced all phases TV broadcasting seeking more challenging position. Box D-89, BROADCASTING.

TELEVISION—Situations Wanted

NEWS

News—editorial specialist seeks spot requiring friendly, imaginative presentation and well-read, knowledgeable personality. Exceptional writer, anchorman, net-feeder. Degree, award-winner, all-media veteran. Experienced research, intelligent, competent and reliable. Box D-56, BROADCASTING.

News director. 14 years experience. Thrives on competition. Enterprising. Excellent references. Medium to large market. Box D-109, BROADCASTING.

Production—Programing, Others

Television program manager desires association with medium market VHF or UHF. Fifteen years of successful programing, production and film-buying experience. Box D-45, BROADCASTING.

Artist with lite experience seeks opportunity to gain more experience. Box D-73, BROADCASTING.

January college graduate. Draft exempt. Seeking position to break into TV production. Box D-115, BROADCASTING.

Director with 7 years experience seeks position with progressive organization, producer-director position desired. Capable, conscientious, versatile, creative, ambitious with strong production background. Box D-122, BROADCASTING.

TV hostess for fast-moving, high-paying market. Extensive news experience. Box D-127, BROADCASTING.

18 years KSTP-TV, 12 years senior producer/director. Dick Larson, 8500 Clinton So., Minneapolis, Minn., phone 612-881-9121.

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.

4-channel mixer (Gates Consolette or similar) and 2 Magnecord PT-6 tape recorders. Hogan-Rose & Co., Att: JMR, 105 W 5th Ave., Knoxville, Tennessee 37917.

Low priced 1 or 5 kw AM transmitter. Ready cash. Box D-169, BROADCASTING.

330 foot guyed tower on the ground. Radio Columbus, Inc. Box 707, Columbus, Mississippi 39701. Telephone: 601-328-5040.

FOR SALE

Equipment

Coaxial-cable—heliax, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock —surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Console Gates, SA-50, dual channel, nine mixing positions, available mid-April. WRFC. Radio, Athens, Georgia.

Spotmaster, Scully, Crown, Amega, Audimax, Volumax, Langevin, Russco, QRK. Trade/finance/lease. Audiovox, Box 7067-55, Miami, Florida 33155.

Increase your FM power. Westinghouse 10 kw amplifier plus spare tubes and parts. This equipment just removed from service. Best offer. Box D-80, BROADCASTING.

Scotch audio recording tape, lowest prices, Tape Center, P.O. Box 4305, Washington, D.C. 20012.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio, replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write VIF International, P.O. Box 1555, Mtn. View, Calif. 94040.

Houston-Fearless used 16mm motion picture b&w Labmaster, LM-16, by owner. Stainless steel liners. Joe Kelley Film Productions. 4806 Ave. C., Corpus Christi, Texas.

FOR SALE—Equipment

Continued

RCA color camera, Viewfinder, support racks, less sync. gen. & Encoder—$5,300.00, last one left. Like new COHU color Sync Gen #2472-523—$1,650.00 Ampex/Motorola color monitor like new—$350.00. C. Harder, 111 W. Stanley St., Tampa, Fla. 33603.

Ampes PR-10-2 stereo recorder, good condition. $450.00 plus shipping. A superior type EM voltage regulator. Input: 195-255V. Output 230 V. 3-phase, maximum current 38 amps. Maximum KVA 15. $350.00 plus shipping. WFIN, Findlay, Ohio. 419-422-4545.

Gates Model BCA250—M4454, Broadcast auxiliary transmitter. About 500 hours use. Crystals for 1240 KC & 1420 KC. Instruction book and spare parts. $500.00 KTOE, Mankato, Minn.

Gates dual channel stereophonic or monophonic top level amplifier, fully transistorized. Used less than 10 hours. Cost $575.00; will sell for $350.00. Frank Carman, KLUB, Salt Lake City.

300-ft. radio/TV tower. Ideco heavy duty self-supporting tower built for military use. Priced reasonable. All State Salvage, 1354 Jackson St., St. Paul, Minn.

Fully insulated 238 ft self-supporting tower. Republic steel (TRUSCON) heavy-duty model H-30 with 300mm beacon. Dismantled. $15,000.00. WWLA, LaCrosse, Wis. 54601. Telephone (608) 784-7373.

Video tape recorders slightly used helical scan all makes—contact "King" 201-687-8810, Box 278, Union, New Jersey 07083.

Ampex 600. Used very little, absolutely like new. $150, f.o.b. Box D-154, BROADCASTING.

Ampex 351C, 400, 300C, MX35, best offer, Chapekis, 1782 Ura Lane, Denver, Colo.

MISCELLANEOUS

Deejays! 6000 classified gag lines, $5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Ex-rock jock has giant collection of rock classics for sale. Write for complete list. Box D-111, BROADCASTING.

Finally! A series of custom-recorded comedy deejay promos, intros, drop-ins that everyone can afford. Build ratings with your own exclusive "Zany Zingers." Funniest voice ever. Free details, Box D-131, BROADCASTING.

Drop ins—tape of 100 produced funny commercials, one liners, etc . . . only $10.00. Hilarious! Audition on request. Funnies, 5118 Danny Boy Circle, Orlando, Florida.

For sale: country records. About 800—45's, 140 LPs. 95% country old, new and in between. Best offer. Mrs. Harris, 1524 Vista Ave., Boise, Idaho.

Announcer tapes your copy inexpensively. Free demonstration. Radio Recording Productions, Box 13, Edgemont, Pennsylvania 19028.

Original-freshly written-radio material. Free sample—Box 31244-Diamond Heights, P. O. San Francisco, California 94131.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

INSTRUCTIONS

Continued

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for April 10-June 26. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

Are you tired of low pay and bad weather? Come to sunny Sarasota and train for your First Class Radio Telephone License in only (5) weeks. Total tuition $350.00. Job placement free. Rooms & apartments $10-$15 per week. Classes begin April 15, May 20, June 24. 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 April 15, May 28, June 24. 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.

Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lemay Ferry, St. Louis 63125. 314-892-1155.

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.

We train broadcasters . . . . The Don Martin School (America's foremost School of Broadcasting, Established in 1937) offers training in FCC 1st Class License preparation. Radio & TV Announcing covering News, Sports, Commercials, Narrative & Descriptive reading and Languages. Radio Production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & commercial writing and producing. Sales & Station Management. Television Production including Camera Operation. Floor Management. Production & Tech Directing, 16mm filming, Video taping. Audio, Lighting, and Makeup. All Courses are approved for veteran training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lessons at home followed by one week personal instruction in Detroit, Boston, Minneapolis, Washington, Atlanta, Denver, Seattle or Los Angeles. Sixteen years FCC license teaching experience. 95% passing. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach Calif. 90266. Phone 379-4461.

Help Wanted

Lawyer Wanted

Small, growing communications law firm needs associate. Experience in communications law desirable but not essential. Send resume and salary requirements to:

Box D-101, Broadcasting.

RADIO—Help Wanted

Management

GROUP OWNER

Has radio station manager's position available in large midwestern market for individual who is thoroughly versed in all phases of radio station operation. Applicant must be able to motivate his department heads, especially sales and programing. Compensation based on salary plus percentage of profits.

Reply to Box C-313, BROADCASTING.

Sales

FUTURE REP BRANCH MANAGERS

Our regional rep offices are growing and we're ready to open more of them as soon as we can train qualified men. Our personnel needs have tripled in the last few years. Loads of opportunity for good hard workers who know their business. Excellent fringe benefits.

Write: Len Auerbach, President

REGIONAL REPS CORP.

1220 Huron Road
Cleveland, Ohio 44115

NEWS

Radio Newsman
KFBK, Sacramento

50,000 watt CBS affiliate. Immediate opening for experienced newsman who can gather, write, edit and voice. Permanent position, excellent employee benefits. Personal interview at own expense necessary. Apply in person or submit resume and audition to:

Personnel Department
McClatchy Broadcasting
21st & Q
Sacramento, California

Situations Wanted—Technical

ATTENTION GROUP OWNERS

Did you come away from the NAB impressed with new equipment that would enhance sound & profit but without a group Engineering Director to complete your organizational chart & solve your problems in this important area? I CAN.

Box D-116, Broadcasting.

Situations Wanted

Production—Programing, Others

SPORTS EXCLUSIVE

Top Broadcaster offers exclusive capsule "on the spot" golf reports plus interviews with golf stars directly from Byron Nelson Open—Dallas, April 25-28; Colonial National Invitation, Ft. Worth, May 16-19, and/or Dallas LPGA Civitan, May 23-26. Reports available for single tournament or package of 3. **Only one station each market.** Cost based on local rate card.

Contact: Hal Tunis, Phone (214) 526-8666, Dallas, Texas.

TELEVISION—Help Wanted

Management

TELEVISION

Station owner is looking for young energetic TV sales manager or station manager who is capable and anxious to manage VHF station in northern 3 station market. Person selected must be self-motivated with ability to work with minimum of supervision. Successful applicant will receive salary and participation in profits of station.

Reply to Box C-312, BROADCASTING.

TELEVISION—Help Wanted

Technical

BROADCAST FIELD ENGINEERS RCA

If you have experience in the maintenance of UHF or VHF transmitters, television tape or color studio equipment we can offer you a career opportunity as a field engineer. Relocation unnecessary if you are now conveniently located near good air transportation service.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. J. V. Maguire, RCA Service Company, CHIC, Bldg. 225 Cherry Hill. Camden, N. J. 08101. We are an equal opportunity employer.

RCA

TELEVISION—Help Wanted

Technical—(Cont'd)

ASS'T DEVELOPMENT ENGINEER

Will perform specific professional engineering tasks in the fields of television, sound and other communications media. The field of work encompasses electronic systems design and writing of specifications. Should have min. six yrs. exper., with T.V. distribution systems and studio type facilities. Send resume to:

University of California
Employment Office
A-328 Administration Bldg.
405 Hilgard Avenue
Los Angeles, Calif. 90024

CHIEF ENGINEER

Wanted for the newest, most powerful television station in the New York TV market. July 1, 1968 air date.
A solid, aggressive and growing organization interested in interviewing only the most qualified applicants. Please send resume and salary requirements to

Box D-134, Broadcasting.

TELEVISION—Situations Wanted

Management

WE RECRUIT EXECUTIVES

AND OTHER IMPORTANT TV/RADIO PERSONNEL

Call 312-337-5318
For Search Charges.

Nationwide Broadcast Personnel Consultants

645 NORTH MICHIGAN AVENUE
CHICAGO 60611

We've Made the Offer More Attractive

A couple of issues back we ran an ad to let the rest of the world know that we wanted to hire engineers. In that ad we said that we wanted men who are now in television; men who liked broadcasting, had pride in their work and wanted a chance to show how good they were. This is the kind of man we still want—if it sounds like you, I can offer you a job in one of the best equipped and fastest growing stations in the country. Here's the offer I can make:

The benefits of a well run union shop with a now top pay of $240 per week.
A chance to do a job—and do it well—with equipment like PC-70, TK-60, and VR-2000.
A chance to work on shows that have meaning and value. Shows that will demand your best and will demand it constantly.

If you're interested in moving to a large metropolitan VHF where people like to do television and are proud of what they're doing, then call me or write to me today.

Larry Messenger, Technical Manager WHYY-TV
Philadelphia, Pa. 215-EV 2-9300

(*Continued from page* 106)

AM-FM Toledo, Ohio. Consideration $549,-506.01. Ann. April 1.

KTTN Trenton, Mo.—Seeks assignment of license from Clarence E. Breazeal to Marvin E. Luehrs, Harold J. Fleck and E. G. Wenrick, d/b as Luehrs Broadcasting Co. for $130,000. Principals: Clarence E. Breazeal, et al. Principals of Luehrs Broadcasting Co.: Marvin E. Luehrs (50%), Harold J. Fleck (16.6%) and E. G. Wenrick (33.3%). Mr. Luehrs is general manager and former 23% owner of WJIL Jacksonville, Ill. Mr. Fleck is District Court Judge, Newton, Iowa and 2% stockholder of KBOE Oskaloosa, Iowa. Mr. Wenrick is president and 28% stockholder of KBOE, vice president and 30% stockholder of KTTT Columbus, Neb. and president and 38.6% stockholder of WJIL. Ann. April 1.

KNBQ Bethany, Okla.—Seeks transfer of control from Edwin P. Nall (100% before, none after) to Gary Lewis Acker (none before, 100% after). Principal: Gary Lewis Acker, sole owner. Mr. Acker has no other business interests indicated. Consideration: $20,000. Ann. April 1.

KPTV Portland, Ore., **WTCN-TV** Minneapolis, and **KCOP** Los Angeles—Seeks transfer of control from Baldwin-Montrose Chemical Co. to Chris-Craft Industries for merger of Baldwin-Montrose with and into Chris-Craft Industries. Merger is reorganization not involving substantial change of beneficial ownership of Chris-Craft. Baldwin-Montrose acquired de facto control of Chris-Craft in December 1967 and now owns 34% of outstanding voting stock. Ann. April 1.

WUNA Aguadilla, P.R.—Seeks transfer of control from W. M. Carpenter, William de la Cruz, Antonio de la Cruz, San Juan Broadcasting Corp. and Hector Reichard Jr. (100% before, none after) to Lucas Tomas and Ramades Muniz (non before, 100% after). Principals: Lucas Tomas Muniz and Dr. Ramades Muniz (each 50%). Dr. Muniz is owner of clinic, and M.D. Consideration: $172,000. Ann. March 29.

WFLI Lookout Mountain, Tenn.—Seeks transfer of control from Cyril G. Brennan, deceased (25% before, none after) to William E. Benns Jr. (10% before, 42% after). Principals: Frances U. Brennan (18%). Iralee W. Benns (35%), William E. Benns Jr. (42%) et al. Mr. Benns is 45% owner of WBAM Montgomery whose transfer of stock interest is presently pending FCC approval; 25% owner of WVOK Birmingham, Ala.; 45% owner of WSLA-TV Selma, Ala. and 10% owner of WFLI Lookout Mountain, Tenn. Ann. March 29.

KAND Corsicana, Tex.—Seeks assignment of license from Alto Inc. to KAN-D Land Inc. for $300,000. Principals of Alto Inc.: R. E. Glasgow, president, 98.2%. Mr. Glasgow is 100% owner of WACO Waco, Tex. Principals of KAN-D Land Inc.: R. C. Parker, president (100%) et. al. Mr. Parker has 33.3% interest in real estate firm. Ann. April 1.

KMAP Dallas—Seeks assignment of license from Dawson Communications Inc. to Commerce Broadcasting Corp. to place license with 100% subsidiary company. Officers and directors remain same and no consideration is involved. Applicant also has request pending to change call letters from KMAP to KXXX. Ann. March 28.

ACTIONS

KXIV Phoenix, Ariz.—Broadcast Bureau granted assignment of license from Camelback Broadcasting Inc. to KXIV Inc. to dissolve subsidiary. Camelback Broadcasting Inc., and transfer all assets to parent corporation. No change in ownership involved. Consideration: none. Action March 29.

KHFH Sierra Vista, Ariz.—Broadcast Bureau granted transfer of control from **John E. Hickman** (50% before, none after) to **Huachuca Broadcasting Co.** Principal: Kenneth W. Ferguson (50% before, 100% after). vision Relay which has pending application for microwave system which will provide TV signals to CATV in Sierra Vista. Consideration $25,000. Action March 29.

KROY Sacramento, Calif.—Broadcast Bureau granted transfer of control from **Lincoln and Sylvia Dellar** to **Sacramento Broadcasters Inc.** Principals: Atlantic States Industries (100%). Ralph C. Guild, president, George R. Fritzinger, executive vice president et al. Mr. Guild is president of WRYT Boston, WTSA Brattleboro, Vt., WLOB-AM-FM Portland, Me, (see below). WNVY Pensacola, Fla., pending acquisition of KMAK Fresno, Calif., and sales manager of McGavren-Guild-PGW Radio Inc., station brokers. Mr. Fritzinger is minority owner of WRYT. WLOB-AM-FM, WTSA and WNVY. Consideration $1,325,000. Action March 27.

KFLG Walsenburg, Colo.—Broadcast Bureau granted assignment of license from **Floyd Jeter** to **Robert Kelley Toombs**. Consideration $45,000. Mr. Toombs has no other broadcast interests. Action March 29.

KVNI Coeur d'Alene, Idaho—Broadcast Bureau granted transfer of control of licensee corporation from **Rex Koury** (66.33%), **Howard F. Flynn** (33.0%), and wives (.34% and .33% respectively to **Duane B. Hagadone** (50%) and **Scripps League Newspapers Inc.** (50%), d/b as **Lake City Printing Co.** (*The Kootenai County Leader*). Consideration $45,000. Mr. Hagodone has extensive newspaper interests in the west; Scripps League (Edward W. Scripps 52%) is holding company for firms publishing newspapers. Scripps League owned at various times, radio and TV interests. Ann. Oct. 22.

WFMT(FM) Chicago—Broadcast Bureau granted assignment of license from **Gale Broadcasting Co.** to **WGN Continental FM Co.** for $810,000. Principals of WGN Continental FM Co.: WGN Continental FM Co. is 100% owned by WGN Continental Broadcasting Co., wholly-owned subsidiary of Tribune Co., and licensee of WGN-AM-TV Chicago, KDAL-AM-TV Duluth, Minn., KWGN Denver and CATV system in Houghton-Hancock, Mich. Tribune Co. publishes Chicago *Tribune* and through subsidiaries owns WPIX-FM-TV New York and WICC Bridgeport, Conn. Bernard Jacobs, sole owner of Gale Broadcasting will be retained as consultant. Action March 27.

WKIC-AM-FM Hazard, Ky.—Broadcast Bureau granted transfer of control from **Fred B. Bullard, Mrs. Ruby D. Cisco** and **W. E. Faulkner** to **Ernest Sparkman, William B. Sturgill** and **W. G. Coal Sales Inc.** Principals: L. D. Gorman and Elmer Whitaker each own 50% of W. G. Coal Sales Inc., corporate transferee. Mr. Whitaker's main interests are in coal corporations. Mr. Gorman is in banking, coal and insurance. Mr. Sparkman is vice president and general manager of WKIC-AM-FM. Mr. Sturgill is also in coal concerns. Transferees have application pending for new TV in Hazard. Consideration $214,200. Action March 29.

WMAR-TV Baltimore—Broadcast Bureau granted transfer of control from **A. S. Abell Co.** to same in voting trust agreement. Principals: Gary Black, chairman of board, William F. Schmick Jr., president et al. Consideration: none. Action March 29.

WAAB-AM-FM Worcester, Mass.—FCC granted assignment of license from **Waterman Broadcasting Corp.** to **WAAB Inc.** for $650,000. Principals: Atlantic Recording Corp. (100%), Ahmet Ertegun, secretary and treasurer, Nesuhi Ertegun, president and Gerald Wexler, vice president. All three principals are officers, directors and/or stockholders of Atlantic Recording Corp., Atlantic Record Sales Inc., Cotillion Music Inc., Walden Music Inc., Clarion Records Inc., Web IV Music Inc., Pronto Music Inc. and Talentmasters Recording Studios Inc., all New York firms. Assignor (Waterman, Bernard E. Waterman, president) is parent company of KTSA San Antonio, Tex. and applicant for new FM there. Action March 27. In separate action on March 29, FCC denied petition by WORC Worcester, Mass. to stay order approving sale of WAAB.

WTVB, WANG(FM) Coldwater, Mich.—Broadcast Bureau granted assignment of license from **Twin Valley Broadcasters Inc.** to **Zarc Inc.** for $290,000. Principals: Harold W. Shepard, president and treasurer and Harry Wilber, vice president and secretary, (each 50%). Mr. Shepard is senior vice president and 4% owner of Edward H. Weiss and Co., New York, an advertising agency. Mr. Wilber is vice president of Bernard Howard Inc., broadcasting representatives. Action March 29.

KMSP-TV Minneapolis—Broadcast Bureau granted transfer of control from **Twentieth Century-Fox Television Inc.** to **Twentieth Century-Fox Film Corp.** No change of ownership or monetary consideration is involved. Action March 29.

WMIN-AM-FM Minneapolis-St. Paul and **WMIL-AM-FM Milwaukee**—Broadcast Bureau granted assignment of license from **WMIN Inc.** to **Cream City Broadcasting Inc.** for $935,000. Principals: Milton Maltz and Robert G. Wright. Messrs Maltz and Wright own WNYR-AM-FM Rochester, N. Y.; WBRB-AM-FM Mt. Clemens and WTAK Garden City (Detroit area) both Michigan, and WTIF-AM-FM Tiffin, Ohio (BROADCASTING, Dec. 11, 1967). Action March 29.

KRSI-AM-FM St. Louis Park, Minn.—Broadcast Bureau granted voluntary transfer of control of **Areawide Communications** (parent corporation of licensee Radio Suburbia Inc.) from **James F. Bell Jr., Thomas R. Anderson** and **Bell Interests** to **Gamble-Skogmo Inc.** Principals: Thomas A. Anderson, chairman of the board, C. C. Raugust, president, et al. Gamble-Skogmo is primarily in retail and wholesale merchandising. Mr. Gamble is also director of bank. Mr. Raugust has no other business interests. (See WNAX Yankton, S. D.) In same action commission notified Areawide Communications, Inc. it has incurred apparent liability for $10,000 forfeiture for willfully or repeatedly failing to observe the provisions of Sec. 310(b) of the communications act by unauthorized transfer of control of stations. Action March 27. (BROADCASTING April 1).

KOLT Scottsbluff, Neb.—Broadcast Bureau granted transfer of control from **L. L. and Ruth K. Hilliard** (each 50% before, each 29.19 after) to include **Russell G., William K.** and **Leslie P. Hilliard** each 13.8%). Consideration: none. Principals of KOLT: L. L. and Ruth K. Hilliard, president and secretary-treasurer, respectively (each 50%). Action March 29.

WBIG, WBT-AM-FM and WBTV(TV) Charlotte, N. C.—Broadcast Bureau granted transfer of control from **Jefferson Life Insurance Co.** to **Jefferson-Pilot Corp.** in a stock exchange. Jefferson Standard Life Insurance becomes a subsidiary of Jefferson Pilot. Jefferson Standard Life Insurance and Jefferson-Pilot Corp. are publicly-held corporations. Action March 29.

WNAX Yankton, S. D.—Broadcast Bureau granted voluntary transfer of control from **Areawide Communications Inc.** to **Gamble-Skogmo Inc.** Principals: See KRSI-AM-FM St. Louis Park, Minn. Action March 27.

WLSN Elizabethton, Tenn.—Broadcast Bureau granted assignment of CP from **Lynn Mountain Broadcasting** to **Lynn Mountain Broadcasting Co., Inc.** for purpose of incorporation. No consideration or change in ownership involved. Principals: William E. Hale (38.75%), C. M. Taylor (45%) et al. Action March 28.

KWGO-FM Abernathy, Tex.—Broadcast Bureau granted assignment of CP from **Jimmie E. Poteet** to **Clyde R. Stephens** (77.5% before, 100% after) for $6,500. Principal: Clyde R. Stephens, sole owner. Action March 28.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through April 3. 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.

Duval County, Fla.—Continental CATV of Florida. subsidiary of Vikoa Inc. (CATV manufacturer & multiple owner); Empire Cablevision Inc.; Florida Publishing Co. and Sam Newey & Associates, both of Duval County, have each applied for a nonexclusive franchise to serve the unincorporated areas of the county.

Kansas City, Kan.—The Milaine Corp. owned by associates in the Inland Underground Facilities division of Beatrice Foods Co. of that city, has applied for a franchise.

Kiowa, Kan.—N. W. Translator TV Inc. of Alva, Kan. has applied for a 10-year franchise. Installation and monthly fees for the proposed six-channel system would be $15 and $7 respectively.

Lyons, Kan.—Bettervue Corp., owned by a group of Texas investors and represented by Dallas engineer John Beddall, has applied for a franchise.

Medicine Lodge, Kan.—Medicine Lodge CATV Inc., represented by Martin Rinke, has applied for a franchise.

Saco, Me.—Casco Cable TV Co. of Brunswick has applied for a franchise.

Paris, Ky. — American CATV Service, (multiple CATV owner) Kingsport, Tenn.; Enterprise Cable Service, Paris; Kentucky Cable TV Inc. (multiple CATV owner), Richmond; Arnold J Pack and Carl Mastin of Morehead and Paris, respectively; and Walter Powell Jr. of Barbourville, all Kentucky, have each applied for a franchise.

▪ **Caro, Mich.**—Thumb Video Corp., Caro, has been granted a franchise. Other applicants were Huron Cable TV Co., Port Huron, Mich. and Continental Transmission Corp. (multiple CATV owner), Denver.

Brunswick, Me.—Casco Cable TV Inc. has applied for a franchise.

▪ **Truth or Consequences, N. M.**—Western States Telephone Co. has been granted a 20-year franchise. City will receive 2% of the firm's biannual gross revenues. The system will carry Albuquerque, N. M. and El Paso stations.

Montclair, N. J.—Edward B. Loyd, owner of Loyd TV Service in Newark, has applied for a franchise.

Bath, N. Y.—Bath Television and Service Co. Inc. has been granted a 15-year nonexclusive franchise renewal.

▪ **Catlin, N. Y.**—Donald Benedict has been granted a franchise to serve the areas of Catlin Center and Beaver Valley.

▪ **Hamburg, N. Y.**—Hamburg Cablevision Inc. has been granted a franchise. Firm offers a 12-channel system.

Phoenicia, N. Y.—David A. Sheeley of Cottekill has applied for a franchise.

Troy, N. Y.—Northeastern Television Inc. has applied for a franchise.

▪ **Tarboro, N. C.** — Jefferson-Carolina Corp. (multiple CATV owner) has been granted a franchise.

▪ **Bluffton, Ohio**—Reynolds Cable Television Co. of Wapakoneta, has been granted a franchise. Installation charge will be $10 with a $5 monthly fee.

Cadiz, Ohio—Village TV has applied for a 10-year franchise.

Salem, Ohio—John L. Lipp of East Palestine and Lee Dixon of Quaker City CATV in Salem, have each applied for a franchise.

Lawton, Okla.—Lawton Cablevision Co., affiliate of KSWO-TV Lawton, has begun operations. Firm is presently offering eight channels with three more proposed.

▪ **Ellport, Pa.**—Armstrong Utilities Inc. has been granted a franchise. Borough will receive 5% of the firm's annual gross revenues.

▪ **Hunlock Twp., Pa.**—Shawnee Cable TV Co. has been granted a 10-year exclusive franchise. Installation and monthly fee will be $50 and $3.95, respectively.

Kane, Pa.—Kane Cablevision has applied for a franchise. The Aiello Brothers of Ridgeway, Pa., are previous applicants.

Scranton, Pa. — Northeastern Pennsylvania TV Cable Co. of Hazleton, Pa. has applied for a 25-year franchise. City would receive 3% of the firm's gross revenues. Previous applicants: Semit Cable TV Co., Total Television Cable Inc., Universal Television Cable Systems Inc. and Scranton Community Antenna Corp.

Oak Ridge, Tenn.—Vikoa Inc., Hoboken, N. J. (CATV manufacturer and multiple owner), has acquired the stock of Oak Ridge CATV Inc. for an undisclosed sum. The Oak Ridge system serves 1500 subscribers. Continental CATV Inc., Vikoa's wholly owned subsidiary, will control the management of the new acquisition.

Jacksboro, Tex.—CAS Manufacturing Co. of Irving, Tex. has been awarded a turnkey construction contract for system to be operated by Jacksboro Cable TV Co. System will use transistorized equipment exclusively.

Midland, Texas — Community Cablevision Co., Odessa, Texas, Tall City Cable Co. and TV Cable of Midland have each applied for a franchise.

Weslaco, Tex.—King Community TV Co. of Dallas (multiple CATV owner) has applied for a non-exclusive franchise.

Pearisburg, Va.—Clearview Cable TV Co. of Martinsville has applied for a franchise.

One of a rare breed: a lucid engineer

WEEK'S PROFILE

IN 1927, when U.S. regulation of the uses of the electromagnetic spectrum was undergoing its first major upheaval—the Federal Radio Act, which created the Federal Radio Commission, was being enacted—William H. Watkins was a 10-year-old in short pants whose interests in Washington, where he was growing up, lay elsewhere.

Forty years later, Mr. Watkins, now a husky six-footer, retains a youthful, apple-cheeked appearance; his face is frequently bathed in a serene smile. But the serenity masks the effects of a now-healed ulcer, cultivated while working on spectrum-management problems that now demand solution as spectrum management heads for another upheaval, one growing out of the rapidly increasing demands for radio service by an increasing number of users.

Mr. Watkins occupies one of the hotter spots in the spectrum-management business. For openers, he is the FCC's chief engineer, and has been since February; as such he is the man on whom the commission leans most heavily in making allocations judgments. He works closely with the staff of the task force appointed by President Johnson in August to take a long, hard look at the spectrum and at how it is being used and to recommend ways its management might be improved. And, finally, he frequently serves on U.S. delegations to international conferences concerned with resolving worldwide frequency-allocations problems.

Solid Experience ▪ In fact, Mr. Watkins, who joined the commission staff in 1946, comes to his new post with an international reputation in allocations matters. He was assistant chief of the commission's frequency-allocations division from 1954 to 1957 and its chief from 1959 to 1966, when he was named deputy chief engineer (he was engineering assistant to former Commissioner T. A. M. Craven from 1957 to 1959). And after some 15 to 20 trips abroad to attend meetings of the International Telecommunication Union (a kind of international equivalent of the FCC so far as frequency-allocations matters are concerned) and its member organizations, he was named in 1966 to a 10-member committee of experts charged with reworking the ITU charter on the basis of decisions reached and comments made at an ITU plenipotentiary conference a year earlier.

What does this background mean for the land-mobile user panting for more spectrum space—or for the broadcast-industry representative worried about losing frequencies now reserved for television? It means, principally, that no one knows better than he that theirs aren't the only spectrum-management problems that have to be faced. "We have to maintain a reasonable balance among the competing demands for the radio spectrum," he says. "Land mobile wants double the space it's got—but in the year 2000 that may not be enough if demand keeps growing and the population keeps exploding. But we have to think about other things—air-traffic control is one example. And if we're going to project the needs of one service 20 years into the future, we've got to do the same for all services—on the government side of the spectrum picture as well as the nongovernment side."

Like everybody else who has looked at the spectrum-management problem, he feels changes have to be made. "I don't see how things can continue as they are. You can't," he adds, using an image favored by many of those looking at the problem, "continue forever pouring new uses into the barrel—it will overflow."

But he does not believe the problem calls for radical solutions. The present system, "despite some problems," has served well, he says. "Everything hasn't gone to hell; there's a lot we can be proud of. Absent the unexpected and taking into account the very extensive use of the spectrum and the investment in it, the best frequency management is that which proceeds on an evolutionary rather than a revolutionary basis."

William Henry Watkins—chief engineer, FCC: b. Aug. 13, 1917, Gainesville, Tex.; BS, University of Maryland, 1940; U.S. Army, 1941-1946, discharged as lieutenant colonel, Signal Corps, now colonel, Air Force Reserve; joined FCC, 1946; LLB and LLM, George Washington University, 1949, 1950; m. Ruth G. Finch, of Washington, Feb. 9, 1946; children—Karen Elizabeth, 16, and Warren L., 14; member—Chevy Chase Baptist Church; Bolling Air Force Base Officers Club; hobbies—fishing, photography.

One example of the kind of radical proposal that doesn't impress him is that for transferring television to an all-wire system. "What about the costs and inconvenience of wire, of hooking into houses in sparsely populated areas?"

Then what is the solution? He doesn't know if there is a complete answer. But he feels that communications systems will have to be engineered with greater precision; and if greater use is to be made of the commission's computers in allocations work, more data on proposals and uses will have to be fed into them.

Clear Thinking ▪ Mr. Watkins's qualifications that impressed the commission when it began looking for a successor to Ralph Renton, who retired in January, apparently extend beyond his skills and experience in allocations matters. Several commissioners and others in the agency comment on what one of them refers to as his "lucidness." Engineering matters can be impenetrable to the nonengineer—even to the informed nonengineer.

In part this skill may be due to his training as a lawyer; he is one of that rare breed, a lawyer-engineer. He obtained LLB and LLM degrees at George Washington University, after attending night classes while working at the commission as an engineer.

There is another quality that commended him—a kind of quiet confidence that solutions can be found to seemingly intractable problems. Commissioners accustomed to staffers telling them a project they have in mind cannot be undertaken for one reason or another find this refreshing. "He seems to feel that if it's a good thing to do we ought to find some way of doing it," says one commissioner.

Occasionally, of course, his efforts at solutions don't always bear fruit. Like the time he proposed permitting categories of land-mobile radio users in California to occupy unused land-mobile frequencies that were not assigned to them. So many strings were attached to the use of the frequencies to protect the rights of the primary users that so-called secondary users showed no enthusiasm for investing in the equipment they would need.

Secretary of Transportation Alan Boyd recently proposed a modification of that proposal. But his plan, Mr. Watkins conceded, failed. He smiled serenely when he said it, but one could imagine that the frustrations involved were not unrelated to his ulcer.

The major media

THE emphasis at the National Association of Broadcasters convention last week was on the journalistic function of radio and television. If the broadcasters in attendance didn't get the message, it was this: They are the proprietors of news media first and entertainment media second, even though it is the entertainment function that creates the mass audience and generates the bulk of revenue.

It was broadcasting that delivered the actuality of a President announcing his stunning decision to retire and, in the days that followed, it was broadcasting that delivered the actualities of the sequential events. The broadcasters themselves became part of the story when the President flew to Chicago to appear before their convention.

The broadcast coverage of last week confirmed the remarkable ability of contemporary television and radio to go where the news is being made and deliver it live as it happens. It also confirmed the exceptional responsibility that broadcasters now bear.

This responsibility extends far beyond the technical capacity to be present at large events, as the broadcasters and their news crews were last week. It requires the broadcast news system to function every day, covering the less dramatic happenings with clarity and illuminating analysis.

The time has passed when broadcasters can take their news departments on the cheap.

Share and share alike

FROM an unexpected source has come the suggestion that broadcasters might tithe their way to some relief from the political-broadcasting law by offering special discounts for political advertising. The suggestion was advanced to the NAB convention by FCC Chairman Rosel Hyde, who always has indicated a belief that the government ought to stay out of the business affairs of broadcasting.

Mr. Hyde is not the first to suggest that broadcasters ought, in one way or another, to carry a disproportionate share of the costs of political campaigning. Other political figures have advanced many variations on the same theme. Some have gone so far as to call for a law requiring broadcasters to turn over large blocks of time for the private disposition of candidates and parties.

Unhappily, Mr. Hyde's proposal, though modest by comparison with some others, comes when the Congress is being asked to modify or suspend the equal-time law. It will be tempting for legislators who are themselves engaged in the expensive enterprise of running for re-election to try to exact a concession from broadcasters in exchange for a liberalization of the present law. Mr. Hyde may have given them just the kind of idea that will appeal to them.

Years ago Section 315, the political-broadcasting law, was amended to prohibit broadcasters from charging premium rates for political advertising. The practice of some broadcasters to make politicians pay more than commercial advertisers paid had been adopted from historic newspaper practice, and for the same reason. Media had learned the hard way that political accounts can create difficulties in collection. Newspapers, of course, are still free to charge as they please for political space.

To require broadcasters to give politicians better terms than they give commercial accounts would be to accord the politicians a favored status and to discriminate against all the private businesses and services that advertise on radio and television.

No one can dispute the seriousness of the problems that can be created by the escalating costs of modern political campaigning. But the solution cannot be assigned exclusively to broadcasters, while newspapers, other media, transportation services, button makers and all the other commercial enterprises that campaigners use are free to charge normal rates.

The failure rule

IF the FCC learned anything at the convention of the National Association of Broadcasters last week, it had to be that its proposed "duopoly" rule to preclude common ownership of different classes of stations in the same market is self-defeating.

The professed goal of the proposed rule is to foster competition by diversifying control of mass media. The actual result, if the rule is adopted, will be a deterrent to competition.

As the FCC itself ought to know, if it looks at all those annual financial reports it insists on stations submitting, there are many FM stations in this country that are kept on the air only because their companion AM's or TV's generate enough revenue to support the total enterprise. There are UHF's that never would have been put on the air or kept there if a steady source of funds had not been made available from associated AM's.

The FCC paints a utopian picture of an ultimate broadcast structure composed of groups owning as many as 21 different stations (seven each of AM, FM and TV) in as many different markets. But what the FCC overlooks is the unlikelihood that any group would wish to fill its quotas. Wholly decentralized operations would eliminate many of the economic efficiencies that the present system permits.

The FCC's primary mandate under the communications law that has been on the books more than 40 years is to provide for the larger and more effective use of the radio spectrum. Its proposed duopoly rules would achieve exactly the opposite effect.

The same Congress that the FCC obviously is hoping to appease on the concentration-of-control issue is now considering a "Failing Newspaper" bill that would provide anti-trust exemptions to competing newspapers that are forced by economic pressures to share a common plant and common noneditorial services.

If the FCC persists on the new course it has set, the Congress may well have to take up two new pieces of legislation: the "Failing FM Act" and the "Failing UHF Act."

Drawn for BROADCASTING by Sid Hix

"Gentle Ben's been sulking all morning . . . He wants a hat and shovel!"

This page is dedicated to the proposition that all television is not created equal.

KPRC Brand Television

HOUSTON, TEXAS—EDWARD PETRY & CO., NAT'L REPS

NOW there is a new number 1 station in Abilene-Sweetwater

CBS KTXS-TV abc

AMERICA'S MOST MODERN BROADCASTING FACILITIES-PLUS FULL POWER TO GIVE YOU GREATER COVERAGE!

THE SOUTHWEST'S FINEST BROADCAST STUDIOS...

West Texas' newest and finest television station . . . An entire new operations plant with over 22,000 square feet of studios, stages, taping facilities, art production, film processing, and remote color equipment.

ABILENE-SWEETWATER'S MOST POWERFUL STATION...

Now operating at full power, with 316,000 watts. Increasing our coverage pattern to over 122,000 TV homes . . . Serving the largest area of any station in the "Big Country."

THE FINEST PROGRAMMING FROM TWO NETWORKS...

Combining the top rated shows of CBS and ABC into a powerful program schedule that is not available anywhere else in the Southwest. Supplemented by live local color programming from new KTXS-TV studios.

TOTAL COLOR...

Offering full color . . . live, film, tape, slides and network. We have complete GE color equipment from antenna to transmitter, enabling us to give you the finest in color TV.

TALLEST TOWER...

Our tower height was 568 feet above ground and is now 1,080 feet, 3,550 feet above sea level, making KTXS-TV the tallest television tower in the "Big Country."

MEMBER OF THE WEST TEXAS TELEVISION NETWORK...

KLBK-TV LUBBOCK

KTXS-TV ABILENE-SWEETWATER

KWAB-TV BIG SPRING

KLBK-AM RADIO LUBBOCK

REPRESENTED BY HR TELEVISION

KLBK-FM RADIO LUBBOCK