

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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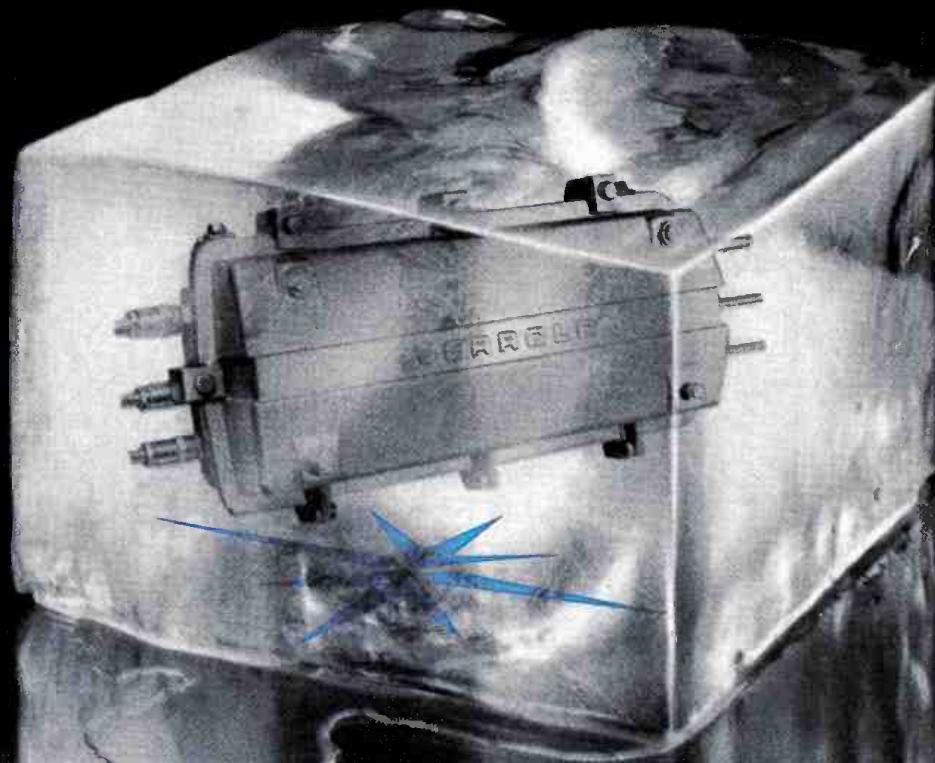
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 GUNMAN'S WALK • MISS SADIE THOMPSON • PHFFFF! • THE HARDER THEY FALL • 3:10 TO YUMA • THE LONG GRAY LINE
 AFFAIR IN THE WOOD • JOLSON SINGS AGAIN • THE FOUR POSTER • FIRE DOWN BELOW • KNOCK ON ANY DOOR • WE WERE
 STRANGER • GRAVE BULLS • MISS GRANT TAKES RICHMOND • TOKYO • SADDLE HORSES FOR ME • 711 OCEAN
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 VICTS • THE KIND • CALIFORNIA • DOWN TOWN • 2455 • NIGHT • CROOK • S HOP • THE • ROMAN • TOUGH • HER F • DER • BRIN • TERS • JUDGE • NEVADA • BRUS • HERO • WOMEN • FOR • WANTED • THE • ALLEG • DUCH • OF CA • CMBUS • STAGE • JENNI • OF A H • AND T • FAMILY • FIRST • CREEK • GOLD • AWK • WOOD • OF • HEAT • HOW • KIL • MOM • THE YOUNG • MY H • THE PH • OF THE OPERA • FAMILY • LOVE • TEM • THIS LOVE OF OUR • CON • WHEN • MORROW COMES • THE S • 100 • AND A GIR • MAN GODFREY • UP I • AMONG MRS. HOLLIDAY • LARCENY • HIS BUT • IT STARTED WITH EVE • BOWERY TO BROAD • RODE • THE RUN • AND • THE RAGE OF PARIS • THEIR LIVES • RIDE • COWBOY • THE WISTFUL W • FEUDIN' • FUSSIN' • NIGHTIN' • TWO TICKETS TO • MICHIGAN KID • GYPSY WILDCAT • SUDAN • NIGHT WITH YOU • SPIRIT OF CULVER • SATURDAY • JAM • PARIS MO • IN THE DARK • FORT TI • DR • KILLER THAT ST • NEW YORK • HE'S A COCKEYED V • BLER • PICKUP • IN • UPRISING • STRANGE FASCIN • LON • PRISONERS • CASBAH • CHARGE OF THE LANC • ROAD • THE I • OF THE MIAMI STORY • THE SARAC • PIRATES OF • MEANS UNCENSORED • S • TURE WITH THE • BATTLE STATIO • WEDDING • HUR • THE SON OF • SNOW • LAST TRAVEL FROM BOMB • ALL A • DO IT AGAIN • THE • FINGERS OF • YOU • HELL BELOW • PUSHOVER • ING • THE BLACK KNIGHT • A PRIZE OF • FOR THE SHOW • TIGHT SPOT • MY SIS • AWAY FROM IT • THE STRANGE ONE •

**275 reasons why the Columbia Post-48 Feature Films
 is one of the great television movie packages of all time.**

Call your Screen Gems representative for availabilities in your market. **SCREEN GEMS**

- Sandwiched printed circuit boards ■ 120 dB well for radiation suppression
- Aluminum thermal finger inserts ■ Integrated AGC circuitry



Meet the cool one ... the new Jerrold Starline Twenty

Starline Twenty is a cool performer in more ways than one. You get solid-state components throughout. Superb heat dissipation. Undetectable RF radiation. Ultra-flat integrated AGC circuitry. And built-in surge protection. Truly a distribution system unique in CATV history.

Jerrold spared nothing to make it that way. Printed circuit boards, for instance, are sandwiched between two cast zinc plates to assure perfect thermal contact for dissipating heat from the aluminum thermal fingers linked to the major transistors. A 120 dB well gives access to the seized center conductor connection while making RF radiation undetectable with even high-

precision laboratory instruments. What's more, a unique combination of differential AGC amplifier and the original Jerrold unijunction bridged attenuator provides the finest in ultra-flat control over the entire AGC range.

Whether you operate a Jerrold Starline Twenty in the 12-channel mode or the 20-channel mode, there is one thing certain: Every subscriber will receive crystal-clear black-and-white or true living color pictures. If you're interested in that kind of assurance, write CATV Systems Division, Jerrold Electronics, 401 Walnut Street, Philadelphia, Pa. 19105 or phone (215) 925-9870. TWX 710-670-0263.



FIRST IN CATV



KTVI NEWSFILM . . . FIRST ON THE AIR!

February 16 – Tavern fire . . . February 19 –
Plane crash . . . March 23 – Copter disaster . . .
March 27 – Mid-air collision.

The best informed St. Louisans
see it first on

KTVI^{abc}**2**
HR ST. LOUIS

(PHOTOS COURTESY UPI)



KRLD-TV continues to take 1st place honors in the Dallas-Ft. Worth market television audience event. The recent ARB Report shows Channel 4 leading the other stations in the market by a substantial margin . . . 22.4% more viewers per average quarter-hour than the second station.*

Check your H-R Representative for details of KRLD-TV's dominance and choice availabilities in the nation's 12th ranked television market.

*February/March 1968 ARB
Television Audience Estimates
Sunday thru Saturday
9:00 A.M.-Midnight

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Election and the FCC

Any way political winds blow, it's likely there will be restructured FCC when new President takes over next January. Although members of FCC are appointed for precise terms, chairman of agency, selected from among membership, serves at pleasure of President. Chairman Rosel H. Hyde, whose present term doesn't expire until June 30, 1969, is Republican serving under Democratic president. Whether he will continue to serve until expiration of his term will depend upon personal wishes of new President.

But there are other changes in offing: Commissioner Lee Loevinger insists he'll wind up his tenure this June 30, presumably to enter private law practice, and that would leave Democratic vacancy. At that time neither party will have selected presidential nominee and President Johnson would name replacement, presumably Democrat, to retain 4-3 Democratic majority. If Republican should win election, it's logically presumed that next Democratic vacancy in 1970—when Commissioner Ken Cox's term ends—would be Republican to swing 4-3 balance in new administration's favor.

Rating 'guides'

"Helpfulness" of stations that tell their audiences how to fill in rating-service diaries may boomerang. At least two stations are known to have given such advice on air, and rating books for their markets for that period carry notices saying these stations engaged in practices that may have affected rating (BROADCASTING, April 8). Now reports are coming in that other stations are adopting tactic, and there's concern lest practice becomes widespread by start of new TV season next fall.

Sobering note has been injected from spot-buying side, however. Authoritative sources say number of influential agency executives have indicated that, if they come across books where this sort of thing seems to have rendered ratings meaningless, their inclination will be to stay out of those markets altogether.

Live link

Metromedia Inc. is now firmly committed to becoming major news force in television. Within next two months, it will open microwave link between WNEW-TV New York and WTTG(TV)

Washington, both owned stations, for 30-day trial period. Move may be start of regional news network, with non-owned stations able to tie in. Metromedia also is set to announce appointment of Jack Cole, newsman for KMOX-TV St. Louis, as its first national political correspondent, with headquarters in Washington. His commentaries will be bicycled to other company-owned stations. By September, Metromedia's four VHF stations all will have hour 10-11 p.m. newscasts.

No rush

Although President's Task Force on Telecommunications has August deadline for its report recommending national and international communications policy, involving both spectrum distribution and management, prospects are report may not see light of day then or possibly not during 1968. There's notion that because of complexity of some of issues involved, including international communications merger and future structure of Intelstat, consortium of 61 nations using Comsat's communications satellites, report may be withheld for further executive study and might be turned over to new President, whoever he might be for ultimate action.

Aside from international issues, greatest concern is evinced over suggestion that wire grids eventually be used for all-inclusive and related services to cities, with spectrum now so allocated reassigned to nonbroadcast services. There's pressure too for cabinet-level department, this presumably stemming from desire of State and Defense departments, and possibly Justice, to deal with another cabinet-level entity (rather than with FCC) on international communications policies. This, however, would make communications regulation political animal, subservient to executive branch rather than to Congress, which is jealous of its jurisdiction over independent agencies such as FCC.

Explosive question

Another fierce intra-FCC battle is likely this week when commission considers proposed transfer of KOA-AM-FM-TV Denver to General Electric Broadcasting Co. for \$10 million in GE stock, plus \$3 million in existing debt. Issue is whether proposal meets

standard of new policy requiring that "compelling public interest showing" be made by those seeking to acquire more than three stations (no more than two of them VHF's) in top-50 markets. GE already owns two major market VHF's, WRGB(TV) Schenectady, N. Y., and WSIX-TV Nashville.

Staff has recommended approval of sale. But argument is already being heard that since KOA-TV is prosperous, NBC-affiliated VHF, present owner, Metropolitan Television Co., could find buyer who is not multiple owner. New policy was adopted when commission abandoned proposed rulemaking to limit TV acquisitions in top markets (BROADCASTING, Feb. 12).

Strategy council

Executives of National Association of Broadcasters and of Association of Maximum Service Telecasters, spearheading effort to block spectrum raid, will meet in New York this week with network leaders and others to further project (CLOSED CIRCUIT, April 15). Separate sessions will be held Wednesday (April 24) with John A. Schneider, president CBS Broadcast Group; Julian Goodman, president, and David C. Adams, senior executive vice president, NBC, and Frank Martin (John Blair & Co.), president of Station Representatives Association.

In contingent will be NAB President Vincent T. Wasilewski and AMST President Jack Harris, KPRC-AM-TV Houston; Willard E. Walbridge, Capital Cities vice president and general manager of KTRK-TV Houston, and Lester W. Lindow, AMST executive director. NAB has committed about \$100,000 to preliminary project and AMST expects to raise substantially half that sum through special assessment. Networks, SRA and other broadcast groups involved in spectrum protection are being asked to back project with at least equivalent funds.

New ring game

International Boxing League, which has broadcasters involved in six of eight founding franchises (see page 42) will attract more broadcasting money as league expands to projected 16 teams within year. IBL intends to add New York, Miami, Philadelphia, Detroit, Minneapolis, Houston and San Diego franchises. Three major broadcasting groups are interested.



We hope it doesn't ring

A "red phone" in the newsroom of a Fetzer station in Grand Rapids is a direct line from Civil Defense. It's strictly for emergencies—weather or otherwise. When it rings, the station is prepared to broadcast the earliest possible warnings . . . when life or death may be a matter of seconds.



The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTW
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTW-FM
Cadillac

WWAM
Cadillac

WEEK IN BRIEF

Cautious optimism about spot TV's prospects appears as reps, stations see upswing in business during first-quarter. They credit stronger economy, aggressive advertising, bargain prices, locked-up summer positions. See . . .

SPOT TV LOOKING UP . . . 21

ABC's Goldenson complains to FCC that NBC-TV is wooing away affiliates, asks two renegade stations be told to file early renewals so they can be set for hearing, warns others can expect same action if they switch. See . . .

ABC'S AFFILIATE JUMPS . . . 32

FCC is having troubles as congressional criticism mounts over rump commission's Oklahoma letters, tight budget cramps commission in job Congress expects it to do as communications technology is exploding. See . . .

FCC'S CRITICS . . . 36

CATV interests may have lost their first major top-100 market case as FCC Hearing Examiner Naumowicz suggests 11 CATV's not be permitted to import distant signals into Syracuse, N. Y., TV market. See . . .

SYRACUSE CATV'S DENIED . . . 38

FCC is set to hear landmark case involving CATV waiver requests to import distant signals into Philadelphia market. 24 requests are consolidated; four systems, however, will be given waivers. See . . .

PHILADELPHIA CATV ISSUE . . . 38

Commissioners Hyde, Cox, Johnson are due on Capitol Hill for meeting with two Oklahoma congressmen regarding extracurricular questionnaire sent Oklahoma stations. Budget Bureau interested in unusual move. See . . .

FCC INVITED TO HILL . . . 44

Spindletop Research is one of eight groups studying communications problems for President's Task Force on Telecommunications, but project on TV-program diversity could bring grim result for broadcasting. See . . .

SPINDLETOP STUDIES . . . 46

House Investigations Subcommittee beats FCC to scene where pot party was filmed by CBS-owned WBBM-TV Chicago. Closed-door session held with CBS, FCC both kept out. Network asks commission for open hearing. See . . .

SECRET POT HEARING . . . 52

Senator Robert Kennedy says he won't meet Senator McCarthy alone in debate proposed by ABC News; reports that RFK has cornered market on avails termed by Indiana, Nebraska broadcasters "exaggerated". See . . .

RFK SHYS FROM DEBATE . . . 53

CBS Inc. tells stockholders it's recovered from last year's earnings setback, is picking up former momentum, may well surge over \$1-billion sales mark this year for first time. See . . .

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Broadcasting

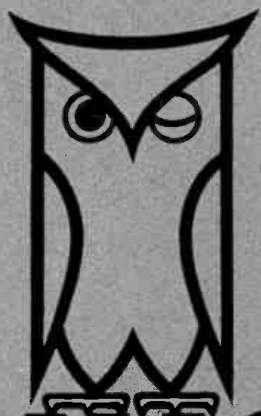
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Who's Who in Des Moines Television?



WHO TV

...that's who!



COLORFUL 13 • DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.

Skeleton copyright bill idea is vetoed

MCCLELLAN PREFERS ANOTHER INTERIM EXTENSION

Copyright office has lost fight to pry loose major copyright-revision bill from Senate Copyright Subcommittee for passage this year. Subcommittee Chairman John L. McClellan (D-Ark.) has turned thumbs down on Copyright Office proposal that "skeleton bill," shorn of controversial sections such as CATV provisions, be reported for floor action.

Letter from Senator McClellan answering Register of Copyright Abraham L. Kaminstein's proposal made late last month didn't rule out action on major bill this session, but terms possibility "not likely" and spells out strategy for revision approach in next Congress.

McClellan letter, made public Friday (April 19), suggests another interim extension of expiring copyrights and promises to recommend that Senate act before House on revision next year.

That would be reverse of order of battle undertaken in 90th Congress. Last year, House passed bill first, after acrimonious session in which CATV section was shorn from legislation. Failure of Senate to carry through this year led Senator McClellan to observe that "there might be reluctance in the other body to again initiate action on this subject."

Costly Wait? ■ In Kaminstein letter suggesting bare-bones approach, copyright chief said CATV liability issue was "notably but not exclusively" cause of Senate delay and suggested that

waiting for U.S. Supreme Court decision, not expected until summer, would leave too little time to enact revision bill containing appropriate CATV provisions.

Supreme Court case is review of lower-court decision that Fortnightly Corp. was liable to United Artists for copyright fees on cable transmission of UA-controlled television programs picked up off air. Decision is expected to resolve CATV's liability or nonliability under copyright law now in force and revision-bill's disputants have been reluctant to compromise away any potential advantages that court may grant.

Mr. Kaminstein also cast doubts on possibility of getting another temporary extension through House and whether compromises already agreed to could be kept from coming unstuck as revision process loses momentum.

Senator's reply cites unspecified "serious and unavoidable complications" to skeleton-bill approach and urges continuation of ad hoc agreements under which program owners have agreed to withhold infringement suits against cablemen pending Supreme Court or congressional resolution of liability.

Copyright office morale is expected to reach new low as result of Senator McClellan's decision. Staff has labored for 13 years on revision of present law, which will be 60 years old next year. In statement drafted before receipt of McClellan letter for presentation at Hill strategy meeting Friday, Mr. Kaminstein said he and his staff were "resisting the strong temptation to say the hell with whole thing."

Telproof signs 4 sponsors

Telproof computerized proof of performance service will go into operation July 1 in top 25 markets, it was announced Friday (April 19) by International Digisonics Corp., New York and Chicago. Colgate-Palmolive, Best Foods, Block Drug and Carling Brewing have contracted for service, which will list following data on each spot: call letters, channel number, city, state, advertiser, agency, product, date, day, time, spot code number, whether spot was color or monochrome, and any inadequacy in either audio or visual signal. Digisonics is corporation formed by Samgamo Electric Co. and Jordon

Ross' Talent Residuals Inc. to market Telproof service (BROADCASTING Feb. 5).

FC&B income is down, says upturn in sight

First-quarter income of Foote, Cone & Belding, New York agency, was way off from first-quarter 1967, FC&B reported Friday (April 19), but officials predicted upturn in billings that would restore net income to levels of years past.

Stockholders were told that gross billings during 1968's first quarter totaled \$62.1 million, compared with \$66.4 million during first-quarter 1967. Net income was \$115,000, or 5 cents per share compared with \$633,000 or 29 cents per share in 1967. Operating income was \$9.5 million compared to \$10 million in 1967.

FC&B said lower levels of ad expenditures experienced in latter 1967 persisted into first quarter of 1968. Agency, however, said it sees an upturn in billings and predicts current quarter will be most successful in company history.

For quarter ended March 31:

	1968	1967
Earnings per share	\$0.5	\$0.29
Operating	9,500,000	10,000,000
Net income	115,000	633,000

115 NFL games set on CBS-TV schedule

CBS-TV announced Friday (April 19) that National Football League games will be presented beginning Sunday, Sept. 15. All-color schedule includes 110 regular-season games and five post-season games: East and West conference championships, league championship, Playoff Bowl and Pro Bowl.

Six in-season games will be broadcast nationally: two week night games, two Saturday games and Thanksgiving Day doubleheader. Sunday games will be broadcast regionally, with double-headers from Nov. 3 through Dec. 15.

CBS picked up two-year option on previous contract, making 1968 its 13th season with NFL. Rights cost is \$22 million for year.

National-game advertisers signed so far are Aluminum Co. of America, American Airlines, Aurora Plastics, Black & Decker, Cluett-Peabody, du Pont, Firestone, Ford, General Aniline, Gillette, Goodyear, Humble Oil, John

NAB-NCTA set new date

Among many events cancelled because of events following death of Dr. Martin Luther King earlier in month was April 10 meeting of National Association of Broadcasters and National Cable Television Association committees on CATV copyright. Meeting, second in new series of NAB-NCTA talks, and one some participants feel may produce something concrete, has been rescheduled for May 8 in Washington.

Two other NAB committees will meet around that time: Secondary-Market Television on May 6-7, and Future of Television on May 15.

Hancock, McGregor, New York Life Insurance, Pontiac, Reynolds Tobacco, Savings & Loan Foundation, Shell Oil, Skill Co., State Farm Insurance, United Air Lines, W. F. Young and Zenith.

Regional-game advertisers include American Oil, Jackson Brewing Co., National Brewing Co., Northwest Bancorporation, Schmidts Beer, Sun Oil and Zale Jewelry.

Disney family gets KJEO (TV) Fresno

Sale of KJEO(TV) Fresno, Calif., to family of late Walt Disney was approved by FCC Friday (April 19). Consideration is \$3.65 million.

Purchasers, under name of Retlaw Enterprises Inc., are Mr. Disney's widow, children and grandchildren. Joseph C. Drilling, formerly president of Crowell-Collier Broadcasting Corp., which has sold all its broadcasting holdings, is to be in charge of channel 47 Fresno operation as well as future acquisitions by Retlaw. Mr. Drilling is former general manager of KJEO before it was sold by George C. Fleharty and associates in Shasta Broadcasting Corp., which is also licensee of KVIP Redding, Calif. Carl R. McConnell, 22.6% owner of Shasta, is 100% owner of KVIQ-TV Eureka, Calif.

KJEO began operating in 1953 and is affiliated with ABC. It is one of five stations in Fresno, all UHF. Last year, station was sold to Subscription Television Inc. in transaction that called for payment of \$3.9 million, but with Shasta principals owning 27% of STV. Although approved by FCC, sale was never consummated because STV failed to raise purchase price.

Negroes' problems set for heavy coverage

Dr. Frank Stanton, president of CBS Inc., and panel of top CBS executives fielded questions from faculty participants in International Radio & Television society college conference Friday (April 19) on subjects ranging from role of broadcast news in civil disorders to educational applications of broadcast EVR.

Richard Salant, president of CBS News, spoke of "bawling the hell out of" Walter Cronkite and executive producer Leslie Midgely after interview with Negro arsonist in Baltimore was included in coverage of civil disorders following assassination of Dr. Martin Luther King. Mr. Salant explained his reticence to broadcast that interview and news conference of former SNCC

WEEK'S HEADLINER



Mr. MacLennan

J. Ross MacLennan, president of Ted Bates International since 1965, elected to new position of executive VP, Ted Bates & Co. Inc. Mr. MacLennan will continue to head foreign operations while overseeing

subsidiary agencies in U. S. and Bates' administrative services. He joined agency as researcher in 1950 and was promoted to account executive, VP and board member, and executive committee member.

For other personnel changes of the week see FATES & FORTUNES

leader Stokely Carmichael in terms of "not shouting 'fire!' in a crowded theater." Faculty members appeared divided over issues of responsibility and censorship.

Mr. Salant also discussed problems of recruiting Negro newsmen, and said all CBS News's one-hour Tuesday shows this summer would be dedicated to these "of black America" in response to nation's continuing racial crisis.

Dr. Stanton addressed teachers on development of broadcasting, particularly television, in terms of set penetration, consumer spending for sets, viewing levels, increased number of stations, and of spiraling costs and charges to advertisers. In answer to teacher's question about eventual advertiser resistance to higher costs in face of audience fragmentation, Dr. Stanton said resolution of issue "probably lies in area of flexibility [of] above the line" costs.

Palm Springs U to NBC

New UHF station in Palm Springs, Calif., to operate on channel 36, with call letters to be assigned, signed Friday (April 19) to become primary affiliate of NBC-TV. Station, licensed to Desert Empire Television Corp., is owned by former performers John Conte and Charles Farrell. On-air date is sometime in fall.

MTPS going to Sonderling

Sonderling Broadcasting Corp. has agreed in principle to acquire Modern Talking Picture Service Inc., New York,

distributor of educational and industrial films, for \$2.8 million in cash, according to announcement today (April 22). Acquisition is part of expansion program by Sonderling.

Oscar show helps ABC to best MNA of season

Thanks at least partly to its Academy Awards program, ABC-TV made best showing of season in Nielsen 30-market ratings report out Friday (April 19). ABC sources said report, for week ended April 14 (7:30-11 p.m.), put ABC first with 19.2 rating against 17.1 for CBS-TV and 16.2 for NBC-TV.

But ABC spokesman said it wasn't all because of Academy Awards, presented Wednesday night (April 10); that ABC's performance was better than in last year's Academy Awards week and that even with Academy Awards period eliminated ABC was still first with 18.4 ratings to CBS's 17.3 and NBC's 16.6.

Academy Awards rating for full 10 p.m.-to-12:30 a.m. EST period was given as 34.0 and share was put at 65.5.

Thomason reports UPI station count for year

United Press International now serves 3,209 TV-radio stations in U.S., it was announced Friday (April 19) by Mims Thomason, president and general manager, in advance of UPI's annual business meeting this week.

He reported that UPI Audio Network continued its expansion and now serves 427 radio stations with seven-day, around-the-clock voice news reports. UPITN, which uses resources of UPI Newsfilm and Independent Television News Ltd. of Great Britain, expanded its coverage and service to both domestic and overseas subscribers during past year, Mr. Thomason stated.

He pointed out that UPI Unislide, color slide library service, is being used by more than 50 TV stations.

UPI newspaper subscribers were put at 1.175, or little more than one-third of radio-TV station total.

Scripps-Howard revenues up

Scripps-Howard Broadcasting Co. reported Friday (April 19) that revenues grew but net income declined for 12 weeks ended last March 28, as compared with corresponding period last year.

	1967	1968
Income per share	\$0.40	\$0.43
Net income	1,033,835	1,112,436
Net operating revenues	4,505,907	4,383,421

BROADCASTING, April 22, 1968



**If you don't have a car to put in one
of our 135,744 parking spaces, don't worry.
We'll rent you one.**

If you fly, we can help you coming and going.

Drive in and you can take advantage of our low parking rates.

Through our APCOA Division, we have 262 parking facilities at major U.S. airports and downtown locations, including over 40 at hotels and hospitals.

Fly in and we'll rent you one of our

shiny new Avis Plymouths.

Worldwide, our Avis Rent A Car System offers services second to none at major airports, as well as at many other convenient locations.

We've been in manufacturing a long time. How come we're dealing in consumer services like these?

Service industries today account for

over half the national income and labor force, and as the country's economy is becoming more service-oriented, we are, too.

So it's no coincidence then that, today, almost half of our U.S. business is in the dynamic service area.

International Telephone and Telegraph Corporation, New York 10022.

ITT

The Uncon



ventionals



A beautiful witch. A nun who flies. The droll nemesis of master criminals. And the most unconventional of the whole crew is probably this gentleman right here.

Somebody once said there isn't a reason in the world why Lawrence Welk should be a hit on television; only he doesn't know it. So year after year, he's been sewing up one hour every Saturday night for ABC. On a network known for attracting young viewers, Welk shows how an unconventional approach can win millions who just want to feel young as well as those who are.

In a business where novel characters and novel situations tend to pull in big audiences and smart advertisers, ABC is building a most successful night around Lawrence Welk.

ABC Television Network 

Were You Pleased with Your New Ratings?

We hope so, but if you are one of the station owners or managers who just can't figure out why things came out the way they did, maybe we can help.

Ratings can only tell you what happened, not why? The old system of trial and error is a method of correcting rating problems that isn't necessary any more. In time consumed, money spent, and income lost because of unsatisfactory program periods, it can be most expensive.

Through our consultation and supervision of sound, depth research in your market, you can find out not only what your strengths and weaknesses are, but also those of your competitor as well. No matter what you may have heard or read, images are important—not only the station's image as a whole, but the image strength and weakness of every personality and program under your direct control.

Image movement, up or down, in many cases precedes rating change by six months to a year.

Studies for our clients have taken us not only into twenty-one of the top thirty markets, but into markets below the top one hundred. We have also done work for a large number of the leading station groups and two of the three networks. All in all, we have completed over one hundred major TV and radio studies, encompassing some 55,000 in-person, in-depth interviews.

If you are concerned about current ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

M&H

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Television & Advertising Consultants

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**Area Code 313
644-9200**

DATEBOOK

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

■ indicates first or revised listing.

APRIL

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 newscast 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 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 meeting of American Association of Advertising Agencies. The Greenbrier, White Sulphur Springs, W. Va.

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

■ April 25—Annual stockholders meeting, Trans-Lux Corp., to elect directors and auditors and to transact other business. New York.

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—Meeting of Corp. for Public Broadcasting to select president, permanent office location, bylaws and general organization. Law offices of Steptoe and Johnson, Washington.

■ April 26—Annual stockholders meeting, Wrather Corp., to elect directors, and to transact other business. Disneyland hotel, Anaheim, Calif.

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*

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.

York Times movie editor, and Ben Bagdikian, news analyst. University of Kansas, Lawrence.

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 29—Annual stockholders meeting, Wometco Enterprises Inc. to elect directors, act on qualified stock option plan, appoint independent public auditors and transact other business. Twin Theaters, Miami.

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—Annual stockholders meeting, Magnavox Co., Fort Wayne, Ind.

■ May 2—Annual stockholders meeting, Admiral Corp., Chicago.

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—General membership meeting of the New York chapter of The National Academy of Television Arts and Sciences. Overseas Press Club, New York.

May 2—Annual stockholders meeting, Scripps-Howard Broadcasting Co., 500 Central Ave., Cincinnati.

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—Seventh Annual Seminar of Radio Broadcasters and Community Leaders, sponsored by Southern California Broadcasters Association. Panel members include police chief Thomas Reddin, Los Angeles Police Department; Dr. Julian Nava, member, Los Angeles City Board of Education; Herbert Carter, executive director, Los Angeles County Human Relations Commission;

TVB REGIONAL SALES CLINICS

April 28—Jacksonville, Fla., Downton 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, Downton 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 Mailbu.

Joseph Havenner, executive vice president, Automobile Club of Southern California; Jack Gilstrap, assistant manager, Southern California Rapid Transit District; Robert M. Light, president, SCBA; managers of SCBA's member stations. University of California at Los Angeles.

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 5-10—Annual meeting of the affiliates advisory committee of MBS. Flamingo hotel, Las Vegas.

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

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. Speakers include: Dr. Carl Marburger, New Jersey Commissioner of Education and former assistant commissioner of education, Bureau of Indian Affairs; Dr. Glen L. Nimnicht, program director of Far West Regional Laboratory; Jules Sugarman, associate director, Head Start program, Office of Economic Opportunity and Dr. Selz Mayo, head of department of rural sociology, North Carolina State University. 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.

■Indicates first or revised listing.

BROADCASTING, April 22, 1968



NEWSMAN on the "GO"!

Since being named Colorvision Ten's News Director last year, Ken Taylor has become South Florida's most respected television newsman. Believing that most news stories are where you find them, Ken keeps his energetic assistants (and himself) on call around the clock to film the news wherever it is, and provide the area's outstanding, most picture-full coverage.



WLBW-TV



MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO

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TELECASTING* was introduced in 1946.

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OPEN MIKE®

Misleading photo caption

EDITOR: Congratulations on the excel-
lent article in the April 8 BROADCASTING
on the Broadcast Electronic Video Re-
cording (BEVR) system developed by
CBS Laboratories. The article was in-
formative, accurate and has stimulated
widespread interest throughout the pro-
fessional broadcasting field.

I would like to point out, however,
that the photograph of an EVR car-
tridge and film was inadvertently re-
ferred to as a "Broadcast EVR reel said
to produce 35mm quality film from the
specially enclosed 16mm black-and-
white film."

In reality, the cartridge shown is an
EVR cartridge and the film is 8.75mm
EVR test film.

We would appreciate having the rec-
ord set straight with BROADCASTING
readers that the photograph shows an
EVR cartridge and 8.75mm test film.—
Leo J. Murray, director of information
services, CBS Laboratories, Stamford,
Conn.

Perspective on TVQ data

EDITOR: In the April 8 BROADCASTING
you published a report on the TV Sta-
tions Inc. breakfast at the National
Association of Broadcasters convention
in Chicago, including TVSI's and
TVQ's program performance predictions
for the 1968-69 season.

Our TVQ preseason forecasts are
confidential to our clients and were
delivered to the TVSI breakfast group
on an "off-the-record" basis. A major
reason for our reluctance to publish
these forecast data is the tremendous
opportunity for misinterpretation of the
forecasts unless they are presented in
the proper framework of analytical ref-
erence.

This framework was clearly es-
tablished at the breakfast meeting.

Your article attempted to cover this
essential "framework of analytical ref-
erence" in a simple statement, which in
itself is inaccurate. First, our forecasts
are not called PIQ's, but preseason
share forecasts. They are based on both
TVQ data for returning programs and
PIQ data for new programs, where
available in conjunction with Nielsen
historical data, time period factors, etc.,
and are subject to specific limitations
as to their probable degree of accuracy.

Furthermore, in your summation of
our forecasts you made an arbitrary
rank analysis, which we at TVQ refused
to do because of the limitations of the
range of accuracy in the forecast. We,
in fact, pointed out that in 12 out of

50 first-vs.-second place situations the
difference was two shares or less and
in 16 out of 48 second-vs.-third place
situations the difference was again two
shares or less.—Henry Brenner, presi-
dent, Home Testing Institute-TVQ Inc.,
Manhasset, L.I., N.Y.

MGM-TV's full house

EDITOR: Read with interest your article
in the April 8 BROADCASTING about the
alleged trouble MGM-TV had in attract-
ing people to our "Lion's Club" suite at
the National Association of Broad-
casters convention in Chicago.

I would be happy to send you the
large bill for what it cost to host the
people attracted to the club, both
quantitatively and qualitatively. In terms
of comparison, this was the best NAB
that MGM-TV has ever experienced.
That sort of trouble we like. . . —Ed-
ward A. Montanus, director of syndi-
cated sales, MGM Television, New
York.

(BROADCASTING's original copy for the story
reported that MGM-TV had no trouble at-
tracting visitors to its NAB suite, but the
printer omitted the word "no." The core
of the April 8 issue was laid out and sent
to press on a day when civil disturbances
disrupted communications between BROAD-
CASTING's editorial headquarters in Washing-
ton and its printing plant in Baltimore.)

No pressure

EDITOR: It should be noted that on Feb.
7 KXLA-TV signed a contract with the
National Association of Broadcast Em-
ployes and technicians to the mutual
satisfaction of both parties. In the March
25 BROADCASTING, however, the impres-
sion is given that KXLA-TV was forced
into arbitration by the National Labor
Relations Board decision.

We would like it to be known that
KXLA-TV spent many months in a sin-
cere effort to come to an understanding
with the union which did, in fact, cul-
minate in the Feb. 7 agreement.—
Dorothy Gordon, foreign language pro-
gram coordinator, KXLA-TV Fontana,
Calif.

(BROADCASTING's March 25 report followed
closely the wording of the NLRB release
which said the NLRB board on March 22
affirmed the decision of the trial examiner
which was dated Dec. 8, 1967. The Feb. 7
agreement was not reported in the release
or in the story.)

Profile pulls responses

EDITOR: We wish to thank BROADCAST-
ING for the profile of our Don Sbarra
[March 4 issue]. Mr. Sbarra has been
receiving many comments from friends
and associates around the country.—
G. R. (Barry) Stover, promotion man-
ager, KARD-TV Wichita, Kan.



Beeline Country...awfully big in Agriculture

... and BEELINE RADIO KMJ is a proven way to reach an important part of this market.

Your Fresno sales will really stack up with Beeline Radio KMJ. KMJ's 5,000 watt signal covers nine counties including six of the 100 richest agricultural counties in the U.S.; with over \$1.4 billion in gross farm income. You will be covering a market of over one and a quarter-million listeners with \$3 billion in effective buying income. So if you want big action in a big market, put your sales message on Beeline Radio KMJ. And remember, KMJ is just one of four Beeline stations covering California's prosperous Inland Valley.

Data Sources: SRDS January, 1968, Sales Management's Survey of Buying Power, June 1967

McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE



Indelibility of impression can be achieved without the hammer

Early this year a woman grabbed my arm as I entered the Los Angeles airport terminal.

"You're Jenos from Chun King," she told me. "I watch your commercials all the time. They're hilarious . . . hilarious! I saw that elevator commercial again just the other night on WXXX and it's a scream."

In Los Angeles, "just the other night" turned out to be four years ago, when that particular spot last ran.

The words Chun King were never voiced in that commercial, merely lettered on an office door as a silent punchline.

We credit Stan Freberg, who created the spot, with the mental magnetism that held the brief image fresh in her mind all that time. Stan Freberg has proved to us that the way to man's memory is through his funnybone. We've since proved to ourselves that jostling the funnybone is ticklish business.

Laughed to the Store ■ There was a direct relationship between the Freberg broadcast work for Chun King and the dynamic growth of the company. The commercials poked fun at the company, but people remembered and bought the products. Chun King continues to benefit from the consumer awareness and acceptance those spots achieved.

We took a hiatus from Stan Freberg for one reason: Threat of overexposure.

Humor in video is funny the first time you see it. It's still funny when you watch it again to see if you missed anything. And it's funny when you point it out to a friend or two. If you keep socking the same spot to 'em after that, the laughter hollows. The sequel must be funnier . . . and on and on.

Humor is more adhesive when applied with a feather than with a sledgehammer. When you get their attention, faces grinning, you show them what you have for sale. You don't sell it, you show it. Being friends now, they're receptive.

Now flamboyant Stan Freberg has completed his first series of provocative radio and television spots for Jenos Inc., thumping the tub for Jenos's pizza and our unique new pizza rolls. The first pour off the batch—an emoting modern Mama Mia who "will love you till I die for buying Jenos's Pizza" in parody of the hard-sell—was among Harry McMahan's top 100 TV commercials of 1967. The rest are better. Knee-slappers. Effective, too.

Stan Freberg's creative wit is always two lopes ahead of the pack. He has

spiked the humdrum minute-between-acts with self-satirizing Jenos's commercials. They slip inside the viewer's subconscious to the secret place where the viewer wishes—just once—he'd see a commercial like that.

His forte is making magic. His mad-cap touch has raised eyebrows (CHUN KING: "95% of the people don't eat chow mein; let's have a little truth in advertising for a change!"), tossed the gauntlet (SUN SWEET PRUNES: "Today the pits, tomorrow the wrinkles!"), and posed perplexing puzzles (CON-TADINA TOMATO PASTE: "How did they get eight big ripe tomatoes in that itty, bitty can?").

For Jenos's, Freberg has added, "You've got bad pizza . . . BAD PIZZA!" and "HI HO PIZZA ROLLS!" to his memorable moment of negative sell.

The new series of Jenos's commercials continues utilization of the one-minute show concept. This means we produce a full mini-show plot and theme in the allotted time . . . the technique that has proved itself so successful.

First Try Nationally ■ On the strength of Freberg TV commercials and radio spots, we scheduled our first national advertising campaign, a market-by-market rollout for our new frozen pizza and pizza rolls calling for \$5 million in billings backed by another \$2 million in sales promotion.

Included in the program is a schedule of one-minute spots on NBC-TV's *Today* and *Tonight*, a series of four-color advertisements in *This Week* and selected newspaper supplements, and local radio spots each week in 50 markets during seven months of 1968.

Our commercials generate excitement. There's much to be said for the permanence of print and we acknowledge coexistence, but there's a bonus in broadcasting when your stuff is right. The rub-off on talk shows where sophisticated hosts and guests see and hear the commercials and are still chuckling when the camera comes back to them represents a subliminal endorsement that couldn't be phony. Technology be damned, you can't match an honest guffaw on a live show.

Right Ingredients ■ At Jenos's, we have again seen the impact of bright, lively broadcast advertising, judiciously placed and timed. In the tough-enough Chicago market we've watched another company drop a quarter-million dollars in advertising to come up with a few of its frozen products here and there at retail—not much of a dent.

We applied our pseudo-saturation technique—rifle-shot network scheduling and shotgun local schedules—to the same market, and the new Jenos's frozen products entered virtually all the market presold within a few weeks at a fraction of the cost.

The key to this accomplishment was not only to show buyers what we're selling, but what we're selling with. We keep the glow alive as the situation dictates.

Indelibility of impression can be achieved without the monotonous hammering. With enough material and only the best material, with the market under a microscope so you can pinpoint targets and buy the right time and space to reach them, Jenos's then merchandises the hell out of everything we do!



Jenos F. Paulucci is owner and chairman of the board of Jenos's Inc., producer-marketer of Jenos's Italian foods and Wilderness desserts. He is also chairman of the board of R. J. Reynolds Foods Inc. He founded the Chun King Corp. 21 years ago, selling it in 1967 to R. J. Reynolds Tobacco Co., continuing as chairman of the firm's new food complex. During the same period he developed his Northland Foods Inc., renamed last year to Jenos's.

MEMO

**Time buyers know where
to look when planning
schedules for Baltimore.**

In Maryland

Most People Watch **COLOR-FULL**

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by KATZ TELEVISION

The Jacob France Memorial Fountain, Hopkins Plaza,
Charles Center, Baltimore. Photograph by A. Aubrey Bodine



WE'RE
TOPLESS.

It's almost
a scandal. The way
WBTV dominates
the entire
Charlotte market.

Based on total
homes, both ARB and
NSI give WBTV 25
of the top 25
programs in the
Charlotte area.

And our November
ARB ratings give us
the highest share of
total homes of any
station in the top
50 markets — 65%.
NSI shows us
with a 67% share.*

You just can't
top that.

WBTV
CHARLOTTE
JEFFERSON STANDARD
BROADCASTING COMPANY
WBT / WBT-FM / WBTV
JEFFERSON PRODUCTIONS
Represented Nationally by 

*"The audience figures are based on ARB and NSI November 1967 share of total homes viewing Charlotte stations 9 am to midnight, Sunday through Saturday. They are estimates only and are subject to the qualifications set forth in the survey report."

Things are looking up in spot TV

Reps, stations agree March billings show real gains—they credit: stronger economy; aggressive advertising; lack of network time; bargain prices

The long-awaited upturn in spot-TV business may be at hand.

A canvass of leading station representatives by BROADCASTING last week indicated the rally they've been hoping for, after a disappointing 1967, is beginning to build.

And among those especially benefiting from the apparent loosening of advertisers' purse-strings appear to be medium and small-market stations, always the first to feel the pinch of advertising cut-backs.

The cautious optimism expressed earlier this year about spot TV's prospects (BROADCASTING, Jan. 15) has apparently become less qualified. January was soft, the reps now say, but February firmed up and March really delivered the dollars—more than most anticipated. In fact, March's performance forced a rewrite of first-quarter projections: Most reps covered in BROADCASTING's canvass reported their first-quarter business up at least 7% over the first three months of 1967.

While their enthusiasm for the rest of the year doesn't approach euphoria, most reps acknowledged that first-quarter gains were more than just making up for a lackluster 1967. They emphasized that a healthy portion of the percentage increases recently recorded consisted of solid business growth. The sales figures aren't just playing a "catch-up" game, they said.

Again in April ■ Better yet, they indicated, March's healthy trends are being duplicated again this month, but on an even larger scale. And barring massive economic dislocations, most of those canvassed projected business to grow anywhere from 12% to 15% in May and June, resulting in a very strong second quarter. Moreover, the majority foresaw spot's strength sustained throughout the summer, and probably on to the end of the year.

The factors cited for the upturn, not surprisingly, were just the opposite of those blamed for 1967's comparatively

weak record.

■ Chief reason given for spot TV's brighter outlook was general improvement in the nation's economy. Toward the end of the first quarter, housing starts and consumer purchases were up. The propensity to spend increased.

■ Another cause for optimism and for the first-quarter gains was increased advertiser awareness that moving goods requires advertising on TV. According to one agency executive, the slight turn-down in 1967 after years of outstanding growth caused many advertisers to cut back their ad outlays in an effort to brighten up their year-end profit pictures. "They've now realized that

maintaining their TV budgets is a prerequisite to maintaining a profit picture. Without TV, a lot of guys wouldn't have much of a profit at all," the agency man said.

■ Station reps also attributed spot's rosy summer picture to almost completely locked-up positions of the networks for the summer. Advertisers are spending more and when unable to find suitable network time, allocate more money to spot.

■ Several reps attributed their optimism to the industry's attempts to make the advertiser more aware of spot TV's efficiency during the summer. "Many stations are now offering very good, above-board summer discount plans. For the advertiser, some summer plans make spot TV a very, very efficient buy," one agency executive declared.

■ Several reps indicated their optimism was based on figures and projections made for smaller markets. "Stations in smaller markets," said one rep research man, "are the chief beneficiaries of the recent spot upturn. Our figures for the first quarter show that while large-market station business grew, the percentage of growth among smaller-market outlets was even greater. The extra dollars are going to small and medium-size markets," he observed.

If such a development sustains, industry observers said, the dour projections of nine or 10 months ago may have to be re-evaluated. It was then thought that advertisers were tending to concentrate on the bigger markets and station line-ups then appeared to be getting shorter in all but the top-25 markets. The general economic upturn and the extra advertising dollars have apparently reversed that trend.

A rep concentrating on large-market stations told BROADCASTING his firm had experienced and was projecting for itself "what the industry generally has and will experience in 1968: a fine year overall, more of short-term business, with increasing demands for 30-second

Radio-TV for Schweppes

Schweppes (U.S.A.) Ltd., New York, has allocated approximately \$2.1 million of its \$2.5 million 1968 advertising budget to television and radio in a drive to attract young consumers.

Three television commercials featuring young people in various locales are already being shown on WTVJ-TV and WLBW-TV Miami and WEAT-TV and WPTV (TV) West Palm Beach, Fla. The spots are scheduled to start in New York May 15 and eventually to appear in over 100 markets, large and small.

Each commercial advertises a different Schweppes product—tonic, bitter lemon and bitter orange. They are produced by Schweppes' agency, Ogilvy & Mather.

R. David Bowman, advertising manager for Schweppes, said radio will be used in several major markets to supplement the television campaign. Advertisements are also being prepared for newspapers and magazines.

THINGS ARE LOOKING UP IN SPOT TV *continued*

spots and the increasing use of piggy-backs." But "what makes this year look good for the whole industry is the allocation of more dollars to small and medium-size markets," he said.

"Our stations did very well in 1967 despite the generally poor picture for the industry. Consequently our sales increase reflects only the natural growth: They're up about 5% for the first quarter; and we project at least a 5.5% gain for our second quarter. With the trend toward shorter-term buys, it's becoming increasingly difficult to project for longer periods, but we and our stations are very bullish about 1968."

Good Times Ahead ■ A top executive of a major old-line rep firm with an impressive list of big-market outlets said that its 1968 business, after a "1967-like start," was now gathering a full head of steam, and the company was very optimistic for the rest of the year.

"January wasn't so hot—just a bit better than January 1967, which was really bad. But February picked up and March turned out to be a real winner for us," the executive told BROADCASTING. "Our first quarter was up about 7%; we project our second quarter to be at least 12% over 1967. And we're really quite bullish about the rest of the year," he added.

One rep firm with a short list of outlets in various-sized markets described current business as "phenomenally strong." January, in the words of a sales executive, "was a real dog, but we had a good February, and very strong March, leaving us with a first quarter 10% better than our first quarter of

1967."

The executive attributed growing firmness in spot to the general economic conditions and to an awareness on the part of advertisers that "you've got to buy TV if you're going to move goods."

National spot, he said, "is very strong and we expect it to continue to be so. Our April is very good, and May and June are shaping up to be very strong for us. I think the rest of the year will be pretty good, not only relative to 1967, but in absolute terms as well," he added.

The sales vice president of a large rep firm said he was "greatly encouraged" by the upturn in the first quarter and is anticipating a continuation of brisk business through the first half. He thought the upturn in the economy as a whole has been the principal factor, though he stressed that the gains to date are comparatively modest and there are certain markets and stations within markets that have made little or no advances over last year.

Good First Half ■ The vice president and general manager of one of the bigger rep companies also evinced optimism for the first half of 1968. Advertisers and agencies, he said, seem more confident than last year and accordingly have accelerated their advertising purchases. He indicated that the virtually sold-out positions reportedly achieved by the television networks in April have had some effect in swinging additional funds into spot TV by advertisers who had not decided where to place budgets they had at their disposal.

The vice president and sales director

of another major representative company estimated that sales for the first quarter exceeded those for the comparable period of 1967 by 5%. He noted that stations in the East fared better than those in the West but said he could not explain this circumstance. He expressed the view that first-half volume as a whole would exceed that of 1967, pointing out that requests for availabilities from agencies have increased substantially and business already in hand for the second quarter is comfortably ahead of last year's quarter.

Spot TV business in the first quarter of this year is "coming along quite well" at another leading representative organization. January kept pace with January 1967, a spokesman reported, but March and April showed "decided improvement," placing the first quarter "about 6% ahead of last year."

"It's hard to predict too far ahead but I would say that the first half should show a substantial advance over last year," the official ventured. "The reason it's getting harder to project is that flights are becoming shorter all the time so that now we make our comparisons on a monthly basis, rather than on a quarterly basis, in relation to the previous year."

Improvement ■ Another executive reported that the first quarter brought a "substantial comeback" for his firm, which represents TV stations in secondary markets (with the exception of a few major-market U's) that were "badly hurt" last year.

"One of our stations recorded a 35% gain last year," he stated. "I think this reflects accurately the flow of business. It must mean that business as a whole

BAR network-TV billing report for week ended April 7

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 7, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended April 7	Total dollars week ended April 7	1968 total minutes	1968 total dollars
	Week ended April 7	Cume Jan. 1-April 7	Week ended April 7	Cume Jan. 1-April 7	Week ended April 7	Cume Jan. 1-April 7				
Monday-Friday										
Sign-on-10 a.m.	\$ —	\$ 145.8	\$ 75.7	\$ 1,179.3	\$ 327.6	\$ 4,789.1	69	\$ 403.3	1,000	\$ 6,114.2
Monday-Friday 10 a.m.-6 p.m.	1,112.3	17,296.3	2,843.1	45,193.4	2,017.8	33,337.9	862	5,973.2	12,666	95,827.6
Saturday-Sunday										
Sign-on-6 p.m.	867.5	17,303.0	873.1	15,034.8	358.5	6,457.9	234	2,099.1	3,386	38,795.7
Monday-Saturday 6 p.m.-7:30 p.m.	282.1	4,678.9	659.9	8,842.2	682.2	9,637.2	93	1,624.2	1,171	23,158.3
Sunday 6 p.m.-7:30 p.m.	46.0	2,118.9	240.9	3,560.2	204.7	2,901.2	20	491.6	304	8,580.4
Monday-Sunday 7:30 p.m.-11 p.m.	4,369.3	76,026.3	7,013.8	95,038.9	5,989.1	91,348.9	426	17,372.2	5,963	262,414.1
Monday-Sunday 11 p.m.-Sign-off	226.2	4,433.2	45.4	570.3	544.8	5,807.3	85	816.4	995	10,810.8
Total	\$6,903.4	\$122,002.4	\$11,751.9	\$169,419.2	\$10,124.7	\$154,279.5	1,789	\$28,780.0	25,485	\$445,701.1

is more confident about our economy when smaller markets are picked for expanded advertising. And our projection for the second quarter is that business will be excellent."

A small representative cited gains of 10%-15% in January and February, but was hesitant to quote an increase for March. Second-quarter sales will be substantially higher, he predicted.

An official at a company with stations in top markets said the first quarter was up "considerably" over 1967, amounting to "more than a million dollars." He attributed this surge primarily to improved performance by his sales staff but also indicated that the general economic outlook had brightened.

The president of a major representation organization said sales in the first quarter of 1968 were "well above" those in 1967, which, he said, were "very, very mediocre." A more meaningful comparison, he said, would be with sales in the first quarters of 1966 and 1965, and added: "Our 1968 quarter was most favorable and looked good alongside 1965 and 1966." He added: "There seems to be more activity for the second quarter and our projections look quite good."

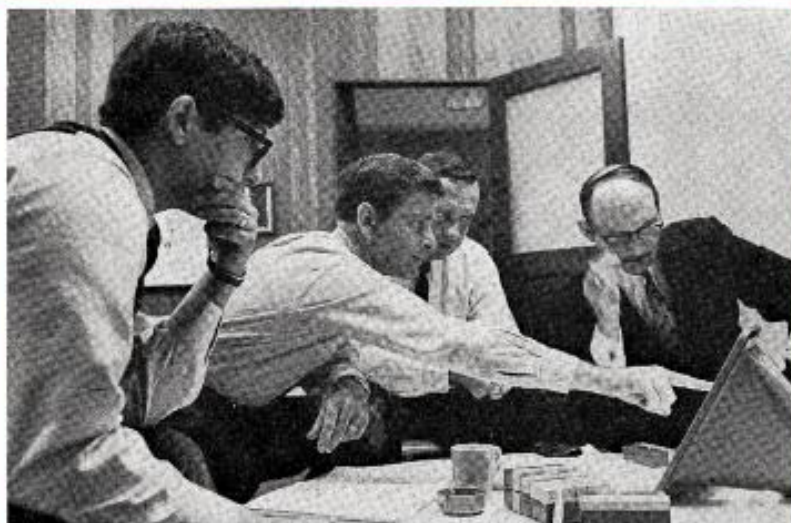
A spokesman for one of the biggest rep companies attributed its "slightly higher" anticipated sales record for the first half to "a generally improved business outlook, higher corporate earnings, and a probably increased number of new-product introductions."

A firm representing a short list of big-market stations reported an "excellent" first quarter, up about 7% to 10%. Second and third-quarter sales are also ahead of last year's at this time, and are doing well compared to all previous years, not just the relatively slow 1967. An executive explained that the large spot advertisers committed themselves earlier with bigger budgets. He attributed this policy to the clients' desire to move goods that went slowly in 1967. To do this, he said, clients must stop worrying about the war in Vietnam, the surtax and the consumer's ability to buy, and go ahead and advertise.

A spokesman for a small company was reluctant to generalize on overall spot-television conditions from business conducted with five stations, but said in their particular case there was a sales increase of 15%-20% during the first quarter of 1968 and that the future looked promising. The increase did not stand out merely because 1967 was such a poor year, he noted. The activity this year is as much as he has seen for the past five or six years.

The *Wall Street Journal* and the stock market tell the story, declared the television sales manager of a medium-sized representative. Businessmen and investors are optimistic, so the ad-

BROADCASTING, April 22, 1968



Viewing Media Day photographic illustrations are (l to r): Steve LaGattuta, art director; Al Schroeder and Fenton Ludtke, vice presidents

and associate creative directors, and Jay Masak, art services supervisor, all members of Campbell-Ewald team.

More sales through mutual co-operation

Campbell-Ewald Co. switch-pitched some 250 media representatives from across the U. S. at a "media day" presentation in Detroit Tuesday. The purpose, it was candidly explained: to build new business for everyone.

The agency's story for the media people: "Sell us harder, more effectively, with more 'hard' data and less blue sky. We'll guarantee you we'll listen. Together, as partners, we'll generate more profitable advertising dollars for all of us."

The story was told by Campbell-

Ewald Board Chairman Tom Adams. The presentation also introduced Hugh M. Redhead, the agency's new president, who was formerly with the Mellon National Bank of Pittsburgh, and other new members of the executive team.

Mr. Adams noted the cost-pitch is hurting advertising all up and down the line today. Thus, he said, agencies must become more efficient, ads must become more creatively effective and, through better media use, hit their targets more accurately.

vertising dollar gets spent. This rep's first quarter was about 5% better than in 1967, and he predicted a 10% increase in the second half for an annual increase of about 7%.

No hole in ABC-TV golf sponsor list

ABC-TV's *1968 Golf Galaxy*, with tournaments from March 31 to Aug. 31, is sold out with 10 sponsors.

The Humble Oil & Refining Co., subsidiary of Standard Oil of New Jersey, completed the sponsor list last week by signing for 26 minutes. Humble's agency is McCann-Erickson.

Other advertisers and agencies are: Eastman Kodak Co. (J. Walter Thompson), National Association of Insurance Agents (Doremus), Hartford Insurance

Group (LaRoche, McCaffrey & McCall), Hertz Corp. (Carl Ally), Haggard Co. (Tracy-Locke Co.), A. G. Spalding & Bros. (Waring & LaRosa), AT&T (N.W. Ayer), Michelob beer, division of Anheuser Busch Co. (D'Arcy), and General Tire Co. (D'Arcy).

Rep appointments . . .

■ WEAR-TV Pensacola, Fla.: Edward Petry & Co., New York.

■ WCCC Hartford, Conn.: Mort Bassett & Co., New York.

■ KRAK Sacramento, Calif.; KKUA Honolulu: H-R Representatives, New York.

■ WPIK Alexandria, Va.: Southern Spot Sales, Raleigh, N. C., for South only.

■ WERD Atlanta: Greener, Hiken, Sears, New York.

Do's and don'ts in the campaign

Political advertising primer by 4A's offers guidelines for agencies, candidates

A 36-page manual on political advertising and a code of ethics for such advertising were issued last week by the American Association of Advertising Agencies.

Prepared by a special AAAA ad hoc group on political advertising, the manual advises agencies to, among other things, keep cool, and keep the candidate cool; forget the long political speech and use TV and radio spots; demand and get rebuttal time under the FCC's fairness doctrine if it's warranted; insist on direct access to the candidate; insist that he—and his competitors—sign the code of fair campaign practices; and get the cash in advance since political accounts are notoriously lax about their debts and the lost money can't be deducted at tax time.

The manual also offered some advice to political candidates: Remember the candidate will probably benefit more from the agency than will the agency benefit from the candidate; choose an ad agency that shares the candidate's political philosophy; and "pay cash on the barrel head."

Give It a Try ■ AAAA's booklet tells agencies that there's no fixed format and no iron-clad procedure in creative technique. Just because it's never been done before in political advertising, don't throw out the idea, the AAAA says.

It's very important to arrive at a consistent advertising theme early so that voters remember one positive fact about the candidate, advises AAAA. "Remember that only a small percentage of voters are likely to know the names of candidates for offices in the middle of the ballot," the manual says.

In general, most of the AAAA recommendations for political advertising would apply to any well-managed campaign, whether it would be for motor cars or candidates. The differences, of course, are that political advertising on radio and TV entails legal considerations, and the process of politics may engender more passion among agency people, clients, and audience than would a campaign for corn flakes. The AAAA manual, however, does suggest that an agency might even make money from a political campaign.

Code of Ethics ■ Because advertising

has become an increasingly important factor in the conduct of political campaigns, AAAA adopted in February a code of ethics for political advertising. It will be offered to political parties for distribution to candidates, and it reads:

"The advertising agency should not represent any candidate who has not signed or who does not observe the code of fair campaign practices of the Fair Campaign Practices Committee, endorsed by the AAAA.

"The agency should not knowingly misrepresent the views or stated record of any candidates nor quote them out of proper context.

"The agency should not prepare any material which unfairly or prejudicially exploits the race, creed or national origin of any candidate.

"The agency should take care to avoid unsubstantiated charges and accusations, especially those deliberately made too late in the campaign for opposing candidates to answer.

"The agency should stand as an independent judge of fair campaign practices, rather than automatically yield to the wishes of the candidate or his authorized representatives.

"The agency should not indulge in any practices which might be deceptive or misleading in word, photograph, film or sound."

The code has been endorsed by the Nonpartisan Fair Campaign Practices Committee and the League of Women Voters. Copies of both the manual and the code are being distributed to AAAA agencies and single copies of each are available to others on request from AAAA, 200 Park Avenue, New York 10017.

Selling time by mail

There have been mail-order brides and mail-order tractors, and now there's a mail-order radio station. WQIZ St. George, S. C., sells its time strictly by mail order, with only local and area solicitations, according to owner Clarence Jones.

The mail-order business has proven quite successful, WQIZ said, citing the addition of 43 new accounts by the new method. Prospects are sent special mail-order promotional kits, including instructions on how to write broadcast copy and how to schedule for effectiveness, and an order blank.

The on-air promotion for the mail-order solicitations emphasizes the savings clients enjoy when no salesman has to call on them, Mr. Jones said.

4A's complete agenda for meeting

From 750 to 800 members and guests of the American Association of Advertising Agencies are expected to gather this week for the AAAA's annual meeting, the first in its second half-century of operations.

The meeting will be held Thursday through Saturday (April 25-27) at the Greenbrier, White Sulphur Spring, W. Va. All but the business sessions Thursday morning will be open to guests as well as members.

Computers in advertising, international advertising, manpower for advertising and creativity in advertising will be among the areas examined, along with a selection of top-rated TV commercials.

The noted engineer and designer, Professor R. Buckminster Fuller of Southern Illinois University, will be among the authorities on hand to give the agency men and their advertiser and media guests a broader view beyond the day-to-day business of advertising.

Alfred J. Seaman of Sullivan, Stauffer, Colwell & Bayles, New York, 4A's chairman, will present "The Challenge of Total Involvement" in Thursday's luncheon address.

Tom Sutton of J. Walter Thompson Co., New York, will take a look at international advertising, and John DeVries of Computer Applications Inc., also New York, will look at computer technology from the perspective of business management in the principal addresses of the Thursday-afternoon session.

Friday's meetings will hear Dr. Daniel J. Boorstin of the University of Chicago; Dr. Miller Upton, president of Beloit (Wis.) College; Marvin Bower of McKinsey & Co., New York management consulting firm, and John Elliott Jr. of Ogilvy & Mather, New York.

Creative Agenda ■ The traditional creative session of Saturday morning will feature William E. Pensyl of Ketchum, MacLeod & Grove, Pittsburgh, and Alvin Hampel of Young & Rubicam, New York. They will be followed by Professor Fuller's address and closing remarks by retiring chairman Seaman.

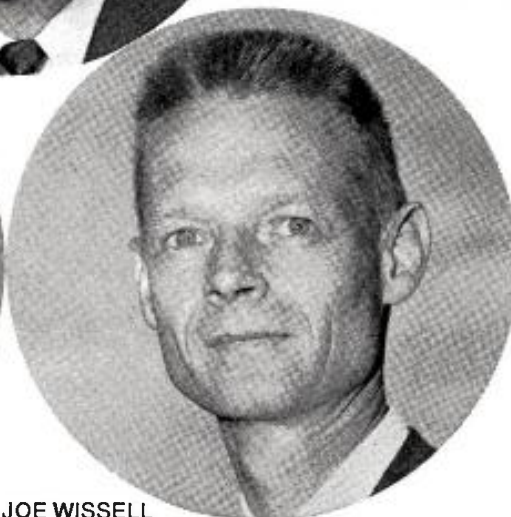
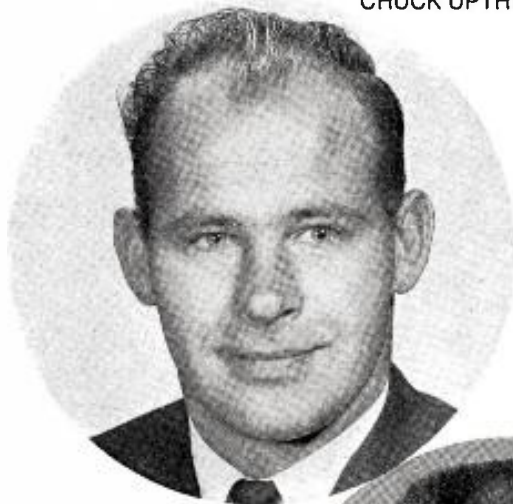
The closed business session on Thursday morning will include elections, an address by AAAA President John Crichton, a report on "Inside Carson/Roberts" by Ralph Carson and Jack Roberts of that Los Angeles agency, and insights into "Communications with Government" by Major General Chester V. Clifton Jr. of C. V. Clifton Associates Inc., Washington, a member

In **Dayton**, it's **Channel 7** for News

Here are some good reasons why...

CHUCK UPTHEGROVE

BOB TAMASKA



ANDY CASSELLS

JOE WISSELL

There were 20 prizes in the Television Division, Ohio News Photographers Association Contest. WHIO-TV won 13 of them! The second largest winner (the NBC News in Cleveland) won only three!

FEATURE CATEGORY	GENERAL NEWS	SPOT NEWS	SPORTS	DOCUMENTARY
1st Cassells	2nd Cassells & Tamaska	2nd Cassells	2nd Upthegrove	1st Tamaska
3rd Wissell	3rd Cassells & Tamaska	H.M. Upthegrove	3rd Upthegrove	
H.M. Wissell	H.M. Cassells & Tamaska	H.M. Upthegrove		
H.M. Cassells & Tamaska				

WHIO-TV's colorful local programming plus a great line-up of network shows (from all three networks) makes Channel 7 your best buy in Dayton.



Represented by Petry



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

of the Interpublic Group of Co.'s.

A selection of U. S. television commercials and European TV and theater commercials, plus some "political announcements, past and present," will be shown on Thursday evening and again on Friday afternoon. They were chosen by Samuel C. Zurich of N. W. Ayer & Son, New York, a member of the AAAA's subcommittee on commercial production, with the cooperation of the American TV Commercials Film Festival and AAAA member agencies.

The traditional cocktail party at which the AAAA members are guests of the board of directors of the Television Bureau of Advertising will be held Saturday evening. The TVB board itself plans to meet at the Greenbrier on Sunday and Monday (April 28-29).

Bell plans move of AAF to Washington

In a move designed to "rebuild the image of the federation" and to become more "closely identified with marketing and advertising matters" that the government is involved in, the American Advertising Federation is moving its headquarters from New York to Washington.

Howard H. Bell, AAF president, said he is in the process of reorganizing the federation's staff structure and is out to "build and rebuild the staff." He anticipates having about 25 people in the new Washington office with about three or four persons in New York.

The New York operation, he said, will continue to be run by Bill Evans, vice president of that office, who will "play a key role in the new management team." Roderick A. Mays has just been appointed vice president in the AAF San Francisco office (see page 63).

Coincidental with the move, Mr. Bell said, he is looking around for "top caliber people" particularly in the government relations and public relations functions to join the Washington staff.

Although he originally thought the shift from New York to Washington might take about six months, Mr. Bell said it now seemed likely that the move, possibly including AAF moving into a new office building in Washington, could be accomplished by Sept. 1.

At present the New York staff numbers about 15 and the Washington staff has three persons.

The headquarters move is the first project undertaken by Mr. Bell since he assumed the AAF presidency Feb. 1. He feels the federation has "not made an impact" in Washington and wants to mount a full effort to rectify

that situation and also to give AAF an "identity."

"Ours," he said, "is a representative function—a government and public relations job" and that job can best be done in Washington.

He noted that membership is growing and that he hopes to build more support for the AAF from broadcasters.

Californians told how to sell in East

Radio, Southern California style, got a big boost last week from one of media's most venerable buyers, N. W. Ayer & Son. Philip Willon, vice president and creative director for the agency's Los Angeles office, told some 70 radio salesmen that he has become a real believer in radio since moving to the West Coast from Philadelphia about 18 months ago.

Addressing a luncheon meeting of the Southern California Broadcasters Association in Hollywood, Mr. Willon said that the big difference in the geographic areas "is the philosophy of living." Southern California, he pointed out, combines a weird mixture of Henry

Thoreau and materialism. "There's never been a people on the move like Southern Californians," he said. "And radio is the only medium that moves with the audience."

Mr. Willon advised that in selling radio to East Coast advertisers and agencies, Southern California stations should try to overcome "the dreaded eastern resentment factor." According to the Brooklyn-born executive, "Easterners do not like Los Angeles and the people who work there." He also said that other agency-advertiser prejudices that must be overcome include the belief that radio is an echo medium and the general feeling that teen-agers have radios stuck to their ears from birth ("when they grow up they get a living transplant—a wife").

Original Not Echo ■ In Southern California, Mr. Willon maintained, radio is not an echo but is an original medium. He further believes that radio "is not a toy" for teen-agers, but can play "an important role in the affairs of man."

In an earlier presentation, Tom Lauer, media supervisor for Ayer's Los Angeles operation, told how radio is being used effectively by the Los Angeles district Lincoln-Mercury dealers to sell the Cougar automobile. "Station selection is the key to any radio buy," Mr. Lauer explained, and Ayer, working with a limited budget for Cougar, has had to concentrate its dollars on adult-appeal stations. "We can't pay for any waste," he said, and indicated that this leaves out rock 'n' roll and ethnic stations.

Running its campaign in short flights of six to eight weeks, Ayer has had to buy "lots of stations" if it wanted "to make any noise." As a result, 18 to 20 stations are being used in Los Angeles, with about 700 spots a week scheduled. This amounts to about 35 spots a week on individual stations.

Business briefly . . .

Dodge Division of Chrysler Corp. through BBDO, Detroit, this week kicks off major radio drive using new jingle series based on pop tunes "Life is Groovy" and "Jackson." Total of more than 42,000 minute spots will be aired through mid-June on more than 400 stations in 80 key markets. Dodge also is making the commercials available to dealers for their own local campaigns. A. C. Thompson, Dodge car advertising manager, said this is biggest single national spot radio buy ever made by company.

Connecticut General Life Insurance Company, through Cunningham & Walsh, New York, has signed for full sponsorship of *From Chekhov, With Love*, to be broadcast in color on CBS-TV, Wednesday, Sept. 11. The drama

Du Pont sports deal

E. I. duPont de Nemours & Co., Wilmington, Del., has purchased a one-hour Triangle stations special, *Profile of a Rookie*, to be syndicated for showing this summer on over 180 stations, apparently on a quid-pro-quo basis. Du Pont placed the order through its promotion department.

Details were not available from the company, but it was understood that stations would be given the program and carry it with two du Pont commercials at no charge, and sell the rest of the commercial time to local or national-spot advertisers. Du Pont will use its commercials to advertise Lucite house paint and Golden 7 oil treatment.

Profile of a Rookie, featuring Don Money and Larry Hisle, newcomers to the Philadelphia Phillies baseball team, is the fifth Triangle special bought by du Pont thorough its promotion department. *Auto Racing Highlights of 1965*, 1966 and 1967 and *The American Challenge* were the previous purchases.

special, produced by David Susskind and directed by Jonathan Miller, was taped in London and stars Sir John Gielgud, Dame Peggy Ashcroft, Wendy Hiller and Dorothy Tutin.

Discover America with Jose Jimenez, starring Bill Dana, will be sponsored on NBC-TV Friday, May 17 (10-11 p.m. NYT), by **The Bell System**. Color special will feature unusual fairs and festivals and concentrate on the scenic beauty of many parts of the country.

Pepsico Inc., through Young & Rubicam, both New York, has purchased sponsorship in 10 NBC-TV prime-time entertainment programs (all times NYT): *I Spy* (Mondays, 10-11 p.m.), *I Dream of Jeannie* (Tuesdays, 7:30-8 p.m.), *Tuesday Night at the Movies* (9-11 p.m.) *The Virginian* (Wednesdays, 7:30-9 p.m.), *Run for Your Life* (Wednesdays, 10-11 p.m.), *Daniel Boone* (Thursdays, 7:30-8:30 p.m.), *Tarzan* (Fridays, 7:30-8:30 p.m.), *Star Trek* (Fridays, 8:30-9:30 p.m.), *The Saint* (Saturdays, 7:30-8:30 p.m.) and *Saturday Night at the Movies* (9 p.m. to conclusion).

Vick Chemical Co., through Leo Burnett Co., both New York, has purchased sponsorship in nine NBC-TV prime-time entertainment programs and *The Frank McGee Saturday Report* (Saturday, 6:30-7 p.m.). Entertainment programs (all times NYT): *The High Chaparral* (Sundays, 10-11 p.m.), *I Spy* (Mondays, 10-11 p.m.), *I Dream of Jeannie* (Tuesdays, 7:30-8 p.m.), *Tuesday Night at the Movies* (9-11 p.m.), *Run for Your Life* (Wednesdays, 10-11 p.m.), *Daniel Boone* (Thursdays, 7:30-8:30 p.m.), *Star Trek* (Fridays, 8:30-9:30 p.m.), *The Saint* (Saturdays, 7:30-8:30 p.m.), and *Saturday Night at the Movies* (9 p.m. to conclusion).

The American Gas Association, through J. Walter Thompson Co., both New York, will sponsor *Man, Beast and the Land*, on NBC-TV, Thursday, May 16 (7:30-8:30 NYT). The color news special will examine life in the Serengeti-Mara region of East Africa. Dr. and Mrs. Lee Talbot of the Smithsonian Institution, said to be the first wildlife ecologists to study this region, will discuss their work and findings.

The Kellogg Co., Battle Creek, Mich., through Leo Burnett Co., New York, has purchased sponsorship in five NBC-TV prime-time programs (all times NYT): *I Dream of Jeannie* (Tuesdays, 7:30-8 p.m.), *Tuesday Night at the Movies* (9-11 p.m.), *The Virginian* (Wednesdays, 7:30-9 p.m.), *Tarzan* (Fridays, 7:30-8:30 p.m.) and *The Saint* (Saturdays, 7:30-8:30 p.m.).

Southern California Buick Dealers,

BROADCASTING, April 22, 1968



RAB's David says radio may sell moon trips

Trends in society and in radio commercials for the year 2000 were projected by Miles David, president of the Radio Advertising Bureau, in a talk before the "Radio Day" meeting of the International Radio and Television Executive Society in New York last Tuesday (April 16).

Mr. David voiced the belief that radio commercials will be "anti-square, often irreverent," and will dwell on "sensual experience" rather than a succession of selling points. They will even sell four-day weekends to the moon, he predicted. There will be a rapidly changing sense of property, morality and public conduct in our society and a continuing diversity in life, which "radio is well equipped to handle."

Mr. David prefaced his observations of the future with a commentary on 1968. He indicated that ra-

dio may be in the midst of its "biggest growth year," with more dollars coming from political campaigns, major national clients and department stores than ever before.

He played a series of new radio commercials and linked the techniques used in them to life in general and radio specifically in the year 2000.

Robert H. Alter, RAB executive vice president, served as narrator for a futuristic fashion show in which models wore far-out clothing expected to be commonplace in the year 2000. One model wore a "radio dress" which had a sewn-in radio set.

Mr. David (above), is flanked by two models wearing dresses that may be *de rigueur* in the year 2000. The scene was the fashion show held by RAB as part of its presentation on trends in radio 32 years hence.

through Hixson & Jorgensen Inc., Los Angeles, has started a three-month humorous spot radio campaign on 20 stations. The campaign is a tie-in with the Buick factory's "Buick Bargain Days" promotion. The dealer spots

will run in Los Angeles, Orange, San Bernardino and Riverside counties.

Electric Companies Advertising Program (ECAP), through N. W. Ayer & Son, both New York, will sponsor *To-*





Another Reason We Can Hardly Wait For Next Season

"THE GHOST AND MRS. MUIR"

The late Captain Ahab went for whales. But the late Captain Daniel Gregg went for the ladies. His ghost, it seems, has the same inclination (and much more time). Hence, "The Ghost and Mrs. Muir."

Mrs. Muir, played by Hope Lange, is the lovely widow who's just moved—along with her brood—into *his* seaside house, Gull Cottage.

She, of course, had no idea there was a ghost on the premises. He had no idea that anyone so pretty could be so formidable. *Advertisers* got the idea—immediately—that this 20th Century-Fox series would be one of the season's hottest new properties.

Hope Lange is as charming a lady as ever paced a widow's walk.

Edward Mulhare gives a spirited performance as the departed captain.

And the whole series is like a breath of fresh air.

NBC TELEVISION NETWORK



morrow's World: A New Era in Medicine, a special color documentary, on NBC-TV Friday, May 24, 10-11 p.m. NYT.

Dribeck Importers, through Warwick & Legler, both New York, began a summer radio campaign for Beck's beer on four stations in New York today, and have scheduled campaign for May start in Chicago, Boston, Los Angeles and Washington. Theme promotes Beck's as a light "dinner beer." Promotion will run through September.

Agency appointments . . .

- Ford Motor Co., Dearborn, Mich., has assigned Autolite-Ford parts division account to Kenyon & Eckhardt, New York and Detroit, dropping BBDO. Account bills about \$1.6 million, of which approximately \$700,000 is in TV-radio. BBDO will continue to handle consumer products advertising for Philco-Ford Corp.

- Lewis & Gilman Inc., Philadelphia, has been appointed agency for The Henry F. Ortlieb Brewing Co., that city. Firms markets are in eastern Pennsylvania, Delaware and New Jersey.

FDA plans hearing on vitamins, minerals

The Food and Drug Administration will open a public hearing in Washington May 21 on proposed regulations covering vitamin-mineral supplements and other foods for special dietary uses, such as artificially sweetened products for weight reducing. The proposed rules affect the labeling and advertising of many vitamin and vitamin-related products.

A prehearing conference has been set for May 7.

The regulations were issued by FDA in June 1966, but stayed in December of that year to allow a hearing on objections filed with the agency on the new rules. David H. Harris has been designated hearing examiner for the May public hearing.

One issue expected to be raised at the hearing is whether the calorie count of a food must be reduced at least 50% before the product can be represented as being lower in calories. Also discussed will be a special label information statement the new rules would require on some vitamin and mineral supplements: "Vitamins and minerals are supplied in abundant amounts by commonly available foods. Except for persons with special medical needs, there is no scientific basis for recommending routine use of dietary supplements."

Dr. Walter A. Compton, president of

Miles Laboratories, Elkhart, Ind., has said his company expects the hearing to clear up many of the misconceptions on which the regulations are based. The hearing, he said, "will give professional people in the nutrition and health fields and related medical areas an opportunity to demonstrate the many inaccuracies underlying the regulations as now written."

Dr. Compton specifically referred to an Agriculture Department report issued in February indicating that a significant number of U.S. households do not meet even two-thirds of the recommended dietary allowances in one or more nutrients.

The prehearing conference May 7 will be conducted to simplify hearing issues as much as possible, exchange documentary evidence and establish a schedule of witnesses. Persons who wish to appear at either the prehearing conference or the hearing should file a written notice with the hearing clerk of the Department of Health, Education and Welfare by April 29.

Pot plug brings reply from Tobacco Institute

Commercial - maker - humorist Stan Freberg, whose speciality is throwing rocks at establishment windows, did some editorializing about cigarette smoking on a program carried by non-commercial KCET(TV) Los Angeles on March 14. Appearing on the final segment of a four-night, 12-hour special on KCET (BROADCASTING, March 11), Mr. Freberg suggested that cigarettes are more harmful than smoking marijuana and that a "more realistic law would make it a felony to possess a joint of Lucky Strike or Salem or L&M."

As a result of this plug for Mary Jane, viewer-supported KCET gave equal time twice last week (April 15 and 18) to the Tobacco Institute. A statement by Charles Allen, program director, read on the air, pointed out that under the fairness policies of the FCC the station notified the cigarette manufacturers and they in turn responded through the Tobacco Institute with a message that "... there is no scientific proof that cigarette smoking causes human disease." The Tobacco Institute's complete statement also was read on the air.

NBC Radio O&Os sales up 16%

NBC-owned radio stations' best first quarter sales in five years—an increase of 16% over the same period of 1967—were reported last week by Stephen C. Riddleberger, vice president and general manager.

The stations are: WNBC-AM-FM New York, WRC-AM-FM Washington, WMAQ-AM-FM Chicago, KNBR-AM-FM San Francisco, WKYC-AM-FM Cleveland, and WJAS-AM-FM Pittsburgh.

NYC radio stations plan local trade group

Radio stations in the New York area are in the process of forming an association whose purpose will be to promote local radio as a whole to advertisers and agencies. It was revealed last week by Maurice Webster, temporary chairman of the organizing group and vice president, development, CBS Radio Division.

Mr. Webster said that an initial meeting was held two weeks ago, and officials of 13 radio stations indicated a willingness to join. He added that a bulletin on this meeting will be sent to other stations in the New York area.

The stations that have agreed to establish the association are WABC, WCBS, WHN, WINS, WLIB, WMCA, WNBC, WNEW, WOR, WPAT (Paterson, N. J.), WPIX(FM), WQXR, and WTFM(FM).

Bridal Fair makes plans for increased activity

Bridal Fair Inc., a Star Stations subsidiary that licenses contemporary music radio stations to conduct bridal fairs and assists in production and advertiser participation, last week announced expansion plans.

Kevin B. Sweeney, former Radio Advertising Bureau president and a major stockholder in Bridal Fair, has been elected president. He will continue as consultant to radio stations and as officer in retail and broadcasting businesses. Mr. Sweeney is part owner of KBIG-AM-FM Avalon-Los Angeles (which was sold last week to Bonneville International [see page 34]).

Tom W. Devaney, former sales manager of WPDQ Jacksonville, Fla., has joined Bridal Fair as sales manager to direct local selling activities for stations.

The first fairs were held in 1967 in Portland, Ore., Indianapolis and Omaha.

Also in advertising . . .

Move in Philadelphia ■ Weightman Inc. will move to new quarters at 1700 Market Street in September. Its current offices are at 6 Penn Plaza.

California merger ■ Smith-Klitten Inc. of Los Angeles and Rose Associates of Tustin, Calif., have merged into a new advertising and public relations firm, Smith-Klitten Inc. The new firm will offer expanded services from office in Los Angeles and Orange counties.



We got **DOUBLE FIGGERS**

Yep, these figgers got what counts, and it's all in the right places.

Accordin' to the latest ARB figgers, in the Fargo three station market, WDAY has the highest rating and share of audience.

With the WDAY-WDAZ combination, we got the strongest, broadest beam 'tween Minneapolis and Spokane. Fact is, in all that stretch, you gotta go way to Seattle before you hit a Metro Area with bigger retail sales than you find in Fargo-Moorhead.

Wanna see more of these great figgers? Jist talk to your PGW Colonel.

TIME PERIOD	RATING	SHARE
6:00 pm - 6:30 pm	32	70%
10:00 pm - 10:30 pm	37	72%
Sun. - Sat. 9:00 am - Midnight	—	50%



Covering All of Eastern N.D. and Western Minnesota



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

ABC turns to FCC on affiliate jumps

GOLDENSON LETTER SEEKS ACTION TO DISCOURAGE SWITCHES TO ITS RIVAL

ABC has asked the FCC for help in stopping the flow of its affiliates, in markets with fewer than three VHF stations, to NBC-TV. The appeal includes a request for bare-knuckled action—an order directing two stations committed to such a switch to file their license-renewal applications early, so that they may be set for hearing, and a warning that other ABC-TV affiliates in critical markets face the same treatment if they switch.

The request for help is contained in a letter from Leonard H. Goldenson, president of ABC Inc., to Commissioners Robert E. Lee and Kenneth A. Cox, who constitute a commission committee on problems of network competition. The letter, dated March 29, came to light last week.

Mr. Goldenson noted that WSOC-TV Charlotte, N. C., which once cleared a majority of ABC-TV's prime-time schedule, stopped such clearances and became a primary affiliate of NBC-TV last year, and that WLWD(TV) Dayton, Ohio, is switching from ABC-TV to NBC-TV in September even though its contract with ABC-TV runs until January 1970 (BROADCASTING, March 18).

He also disclosed that WSPD-TV Toledo, Ohio, has declared its intention of becoming a primary NBC-TV affiliate when its ABC-TV affiliation agreement expires. And he said NBC has begun soliciting the affiliation of WNHC-TV, ABC's VHF affiliate in the Hartford-New Haven, Conn., market. He

said NBC has changed its affiliation agreement with WHNB-TV, a UHF in the same market, to one cancellable on six months' notice. Each of the markets has only two VHF's.

National Interest Involved ■ Mr. Goldenson related these developments after noting that the commission has long recognized that "the national interest is fundamentally involved in the development and preservation of at least three competitive national television network services." He said NBC's actions in wooing ABC affiliates "seriously threaten that goal."

Mr. Goldenson said the loss of affiliates in Charlotte (the 30th market), Toledo (37th) and Dayton (26th) means that ABC will be denied an estimated 146,200 television homes—and will lose, as a result, potential annual prime-time revenue totalling \$3.6 million.

ABC actually has more VHF affiliates than either CBS or NBC—221 to 169 and 179, respectively. But ABC lists only 126 as primary affiliates, CBS and NBC don't distinguish between primary and secondary affiliates, but both networks lead ABC in clearances on VHF stations, a factor that ABC cites as an obstacle in its effort to become competitive with them.

Mr. Goldenson said the switches in affiliations require "prompt commission action to arrest further impairment of ABC's competitive [position] in access to VHF stations, thereby doing

harm to the commission's long-standing policy of promoting network competition."

Calls for Public Statement ■ He urged the commission to issue a public notice "reaffirming its objective of creating a climate for effective network competition in the transition period to the more expanded service that will come when UHF channels are in effective use."

Then he added: "I also urge that the commission direct" WSPD-TV and WLWD "to file renewal applications immediately so that they may be designated for hearing to determine whether the course of conduct pursued by these stations in combination with NBC is in the public interest."

He noted that both stations received license renewals in September 1967 on the basis of representations that they would take a majority of their network programs from ABC. He pointed out that the stations now plan to clear all or a majority of NBC prime-time programs.

Mr. Goldenson also urged that the commission make clear in its public notice that any further switch in affiliation from ABC "in critical markets, during the interim period of UHF development, presents public-interest issues which will call for hearings upon license-renewal applications.

"By these measures," he concluded, "I believe that the commission can assist in meeting the urgent problems created by NBC's overreaching and disregard for national objectives expressed" in the law requiring the manufacture only of all-channel television sets and in commission policies.

The commission reportedly will consider Mr. Goldenson's requests this week.

Post-ITT Trouble ■ Mr. Goldenson's letter comes at a time when ABC is continuing its effort to recover from the failure of its plan to merge with International Telephone & Telegraph Corp.—a merger that ABC said would provide it with the financial strength to compete on equal terms with CBS and NBC.

One of the commissioners who received the letter, Commissioner Lee, had been a strong supporter of the merger proposal. Commissioner Cox, however, had vigorously opposed it on the ground that the applicants had not demonstrated that the merger was essential to ABC's ability to compete with the other networks. The proposal,

ABC Radio networks add affiliates

ABC's four radio networks have signed 25 affiliates in a 21-day period ended last week.

The new affiliates of the American Information, Entertainment, Contemporary, and FM radio networks bring to more than 760 the number of stations now receiving one of the four program services. In the three-week period, the Entertainment network picked up seven new stations; the Information network added 12 outlets; the FM network acquired five stations; and the Contemporary network added one—WFBG Altoona, Pa.

The 12 new affiliates of the American Information radio network are: WAYE Baltimore; WMOH Cincinnati; WTJH Atlanta; KPOP Sacramento,

Calif.; WPAW Syracuse, N. Y.; WNAB Bridgeport, Conn.; WKLK Duluth, Minn.; KHAK Cedar Rapids, Iowa; WORX Madison, Ind.; WGHM Skowhegan, Me.; WCLV Crawfordsville, Ind., and WJKM Hartsville, Tenn.

New affiliates of the American Entertainment radio network are: WMCK McKeesport, Pa., serving the Pittsburgh area; WYLO Milwaukee; KTUC Tucson, Ariz.; WGLC Mendota, Ill.; WLEA Hornell, N. Y.; WVMC Mt. Carmel, Ill., and KCLN Clinton, Iowa.

The American FM network has added KBNO(FM) Houston; KLIQ-TV Portland, Ore.; WKTU(FM) Charleston, S. C.; KFAV(FM) Fayetteville, Ark., and KGM-FM Bellingham, Wash.

approved twice by the commission by 4-to-3 votes, fell through on Jan. 1, after the Justice Department appealed the commission's decision and ITT, wearying of the two-year effort to merge, exercised its option to cancel the agreement (BROADCASTING, Jan. 8).

Mr. Goldenson, in his letter to the commissioners, accused NBC of following a course in "certain major markets" with fewer than three VHF stations "of inducing ABC affiliates to switch to NBC by offering compensation arrangements not available to NBC affiliates in competitive markets."

However, Mr. Goldenson also noted that, "in markets where there are facility shortages," ABC has made premium payments "to obtain the clearances needed to narrow, as much as possible, the access to the market-place advantages enjoyed by NBC and CBS."

In the case of WSOC-TV, he said, over the 10-year period ending in 1967, ABC payments for station compensation over and above those that would have been earned under a standard-affiliation contract exceeded \$3.7 million. He said the comparable excess was more than \$4.9 million in the case of WSPD-TV and more than \$4.2 million in the case of WLWD.

FCC snips some red tape for CATV's

The FCC, laboring under a backlog of CATV cases, has devised still another method to expedite them—it will now permit hearing examiners the option of terminating certain show-cause proceedings.

The new procedure is an outgrowth of an increasing number of amicable pacts between cable operators and TV stations that claim they are entitled to carriage and nonduplication protection. The parties frequently request that since the issues have been settled, proceedings should be terminated. It's been commission practice to seek comments from its Broadcast Bureau on the pacts before acting on the requests.

Now the process has been turned over to the hearing examiners who may terminate the proceedings where the agreements are found "to be consistent with public interest."

If examiners should have any questions about the propriety of the pacts they are directed to turn the matter over to the commission.

The new procedure will not affect, however, those agreements between participants involved in show cause proceedings regarding the unauthorized importation of distant signals. Because of the public interest considerations involved in these cases, the commission says it wants the final word on requests for their termination.

FCC acts on its suburban policy

Monroeville retains outlet

in suburbs of Pittsburgh;

Tidewater area AM denied

Monroeville (Pa.) Broadcasting Co., which won an AM grant in 1963 in one of three comparative hearing cases that led the FCC to adopt its suburban-community policy, has won the grant again, in the first application of that policy after a hearing.

Monroeville was in competition with Miners Broadcasting Service Inc., licensee of WMBA Ambridge, Pa. which sought permission to modify substantially that station's operation.

Both Monroeville and Ambridge are suburbs of Pittsburgh, and the policy under which the case was decided is designed to help the commission determine when an applicant for a suburban AM is really seeking to serve the large neighboring city.

It requires an applicant proposing service that would penetrate any community with a population of more than 50,000 and twice that of the applicant's specified community to persuade the commission that he does not intend to serve the larger, rather than the specified, community. If he fails, he is treated as an applicant for the larger community, and must meet all of the applicable technical rules.

Failure to Rebut — The commission, in an order published last week, held that Miners had not rebutted the presumption that WMBA, as modified, would be a Pittsburgh station. The commission also held that WMBA would be a substandard Pittsburgh operation, since its signal would cover only 20.4% of the city's total area, rather than reach from the business-industrial to the outlying residential sections, as required by commission rules.

Miners proposed to move its station from 1460 to 1510 kc, with power increased from 500 w to 10 kw and to identify itself as Ambridge-Aliquippa. And "the significant difference between WMBA's present and proposed operation is the better than one-half million Pittsburgh residents picked up by the latter," the commission said.

It held that Miners had failed to make an adequate showing that the needs of Ambridge and Aliquippa are separate and distinct from those of Pittsburgh.

But Monroeville, which proposed a 250-w operation on 1510 kc, showed "a meaningful sensitivity" to the needs

of its specified community and expects to obtain 75% of its advertising support from Monroeville, the commission said. "Accordingly, the Monroeville proposal is determined to be, realistically, one for Monroeville."

The commission originally decided the case in favor of Monroeville in 1963, largely on the ground that it considered Miners' application primarily as one for Pittsburgh. The commission said that Monroeville needed a first local AM service more than Pittsburgh needed a ninth. Monroeville is now operating WPSL on the strength of that decision.

Appeal Granted — However, Miners appealed, and the U.S. Court of Appeals in Washington sent the case back to the commission, pointing out that the agency failed to specify adequately the reasons for its decision, or to provide the standards on which it was based.

The commission subsequently held an oral argument on the standards to be used in deciding such cases, in which the applicants for the Pittsburgh area stations as well as those for stations in northern New Jersey and Southern California, participated.

The commission's policy statement was issued in December 1965 (BROADCASTING, Jan. 3, 1966).

The order in the Monroeville-Miners case was prepared by Commissioner Robert T. Bartley and adopted by a 6-to-0 vote.

The commission, in another 6-to-0 suburban-policy decision last week, denied both competing applications for AM stations in the Tidewater area of Virginia. The commission held that neither The Tidewater Broadcasting Co. nor Edwin R. Fischer had rebutted the presumption that a big-city station was being sought.

Both applicants were seeking daytime stations on 940 kc with 10 kw power. Tidewater wanted a station in Smithfield; and Mr. Fischer, in Newport News.

Can File Again — The commission said it will waive the rules barring repetitious filings to permit the applicants to file again, if they wish. However, the decision last week causes at least another delay in a proceeding that was initiated in 1959.

Tidewater had been favored in initial and supplemental initial decisions issued by Examiner Elizabeth Smith; the supplemental decision was handed down in January 1967 after the commission sent the case back for further hearing following issuance of the suburban-policy statement.

The commission said that, although Tidewater attempted to show a realistic proposal for Smithfield, it said it was not persuaded "that Tidewater's proposal would not become merely another Norfolk station in view of its 10,000 watts of power and its substantial cov-

erage of the entire metropolitan area."

The Fischer application ran into trouble in part at least because of a change of direction on the applicant's part. The commission noted that Mr. Fischer originally argued that his application should be granted because Newport News has fewer stations than other smaller communities in Virginia, but that in the more recent hearing, "without seeking to amend his program proposal or offering any explanation of his prior statements, Fischer has stated that he is now satisfied to be treated as an applicant for a Norfolk station."

"He is now willing to increase the number of stations assigned to Norfolk at the expense of Newport News in order to obtain a grant of his application," the commission said. However, it noted that the application fails to meet the technical requirements for a Norfolk station.

Principals of both applicants have interests in other stations. Tidewater is owned 45% by Vernon H. Walker and 45% by C. Brooks Russell, who owns 60% and 40%, respectively of WESR Tasley, Va. Mr. Fischer owns WHPL-AM-FM Winchester, Va.

Bonneville buys KBIG stations for \$2 million

The sale of KBIG-AM-FM Avalon-Los Angeles, to group broadcaster Bonneville International Inc. was announced last week. Bonneville is paying \$2 million for the stations, now owned 60% by John H. Poole and 40% by Kevin Sweeney. In addition it is leasing under a long-term contract equipment and real estate; this is estimated to run

about \$500,000.

Bonneville owns or controls TV and radio stations in Salt Lake City, Seattle, Idaho Falls and Boise, both Idaho; radio stations in Kansas City, Mo. and an FM outlet in New York. It also owns international shortwave station WNYW, with transmitters at Scituate, Mass.

KBIG, established in 1952, is a 10 kw daytime station on 740 kc. KBIG-FM, licensed to Los Angeles proper, began in 1959, is on 104.3 mc with 150 kw.

Broker was G. Bennett Larson.

Dixon, Turner: nothing new

Turner defends Justice's action in asking FCC to consider antitrust matters

Federal Trade Commission Chairman Paul Rand Dixon provided a progress report on FTC investigations into television advertising discount practices, and Justice Department antitrust chief Donald F. Turner cited his division's interest in newspaper acquisitions of broadcast properties during the final session of a Senate "failing-newspaper bill" hearing last week.

But neither witness hinted at any further policy changes or new developments in store on either issue. The hearing, in previous sessions, had broached the problem of media concentration and the final session was expected to range beyond the bill before

the Senate Monopoly Subcommittee, under the chairmanship of Senator Philip A. Hart (D-Mich.).

The failing-newspaper bill would exempt from antitrust action newspapers which enter into joint operating and sales agreements, including profit-sharing arrangements, if one of the papers is in financial difficulty. Radio-TV ownerships became an aspect of the hearing because a clause in the bill would allow a newspaper to qualify as "failing" regardless of its ownership or affiliations with other enterprises, however profitable.

At one point the subcommittee devoted a day to FCC testimony on cross-ownership of newspaper-broadcasting interests (BROADCASTING, April 1). The FTC and Justice Department testimony was planned for the following week but was delayed by Senate scheduling problems. Prior to the FCC appearance the subcommittee staff sought commission data in depth on four specific markets involving cross-ownership: San Francisco, Minneapolis-St. Paul, Salt Lake City and Shreveport, La.

At the Dixon-Turner hearing last Tuesday (April 16), staff charts were entered into the hearing record showing regional distributions of newspaper groups with joint agreements with other newspapers in certain cities, as well as showing broadcast properties involved.

Increasing Concern ■ In the testimony most directly bearing on problems of cross-ownership, that provided by Mr. Turner, the antitrust chief only noted that "newspaper-television mergers have become increasingly a subject of antitrust concern," a matter already on public record. He noted that the Justice Department had intervened in the FCC proceeding on the sale of KFDM-TV Beaumont, Texas, to the Beau-



Justice's Turner



FTC's Dixon

THE UNREACHABLE.

When it comes to cumes,
no other radio network
can reach us.

According to RADAR, NBC has
the largest Monday through Friday
cumulative adult audience in
all network radio—
with more women as well as
more men.

Maybe that's why advertisers
reach out to us frequently.



Source: Audience data are based on RADAR estimates, Spring 1967, a 4-Network Study, and are subject to the qualifications of this study which are available on request.

The FCC: torn within, hit from outside

JOHNSON-COX OKLAHOMA STUDY BORDERS ON OPEN REBELLION

The FCC is in a time of troubles. The troubles are perhaps not so severe or odious as those that afflicted the commission a decade ago, when an FCC chairman was asked to resign after taking a cruise on a broadcaster's yacht, and an overly friendly commissioner found himself the central figure in a series of ex parte scandals involving comparative hearings in which valuable television properties were the prizes.

But the troubles are bad enough. Criticism of the commission from Capitol Hill and elsewhere is on the rise. Morale within the agency is not high. And, in the independent action of Commissioners Kenneth A. Cox and Nicholas Johnson in quizzing a selected group of Oklahoma broadcasters on their programming, the commission is faced with what seems like open rebellion.

Criticism is nothing new to the commission. It goes with the job. But lately it has become almost deafening, and at times it has taken on an ominous tone. The House Investigations Subcommittee has undertaken an investigation of commission approval of

the transfer of five Overmyer Co. UHF construction permits to AVC Corp. in a manner that reflects a suspicion of the commission's motives.

Moss Attack ■ Representative John E. Moss (D-Calif.), a member of that subcommittee, excoriated the commission in a speech in Hollywood last month, calling it a "graveyard of good intentions and good ideas" and a "governmental quagmire" (BROADCASTING, April 1). And the secret hearing he and Representative John D. Dingell (D-Mich.) held in Chicago last week on charges that WBBM-TV had staged the pot party it featured in a television program can be viewed as a slap at the commission's competence, even its integrity (see page 52).

The commission last month announced it would hold its own hearing on the charges, and has scheduled it for May 14. Yet the congressmen chose not to inform the commission of their plans and, when the commission learned of them (through a Northwestern student who was called as a witness by the congressmen) refused to permit an agency representative to attend their hearing.

Commission officials take what comfort they can from their view of Representatives Moss and Dingell (who bows to no one in his open distaste for the commission) as hardliners who are out of step with most of their colleagues in Congress. They tend also to brush off the criticisms of Representative Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee and its Investigations Subcommittee, as the views of a not terribly well-informed man who carries little weight on Capitol Hill.

Other Sources ■ But there has been criticism from other sources. Conservative Senator Gordon Allott (R-Colo.), who in demeanor and political outlook is several light years removed from the House critics, was depressed by the commission's presentation at a Senate Appropriations Subcommittee, of which he is a member. He said he had "never seen the commission more confused" on where it's going (BROADCASTING, April 8).

Even McGeorge Bundy, former assistant to Presidents Kennedy and Johnson and now president of the Ford Foundation, has joined the chor-

moni Enterprise and Journal, requesting the commission to hold a hearing and advising FCC Chairman Rosel H. Hyde that the Justice Department would participate in such a hearing (BROADCASTING, March 11).

Later subcommittee counsel S. Jerry Cohen reminded Mr. Turner of a statement by FCC Commissioner Lee Loevinger, himself a former antitrust chief, that the antitrust division should prosecute antitrust cases, not the FCC. Mr. Turner replied, as he had in the ABC-International Telephone & Telegraph merger dispute, that concentration considerations should be taken into account in FCC determinations, even in cases where the antitrust division might not be able to prevail in a court case on antitrust merits alone.

In his testimony on broadcast-advertising discount practices, FTC Chairman Dixon noted that network rate-card discounts had generally been eliminated but that possible forms of discrimination may still exist. In addition to under-the-table favoritism, Mr. Dixon noted that published rates don't include program charges and that the industry trend was toward purchase of "partici-

pation minutes," a composite charge.

A search to see whether new forms of discrimination are evolving "requires an advertiser-by-advertiser analysis of what is bought and what is paid," he observed. He added that the networks are cooperating with staff requests for "thousands of documents," which will "have to be very carefully evaluated" as the investigation proceeds.

"I am certain," he concluded, "[the subcommittee] will understand why I cannot make any additional comment about this matter, except to state that the staff is aware of the urgency and importance of its investigation."

ITT ponders re-entry into CATV business

International Telephone & Telegraph Co., which had dropped its CATV interests when its proposed merger with ABC was announced, has moved close to the cable business again.

ITT, which dropped its ABC merger plan Jan. 1, has taken a 90-day option

to purchase Puerto Rico Cablevision Inc., San Juan, P.R., from William C. Goodnow, for an undisclosed price. The system started July 1, 1966, serves about 15 hotels and 500 private homes on a three-channel closed-circuit system with motion pictures and video tapes of U. S. syndicated programs.

Teleprompter adds three Florida CATV franchises

Teleprompter Corp., New York, was awarded 30-year franchises last week for cable television systems in West Palm Beach and Lake Worth in Florida.

Approval April 15 by the city commissions gives Teleprompter CATV franchises in the contiguous communities of Palm Beach, Lake Worth and Riviera Beach. The combined population is more than 107,000. Teleprompter was awarded a 30-year franchise by Riviera Beach last month. There were several competing applicants in each of the communities, but Time Inc. was said to be the principal one at the end.

Teleprompter hopes to begin hooking

us. In a recent lecture at Harvard, excerpts of which were printed in the April 6-8 weekend issue of the *Christian Science Monitor*, he called the commission's "weakness a national scandal."

However, he put the blame largely on Congress for starving the commission of the funds it needs to do its job in what he feels is a proper manner. He suggested, as remedies, "a substantial reinforcement of the FCC, and a quite explicit strengthening of the machinery of the executive branch. It may also prove wise," he added, "to strengthen the President's own ability to influence both the membership and the agenda of the FCC. . . ."

Agreement On One Point ■ All members of the commission will probably agree with at least one element of that analysis—that the commission is given too little financial support for the job Congress expects it to do and for the job it knows must be done in a time when communications technology is exploding, creating regulatory problems by the score. But the commission's 1968 budget of \$19.1 million contains some \$600,000 for research, a pittance. Yet commission failure to move decisively on spectrum allocation matters, basically a research job, is one of the major causes of complaint on Capitol Hill.

But even on the question of money, one hears criticism of the commission

itself, and from within the commission. Staffers say that the commission doesn't fight hard enough for more funds, that it takes a tight budget request to the Bureau of the Budget for approval, then lets a low-level functionary chop it without ever exercising the right open to all agencies of appealing its case all the way to the White House. And then, after the reduced request is incorporated into the administration's budget, Congress lops off a million or so more. Throughout the commission, one hears lack of funds given as the reason for inaction.

Criticism of the commission's performance at the Bureau of the Budget inevitably focuses on Chairman Rosel H. Hyde. If a fight is to be made for more funds, he must lead it.

Criticism of him also, is heard in connection with the independent survey Commissioners Cox and Johnson are making of the Oklahoma broadcasters' programing in what they say is an effort to develop a picture of the broadcast service available in that state.

Explosion Inevitable ■ The growing frustration of those commissioners over the manner in which a majority of their colleagues deals with license-renewal matters perhaps was bound to cause an eruption in one form or other. They say the questions they have asked are part of an effort to induce the commission to take the li-

cense-renewal process "more seriously."

But there are those within the commission who feel the chairman might have made some effort to prevent an action that has made it appear a rump commission has been established. He could not have prevented Commissioners Cox and Johnson from sending their letters if they were determined to do so. But he might have used the prestige of his office and the respect in which he is held to attempt to persuade them to take a less extreme tack. So far as can be learned, he made no such effort.

Can things get worse? Undoubtedly.

The House Investigations Subcommittee members could develop information in their Overmyer and WBBM-TV investigations that would be embarrassing or even damaging to the commission. This is conceivable, though it does not seem likely.

What is a live possibility is that the commission will lose one or more of the major cases now in the courts—those dealing with the legitimacy of the fairness doctrine and the commission's authority to regulate CATV.

A loss in either one of those matters would not only cause the destruction of a regulatory edifice; it would call into serious question the FCC's judgment and philosophy of regulation. And then a new and grimmer time of troubles would surely begin.

up homes in the three-community area before the end of the summer. Monthly rates will be \$4.95 in each locality. There will be no installation fee for subscribers who sign up while construction is under way. Subsequent subscribers will be charged from \$4.95 to \$9.95.

Irving B. Kahn, chairman and president of Teleprompter, said last week that based on a five-year projection 35,000 homes in the tri-community area will be hooked up. He estimated that costs for construction over this period will run from \$3 to \$5 million.

\$19.5 million sought from \$12.5 million fund

Applicants for educational-television facilities and equipment grants totaling \$19.5 million will scramble for a maximum of \$12.5 million in federal funds in fiscal 1969, according to figures submitted by the Department of Health, Education and Welfare to the House Commerce Committee.

An up-to-date accounting of projects

filed by ETV operators under a grants program reauthorized by the Public Broadcasting Act, passed last year, was requested by committee members during a hearing on a bill that would reschedule a \$9 million authorization for the Corp. for Public Broadcasting (BROADCASTING, April 1). A House vote on the CPB amendment to the Public Broadcasting Act, already passed the Senate, has been set for this week, pending Rules Committee clearance.

The HEW facilities-grants figures, filed for inclusion in the Communications Subcommittee hearing record, show a total of \$40 million pending in projects. Federal participation up to 75% is permitted under the Public Broadcasting Act, with no state receiving more than 8½% of the available federal funds in any one fiscal year. Pending projects exceed the 8½% limit in six states, HEW notes, leaving almost \$26 million in eligible projects for fiscal year 1969. The maximum federal component of that figure, at 75%, comes to \$19.5 million.

Authorized under the act for facilities, but not yet appropriated, is \$12.5 million, with \$15 million authorized

for fiscal 1970. A fiscal-1968 authorization for \$10.5 million was lost when the administration decided not to ask for an appropriation this year. Funds for a previously authorized ETV facilities-grants program have been exhausted.

WUST gets new locale, facilities approved

WUST Bethesda, Md., is going to have new facilities and a new location, as a result of FCC review board action last week. The board approved an arrangement whereby WUST, a 250-w daytimer on 1120 kc, will be permitted to relocate its transmitter site to downtown Washington and increase its power to 1 kw.

In the same action the board approved a dismissal agreement between WUST and Bethesda-Chevy Chase Broadcasters Inc., a competing applicant for the facility. Purpose of the WUST move is to provide improved service to its present audience—the Negro population of Washington.

FCC set to explore Philadelphia CATV

CONSOLIDATES HEARING ON DISTANT-SIGNAL QUESTION

The FCC issued a public notice last week detailing what it said it was going to do a month ago—24 waiver requests by CATV's to import distant signals into the Philadelphia market will be set for a consolidated hearing (BROADCASTING, March 18). The hearing promises to be a landmark case, especially in view of the commission's interest when it adopted its CATV rules, in the possible fragmentation of the Philadelphia UHF audience by the importation of signals from the New York independent stations.

The commission has, however, permitted four CATV's to import signals into communities in the Philadelphia area. They are Holly City Cable TV Inc., serving Millville, N. J.; Parkland Cable TV Inc.; Twin County Trans-Video Inc., and Greater Television.

The commission said the CATV's would serve about 26,000 homes (4% of total TV homes in the market) in rural areas and small communities distant from Philadelphia. It further noted that the cumulative effect of its action would be limited since the New York signals the CATV's propose to carry are already available on "grandfathered" systems in the area and 96% of total

TV homes in the market would "remain unavailable" for CATV.

With regard to the Holly City system, the commission denied a request by the Philadelphia Eagles Football Club and the National Football League that the system be required to protect blackout arrangements when carrying the signal of WMAR-TV Baltimore. The commission's refusal was consistent with prior decisions affecting NFL clubs seeking such protection. The commission has ruled that it's not the "proper forum" for adjudicating copyright and property rights in this particular situation (BROADCASTING, May 22, 1967 et seq.).

Copyright Angle ■ The hearing order further permits a group of major film producers and distributors, who call themselves the copyright owners, to participate in the hearing. The owners had requested participation last year, alleging they had experience in such matters as to the adverse effect of distant signal importation on program distribution practices and lawful licensing agreements with stations for copyrighted-program exclusivity (BROADCASTING, Sept. 24, 1967). They also contended a consolidated hearing was necessary since the "economic survival of independent

program producers is at stake."

The CATV's claimed the owners shouldn't be allowed to intervene because the issues they wanted to explore are currently being considered by the U.S. Supreme Court in the landmark CATV copyright liability case, *United Artists vs. Fortnightly Corp.*

The commission permitted the owners' participation, but solely to determine "whether and the extent . . . CATV importation of distant television signals outside the normal program distribution process affects the viability of independent television broadcast service in the Philadelphia market." The proceeding, it noted, is not concerned with whether the owners have a remedy regarding CATV distribution of copyrighted programs or "the nature of that remedy, if any."

The owners who were made party to the proceeding are: Allied Artists Television Corp.; Danny Thomas Enterprises Inc.; Desilu Productions Inc.; Embassy Pictures Corp.; Independent Television Corp.; Metro-Goldwyn-Mayer Inc.; Paramount Pictures Corp.; Wolper Productions Inc.; Screen Gems Inc.; Twentieth Century Fox Television Inc.; United Artists Television Inc.; Uni-

Syracuse CATV imports denied

FCC examiner says cable companies failed to prove their case

CATV interests may have lost their first major top-100-market case last week when FCC Hearing Examiner Chester F. Naumowicz Jr. recommended that 11 CATV's not be permitted to import distant signals into the Syracuse, N. Y. TV market (ranked 31st).

The examiner said his decision was founded on a commission presumption inherent in its CATV rules that "in the ordinary situation" the importation of distant signals by CATV's would have an injurious effect on local TV stations.

In the same action the examiner rec-

ommended that Eastern Microwave Inc. be permitted to construct new point-to-point microwave radio stations to serve CATV's in the Syracuse market. However, he noted parenthetically that since he had denied the CATV's waiver requests, that action "may well moot the issue" as to Eastern's applications by eliminating the demand for them.

Seeking Permission ■ The CATV's that sought the waivers were multiple-CATV-owners General Electric Cablevision Corp. and Newchannels Corp. which proposed to serve Manlius Town, Minoa, Liverpool, Fayetteville, Onondaga, Clay, Cicero, Camillus Village, East Syracuse, Solvay and Van Buren—all communities within 12 miles of the center of Syracuse.

Examiner Naumowicz was also responsible last October for the landmark decision in the San Diego CATV case, now before the U. S. Supreme Court, where he found that CATV's should be permitted to expand their operations. He dismissed the contentions of complaining TV stations that they would suffer economic harm from CATV operations, because the stations, which

bore the burden of proof in the hearing, failed to prove their case (BROADCASTING, Oct. 9, 1967).

In the Syracuse case the examiner said the burden of proof was on the CATV's to show that either they would not adversely affect Syracuse TV's or that their service would produce benefits outweighing its "ill effects." In his opinion, they failed to make a case.

Lacked Showing ■ The examiner noted the CATV's placed "great reliance" on information showing that cable benefits local UHF's by providing a high-quality signal in homes which would not ordinarily receive it off-the-air. But he said the CATV's failed to show "to what extent this factor" would be operative in the Syracuse market.

He further noted that it was not shown to what extent picture quality improvement in some CATV homes might benefit a UHF station that had no network affiliation, nor was it a persuasive showing that many Syracuse residents favored having CATV.

The commission's rules, he said, are designed to create an environment "favorable" to the healthy growth of UHF

versal Pictures (a division of Universal City Studios Inc.); Walt Disney Productions Inc.; and Warner Bros.-Seven Arts Inc.

All construction permit applications for microwave radio stations that will supply signals to the proposed systems have been consolidated in this hearing as well. The commission noted that action on them depends upon a final resolution of the waiver requests.

Those applications are from Rollins Inc. for Community Antenna Relay Service (CARS) and Business Radio Service (BRS) applications to service its proposed system in Wilmington, Del., and the Jerrold Corp., BRS applications for its Haddon Township, N.J. system.

Signals In Question ■ Most of the waiver requests sought by the CATV's were for WNEW-TV, WOR-TV and WPIX-TV—those New York independent VHF's. Some requests were also made to carry that city's network and educational stations, UHF's in New Jersey (WNJU-TV Linden-Newark and WCMC-TV Wildwood), the Philadelphia UHF's (WIBF-TV, WKBS-TV and WPHL-TV), the three Baltimore VHF's and WTTG-TV Washington independent VHF.

The CATV's contended that carriage of the New York signals would strengthen the systems, permit them to improve the reception of local UHF's and therefore make them more competitive with VHF's in the same market. They further maintained that the UHF's don't

look for support to those communities they proposed to serve, communities they claimed are not oriented "politically, geographically or economically" toward Philadelphia.

Three Philadelphia stations (KYW-TV, WPHL-TV and WIBF-TV) formed the opposition, citing principally that the commission had singled out the market to support its conclusions when it formulated its CATV rules concerning possible fractionalization of available viewing audience.

The commission had noted in its 1966 report that "if events in the major markets should establish that CATV has prevented the healthy maintenance of UHF broadcasting, it would mean that, for example, New York independents would have been substituted for Philadelphia independents. We think that would be contrary to sound allocation principles . . . a clear frustration of . . . making available in areas such as Philadelphia, additional broadcast stations to meet the 'important needs' for 'local programing and self-expression'."

Effect On UHF ■ Much the same concern was on the commission's mind last week when it noted that the CATV proposals centered in and around that part of the market it had determined to be "the vital area" which independent UHF's will look to for "critical support." Some of the waivers sought are from CATV's which were permitted to operate within the city proper (BROADCASTING, Dec. 5, 1966). Since most of

the proposals would provide direct competition to the Philadelphia UHF's, the commission said it wanted to have a look at the long-range cumulative effects on local broadcasting.

The hearing issues include the present and proposed penetration of CATV service, its effects on existing and proposed TV stations and whether the carriage of predicted grade B or better signals from New York stations should be permitted. Until the case is completed, the commission directed that those CATV's carrying New York signals must cease doing so.

Commission vote on the order was indicative of its complexity. Chairman Rosel Hyde and Commissioner Nicholas Johnson voted for it; Commissioners Robert E. Lee and Lee Loevinger concurred; Commissioners Robert T. Bartley and Kenneth A. Cox concurred in part and dissented in part. Commissioner James J. Wadsworth did not participate.

The systems involved (some with more than one request) are Delaware County Cable Television, Suburban Cable Co., Tri-County Cable Television, Telesystems Corp., Rollins, Conestoga Television Cable, Chester County Broadcasting Co., Philadelphia Cable Television, General CATV Inc., North Penn Cablevision Inc., Philadelphia Community Antenna Television Co., Montgomery Cable Television, Jerrold (and several of its subsidiaries), International Equity Corp., and Norristown Distribution Systems Inc.

and to set up a maximum number of local TV services. Ordinarily the commission has found, he said, that "exposing local services to the competition of distant signals" would impede this goal. He noted that the Syracuse stations [WSYR-TV, WNYS-TV, WHEN-TV, WONH-TV] receive CATV competition as well as off-the-air competition from three other ARB markets: Utica, Binghamton and Watertown-Carthage, all New York. The public interest, he recommended, would be "best served by requiring adherence to the rules."

Suggests Approval ■ The examiner further suggested that Eastern Microwave, a subsidiary of group-broadcaster Newhouse Broadcasting Co., which also owns Newchannels, should be permitted to construct new point-to-point microwave radio stations serving CATV's in the Syracuse market.

Eastern's applications had been consolidated for hearing with the CATV proposals on an issue whether the applications would create a concentration of control of mass media communications in the market.

The examiner said that "factors of

economics and frequency conservation" favored the grant. He noted, however, that if Newhouse were applying for a broadcast license, its holdings in the Syracuse market (WSYR-AM-FM-TV, two morning and evening daily and one Sunday newspapers, six operating CATV's with franchises or applications for 20 more) would be "sufficiently extensive to call into prominence" commission policy on discouraging concentration of control.

Nature of Service ■ But that's not the case here, he said, because Eastern is seeking common carrier authorization which dictates that a common carrier offers "nothing more than a transmittal service for intelligence over which [it has] virtually no control." Diversification of ownership of such facilities, he said, would not increase the number of opinions available to the public.

Although he noted that he might qualify that opinion in the case of microwave carriers transmitting signals to CATV systems (they might have to select which signals are to be distributed), he said Eastern would benefit the public.

Strict CATV rules pushed

Massachusetts consumer group's plan would regulate franchise fees, grants

A new legislative package that provides for stringent controls over Massachusetts CATV systems has been proposed by the state's Consumers' Council. If the package is enacted into law, CATV's and the communities with which they have been dealing are going to lose some traditional haggling rights over points of profits, kickbacks and terms and lengths of franchises.

But for those systems that can afford an annual \$1,500 outlay, the package means they can pocket profits otherwise designated for acquiring franchises. The package, however, proposes some

standards along FCC guidelines that are quite familiar to broadcasters.

The council, acting as agency of the state government, sent its package last week to the Massachusetts Great General Court, the state legislative body, a scant five days after Elliot L. Richardson, attorney general, suggested that under existing law communities probably don't have the power to license CATV's, regulate their rates or share in their profits.

His opinion was sought by the council before it would release its legislative recommendations. The council had raised questions about the legality of existing statutory authority currently relied upon by communities in awarding franchises.

Careful Wording ■ The opinion was worded so as not to invalidate the more than 50 existing franchises. (Under state law the attorney general's opinions have the force of law until they are challenged successfully in court.) But the attorney general's message was evident to the council. It noted that in view of the opinion, "it is imperative that the general court enact statutory guidelines in order to protect the public interest."

(One self-imposed moratorium the council hopes will be followed until the court acts is the awarding of more franchises. It made this suggestion to communities now considering CATV applicants in February when it noted that "confusion close to chaos" existed due to lack of "appropriate legal safeguards" [BROADCASTING, Feb. 5].)

Under the council proposals CATV regulation would be a joint arrangement between the state department of public utilities and the communities involved. They would retain the primary responsibility for granting franchises. The DPU would set up standards of signal quality, govern the propriety of CATV rates and conduct investigations into rule infractions when necessary.

What systems are involved are these, by the council's reckoning: 28 communities have operating CATV's; 21 have issued permits where systems are not under construction, and three have systems under construction. The proposals, if effected, would permit no grandfather rights for any of these systems. They would have 90 days from the effective date of legislation in which to comply with the new rules.

Planned Changes ■ Among the proposals the council made:

- Permits, either exclusive or non-exclusive, may not exceed 10 years. They may be renewed with similar limitations.

- "Public disclosure of the true owners of all CATV systems" in the state as well as reports of annual revenues and expenses would be required. Information sought would be the

background and qualifications of system principals as well as the "ultimate beneficial owners of the system whether they are its nominal owners or not." Transfer of over 10% direct or indirect interests in or actual control of the system would have to be approved.

- CATV's must give equal time to legally qualified candidates for any public office who use their facilities to originate political campaign material. CATV's that originate and disseminate any views concerning a controversial issue of public importance must afford "reasonable opportunity" for presentation of contrasting points of view. The council noted that the decisions and opinions of the FCC in these matters "may be used as guidelines."

- CATV's would be required to pay an annual fee of \$500 to its community of franchise and a \$1,000 fee to the state. Permits could be revoked for various infractions including "repeated violations" of the equal-time and fairness standards and "repeated failure" to maintain signal quality under DPU standards.

Some of these stipulations reportedly are an outgrowth of an alleged \$12,000 payoff made in February by a CATV applicant for a permit. Neither have been identified. A spokesman for the attorney general, said his office is conducting an investigation.

CBS Radio adds six new affiliates

CBS Radio announced last week the affiliation of six stations, bringing the total new affiliations since Jan. 1 to 19.

WBRC Birmingham, Ala., owned and operated by Taft Broadcasting Co., with James E. Bailey as general manager, returns to CBS effective Oct. 8. WBRC was a "supplementary station" of the network from 1928 to 1938 and an affiliate from 1954 to 1960. It is now affiliated with Mutual. WBRC operates fulltime on 960 kc with 5 kw.

The five other stations, also affiliated with Mutual, are all in Maine. WDEA Ellsworth, full time on 1370 kc with 5 kw, is owned and operated by Coastal Broadcasting Co., with Donald E. Knowles as general manager. WMKR Millinocket, licensed to WMKR Inc., operates on 1240 kc with 1 kw daytime and 250 w nighttime; general manager is Jasper M. Haynes. WHOU Houlton, under the corporate name WHOU Inc., is on 1340 kc with 1 kw daytime and 250 w nighttime; Frank Beaulieu is general manager. WQDY Calais, on 1230 kc with 1 kw daytime and 250 w nighttime, is owned by WQDY Inc., with Daniel F. Hollingdale as general manager. WMCS Machias, owned and operated by Washington County Broadcast-

ing Inc., operates with 1 kw daytime and 250 w nighttime on 1400 kc; Winston D. Chapman is general manager.

CBS authorities said other stations affiliating—or signed for future affiliation—with CBS Radio since Jan. 1 are KBOM Bismarck, N. D., which has been with Mutual; a new station, WWAM Cadillac, Mich.; three independents, WKNY Kingston, N. Y., KCAP Helena, Mont., and KXLY Spokane, Wash., and eight former ABC Radio affiliates: WHAS Louisville, Ky., KWKH Shreveport, La.; WJOY Burlington, Vt.; WPOR Portland, Me.; KFGO Fargo, N. D.; WBOC Salisbury, Md.; WBIR Knoxville, Tenn. and WBAT Marion, Ind.

Three CATV's get 80th market OK

Three CATV systems were given FCC approval last week to begin operating with distant signals in the Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill., market. A CATV proposal for Paducah itself by a fourth system, however, was designated for hearing.

The commission approved the proposals of Egyptian Cablevision and Southern Video Corp. for systems in Marion, Murphysboro, Johnson City, West Frankfort, Cartersville and Carbondale, all Illinois; and of Benton Television Co. for a system in Benton, Ky.

The market, ranked 80th, contains a large rural population not generally available to CATV, and is comprised of three cities with no connecting metropolitan area, the commission noted. The communities involved are some distance from central cities and in most cases have less than 10,000 population.

The commission said an analysis indicates that 85% of the population would remain unavailable to CATV. The 15% maximum that would be available, the commission added, would not be of real consequence.

"On the other hand," the commission said, "the increased program diversity and improved television reception from the CATV proposal would clearly be in the public interest."

Stations Opposed ■ The three local network stations in the market opposed the proposals, but the commission held that no showing had been made that the rules requiring the systems to accord the stations exclusivity and carriage protection would not be sufficient to insure their viability. The stations are WPSP-TV Paducah, KFVS-TV Cape Girardeau and WSNL-TV Harrisburg.

And the commission saw no threat to UHF. The holder of a UHF permit in Paducah filed comments expressing no objection to the Benton proposal,



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and there are no UHF allocations for the Illinois section of the market. There is an ideal UHF allocation in Cape Girardeau, but the commission noted that the nearest CATV community is 35 miles away.

Egyptian and Southern will carry the distant signals of stations in St. Louis and Evansville, Ind., as well as of the local network and educational stations. Benton Television will carry the local network stations and distant signals of stations in Nashville and Evansville.

Hearing ■ The proposal designated for hearing was filed by Multi-Channel Cable Co., which proposed carrying signals of the three local network stations as well as those of stations in Nashville, St. Louis, Evansville and Bowling Green, Ky.

The commission noted that Paducah, with a population of 34,479, is one of three central cities, "the essential base for new UHF operations," and that the system proposes to import distant VHF independent signals while a UHF construction permit is outstanding in the community.

The action on the four systems was adopted by Chairman Rosel H. Hyde and Commissioner James J. Wadsworth, Commissioner Lee Loevinger concurring and Commissioners Kenneth A. Cox and Robert E. Lee concurring in part and dissenting in part.

Broadcasters get in on new boxing league

Station owners and sportscasters are on the ground floor of the International Boxing League Inc., a new sports organization that plans to form a league of professional boxing teams. Under the team approach, the IBL hopes to get its boxing matches on television.

Franchises have been granted for eight cities. In six of them franchise owners have broadcasting ties.

Los Angeles: Loyd C. Sigmon, executive vice president of Golden West Broadcasters, group owner, and Clair L. Stout, secretary-treasurer of GWB.

San Francisco: William D. Shaw, vice president and general manager of KSFO, a GWB property.

Chicago: Jack Drees, announcer for the Chicago White Sox and St. Louis (football) Cardinals (on CBS-TV), and Joseph Kellman, industrialist.

Boston: Curt Gowdy, owner of WCCM-AM-FM Lawrence, Mass.; KOWB Laramie, Wyo., and minority stockholder of KFBC-AM-FM-TV Cheyenne, Wyo., announcer of NBC-TV's major league baseball and American Football League games, and previously long-time announcer of the Boston Red Sox, and James Fuller, businessman.

Louisville, Ky.: William H. King, sports promotion and harness racing executive.

Pittsburgh: Bob Prince, announcer for the Pittsburgh Pirates, and Art Rooney, owner of the Pittsburgh Steelers.

Baltimore: L. Weston Gregory, Baltimore general counsel for Westinghouse Electric Corp.

Washington: Harry G. Sells, partner in law firm of Jones, Sells, Baker and part owner of WISZ-AM-FM Baltimore, and WPRW Manassas and WQVA Quantico, both Virginia, and W. Ernst Minor III, owner of WMOA-AM-FM Marietta, Ohio, and 41.5% owner of WNOP Newport, Ky.

Headquarters of the league are now in the Washington attorneys' offices and will probably be moved to Chicago next year. The IBL envisions beginning its schedule in the spring or summer of 1969. Boxers will be placed under contract with a guaranteed salary.

Changing hands . . .

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

■ KBIG-AM-FM Avalon-Los Angeles: Sold by John H. Poole and Kevin Sweeney to Bonneville International Inc. for \$2 million plus about \$500,000 in long-term leases (see page 34).

■ WFEC Harrisburg, Pa.: Sold by Richard Stevens (see WGRV Charlotte, N. C., below) to Great Scott Broadcasting group for \$550,000. Buyers, headed by Herbert Scott, own WPAZ Pottstown, WKST New Castle and WFEM Ellwood City, all Pennsylvania; WTTM-AM-FM Trenton, N. J.; WJWL-AM-FM Georgetown, Del.; and WTIG Massillon, Ohio. WFEC is on 1400 kc with 1 kw days and 250 w nights. Broker: Edwin Tornberg Associates.

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

■ WGRV Charlotte, N. C.: Sold by estate of Francis M. Fitzgerald and others to WGRV Inc. for \$710,000 plus consultancy contracts for \$26,000 over five years. Buyers are owned 85% by Tracy Broadcasting Co. (KGFJ Los Angeles), 12% by Bernard Howard (station representative), and 3% by Jack Davis, Howard executive. Arnold Schorr, KGFJ executive holds option to acquire 5% of Tracy interest in WGRV Inc. Richard Stevens is principal owner of Tracy Broadcasting; he and his family are also principal owners of WFEC Harrisburg, Pa. (see above). Mr. Howard has a major interest in KDON Salinas, Calif. WGRV is on 1600 kc with 1 kw days, 250 w nights.

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Court rejects NYC cable suit

New York City CATV using underground phone cable doesn't need city permit, justice rules

The New York state supreme court ruled last week that a CATV system operating in New York City with underground telephone wires does not require a city franchise.

The decision by Justice Matthew M. Levy rejected a suit brought by the city seeking a permanent injunction to bar Bell Television Inc. and its subsidiary, Comtel Inc. from renting cable facilities of the New York Telephone Co. to improve television reception.

In its suit, the city asked the court to restrain the defendant from making use of the city streets for the purpose of operating one or more CATV systems without having obtained a franchise as required by the city charter. The defendants countered by saying that the charter provision was inapplicable since their system did not lay underground cables of its own but leased telephone company subsurface cables.

Justice Levy noted that three other CATV companies that are franchised by the city chose to lay their own cables under the city's streets. The defendants, he pointed out, elected to use the cables of the telephone company. He felt this difference was a paramount one, and commented:

Limitations — "I hold that the franchise power of the board of estimate is limited by the statute to a grant of consent for the 'occupation' or 'use' of the streets in a physical, tangible sense, and that the passage of television signals, in and of itself, by means of telephone company cables does not constitute such 'occupation' or 'use' of the streets as come within the jurisdiction of the board of estimate to franchise."

Judge Levy cited several cases in the states of New York, Michigan, Maine, Ohio and others in support of his reasoning.

He noted that the other three CATV systems in New York (Sterling Information Services Ltd., Teleprompter Corp. and CATV Enterprises Inc.) were granted franchises to install their own cables in city streets. They pay the city 5% of their annual gross receipts. Comtel operates without these contractual restrictions.

The court pointed out that each of the other CATV companies was at liberty to use underground facilities of the telephone company if it so desired.

Public Interest — Justice Levy observed that he had not overlooked the public-interest aspects of CATV, which had been raised by the plaintiff. He in-

dicated one way of controlling the type of service and the matter of charge to the consumer is to encourage competition in the industry through the use of the telephone company's transmission facilities under its regulated tariff. Another method of public and consumer protection, he said, may be the establishment of nonexclusive licenses to be issued to CATV operators in the same manner any other legitimate business enterprises are licensed.

Judge Levy raised a question as to what agency should control and regulate CATV. He suggested that CATV might be a function of the board of estimate, or the city council, or both or another body, department or office of the city. He added that CATV might be within the competence of the public service commission of New York state or within the constitutional jurisdiction of the FCC.

The court held that Section 326 of the New York City charter, cited by the plaintiff, is not an adequate means of controlling CATV.

City officials indicated they would appeal the ruling. The case can be first

carried to the appellate division of the state supreme court and subsequently to the New York state court of appeals and perhaps then to the U.S. Supreme Court.

A Landmark — Morton E. David, chairman of Bell Television, called the court's ruling "a landmark decision which breaks the hold of the city-franchised CATV operators in New York." He said that about 80 similar cases are pending in courts elsewhere in the U.S.

Comtel Inc. services about 2,000 subscribers in New York, including some mid-town hotels. It has been in operation for about a year. Comtel provides the signals of New York's seven VHF and two UHF stations. Martin Sugar is president of Bell Television.

Officials associated with two city-franchised CATV operations indicated that as a practical matter the situation has not changed, since Comtel has been in operation for a year.

Irving B. Kahn, president of the Teleprompter Corp., said he welcomed the opportunity to compete with anybody on quality, service and price. He noted that Teleprompter systems supply stock-exchange news and a local community channel and added:

"The name of this game isn't a city channel; it's quality and service."

Officials of CATV Enterprises Inc., which has the third New York City CATV franchise, could not be reached for comment.

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Oklahoma letters get FCC invited to Hill

Pre-renewal programing questionnaire also under scrutiny of Budget Bureau

Reaction of Oklahoma broadcasters to an extracurricular questionnaire sent out on their own by two FCC commissioners has rebounded all the way to the U. S. Senate. As a result, FCC Chairman Rosel H. Hyde and Commissioners Nicholas Johnson and Kenneth Cox are readying themselves not for the usual senatorial letter of admonition but for a face-to-face meeting on Capitol Hill.

The three FCC members have been called for a meeting Tuesday (April 23)

in the office of Senator A. S. Mike Monroney (D-Okla.). A representative from the office of Senator Fred R. Harris (D-Okla.) and Nicholas Zapple, Senate communications counsel, are also expected to attend, it was reported.

The unusual move by Commissioners Cox and Johnson has also attracted Budget Bureau attention. The bureau is studying a possible violation by the two commissioners of a long-standing federal law that requires all federal questionnaires going to more than 10

respondents to be cleared in advance by the Budget Bureau.

Call for Help ■ Senator Monroney's good offices in the matter were solicited last week in a letter from Allan Page, president and general manager of KGWA Enid, Okla., and member of the board of directors of the National Association of Broadcasters representing district 12, which includes all Oklahoma radio stations. In the letter Mr. Page suggested that "Commissioners Cox and Johnson both have preconceived ideas on programing in the public interest and they would like to shape the renewal forms to fit these preconceived ideas."

The Cox-Johnson questionnaires were sent to all 13 Oklahoma TV stations and to 20 AM's and 18 FM's in the state as part of an effort to determine if more useful information could be provided commissioners confronted with license-renewal decisions. Commissioners Cox and Johnson have indicated. Commissioner Cox said when the letters were mailed that he and Commissioner Johnson hoped to develop a

Loevinger throws book at people from other planets

FCC Commissioner Lee Loevinger last week upstaged two colleagues, Commissioners Kenneth A. Cox and Nicholas Johnson, who are pursuing detailed information on the programing of Oklahoma stations whose licenses are up for renewal.

Mr. Loevinger, taking official notice of recent reports that U.S. and British scientists have received mysterious radio signals from outer space, implied that the Messrs. Cox and Johnson might wish to add the extraterrestrial broadcasters to their list of domestic stations under scrutiny.

Among other data that the Oklahoma broadcasters have been asked to supply to Commissioners Cox and Johnson are their appraisal of the five most important public issues confronting their communities and their plans for programing responsive to those issues (BROADCASTING, April 15). Mr. Loevinger thought the same questions might be addressed, with equal appropriateness, to the originators of the unidentified signals from space.

His suggestions were contained in a memorandum addressed to the chief of the FCC's field engineering bureau.

The commissioner, noting the published reports of the unidentified signals—referred to as "pulsars" or "LGM"—said, "The signals are on, or close to, broadcast frequencies and, so far as can be ascertained, have not been authorized by the FCC.

"Unauthorized radio signals must be regarded as a potential threat to national security and a violation of FCC regulations," he continued. "Accordingly, the field engineering bureau is requested to make an appropriate investigation of this matter and render a full report . . .

Unauthorized Use? ■ "It has been suggested that the signals may be of extraterrestrial origin. Since the FCC has set aside only channel 37 for purposes of radio astronomy, the origination of extraterrestrial signals on other channels would be not only unauthorized but highly irregular . . .

"It has also been suggested that certain foreign sources have claimed that the letters 'LGM' stand for 'Little Green Men'. This appears to be an attempt either to mislead us or to inject an element of racist prejudice into our consideration . . . It is more plausible to accept the

designation 'LGM' is standing for 'Legal Government of Mars' . . . Until we are otherwise advised, or discover facts inconsistent with this hypothesis, we will assume 'LGM' indicates the call letters of a transmitting station or stations."

Then, turning his attention to the Cox-Johnson letters, he wrote that since "LGM is transmitting on broadcast frequencies," the operators of the transmitter should be directed "to advise some members of the FCC of the five most important public issues in the vicinity of the transmitting station.

"As the signals are also received on earth, it will be necessary for them to specify in addition what they consider the five most important public issues confronting this planet, as well as what programing is considered to be most responsive to those issues.

"The fact that it may take some years for signals from LGM to reach the earth," Commissioner Loevinger added, "will not be accepted as an excuse for failure to provide the FCC with current information."

He wrote the memorandum in his role as "defense commissioner."

picture of actual broadcasting service in Oklahoma, then prepare a memorandum for the commission on improvements in license-renewal procedures that may be indicated (BROADCASTING, April 15).

In taking issue with the Cox-Johnson approach, Mr. Page said that establishment of even the most broad guidelines for specific categories of programs appears "to be a dangerous infringement on the intent of Congress in the Communications Act." Specifically, Mr. Page protested the action on five grounds:

- Stations should not be expected to supply information to individual commissioners beyond that approved for inclusion in renewal forms by majority commission vote.

- The commission has authority to require applicants to provide additional information, but such a request should come from the commission itself and not its individual members.

- "It is undesirable to establish a precedent whereby individual commissioners are able to request additional detail work from licensees already overburdened with voluminous paperwork." If the precedent stands, Mr. Page added, stations conceivably could face eight sets of applications—the official form plus one from each commissioner.

- Although it has been indicated that a reply is not mandatory, the fact that the request comes at a time when Oklahoma stations all have renewal applications pending causes stations to feel "it would be extremely unwise not to comply." (Commission sources have indicated that material so provided might be cause for a closer look at the official application.)

- The Cox-Johnson request puts an "unfair demand" on Oklahoma stations facing renewal, as stations in Kansas and Nebraska facing renewal by the same date (June 1) will be renewed on the basis of the renewal forms alone.

A spokesman for Senator Monroney said Tuesday's meeting would explore both the facts and the merits of the situation and that a statement on the issues by the senator is expected to be issued after the meeting.

AM stations sent the Cox-Johnson questionnaire are: KBYE, KJEM, KLPR, KOCY, KOMA, KTOK and WKY, all Oklahoma City; KAKC, KELI, KFMJ, KOME, KRMG, KVOO, all Tulsa; KTOW Sand Spring; KCCO and KSWO Lawton; KVSO Ardmore; KRHD Duncan; KCRC Enid noncommercial; KGWA Enid; KBIX Muskogee noncommercial; KMUS Muskogee; KNOR Norman noncommercial; WNAD Norman; KNEB and KTMK McAlester; KGYN Guymon; KVVY Holdenville, and KTLQ Tahlequah.

FM stations listed: KFNB(FM), K100 (FM), KJEM-FM, KOCY-FM, KOFM(FM), and KXLS-FM, all Oklahoma City; KOKH (FM) Oklahoma City noncommercial;



Mr. Page
Oklahoma pen pal

KNBQ(FM) Bethany; KAKC-FM, KOCW (FM), KRAV(FM), KRMG-FM and KORU-FM, all Tulsa, KWGS(FM) Tulsa non-commercial; KLAU-FM Lawton; KMMF-FM Muskogee; KNEB-FM McAlester, and KTLQ-FM Tahlequah.

TV: KOCO-TV, KWTU(TV) and WKY-TV, all Oklahoma City; KETA(TV) and KOKH-TV, both Oklahoma City non-commercial; KOTV(TV), KTUL-TV and KVOO-TV, all Tulsa; KOED-TV Tulsa non-commercial; KSWO-TV Lawton; KXII-TV Ardmore; KTEB-TV Ada, and KFDO-TV Sayre (satellite of KFDA-TV Amarillo, Tex.).

FCC's Johnson calls for more Negro news

FCC Commissioner Nicholas Johnson said that, like President Johnson, all he is trying to do is remind broadcasters that, "where there is great power, there must also be a great responsibility." He made the comment last week in calling attention to recommendations of the President's Commission on Civil Disorders on how media might help remove the cause of urban disturbances.

The commissioner appeared, in a video-taped presentation, Friday (April 19), at the 18th annual Broadcast Industry Conference at San Francisco State College, where he was awarded a "Broadcast Preceptor" award for "signal accomplishments and holding to The award was made by San Francisco State's Communications Arts Department.

His remarks on the report of the President's commission were of particular significance in view of the letters he and Commissioner Kenneth A. Cox sent a selected group of Oklahoma broadcasters two weeks ago, questioning them on their programming and other matters (BROADCASTING, April 15). One of the questions dealt with the programming the stations presented or proposed to deal with issues raised in the commission's report, and with the number of minority-group representatives they employ.

The commissioner, in his brief address last week, stressed the importance of local broadcast service—and broadcasters' self-interest in presenting it at a time where there are increasing demands for spectrum space by a variety of users.

Alternatives Available ■ "If all you provide is music and national spots on radio, or network programming and movie reruns on television, there are alternative means to provide those services that are technically feasible and economically sound," he said. "There are numerous legitimate demands for the frequencies you are using—by those who do not have available alternatives."

He said that the one overriding issue confronting the nation is that, as the President's commission put it: "The communications media, ironically, have failed to communicate."

Commissioner Johnson urged his audience to read the report, particularly the chapter dealing with media, "and to search your own conscience, and your own station's operations, for possible improvements."

Then he ticked off a summary of the commission's six recommendations for the media: expand coverage of the Negro community and of race problems, integrate Negroes in journalism and broadcasting, improve coordination with police, accelerate efforts to insure accurate and responsible reporting of riot and racial news, cooperate in the establishment of a privately organized and funded Institute of Urban Communications.

He noted that President Johnson, in his appearance at the National Association of Broadcasters convention in Chicago three weeks ago, had asserted that "reason just must prevail if democracy is to survive" and had cited the power of broadcasters that could be used to clarify the issues or cause confusion.

"All I mean to do, and what I am trying to do, is to remind you where there is great power, there must also be a great responsibility," the President had said. And that, said Commissioner Johnson last week, is all he is trying to do.

Spindletop studies TV programming

RESEARCH FOR PRESIDENTS TASK FORCE TO FIND UNSERVED NEEDS

Spindletop sounds like the name of a Texas oil rig. But it isn't. It's the name of one of the eight research firms under special contract to the President's Task Force on Telecommunications, and it has the one study that has to do with the vitals of TV broadcasting—programming.

Spindletop Research Inc., Lexington, Ky., has a \$40,000 contract to report before the end of June on (1) what kind of audiences are not being served today by the present commercial and educational system of television, (2) where the programs to reach this untapped audience are to come from, (3) how these programs can be distributed to their special audiences and (4) how to make them pay. In brief: TV-program diversity.

Spindletop has experience in television research. It has done studies on pay TV, on domestic satellite systems for TV, on microwave communications, on market potential for UHF stations and on consumer electronic products.

The President's Task Force on Telecommunications was organized last August, with a blue-ribbon cast of sub-cabinet members representing virtually all federal government departments with an interest in communications. Eugene V. Rostow, under secretary of state for political affairs, is chairman; James D. O'Connell, director of the Office of Telecommunications Management (OTM) and telecommunications adviser to the President, is vice chairman.

Executive director of the task force, with a permanent staff of seven professionals, is Alan R. Novak, a lawyer and special assistant to Mr. Rostow. Director of research is Lee Johnson, an economist formerly with the Rand Corp.

Following several months of organization and formulation of approaches, the staff in the last few months has let eight research contracts at an over-all cost estimated to be nearly \$500,000. The money is from various government departments and agencies that are represented on the task force. The task force is also conducting several "in-house" studies (see story below).

The task force was asked to submit its report to the White House by August of this year. It hopes to do so.

Heat's Off ■ Exactly what the President will do with the report is conjectural—particularly now that he has announced he will not seek another term. But, task force aides strongly feel that the report and recommendations will have an impact on the future of telecommunications in a number of areas, among them international satellite policy, merger policies for U. S. international carriers, use of satellites for domestic systems and satellite-to-home broadcasting.

The other seven research consultants and their studies are Complan Inc., a group of former AT&T executives, on new and different methods of distribution; Rand Corp., on the use of TV in

ghettos; Stanford Research Institute, on the use of satellite television for underdeveloped countries; Tempo Inc. (GE), on the management of the spectrum; Kelly Associates, safety services; Page Engineering, use of satellites in South America, and the National Academy of Engineering, on today and tomorrow's telecommunications technology.

Foreboding ■ But Spindletop is undertaking the study that perhaps could be of most direct effect on broadcasting.

The firm, which consists of about 75 professionals in economics, mathematics, engineering and physics, was formed six years ago, originally by the state of Kentucky. It has since become an independent, unaffiliated organization, but it's still nonprofit. Its first president was Beardsley Graham, now consultant, with CBS Labs among his clients. It is now run by Theodore R. Broida, an electrical engineer, as executive vice president.

During the past five years, Spindletop has done between 15 and 20 projects in the broadcast and communications field. During 1963-64, it undertook a major study of pay television for Time Inc. and the Royal Street group of stations. Two years ago, at the request of OTM, it looked into the Ford Foundation plan for a domestic satellite system for TV. Just recently it did a market study for WTRT-TV Columbus, Ga., permittee for channel 54 there (WTRT-TV is owned by Richmond Television Inc. [WRVA-TV Richmond, Va.]).

Not long ago it did a study for Microwave Communications Inc., which is proposing a privately owned, common-carrier microwave relay service between Chicago and St. Louis. This case is still pending before the FCC. Spindletop also studied the consumer electronic appliance field for Sears, Roebuck.

Mr. Broida is not reluctant to talk about the task force program. He noted at the onset, however, one principle: Spindletop has no plans to recommend anything to the Task Force. "Our object," he said, "is to illuminate, not recommend courses of action."

He explained that the project's initial path is to determine whether there are audiences not now served by the existing TV broadcasting structure, and if so who they are. Then, he said, it will have to determine where such programs might come from, and how they might be distributed. And finally, he explained, Spindletop will try to determine how they're to be financed.

Year 2001 ■ It's in the the findings

Task force gets government-agency aid

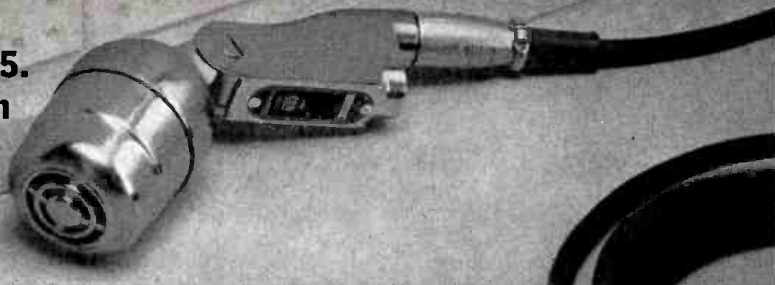
There are a number of "in house" projects being researched by various government agencies for the President's Task Force on Telecommunications, in addition to the research contracts to outside consultants. For example, the spectrum needs of the transportation industry are being studied by the Department of Transportation; a study of common carrier and broadcasting use of the spectrum, by the FCC, and a study of the use of the radio spectrum in Los Angeles, as representative of a highly urban metropolitan area, by the task force itself.

A five-man group spent two weeks in Los Angeles and on April 11 met with area broadcasters, principally

representatives of NBC-TV, CBS-TV and Golden West Broadcasters. At the meeting were Capt. L. R. Raisch, Office of Telecommunication Management; S. L. Prost, Defense Communications Agency; Charles A. Brooks, Federal Aviation Agency; Robert L. Cutts, FCC, and George W. Hayden, Department of Commerce.

At least one broadcaster present felt that there was a strong implication that some UHF frequencies are considered expendable. He reported that at one point the surveyors suggested that commercial broadcasters shouldn't get too upset since this would reduce the potential competition from UHF stations.

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of distribution possibilities that broadcasters may get an inkling of their future. Here are some of the prospective methods mentioned by Mr. Broida: over-the-air broadcasting, as now; pay TV, CATV, direct satellite-to-home broadcasting, satellite relay to terrestrial stations, video records, home video tapes, retrieval systems from central "banks," or various mixtures.

The Spindletop project is headed by John A. Dingling Jr., who is manager of the firm's communications and systems division. Mr. Dingling's background: mathematics, operations and industrial research. Mr. Dingling has four associates on the job with him, plus a number of outside consultants (consultants to consultants?). One outside helper: Dwight Martin, Royal Street group executive, who until the middle of last year was chairman of the Future of TV Committee of the National Association of Broadcasters. Mr. Martin's job is to give Spindletop his reaction as to the impact on the present broadcasting structure of some of its ideas.

Negro themes planned for new NET series

National Educational Television last week announced a new one-hour monthly series, two documentaries and a 90-minute musical special with Negro themes.

The new series, described as "a black magazine of the air" but as yet untitled, will premiere on an experimental basis in mid-June as a one-Monday-night-a-month substitute for the regular weekly *NET Journal*. Alvin H. Perlmutter, executive producer, is assembling an integrated production staff for the series, which will also serve as a workshop to train young Negroes in television.

William H. Kobin, NET program director, said the series is "an attempt to bridge the gap between America's Negroes and whites," and will cover Negro politics, culture, the arts and literature. "The program will stress not only what has to be done to ameliorate race relations, but also what has been and is being accomplished," Mr. Kobin said.

Preceding the premiere of the new series, *NET Journal* will present "Still a Brother," a 90-minute examination of attitudes among the Negro middle class, and "Color Us Black," an in-depth report on the recent unrest at predominantly Negro Howard University in Washington, in which students seized control of administration buildings for four days to dramatize their demands for a "relevant" curriculum, April 29 and May 6 respectively.

Radio-TV a part of press

Salant tells newspapermen
broadcasters' fight
is theirs too

Print media must support broadcasting in its fight for freedom of the press under the Constitution because "for



Mr. Salant

good or ill, we are part of the press," the nation's newspaper editors were told last week.

Richard S. Salant, president of CBS News, told the American Society of Newspaper Editors convention in Washington, that many newspapers feel that since broadcasters need a government license to operate, electronic journalism is something different, something that is not covered by the First Amendment.

However, he pointed out that "regulation of one part of the press by the government is a threat to the freedom of all the parts." Broadcasting is in the business of news dissemination, he added, and that is protected under the Constitution.

Mr. Salant felt newspapers and television are "complementary" news media

and maintained that informed people need both.

Putting a pin hole in one of television's balloons, the CBS News head said people who tell pollsters they get all their news from television are "ignorant" and added he felt similarly disposed about those who claim newspapers are their sole source of news. "No citizen," he claimed, "can be truly informed without both television and print."

He also took aim at the most famous McLuhanism of them all: the medium is the message. Not so, said Mr. Salant. "Our medium is not the message—content is. . . . Our business is less television than it is news." Print and television are in the same business, he added, "informing the American public."

Questioned on TV coverage of this month's civil disorders in many cities (BROADCASTING, April 15), he was asked if the fact that TV did not put live cameras into the streets of Washington, Chicago and other cities had led viewers to lose confidence in TV coverage, that the medium was hiding something.

Mr. Salant replied that such a question has posed a "basic dilemma" for the industry and "we have no real answers."

"I'm very much opposed to live coverage," he said, "not because of its possible influence on the viewer, but because it's not accurate." He maintained that live coverage of one incident can give a "terribly misleading" picture of the over-all situation. But the self-imposed restrictions, he added, give rise to other problems.

"Once you start suppressing news you will give rise to doubt among the audience and they will ask: 'If they're not telling us this, what else are they holding back?'"

Asked about reports that the simple presence of a TV camera can turn an otherwise peaceful demonstration into one of pictorially interesting action, Mr. Salant said that CBS's rule generally has been "that when our cameras' presence is a serious stimulant to disorder then the crews should get out of there or put the cap on the cameras and point them at the sky."

The whole problem is of "great concern to us," he continued, and "one of the things that plagues us is the cumbersome equipment needed to cover a story." He noted that a partial solution has been use of unmarked cars and shooting film only with available light during civil disorders.

Washington's newly appointed municipal director of public affairs, Gilbert Gimble, also had words of praise for radio and television actions during Washington's civil uproar following the assassination of Dr. Martin Luther King

From 'disorder' to 'riot'

Since city officials had never declared the situation to be a "riot", Washington's radio-TV stations and newspapers carefully avoided use of the word while the city was in turmoil two weeks ago. Last week, however, the city's three dailies apparently felt they could call the civil disorders anything they wanted.

The American Society of Newspaper Editors was meeting in Washington's Shoreham hotel and prominently displayed in the hotel lobby were pages of the newspapers for the few days following the death of Dr. Martin Luther King Jr. The display's title: "Washington newspapers covered the riot."

Jr. Mr. Gimble, a long-time newspaperman, said: "We found radio and television acted responsibly, gave information, didn't pinpoint areas of disturbance." He said the role of radio and TV was "extremely important. They had the job of informing but not inflaming."

He noted that the Washington TV stations had not attempted any live street coverage of the disorders.

ABA's Morris defends press-trial guides

There is nothing in the new fair trial and free press standards of the American Bar Association to inhibit the news media in reporting fully to the public the facts of crime and law enforcement. Voluntary state codes will work only if everyone adheres.

This was the contention Monday (April 15) of ABA President Earl F. Morris in a talk before the Connecticut Bar Association in Hartford. He denied that the new ABA rules would restrict public information about crime and debunked protests raised by media since their adoption by the ABA House of Delegates earlier this year (BROADCASTING, Feb. 26).

"The standards do not impose any restrictions on the news media themselves," Mr. Morris said, "they apply only to lawyers, judges and law enforcement officers. Claims made that the standards would 'curb coverage of trials' or 'deny to the public information about crime and law enforcement' simply are not true."

The ABA president explained that the fair trial-free press standards, drawn up by the advisory committee headed by Justice Paul C. Reardon of the Supreme Court of Massachusetts, are only one part of a broad ABA program to upgrade all phases of criminal justice administration. This broad three-year program is to be completed this year he said.

The objective of the fair trial-free press guidelines, Mr. Morris said, "is to eliminate at its source the release of information by lawyers and law enforcement officials that may prejudice fair trial, without preventing the news media from reporting fully to the public the facts of crime and law enforcement."

An Attempt ■ The rules represent an effort by the legal profession, admittedly long overdue, "to define the steps by which the bar can help correct a problem [prejudicial publicity] that has been recognized for decades and which has been growing more troublesome in recent years. . . . The most familiar recent

examples are the Dr. Sheppard and Billie Sol Estes cases but they are not the only ones," he said.

Mr. Morris emphasized that under the Reardon rules lawyers and police officials would continue to "release for publication all of the essential facts about criminal arrests and procedures necessary to keeping the public informed," including facts of arrest, charges, circumstances of arrest and physical evidence seized.

He said misunderstandings abound about the rules and pointed out they would place no restraints on news media reporting of criminal investigations in progress, on exposing official corruption or criticizing the courts or law enforcement.

The ABA president contended that the Reardon rules do not enlarge the contempt powers of the courts or restrict in any way the reporting of everything that occurs in open court. News media sources, however, continue to disagree with the ABA view about the contempt provisions.

Mr. Morris said voluntary cooperation should be encouraged by the bar in developing bar-media codes of fair practice. They exist in several states now and such a code is under consideration in Connecticut and elsewhere.

Susskind: TV isn't too bad after all

TV producer David Susskind admitted last week he was wrong some years ago when he said television could be a magic machine to elevate the public.

"There is no such machine," he said, explaining he has since learned that "the people are very stubborn in their passion for the mediocre." Still, he felt, TV should spoon feed them better things at least a little bit some of the time.

Speaking Thursday (April 18) before the Chicago chapter of the National Academy of Television Arts and Sciences, Mr. Susskind, president of Talent Associates, recounted a number of things he feels are good about television. He particularly was impressed by the coverage of the Martin Luther King story, calling it "stunning and incredible" both as to fast special production and quality. Despite the tragedy he thought the network follow-up represented "a triumph of professionalism and know how."

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and local-station levels, Mr. Susskind noted, television has made outstanding progress. Children today can debate public affairs in school with a sophistication never dreamed possible by the parent generation, he said, as a result of TV exposure.

As to programing in general, Mr. Susskind commented: "We're getting better in spite of ourselves. We're still way behind the movies and books." He recalled it took him nine years to get a program like "Death of a Salesman" on the air but times are different today and there is considerably more freedom. But, he added, TV still won't allow free use of such topics as divorce, sexual aberration "or bad labor unions."

Mr. Susskind chastised TV's chronic critics for belaboring the medium unduly while letting other art forms or news media off lightly. He suggested they were too much like "Jewish mothers" and said the medium deserves more mercy considering its program production volume and the time available in which to turn it out. Compared to making a movie or stage play, he said, "Television is a monstrosity of labor."

Actress Celeste Holm, a head-table guest, asked Mr. Susskind why educational television station programs are so dull. His reply: "Because dull men are doing it."

And how about the multimillion dollar Public Broadcast Laboratory? They have strained, he replied, "and brought forth a gigantically expensive mouse."

King funeral coverage was cooperative effort

WIGO, a Negro-oriented station in Atlanta, last week said the American Freedom Network, a 60-station line-up of Negro stations that carried the funeral of Dr. Martin Luther King Jr. on April 9 was put together through the "combined cooperative efforts of WIGO and WAOK," another Negro-programed outlet in Atlanta.

All three Negro-programed stations in the city, WIGO, WAOK and WERD, the station said, "pooled their efforts and resources and cooperated enthusiastically in this coverage. Without the aid of many out-of-town broadcasters, used at remote points and in control central, this coverage would not have been possible."

Following the funeral WAOK told BROADCASTING that it had arranged for broadcast of the funeral and that in addition to its staff people, two men from WIGO, one man from WERD and representatives from stations in other cities did voice work from various places along the line of march as well as at the church and college.

Carter Jones, WIGO general manager,

said BROADCASTING's April 15 story on the network "implied that WAOK was the originating and control point of the network." He said "all stations received the funeral program through WIGO control. Some of the remote pickups were fed from WAOK to WIGO."

Miami TV's accused of biased reporting

A Broward County, Fla., citizens committee has accused three Miami television stations of biased reporting in connection with a number of controversial issues involving education in the state.

The committee on Quality Education of Broward County made the accusation in a letter in which it asked the FCC to investigate the reporting of WTVJ(TV), WCKT(TV) and WLBW-TV, all Miami. But while the three were cited, attention was focused on WCKT.

Committee Chairman Harvey Ford, who signed the letter, told BROADCASTING that the committee's information on WLBW-TV and WTVJ was "not as complete" as that on WCKT. And the committee indicated it might reconsider its charges against WLBW-TV.

The committee charged that WCKT "and possibly others" were guilty of mixing editorial comments with reports in a manner designed to inflame public opinion against resigned teachers, against the Dade county school board, in favor of working teachers and in favor of the education package passed by the special session of the Florida legislature.

Agrees with Teachers ■ Mr. Ford said that the committee did not support the teachers of the state in their 18-day strike, which ended last month. But he said the committee agreed with the teachers' position that the education package was more "a property-tax-relief bill" than a measure to aid education in the state.

The committee complaint asserted that opposing views on the education package were "virtually blacked out," then asserted that since the package involved savings to real-estate owners, "we suggest an investigation of possible conflict of interest on the part of television station owners who are also large land owners." The letter mentioned specifically Sidney Ansin, one of the principals of WCKT.

The committee requested the commission to view the tapes of all news reports of the three channels for the three weeks beginning Feb. 17 (the week the strike began), to hear witnesses "as to suppressed news" and to question the management on possible conflicts of interest.

The committee indicated it might have second thoughts about WLBW-TV after receiving a letter from the station asserting it did not understand what charges were being leveled against it, since the complaint dealt mostly with WCKT. WLBW-TV also asserted that it is satisfied its operation meets "the highest standards of operating in the public interest."

The committee replied by asking to review the station's tapes of the news programs in question, so that it could make a judgment as to whether to withdraw the charges. However, a station spokesman said WLBW-TV does not keep tapes of its programs.

WCKT and WTVJ last week had not responded to the committee's complaint.

Boxing bout is first Price-Roberts TV show

The newly formed Price-Roberts Productions Inc., New York and Philadelphia, presented its first television production, the welterweight title fight in Dallas, last Tuesday (April 16) on about 30 stations.

Principal Tommy Roberts, host of Sports Network Inc.'s *Saturday at the Races*, called the bout, won by Curtis Cokes over Willie Ludick, while Jack Price, former director of sports for RKO General, handled the sales. Mr. Price reported a gross income of about \$50,000 from station licenses and Schaefer beer, sponsor of the fight on 13 stations.

Price-Roberts produced two radio packages last January, for WGBS Miami, WNBC New York and WIBC Philadelphia.

Also-ran Democrat sues NBC for \$1.001 billion

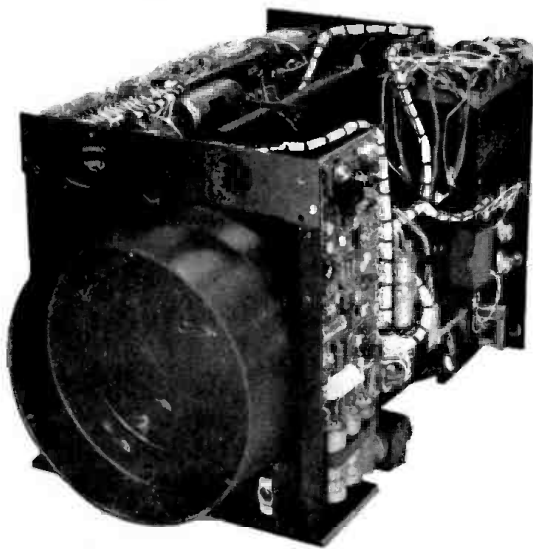
A self-proclaimed presidential candidate last week slapped NBC with a \$1 billion-plus lawsuit.

Jacob J. Gordon of Worcester, Mass., filed suit in the Southern District Federal Court of New York for \$1 million in compensatory damages and \$1 billion in punitive damages. He charges that NBC "imposed a total and complete news blackout of the plaintiff's activities as a Democratic candidate for office of the President of the United States."

NBC would not comment.

Mr. Gordon, who stands on a platform promising, among other things, an end to the war within 72 hours and the elimination of organized crime within 30 days, reportedly garnered 77 of the approximately 60,000 Democratic votes cast in the recent New Hampshire primary.

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Secret Chicago pot hearing held

Representatives Dingell and Moss beat FCC to the pad for closed-door session; CBS, FCC kept out

The House Investigations Subcommittee took secret testimony last Monday in a broadcasting case that the FCC had already scheduled for hearing next month. The case involves allegations that CBS-owned WBBM-TV Chicago staged a marijuana party, which it filmed for a news program.

Nobody at the subcommittee would say why it had moved into a case that

or former students at Northwestern University. No one representing CBS or its station was present. FCC representatives were explicitly excluded, although they had asked to attend.

When word of the subcommittee's hearing got out, CBS officials reasserted their assurance that there was no foundation for the charges that had been made against WBBM-TV.

Richard W. Jencks, CBS Inc. vice president and general counsel, said: "We are confident that the subcommittee does not intend to prejudge the FCC hearing."

Open Question ■ He added that CBS would ask the FCC to conduct an open hearing. (In its order, the commission told Chief Hearing Examiner James Cunningham he could hold closed sessions if he deemed them to be in the public interest.)

Mr. Jencks also said CBS would formally ask the FCC to reveal the identity of complainants and the details of their charges. So far the agency has refused to tell CBS who its accusers are. As to the charges, the FCC has said only that the station is alleged to have staged or encouraged or induced others to arrange a marijuana party to be filmed for broadcast purposes.

The FCC investigation was originally set for May 6 but was postponed until May 14 in action taken April 11. The commission's hearing notice observed that WBBM-TV executives and news personnel have denied staging the party but that the CBS investigation only covered CBS employees and not students or university officials "who might possess additional information" (BROADCASTING, March 25).

The commission pointed out that statements contrary to the WBBM-TV position had come to its attention and that "serious questions as to the licensee's conduct in the operation of WBBM-TV would best be resolved in an investigatory proceeding."

The hearing notice also observed that Illinois law calls for prison terms of from two to five years for any person who "... in any voluntary manner solicits, endorses, encourages or intimidates any person under 21 years of age with the intent that such persons shall violate any provision of the [narcotics] act," which forbids possession of marijuana.

Committee Interest ■ The film of the alleged marijuana party was aired Nov. 1 and 2, 1967, on WBBM-TV's 10 p.m.

news program. The Investigations Subcommittee is known to have taken an interest in the case late last year, when charges began to circulate that the affair was contrived.

Although subcommittee sources would not confirm Representatives Moss and Dingell's participation in the Chicago hearing, it was learned that certain Republican committee members were solicited to join the majority members at the Chicago session. None, however, chose to participate, as far as could be learned.

It is understood that release of any of the sworn testimony taken by Representatives Moss and Dingell must await clearance by Commerce Commit-



Representative Moss
The party's over . . .

was under intense FCC investigation. But the two congressmen who reportedly were present at last week's closed and unpublicized hearing have been vocal and persistent in their criticism of past FCC actions. They are Representatives John Moss (D-Calif.) and John Dingell (D-Mich.). On earlier occasions both have accused the FCC of coddling licensees.

Nor would officials of the subcommittee even confirm that a hearing was held, but from other sources it was learned that sworn testimony was taken in Chicago from one or more students



Representative Dingell
... but the smoke lingers on

tee Chairman Harley O. Staggers (D-W. Va.), who has been absent during the Easter recess. Mr. Staggers is also chairman of the Investigations Subcommittee. No hearing is scheduled without his consent, and he rules on disposition of all committee records.

Commission Views ■ FCC Chairman Rosel H. Hyde dissented from the commission action setting the FCC's hearing. He said he would not move into "the sensitive area of controversial-issue programing and the discharge of the news function of the licensee." He added that he thought the information

Radio newsmen feel left out of Academy Awards

Some of the West Coast's corps of radio newsmen think they are being badly mistreated at the Academy Awards presentations. They are questioning whether the movie awards occasion is a news event or "a paid, private broadcast." They indicate that they, and the stations they represent, may boycott the proceedings next year. They would like to negotiate with the Academy of Motion Picture Arts and Sciences for a settlement of their grievances.

In bluntest terms, radio newsmen (primarily those based in Southern California) feel they are being "treated like dirt" by the motion picture academy. They point out that the press rooms backstage at the Santa Monica Civic Auditorium, where the Oscars are awarded, amount to a system of rigidly cast pigeon holes. Reportedly, when a performer comes off stage after receiving an award, first stop is the still-photography room, then the newspaper and wire-service press room, then the television room and last the radio room. The claim is made that award winners are too

weary of answering questions by the time it comes radio's chance and thus bypass the last stop.

Apparently newsmen are not allowed to shuttle among the various press rooms. They are forced to remain in their own rooms and "are segregated" according to the pencil and pads or tape recorders they carry. The radio people would like the motion picture academy to conduct one big sitdown news conference with all news media present.

Another radio complaint is that the telephones in the radio tape room are shut off until the telecast of the Academy Awards show is completed. "We can't even make a 30-second phoner back to our stations," says Art Kevin, director of special events for KHJ-AM-FM-TV Los Angeles. "They want to prevent the live rebroadcast of what's happening on TV," he adds, "but who in his right mind is going to patch in an audio of a private paid broadcast on the ABC network. You'd find yourself in court so fast your head would be spinning."

Mr. Kevin would like the motion

picture academy to turn on the power to the telephones for five minutes before the hour and half-hour so that radio newsmen can catch regular station news summaries. "How can you hurt a live telecast with that kind of system?" he asks.

Mr. Kevin, past president of the Radio-TV News Association of Southern California and currently on the organization's board of directors, has written a letter outlining the radio medium's complaints to Jack Atlas of Columbia Pictures and coordinator of publicity for the motion picture academy. In his letter Mr. Kevin made what he called "this final individual attempt to open an area of communications with all parties involved . . ." He also indicated in the letter that many radio newsmen are ready to boycott the Academy Awards next year.

"In saying they can't trust us they are denying us the opportunity to report a news event," Mr. Kevin told BROADCASTING in an interview. "If they continue to treat us like dirt, we're going to boycott the awards. We're just not going to cover them."

should have been brought to the attention of the licensee, "so that it, rather than this governmental agency, may discharge the delicate task of insuring the integrity of the news function."

Commissioner Robert T. Bartley also dissented on grounds that the allegations needed "a more thorough investigation prior to issuance of an order."

Commissioners Kenneth A. Cox and Robert E. Lee concurred in the action but said they would have preferred the inquiry to be ordered on a nonpublic basis, in order to test the charges before making them public.

Commissioners Lee Loevinger, James Wadsworth and Nicholas Johnson also voted for the hearing.

Editors reject riot codes

Newspaper executives in 14 cities rejected the idea of a code of voluntary restraint in handling riot news, according to a survey conducted on behalf of the Associated Press Managing Editors Association's Freedom of Information Committee. William M. Ware, executive editor of the *Cleveland Plain Dealer*, found that the editors, most of them in cities hit by racial disturbances, are determined to have no part of such a code.

RFK shies away from TV debate

Won't meet McCarthy alone;
stations deny Kennedy
has cornered spot market

ABC News late last week was still waiting to find out whether Senator Robert F. Kennedy (D-N.Y.) would take the network up on an invitation to debate Senator Eugene McCarthy (D-Minn.) on May 12.

Both are candidates for the Democratic presidential nomination in a number of key primaries and both received invitations from ABC News to debate pertinent issues on an upcoming *Issues and Answers* program, probably on May 12.

Senator McCarthy, soon after receiving the invitation, accepted.

A second invitation was sent to Senator Kennedy last week, and his response came via a lieutenant, Pierre Salinger. Senator Kennedy, Mr. Salinger said, would debate Senator McCarthy

only if Vice President Humphrey and Indiana Governor Roger Brannigan, a favorite-son candidate for the nomination, also appeared as participants.

ABC then pointed out to Senator Kennedy on Thursday (April 18) that Mr. Humphrey is not yet a declared candidate for the Presidency, and that because of schedule commitments, the debate could not be held until May 12, five days after the May 7 Indiana primary. There was no immediate reply from the Kennedy camp to this point.

Senator Kennedy's impact on television last week did not begin, however, with his communications with ABC News. Earlier, there were several reports that the junior senator from New York had virtually cornered the spot-TV market in Indiana and Nebraska, states with key primaries in which, observers feel, he must win or at least make a strong showing in order to be considered for the nomination. Reports that he had cornered the market, however, were called "exaggerated" by a number of Indiana and Nebraska broadcasters and by an opponent's advertising agency. Nebraska's primary is May 14.

An informal BROADCASTING check of stations revealed that while Senator Kennedy's agency—Papert, Koenig, Lois Inc., New York—had made numerous requests for availabilities, ac-

tual time buys had not been startlingly large. These requests, one Nebraska broadcaster said, were not unusual: "Large firms frequently ask for all our avails for 52 weeks, then buy only 13 weeks. It's all part of marketing strategy, whether it be for soap or politicians."

Several station managers in Indiana and Nebraska acknowledged that Senator Kennedy had bought a considerable amount of time in comparison to other candidates. "But other politicians have been buying time also," said an Indiana station manager. "He's [Senator Kennedy] bought a bundle, but we've got a local candidate here who has bought more."

WFBM-TV Indianapolis reported that as of April 16 it had sold about \$13,000 in time to Senator Kennedy, \$8,000 to Governor Brannigin and \$5,000 to Senator McCarthy. The station expects a last-minute surge of buying to begin around April 27—10 days before the primary.

Spots Still Open ■ The broadcasters emphasized that under no circumstances could Senator Kennedy buy all the available choice time, even though he has the money. One station manager expressed the feeling voiced by all those queried when he said that he would not "jeopardize" his license "by selling all my time to one candidate. We're being very careful to make sure that there are spots open for all candidates in the race. Kennedy's money is good, but it's not good enough to risk violating the FCC's equal-time requirements."

Carl Ally Inc., the New York ad agency handling the "mechanical chores"—timebuying, scheduling, ad placement, etc.—of Senator McCarthy's advertising campaign, also indicated reports of time shortages were "exaggerated." Agency head Carl Ally said he's "satisfied with the buys we made for the upcoming primaries, not only in Indiana and Nebraska, but in California, Pennsylvania, and Oregon. We can't match Kennedy dollar-for-dollar, of course, but we've got the time slots we wanted."

The Oregon primary is May 28 and California's is June 4 and political time sales in those states are already picking up a head of steam.

One Los Angeles independent reported the largest single buy from any one political buyer in behalf of the Kennedy candidacy. The order over a three-week period represents an outlay of more than \$30,000. The station felt the PKL purchase is the earliest it ever has had for a primary. It is reserving avails for other candidates.

A Los Angeles network affiliate reports across-the-board Kennedy buys and that it has had to turn down some of the business so as not to get into an equal-time snag when other candidates start looking for time. The feel-

ing there is that the Kennedy camp has acted "very, very quickly." The station said that Senator McCarthy is now buying some time.

Another Los Angeles affiliate said it has "had to turn down a good bit of money" in not accepting some of the time requests made for Senator Kennedy. Only so much was sold to him, the rest being reserved for potential equal-time commitments.

In Oregon Senator Kennedy has been the only one to order time so far, according to one station. He is being represented in the state by Himes and Turtledove of Portland. One of the delays in purchases by the McCarthy forces seems to center on which Oregon agency will handle the campaign with the Ally shop, although both Ally and Cohen, Clarkson and Andrews of Portland, have been seeking availabilities.

Regardless of how many time buys are sought, some stations this year seem more intent on retaining their basic program structure than turning over a major portion of their schedule to the politicians. One Indiana station noted that it had established guidelines and said it didn't intend to let paid political broadcasts play havoc with its normal programming fare.

Live-tape to cut into film

NBC-TV's Durgin explains why long-form programing encourages this trend

In speaking to the Hollywood Radio and Television Society last week, NBC-TV President Don Durgin proved that he's not afraid of bearding the lion in its den. The Hollywood community in recent months has lost its cool over an apparent decline in film production. Some 40% of local film workers are said to be out of work. So Mr. Durgin, tells the 250 media executives gathered for lunch that live and tape production may take some of the play away from film production in near future years.

Speaking under the umbrella title of "Is the Long Form Here to Stay?", the network executive answered quickly and in the affirmative. But he pointed out that while the trend toward longer programs prevails and grows, Hollywood may lose its predominance over the form.

As Mr. Durgin sees it, there are at least seven production and content reasons why "live and tape production may gain over film in implementing,

developing and extending the 'long form' in the years ahead." He cited them as the continuing presentation of a single star that's possible with the *Today* show; The spontaneity that exists with the *Rowan and Martin's Laugh-In* series; the creative collaboration possible in a taped show such as *Tonight*; the flexibility to program horizontally or in strip form across the board instead of being limited to a vertical or weekly structure; cost controls; more personal selling, identification and merchandising; and, most importantly, the ability with tape or live to experiment and innovate.

Current Statistics ■ Mr. Durgin noted a report in the April 15 BROADCASTING that told of a study made by Eastman Kodak showing that in the 1968-69 season, 81% of the three-network prime-time schedule will involve film production. He compared this figure with the 86% use of film in 1967-68 prime-time network season and offered the small shift from film to live or tape as "perhaps a straw in the wind."

Mr. Durgin also made it emphatically clear that NBC has no intentions of joining ABC and CBS in producing and distributing motion pictures initially and primarily for theatrical release. He indicated that with motion-picture producers in Hollywood and New York substantially stepping up their movie production and with NBC blessed with a well-stocked inventory of feature films and with its *World Premiere* deal with Universal generating additional pictures, the network sees no need to enter the business of producing for and distributing to theaters.

A good part of Mr. Durgin's speech was a playback of the one he made to the annual convention of NBC-TV affiliates in New York (BROADCASTING, April 1). He reviewed the decision by the network to go to three nights of movies and to program the 90-minute *Name of the Game* series. He also reviewed the major plans of NBC News for next season.

Summing up his observations about the long-form trend in programing, Mr. Durgin reported that the 32 half-hour programs on the current 1967-68 three-network nighttime schedule represents a 10-year low for the short form of programing. By comparison, he pointed out, the 1959-60 season carried 82 half-hours. "The longer form is more natural to television than the short form and represents for television an upgrading of the standard of material presented both as to content and production quality," Mr. Durgin concluded. "The long form justifies and makes possible the investment of more time and money in preparation."

Less Pronounced Ratio ■ Elaborating on some of the points he made during his talk afterwards in an interview with BROADCASTING, Mr. Durgin explained

that he did not mean to suggest that live or tape production is likely to reach the predominant position now enjoyed by film. Instead he feels that maybe in four or five years the ratio between film and live or tape in prime time may be less pronounced than it is today, say 70% film to 30% live video tape.

Mr. Durgin also explained that NBC went to a third night of movies because it had an embarrassment of riches in feature-film backlog and didn't have enough time periods to program them all. That's why, he claims, only a few *World Premiere* movies were shown during the season. Also NBC was convinced that the other networks were planning a similar move to a third night of features and wanted to beat its competitors to the punch, he said.

Filmex gets Mexican Olympic contract

Filmex Inc., New York film producer and distributor, and its Mexican subsidiary, Filmexico, S.A., were commissioned last week by the World Olympics Committee of the Republic of Mexico to make and distribute three half-hour films on Mexico and the Olympic games. The contract is reportedly for \$3 million.

All three films, "The Olympic Torch," "Mexico City: City of the 70's," and "Dolores del Rio's Mexico," will be dubbed in English and Spanish, according to Filmex. The features will be made available to television.

Chuck Wasserman, production vice president at the company's Hollywood subsidiary, Filmex West Inc., will head the project in a new post. He has been appointed vice president for Filmex International and supervisor of special projects.

Howard Hughes rates documentary special

The formation of a documentary division by Four Star International with the first program to be a one-hour color special on Howard Hughes was announced last week by Manny Reiner, president of Four Star Entertainment Corp., distribution arm of the parent company.

Warren Steibel has been named head of the documentary division and the Hughes program will be his first project. Mr. Steibel, who has been a documentary producer for ABC, NBC and CBS, will continue to produce *The Firing Line* syndicated program with William F. Buckley Jr., in addition to his duties with Four Star.

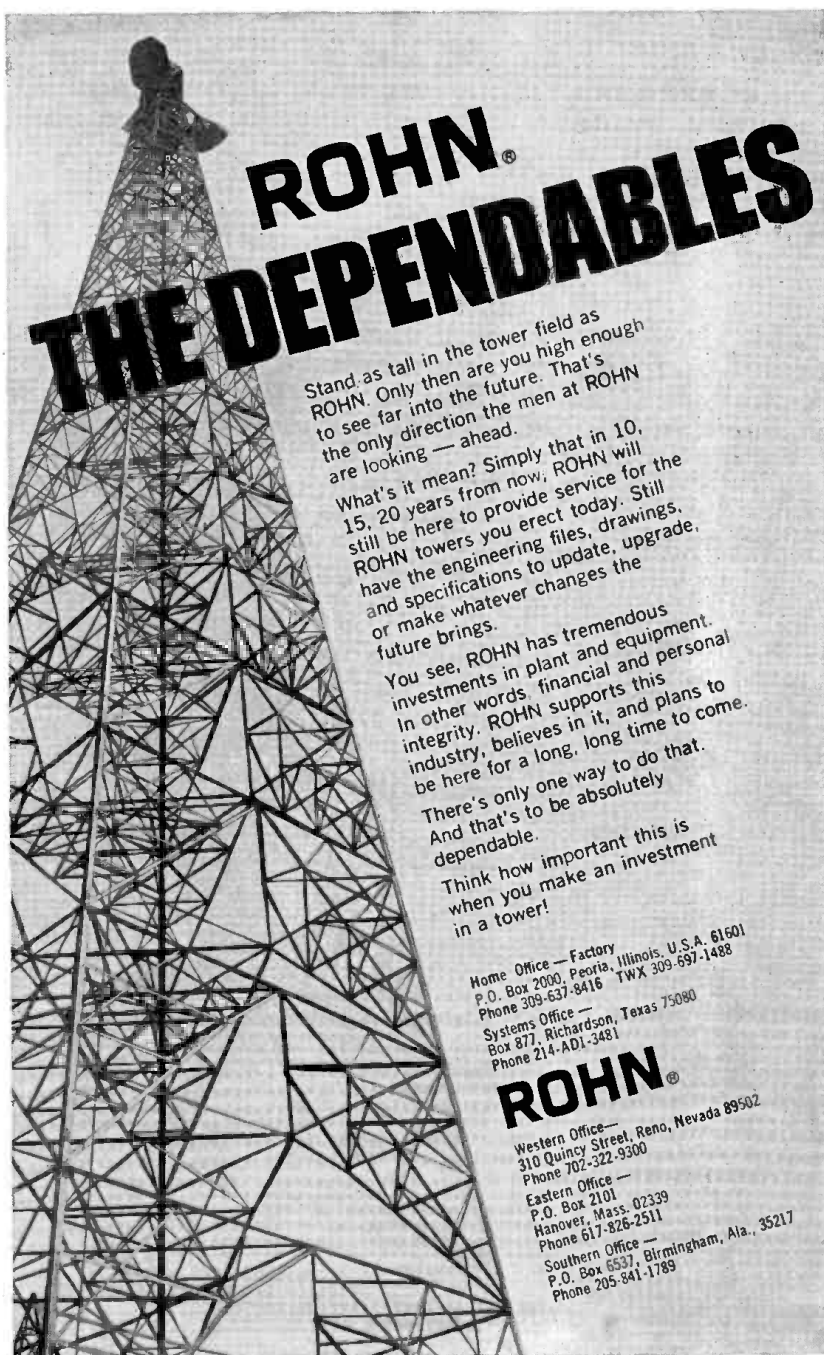
FCC sticks to its DuBois decision

Storer Radio Inc. lost its bid last week to have the FCC reconsider an order requiring Storer's WHN New York to make time available to the DuBois Clubs of America. The commission ruled in February that an editorial the station aired constituted a personal attack on the DuBois Clubs, and that therefore it must be given an opportunity to respond. The editorial described the group as "Marxist" or "Red," "founded at a special meeting in California dominated and controlled by

American Communists" (BROADCASTING, Feb. 5).

Storer claimed, in part, in its petition for reconsideration that the inhibiting effect of the ruling could cause it and other broadcasters to avoid all criticisms of public as well as private groups even though such criticisms "are known to be truthful" and are essential to public understanding (BROADCASTING, Feb. 19).

But the commission said the petition raised "no new matter and is denied." It also noted that the group denied the charge that it was a subversive, Communist-dominated organization both to the commission and the Subversive Activities Control Board where the matter currently is pending.



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Did FCC relax or strengthen rule?

Fairness-doctrine appellants tell court rule change actually made regulation harsher

Broadcasters opposing the FCC's fairness rules escalated their attacks last week in briefs filed with the U. S. Court of Appeals for the Seventh Circuit. The increase in the opposition came on the claim by broadcasters that the FCC's revision of its personal-attack rules carries a threat of harsher application of the general fairness doctrine to those programs that are supposed to be exempt.

The briefs filed last week were replies to the argument submitted by the FCC after it amended the personal-attack rules by extending the exempted programs (BROADCASTING, April 1).

Lawyers in the case understand that the case may be argued before a three-judge panel of the appeals court in Chicago during the second half of May. Attacking the FCC's authority to promulgate fairness rules are the Radio Television News Directors Association, CBS and NBC.

RTNDA, referring to the additional exemptions from the personal-attack rules adopted by the commission last month, claimed that the exempted programs not only are "not free from commission restraint but rather are subject to a new and apparently stricter version of the general fairness doctrine." This, it charged, is "more onerous" than the policy previously followed by the FCC.

CBS said that the revision does broaden the exemptions "but also makes the fairness doctrine more restrictive. . . ."

And NBC said there are indications that the relaxation "is to be accompanied by a more rigorous application of the general fairness doctrine to the exempted programs."

Challenge Constitutionality ■ In their reply arguments, the petitioners claimed that the FCC failed to legally justify the institution of rules on fairness. Even though the government has the power to impose some regulation on broadcasters, RTNDA commented, the government may not regulate broadcast speech. This violates the First Amendment, and the commission is overreaching itself, RTNDA said, "in this limited but critical area."

And, RTNDA continued, the commission has failed to establish the need for this type of regulation. It termed "wholly inaccurate" the commission statement that the problems raised by the litigants have been removed by revision of the rules. Fundamental issues remain unchanged, RTNDA claimed.

CBS charged that the FCC bottomed its argument on the constitutionality and legality of the general fairness doctrine. This is wrong, the network claimed. The issue is the constitutionality and statutory legality of the commission's "inhibitory personal-attack requirement."

In bolstering its charge that the rules, even as revised, still impose restrictions on the broadcast of what might be considered personal attacks, CBS noted that the regulation still applies to news documentaries, news commentary (outside of the exempted programs), non-regularly scheduled news interviews, panel discussions, debates and other such programs. To illuminate this problem, CBS attached as a supplement to its brief the full scripts of three documentaries—two from *CBS Reports* ("Ku Klux Klan" and "Biography of a Bookie Joint") and one from *Face the Nation* (Adam Clayton Powell Jr.). Documentaries, CBS said, no longer are "retrospective, long-after-the-event broadcasts," but many times come on within minutes or hours of a news break.

The Limit ■ NBC said the crux of the case is not whether broadcasting shall be totally free from regulation, "but how far the First Amendment permits, and Congress has authorized, the FCC to go in regulating program content."

Discussing revisions by the FCC last month, NBC commented that "this minor modification does not significantly alter the impact of the rule."

And it added, the amendment introduces new uncertainties and "irrationalities." How does one define a "news interview" to distinguish it from a "nonnews interview?" the network asked. How do you define commentary as compared with station editorials?

Bishop gets renewal, will begin taping show

ABC-TV's late-night 90-minute color variety strip that stars comedian Joey Bishop, was a year old last week, and it was given a 39-week renewal as an anniversary present. Attending a special party for Mr. Bishop in Los Angeles, ABC-TV President Elton H. Rule announced that the weeknight program will continue at least through Oct. 10, 1969.

Making its debut with a firm 39-week

commitment on April 17, 1967, *The Joey Bishop Show* was first renewed last October, with that pickup being for 52 weeks through January 1969.

Along with the additional renewal, Mr. Bishop will now have an easier nightly load to carry. Starting on April 29, the show will be taped in Hollywood one day in advance of its being telecast. Ironically, when Mr. Bishop started on the program he insisted that the nightly telecast be live and up until now it had been carried live by ABC-TV from 11:30 p.m. to 1 a.m. in the eastern time zone, and from 10:30 p.m. to midnight in the central time zone. The Rocky Mountain zone saw the show on tape from 10:30 p.m. to midnight and the Pacific time zone also received it on tape from 11:30 p.m. to 1 a.m.

Church groups plan late-night networking

Plans for an independent network of radio stations in the top-50 markets to carry *Night Call*, a late-night telephone conversation show aimed to bridge the gap between black and white "men in the street," were announced last week by Nelson Price, director of the Methodist Television, Radio and Film Commission (TRAFECO).

The live series, to be produced in cooperation with the National Council of Churches' Broadcasting and Film Commission and the National Catholic Office for Radio and Television, is planned to start June 3.

The show would originate in New York and be carried over leased telephone lines to Negro and general audience stations across the country five nights a week at 11:30 p.m., according to Mr. Price. A regular Negro host, yet to be signed, and a prominent guest will open up on selected controversial issues each night. The audience will be able to participate in the discussion by telephoning *Night Call* collect from anywhere in the country, Mr. Price said.

The Methodist Church has committed itself for one-third of the \$450,000 estimated to be required for the first year's operation, according to Mr. Price. A national advertiser is being sought "who would like to be associated with such a show" to buy spots, and local stations may sell spots as well.

Night Call was broadcast on an experimental basis on 25 stations for 11 months in 1965-66 by the National Council of Churches, but was stopped for technical reasons. The same format was tried again by WVRV New York the week of April 8 using *Night Call* equipment. *Dial-in for Non-Violence*, a show with a similar format, was broadcast on 32 stations (BROADCASTING, April 15).

Off-air hookup for CATV subscribers shown

METHOD APPLICABLE TO SHORT-HAULS; OBVIATES CABLE

A second system of short-haul, off-the-air connections for cable TV systems was demonstrated last week in New York, using what its promoters call "quasi-lasers."

Demonstrated by the Chromalloy American Corp. and Laser Link Corp., was basic equipment for a CATV air link utilizing the 50-gc region of the radio frequency spectrum. The beams were said to be capable of carrying as many as 20 separate TV programs to subscribers living in apartment buildings.

Similar to the experimental project undertaken last year by Teleprompter Corp. and Hughes Aircraft in upper Manhattan, New York, which used the 18-gc region of the spectrum (BROADCASTING, Feb. 6, 1967), the Chromalloy-Laser Link system also is said to obviate the need for expensive underground cable connections between head-end and subscriber. Spokesman last week said the system at present would not be practical for rural or suburban application.

According to officials of the two companies, a prototype system will be evaluated in Brooklyn, within a year. As

outlined last week during the equipment demonstration, a head-end located on New York's Verazzano Narrows Bridge would pick up, then feed TV signals to a transmitter which, in turn, would beam the signals to receivers atop Brooklyn apartments destined to be served by Bartell Cable TV Systems, a subsidiary of Bartell Media Corp., group broadcaster, whose CATV franchise for Brooklyn is now pending before city officials.

According to Dr. Joseph Vogelmann, vice president for research at Chromalloy, the quasi-laser system employs a wide range of unused frequencies in the "cool" end of the infrared spectrum. Conventional laser beams are visible: thus the term "quasi." He said the beams are not susceptible to interference from sleet, heavy fog, heavy rain or aircraft. Moreover, Dr. Vogelmann said, linking apartments with laser beams "would cost the CATV operator considerably less than the \$100 or so it now costs to hook up a subscriber to an all-cable system."

The quasi-laser system's chief attribute, however, is its ability to effectively diminish the urban CATV operator's

CAR date delayed

The FCC last week moved back to some indefinite date the time for filing Community Antenna Relay (CAR) applications as required by its February order (BROADCASTING, Feb. 19). "For reasons of administrative efficiency and convenience" as well as the fact that common carrier frequencies can be used by non-eligible common carriers until Feb. 1, 1971, the commission said the date should be delayed.

However, it noted that all non-eligible carriers which intend to transfer into the CAR service (about 15 of them) must file a letter stating the interest within 30 days. Carriers seeking full term renewal in the common carrier service (about three) by complying with the new rules must file applications within 30 days. Failure to file, the commission said, would mean that further operations of these facilities "will be without authorization."

dependence on the local telephone company, according to electronics consultant Ira Kamen, president of Laser Link.

CBS Labs gives details on Mincam TV camera

CBS Laboratories last week revealed details of an 18-pound portable wireless, color-television camera developed for CBS-TV coverage of the political conventions.

Called the CBS Mincam Mark VI, the hand-held system is similar to those developed by RCA for NBC-TV and by Ampex for ABC-TV (BROADCASTING, April 1, 15). All three systems consist of camera, microwave transmitter, power pack and all operate on broadcast TV standards.

CBS's Mincam, however, is believed to be the only wireless camera able to work directly with a video-tape recorder and monitor to produce standard NTSC color pictures, the company says. It is also the first TV camera to incorporate digital remote control, which frees the cameraman from focusing, color registration, and centering chores. Instead, these functions are performed from a central point.



CBS says its system could revolutionize studio design because of the camera's ability to produce studio quality pictures with or without cable attachments. Its ability to work on a

single-conductor, quarter-inch cable could eliminate the need for bulky cables and associated equipment now used in TV studios.

Used as a portable camera, the Mincam Mark VI system can transmit pictures over a distance of nearly three miles via microwave. Six such cameras can be controlled from a single base station, making it possible for a small number of operating consoles to control a large number of cameras without elaborate cable-switching systems.

The camera itself uses three one-inch Plumbicon color tubes and weighs 18 pounds, including camera head, zoom lens and viewfinder. The companion backpack weighs 30 pounds and includes microwave transmitter, power supply, high-frequency video receiver and the digital-contact system.

CBS Laboratories at Stamford, Conn., is building four Mark VI systems for use at the conventions.

U.S. to see new Sony tube in May

Sony Corp. of America last week confirmed plans to demonstrate Sony's new Trinitron color-TV tube in New York May 21. The tube was unveiled Monday (April 15) in Tokyo by the parent corporation.

Trinitron is said to differ from conventional color tubes in that it has only one electron gun, in contrast to three, and employs an "aperture grill" method of color separation, as opposed to the conventional "shadow-mask" technique developed by RCA. The Sony grill is

a metal plate formed in vertical strips, while the RCA mask has many tiny perforations.

Sony officials said the Trinitron tube will be less costly to produce than the conventional tube because it has fewer parts. Sony is considering licensing the new tube both in the U.S. and Japan, according to a spokesman.

The new tube has a "brighter, sharper picture with excellent contrast, simple structure in the picture tube, fewer components and simpler circuits in the set, higher reliability, simple adjustments and less electric power consumption, which makes it easier to transistorize and thereby to miniaturize," according to Sony.

Sony said the single electron gun

could be used in shadow mask tubes.

The aperture grill is derived from the Chromatron tube, acquired by Sony in 1961 from its developer, Paramount Pictures. Sony currently markets a 19-inch Chromatron set with three electron guns in Japan.

RCA commented last week on the new development: "We have no information other than press accounts of the Trinitron tube. We have had no opportunity to evaluate the new tube under laboratory conditions. Many color television tubes have been announced with considerable fanfare over the years, but only one has stood the test of production in the millions on an economical basis. That is the three-gun, shadow-mask tube developed by RCA."

FINANCIAL REPORTS

CBS looks to \$1 billion year

Company seems back on the tracks after last year's temporary derailment, stockholders told

CBS Inc. has recovered from last year's earnings setback, is picking up former momentum and may well surge over the \$1-billion sales mark this year for the first time.

That was the financial story given to stockholders last week at CBS's annual meeting in Chicago. It was related by William S. Paley, board chairman, and Dr. Frank Stanton, president. But they had sufficient other good news to relate

too at the short meeting held in the studios of WBBM-TV Chicago where presidential candidates John F. Kennedy and Richard M. Nixon once debated on TV.

The site gave Mr. Paley opportunity to call upon Congress to suspend Section 315 of the Communications Act to enable similar debates in the 1968 campaign.

About 200 shareholders attended the

one-hour meeting.

Mr. Paley reported that for the year's first quarter CBS increased both net sales and profits by 4% over the same period of 1967. Dr. Stanton explained that the forecast for improved sales earnings for the entire year is based on general economic and industry trends as well as on first-quarter performance.

Vigor ■ "Authoritative sources predict that national advertising in 1968 will return to the vigorous 1962-65 growth rate of roughly 7%," Dr. Stanton said, predicting that "both national television advertising (network and spot combined) and radio advertising will probably do even better."

He said other divisions of CBS Inc. should do well also considering specific industry trends involved. These include records, textbook publishing and musical instruments, he said. Similarly the CBS-TV network division expects record sales for both the second quarter and for the year, he related, and the owned stations divisions, both radio and TV, should post volume gains in 1968.

CBS expects to have the newly developed electronic video recording system available by late 1969 or early 1970, Dr. Stanton indicated. The production and marketing of EVR should be on a break-even basis by 1970 and show a modest profit in 1971, he predicted.

The New York Yankees are not for sale, Mr. Paley affirmed when asked by a stockholder. Dr. Stanton noted the team has some "exceptional young players" coming up and it should be back in "championship contention before long."

First-quarter nonnetwork sales for the CBS-owned television stations "lagged behind last year's results during January and February but moved ahead in March," Dr. Stanton said. "The second quarter looks promising," he added, "and for the year as a whole



Mr. Paley



Dr. Stanton

we are confident that this division's sales will exceed its 1967 volume."

The CBS Radio network's first-quarter sales were slow, falling behind those for last year's first quarter, he continued, but for the second and third quarters sales have improved "and the network now has on its books substantially more business than at this time a year ago."

Radio Pace Quickens ■ First-quarter sales for CBS-owned radio stations were roughly the same as 1967, Dr. Stanton related, but "the sales pace has accelerated and the current rate is substantially higher than that of a year ago."

He felt that the CBS Radio Division as a whole "should post greater sales this year than for 1967."

Dr. Stanton said it still is the company's plan to demonstrate the EVR system "in the spring of 1968" even though "prototype player production by the EVR partnership in England is about one month behind schedule. In the event the demonstration cannot be readied by late June, the EVR partnership board has requested that it be postponed until September in order to accommodate traditional vacation schedules in Europe and assure the presence of the educational and political authorities with whom the EVR partnership plans to conduct negotiations."

The EVR partnership has been licensed to exploit EVR for school and home use outside the U.S. and Canada. It is concerned only with the direct EVR system and not the broadcast EVR system and is composed of Imperial Chemical Industries Ltd. (England), CIBA Ltd. (Switzerland) and CBS with CBS holding a 50% share.

For the first quarter ended March 30:

	FIRST QUARTER	
	1968	1967
Earned per common share after preference dividends	\$0.53	\$0.51
Net sales	232,200,000	224,200,000
Income before income taxes	24,800,000	24,000,000
Income taxes	11,600,000	11,300,000
Net income	13,200,000	12,700,000
Average number of shares	23,400,000	23,200,000

Net income per common share is based on the average number of common shares outstanding during the respective three-month periods; adjusted for 1967 stock dividends.

The above statements reflect the pooling of interests with Holt, Rinehart & Winston Inc. which occurred on Aug. 1, 1967.

Plough earnings up 19%

Plough Inc., Memphis drug, cosmetic and household products manufacturer and group broadcaster, has reported record highs in sales and earnings for the first quarter of fiscal 1968.

Net sales were reported up 16% and earnings were up 19%.

For three months ended March 31:

	1968	1967
Earned per share	\$0.43	\$0.36
Net sales	28,500,000	24,513,136
Net income	3,350,000	2,821,872

BROADCASTING, April 22, 1968

Cap Citie's-Fairchild put to stockholders

Gross revenues from radio and TV in 1967 for Capital Cities Broadcasting Corp. totaled \$39,766,000, with 45% coming from radio and 55% from TV, the company disclosed in a proxy statement to stockholders calling the annual meeting of shareholders May 10 in Albany, N. Y.

Principal business at the stockholders meeting is voting on the merger of Fairchild Publications Inc. into Capital Cities (BROADCASTING, Jan. 15), that would result in annual revenue of almost \$64 million for Capital Cities.

Gross television income, the company said, was divided among network, 18%; national spot, 52%, and local, 30%.

The group broadcaster, which owns five VHF's and one UHF, plus seven AM's and five FM's and is 40% owner of New York Subways Advertising Co., had 1967 net income of \$6,286,000 (\$2.25 a share) on \$34,785,000 of net broadcast revenue (after agency commissions).

The company's total assets amounted to \$66,642,106 at the end of 1967, with current assets totaling \$15,893,696. Total current liabilities as of that date amounted to \$8,594,535, long-term obligations were \$29,315,000 and retained earnings were \$23,685,271.

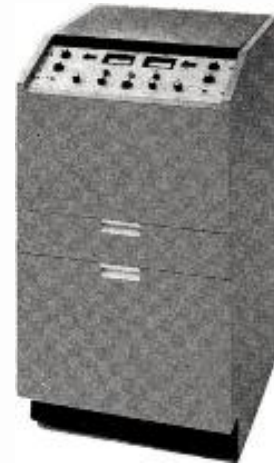
Cash and Stock ■ The transaction with Fairchild, publisher of three daily and five weekly trade newspapers, plus the semi-monthly *Men's Wear Magazine*, and a news service, calls for Capital Cities to pay \$10.5 million for a 25% interest in Fairchild, and the payment in new Capital Cities preferred, convertible stock for both Fairchild common and preferred, at the rate of 1.118 of a share for Fairchild common and 5/12th of a share for Fairchild preferred.

The statement showed that Edgar W. B. and John B. Fairchild and families are the principal owners of the publishing firm, and that they will become members of the board of Capital Cities, following an affirmative vote of two-thirds of Capital Cities stockholders.

Fairchild operations, with headquarters in New York, employ 1,550 with over 600 editorial employees in the U.S. and overseas. In 1967, its newspapers had an average weekly paid circulation of 372,211; *Men's Wear*, 28,053 per issue. *Women's Wear Daily* accounted for 30%, *Home Furnishing Daily*, 19%, and *Daily News Record*, 16% of Fairchild's total revenues of \$28,920,000 in 1967. Net income in that year was \$1,302,000 (\$1.80 a

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share).

As of Dec. 31, 1967, Fairchild had total assets of \$12,548,444, with current assets totaling \$9,147,905. Total current liabilities were given as \$2,148,246 and retained earnings at \$3,844,696. No long-term obligations were listed.

Capital Cities first quarter up 40%

Capital Cities Broadcasting Corp., New York, last week reported a 40% increase in first-quarter net profit. Net income was \$1,603,000, or 57 cents a share, compared to \$1,149,000, or 41 cents a share for the first quarter of 1967.

Among factors cited in the increase were gains at KPOL-AM-FM Los Angeles, WJR-AM-FM Detroit; and WKBW-AM-TV Buffalo, and WTEN-TV Albany, both New York. Other Capital Cities stations are WDCB-TV Adams, Mass.; WROW-AM-FM Albany; WPRO-AM-FM Providence, R. I.; KTRK-TV Houston; WTVD (TV) Raleigh-Durham, N. C.; WSAB-AM-TV Huntington-Charleston, W. Va.; WPAT-AM-FM Paterson, N. J. Results include KTRK-TV in 1968 and WPRO-TV in 1967.

For the first quarter ended March 31:

	1968	1967
Earned per share*	\$0.57	\$0.41
Revenues	9,044,000	7,515,000
Net income	1,603,000	1,149,000

*Based on average 2,811,829 shares outstanding.

Wometco's first quarter shatters income record

Wometco Enterprises Inc., Miami, diversified company and group broadcaster, reported record sales and income for the first 12 weeks of 1968.

Wometco also announced expansion of its soft-drink-bottling division through an agreement to purchase 37% of Roanoke (Va.) Coca-Cola Bottling Works Inc., for \$1 million in cash.

For the first quarter ended March 23:

	1968	1967
Earned per share*	\$0.29	\$0.30
Gross income	13,832,754	12,148,890
Net income	1,045,938	1,000,091

* Adjusted for 3-for-2 stock split of January 1968.

Cox revenue climbs 13% but earnings drop

Although operating revenues showed a gain of 13% for the first quarter for Cox Broadcasting Corp., Atlanta, net income declined from \$1,570,438 in 1967 to \$1,462,016 in 1968. Earnings

per share for the first three months dropped from 56 cents in 1967 to 51 cents in 1968.

Cox President J. Leonard Reinsch predicted an upswing in the second quarter due to increased national spot sales, and cited progress in Cox's technical publishing and cable television divisions.

Cox Broadcasting owns and operates five VHF television stations, four AM and four FM radio stations in Atlanta; Dayton, Ohio; Charlotte, N. C.; Pittsburgh; San Francisco-Oakland, and Miami.

For the three months ended March 31:

	1968	1967
Earned per share	\$0.51	\$0.56
Operating revenue	12,680,917	11,244,494
Net income	1,462,016	1,570,438
Shares outstanding	2,868,600	2,811,150

MGM earnings hit new high

Earnings for the first 28 weeks of fiscal 1968 were the highest in company history, stockholders of Metro-Goldwyn-Mayer Inc., were told last week.

In a quarterly letter, Robert H. O'Brien, president and chief executive officer of the feature film and TV program production company, said gross revenues increased to \$127,704,000 from \$117,355,000 in the same period of last year. Profits this year rose to \$9,227,000 from \$7,543,000 during the comparable period in 1967. Earnings for the first 28 weeks ending March 14 are equivalent to \$1.60 per share, compared to \$1.36 last year.

The quarterly letter, dated April 10, was accompanied by a dividend of 30 cents and a prediction by Mr. O'Brien that fiscal 1968 "should end up as the best year in MGM history."

Filmways first half down

Filmways Inc., New York, reported six-month net income of \$700,765 (72 cents a share) for the period ended Feb. 29, compared with \$936,726 (99 cents a share) for the same period in 1967. Martin Ransohoff, president and chief executive officer of Filmways, said the substantial revenue from the motion picture "Dear John" accounted for higher earnings in 1967, and expressed optimism about the film "Closely Watched Trains" and the new syndicated Steve Allen TV show.

For the six months ended Feb. 29 (28):

	1968	1967
Earned per share	\$0.72	\$0.99
Revenues	20,354,747	17,247,210
Net income	700,765	936,726
Shares outstanding	931,652	917,088

Grey billing boost fails to help profits

Billing and gross income at Grey Advertising Inc. in 1967 rose by comfortable margins over 1966 but net income dropped by more than 30%.

Herbert D. Strauss, chairman of the management committee and chief executive officer, attributed the reduction in earnings primarily to "the fact that billings rose less than forecast and therefore the ratio of committed expenses to income was higher than planned." Other factors, he said, were a "strike suffered by a major automobile client [Ford]" and the "substantial start-up investment" for new business acquired during the year.

For the year ended Dec. 31:

	1967	1966
Earned per share	\$1.01	\$1.50
Billing	179,806,908	160,963,811
Gross income	26,861,240	24,584,003
Net income	1,208,733	1,800,436

GT&E up in first quarter

General Telephone & Electronics Corp., parent of Sylvania Electric Products Inc. and Lenkurt Electric Co., had better first quarter performance this year in both sales and earnings compared to 1967, the annual meeting of GT&E was told in Chicago last week. Present outlook is for another record year, GT&E President Leslie H. Warner said.

Lenkurt, Mr. Warner said, also achieved a new high in first quarter sales of video, voice and data transmission systems. Net income hit a new high too, he said.

	1968	1967 (1)
Earned per average common share	\$0.53	\$0.50
Consolidated net income	53,425,000	50,544,000
Average number of common shares outstanding	100,944,000	100,552,000

(1) Restated to include companies acquired on a pooling of interests basis.

Time Inc. has lower profit

Time Inc. revenues for the first quarter of 1968 reached a record high, but net income declined from the 1967 quarter, it was reported last week by James A. Linen, president, during the company's annual stockholders meeting. He said there has been a continuation of the general decline in advertising revenues, notably in the company's magazines.

For the three months ended March 31:

	1968	1967
Earned per share	\$0.42	\$0.47
Gross income	119,706,000	115,504,000
Net income	2,935,000	3,255,000

Chris-Craft proxy gives TV details

Television accounted for 18% of Chris-Craft Industries' 1967 total revenue, and almost 11% of the company's operating expenses. This information was contained in the company's proxy statement calling for a special stockholder's meeting May 15 in Fort Lauderdale, Fla.

Stockholders will vote on the merger of Chris-Craft and Baldwin-Montrose Chemical Co., which already owns 34% of Chris-Craft, as well as a stock-option plan, profit-sharing plan, directors if merger is not consummated, and other business.

Chris-Craft, which owns three TV stations, had total operating revenue of \$76.2 million and net income of almost \$3 million (\$1.75 a share) in 1967 (BROADCASTING, Feb. 26). The proxy statement indicated that 52% of its gross revenue in television came from national spot advertising; 48% from local advertising. Chris-Craft stations are: KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul. All are independent, VHF stations.

GAC income, earnings up

General Artists Corp., New York talent agency and television program sales agent, announced increases in total income and earnings in 1967 over 1966.

Net earnings rose 19%, while earnings per share jumped 23.7%.

For the year ended Dec. 31.

	1967	1966
Earned per share	\$0.92	\$0.76
Net revenues	6,750,866	6,131,728
Net income	503,718	422,729
Number of shares outstanding	548,911	555,034

Gannett sets records

Gannett Co., Rochester, N. Y., publisher of 30 daily and 13 weekly newspapers and a group broadcaster, last week reported record highs for the first quarter of 1968.

Total revenue was reported up 16.2% and net income was up a healthy 45.5%.

Gannett stations are WHEC-AM-TV

Rochester and WINR-AM-TV Binghamton, both New York, and WCAN-AM-FM Danville and WREX-TV Rockford, both Illinois.

For three months ended March 31:

	1968	1967
Earned per share	\$0.28	\$0.22
Revenues	27,709,622	23,841,119
Net income	1,338,324	919,451
Average number of shares outstanding	4,735,700	4,237,410

Metromedia's net spurts up 140%

Metromedia Inc., New York, achieved record gross revenues and net income for the first quarter of 1968, it was announced last week by John W. Kluge, board chairman and president.

Mr. Kluge noted that gross income rose by 14% over the first quarter of 1967 and net income showed a 140% increase. He said "the earnings growth reflects the continued accelerating strengths of our major media divisions, as well as the effects of market expansion and development programs."

For the first 13 weeks ended:

	March 31, 1968	April 2, 1967
Earned per share	\$0.50	\$0.23
Gross revenues	40,241,992	35,321,796
Net income	1,219,059	507,730

Interpublic okays Hutton refinancing plan

Interpublic Group of Cos., New York, announced April 15 that it had agreed to a refinancing plan for Interpublic submitted by E. F. Hutton Co., New York financial house.

Interpublic would not give details on the arrangements, but earlier reports indicated that interested financial institutions were demanding a 30% interest in Interpublic in return for the financing needed to keep the sprawling communications complex in operation.

Interpublic reportedly needs about \$5 million in permanent capital and renegotiation of \$5 million in outstanding debts (BROADCASTING, Feb. 5).

Outlet earnings drop

The Outlet Co., Providence, R. I., reported record high revenues, but a drop in net earnings for fiscal 1968:

Broadcasting revenues increased 1.8% over 1967.

Outlet acquired its third major television station with the purchase of KSAT-TV (formerly KONO-TV) San Antonio, Tex. last July for \$10.5 million cash.

The company also expanded into the CATV arena with the formation of Com-Cable TV Inc., with Blonder-

Tongue Laboratories Inc., a CATV-equipment manufacturer on a 75%-25% basis. Com-Cable has three operating systems and is constructing five systems, all in northern California.

For year ended Jan 31:

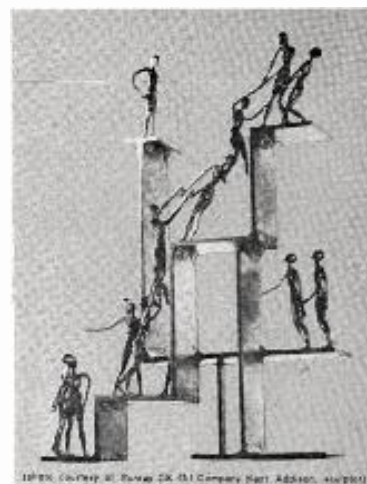
	1968	1967
Earned per share	\$1.36	\$1.48
Revenues	56,447,985	55,726,373
Net earnings	1,944,399	2,163,015

Educating Systems registers at SEC

Educating Systems Inc., New York, a newly formed company engaged in educational programming systems by way of FM sub-carrier broadcasting, has filed a registration statement with the Securities and Exchange Commission offering 450,000 shares of common stock at \$10 per share, which is expected to yield \$4.5 million.

The company will spend \$2 million on transmitting and receiving equipment, \$750,000 for the purchase and development of course material and \$250,000 for research, development and

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engineering. The remaining proceeds will be added to working capital for general corporate purposes.

Triangle Publications Inc., Philadelphia group broadcaster, CATV owner and newspaper publisher, has been chosen to be exclusive marketing agent for a period of 25 years. An agreement between Educating and Triangle calls for the group broadcaster to invest a minimum of \$500,000 on the marketing of Educating's systems within the next two years. Income realized from sales will be divided between the two companies.

The company has also entered into an agreement with Sylvania Electric Products for the purchase of 3,600 FM sub-channel receivers and 13 multiplexers for \$167,400. The multiplexer permits several sub-carriers to be broadcast over the main FM wavelength without interfering with regular programming.

Initial Educating tests were conducted in April 1964 over noncommercial WFUV(FM) New York. After this test both WFUV and WUSV-FM Scranton, Pa., were granted sub-carrier authorization by the FCC to conduct experimental educasting programs. In July 1966 the FCC granted subcarrier au-

thority to WFIL-FM Philadelphia, and to WBNF-FM Binghamton, N.Y., in August 1967. Both are Triangle stations.

Principals of Educating Systems Inc. are Theodore Granik, chairman; Daniel J. Riesner, president and treasurer, and Ira Kamen, vice president.

Mr. Granik, a Washington attorney, and producer of radio's *Youth Wants to Know*, was recently awarded channel 50 in Washington by the FCC. Mr. Granik is also the principal in a CATV franchise for New York's Riverdale area. Mr. Riesner, a New York lawyer, is a financial consultant. Mr. Kamen is an electronics consulting engineer.

Financial notes . . .

■ ABC Inc. declared a second-quarter dividend of 40 cents per share on outstanding common stock, payable June 15 to shareholders of record May 17.

■ An agreement was reached last week under which Audio Productions Inc., New York, producer of TV commercials and educational and industrial films, will become part of Novo Industrial Corp., New York. The acquisition will be accomplished by an undisclosed amount of Novo stock to

owners of Audio. Novo Industrial is a diversified service and manufacturing complex whose holdings include Bonded Service, a filmed distribution and storage company.

■ John Blair & Co. has declared a cash dividend of 20 cents a share on common stock, payable May 15 to stockholders of record April 15. BROADCASTING's report April 8 placed the dividend at \$20 a share.

Walter Reade calls special meeting

The Walter Reade Organization last week called a special meeting of stockholders for May 7 in New York. They will elect a new board of directors and vote on a proposal to authorize issuance of a new class of 500,000 shares of preferred stock.

The corporate report for 1967, which was mailed out with the notice of the special stockholders meeting, indicated higher revenues and more than doubled net income for 1967.

	1967	1966
Earned per share	\$0.41	\$0.22
Revenues	18,930,000	16,442,000
Net income	686,000	342,000

FANFARE

British, French take top international Emmies

Winners of the International Award of the National Academy of Television Arts and Sciences are the entertainment program "Call Me Daddy" from the *Armchair Theatre* series of ABC Television Ltd., Middlesex, England, and *La Section Anderson* (The Anderson Platoon), Office de Radiodiffusion Television Francaise, Paris, in the news-documentary category.

Emmy statuettes were presented by Edward P. Morgan, Public Broadcast Laboratory correspondent, at a ceremony in New York April 12. Leonard White of ABC Television Ltd. and Pierre Schoendoerffer, reporter-producer of *La Section Anderson*, accepted the awards. "Call Me Daddy" is an original drama starring Donald Pleasance. *La Section Anderson*, a study of American soldiers in Vietnam, was shown on CBS-TV July 4, 1967.

Plaques were given to other finalists in the two categories. Cited in entertainment were: *Swan Lake* (Tchaikovsky Ballet), Canadian Broadcasting Corp., Ottawa; *The Good and Faithful Servant* (original drama), Rediffusion Television Ltd., London; *Riedaiglia* (original ballet), Sveriges Radio, Stockholm; and *Die Ofarims* (folk-singing

couple), Westdeutscher Runkfunk, Cologne, Germany.

News-documentary finalists were: *The Enchanted Isles* (Galapagos Islands), Anglia Television Ltd., London; *High Street-Mayfair* (Bond Street's expensive shops), ATV Network Ltd., London; *The Price of a Record* (Donald Campbell's boat races and fatal disaster), Four Companies Productions, Cumberland, England; *Contract 736* (construction of HMS Queen Elizabeth II), Scottish Television Ltd., Glasgow; and *The Servants* (study of domestic help), Tyne Tees Television Ltd., Newcastle-on-Tyne, England.

Drumbeats . . .

Corinthian grants ■ Corinthian Broadcasting has selected two winners in the company's seventh summer scholarship program. Edward B. Harding Jr. of Temple University and John Richard Jolly of the University of Tulsa will undergo a six-week, on-the-job internship at one of the group's TV stations. Scholarships are offered to students at member schools of the Association for Professional Broadcasting Education.

New chairman ■ Eugene R. Black, International business and government financial authority, has been named chairman of the national advisory board of the George Foster Peabody Broad-

casting awards. Mr. Black succeeds Bennett Cerf who has been chairman since 1955 and now on the board of directors of RCA. Mr. Black assumes the duties of chairman in time for the 28th annual presentation of the awards on April 23 in New York.

1968: a year of awards for Lowell Thomas

Lowell Thomas, broadcaster, writer and lecturer, was named last week to receive the 1968 Personality-of-the-Year award of the International Radio and Television Society.

The award was initiated by IRTS in 1964 to honor industry figures for achievements and contributions over a prolonged period. Arthur Godfrey, Ed Sullivan, Don McNeill and Jack Benny are previous winners.

Mr. Thomas, who also won the National Association of Broadcasters' distinguished service award this year (BROADCASTING, April 8), will receive the new award at the luncheon of the IRTS annual meeting May 14 in New York. Edward P. Shurick of H-R Television, president of IRTS, will make the presentation. Mr. Thomas will respond with reminiscences of a radio-TV career that started Sept. 29, 1930, on CBS.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Mays

Roderick A. Mays, principal in Los Angeles agency Speer & Mays, appointed to new post of VP, American Advertising Federation western region office, San Francisco.

Edward A. Langan, VP and account supervisor with Gardner Advertising, St. Louis, joins Clinton E. Frank Inc., Chicago, in similar position. **Charles R. Allen**, account supervisor with N. W. Ayer & Son, New York, joins Clinton E. Frank, Chicago, as account executive. **Richard D. Scott**, account executive with Young & Rubicam, Chicago, joins Clinton E. Frank, that city, in similar position.

Martin Hawthorne, account representative with WJW Cleveland, appointed assistant general sales manager.



Mr. Christiansen

Allen D. Christian, manager of promotion and sales development for WISN-TV Nashville, appointed local sales manager.

Mike Wollman, associate creative director, and **Martha Everds**, creative supervisor, both with Grey Advertising, New York, have resigned to form WE (Wollman-Everds), New York agency.

Jim Frazier, sales account executive with KHFI-TV Austin, Tex., named local sales manager.

Philip D. Archer, media director with Knox Reeves Advertising, Minneapolis, joins MacManus, John & Adams, St. Paul, as media planner.

Bill Jenkins joins WZIP-AM-FM Cincinnati as sales manager.



Mr. McKeown

Robert J. McKeown, account executive with Ted Bates & Co., New York, elected VP and account supervisor.

Roy M. Schwarz elected chairman of board of Bauerlein Inc., New Orleans agency.

Jane Haerberly, broadcast production manager with Wesley Advertising, New York, joins Geer, DuBois & Co., that city, in similar position.

Mike Nyerges, traffic manager at

Carson/Roberts, Los Angeles, named to account responsibilities.

Charles B. Bishop, account executive with WAIT Chicago, named general sales manager. **James E. Joslyn**, account executive with WAIT, appointed local sales manager.

Alex Ostfeld, with Leo Burnett Co. and Compton Advertising, both Chicago, joins McCann-Erickson there as director of media department, effective May 15.

Robert C. Clark named media supervisor and **Frank J. Kopec** named assistant media supervisor at Needham, Harper & Steers, Chicago.

Jerome Entis and Kosciusko Kemper III, VP's and account supervisors with Young & Rubicam, New York, named senior VP's.



Mr. Entis



Mr. Kemper

Terry Drucker appointed to newly created position of administrator, sales development and research for WNBC New York.

Jon Werolin, media supervisor, and **Walter Finley**, assistant account executive, both with Foote, Cone & Belding, San Francisco, appointed account executives.



Mr. McCurdy

Eugene McCurdy, general manager of WRCP Philadelphia, joins WFIL-TV, that city, as general sales manager.

John D. Hough, manager of corporate design with Xerox Corp., New York,

named manager of communications for firm's education division, with responsibilities for all advertising, PR and design activities.

James Spiliotis, research director with WOR-AM-FM-TV New York, joins H-R Representatives, that city, as director of sales research and development. **Jerelyn O'Brien**, research analyst and special assistant to salesmen for WOR-AM-FM, joins H-R Representatives, as research analyst in radio sales development department.

Lee Revere, radio-TV department, Doyle Dane Bernbach, New York, joins Hicks & Greist, that city, as casting di-

rector and coordinator, TV department. **Gerald Rosenbloom**, joins H&G as associate TV producer.



Mr. Jenkins

William Jenkins, VP/associate creative director with The Marschalk Co., New York, elected senior VP.

Sam Hall, with Edward Petry & Co., St. Louis, appointed manager. **Gene Jones** ap-

pointed TV account executive.

Fred W. Johnson, with H-R Representatives, St. Louis, joins Avery-Knodel, that city, as manager.

Tom Beauvais, with Edward Petry & Co., Detroit, appointed radio sales manager. **Doug Barker**, account executive with WCAR Detroit, joins Edward Petry & Co., there in similar position.

M. E. (Doc) Fidler, VP-sales with Radio Advertising Bureau, New York, joins WPOP Hartford, Conn., as general sales manager.



Mr. Hawkins

Arthur H. Hawkins III named senior VP and creative director with Ketchum, MacLeod & Grove, New York.

Pat Morrissey, local sales manager with WDJT-TV Duluth, Minn., appointed regional sales manager in charge of sales development. **A. W. (Bill) Thorson** succeeds him.

Martin Ross and **John M. Lally**, senior copywriters with Robert A. Becker Inc., New York, join Sudler & Hennessey, that city, in similar positions. **Hugh Bever**, product manager with Merck & Co., New York, and **Jerry Eisman**, with USV Pharmaceutical Corp., join S&H as account executives.



Mr. Young

Ted Young, creative associate with Knox Reeves Advertising, Minneapolis, elected VP.

Andrew G. Batos joins Warwick & Legler, New York, as senior project director in marketing and research department.

Thomas C. Neely, WPRO-TV Providence, R. I., joins sales staff of Katz Television-West, New York.

William F. Fagan, account executive, McLendon 45 Inc., New York named account executive for CBS/FM na-

tional sales at CBS Radio Spot Sales, that city.

Albert E. Andrews, Philadelphia creative consultant, joins Montgomery and Assoc., Bala Cynwyd, Pa., as creative director.

Monas S. (Tony) Bachman, promotion director with WTVV(TV) Milwaukee, joins WISN-TV, that city, as sales service-traffic director.

Michael F. Mazzei, from Lederle Laboratories, Pearl River, N. Y., and The Stuart Co., Pasadena, Calif., joins Paul Klemtner & Co., San Francisco agency, as account executive.

W. S. Morgan appointed general sales manager of KNOE-TV Monroe-West Monroe, La.

Bud Lowry, production manager with KMYO-AM-FM Little Rock, Ark., joins Stanley M. Gray Advertising, that city, as broadcast specialist.

MEDIA

Paul Bartlett, veteran West Coast broadcaster who's been broadcast consultant for last few years, named president and general manager of Radio New York Worldwide Inc., licensee of five shortwave transmitters at Scituate, Mass., and of WRFM(FM) New York.



Mr. Olds

Mark Olds, general manager of KATZ St. Louis, joins WWRL New York, as executive VP and general manager. **George Lasker**, sales manager with KATZ, succeeds him.

Monroe Berkman, assistant general manager with WRCP-AM-FM Philadelphia, appointed general manager. **John Mazer** and **Rodney Robb**, both with WRCP, appointed assistant general manager and local sales manager, respectively.

Don E. Fuller, general manager of WSJV-TV Elkhart-South Bend and WTRC-AM-FM Elkhart, both Indiana, elected VP.

Alex Smallens, American FM Radio Network, and **John L. Richer**, WFIL-FM Philadelphia, elected directors at large of National Association of FM Broadcasters. Re-elected directors at large: **William D. Greene**, CBS/FM, New York; **Lynn Christian**, Dawson Communications Inc., Dallas, and **William Shaw**, WPTH(FM) Fort Wayne, Ind.

George L. Baren Bregge, director of regional and local sales with WSTV-TV Steubenville, Ohio-Wheeling, W. Va., appointed general manager.

Frank B. Estes, WKXL Concord, N. H.; **Julius E. Talton**, WHBB Selma, Ala., and **William A. Merrick**, KBMN Bozeman, Mont., newly appointed to

National Association of Broadcasters Small-Market Radio Committee. Re-appointed: **Raymond A. Plank**, WKLA Ludington, Mich., chairman; **John F. Hurlbut**, WVMC Mount Carmel, Ill.; **John W. Jacobs Jr.**, WDUN Gainesville, Ga., and **Robert E. Thomas**, WJAG Norfolk, Neb.

Leroy V. Rockwell, special projects coordinator with noncommercial KUON-TV Lincoln, Neb., named executive director of Nebraska Educational Television Council for Higher Education, that city. **John Flower**, special events producer with KUON-TV, succeeds him at station.

Rush Evans, general manager of KKTU(TV) Colorado Springs-Pueblo, Colo., joins KCEN-TV Temple-Waco, Tex., as VP and general manager.

J. D. (Dick) Osburn, sales manager with KXOL Fort Worth, named VP and general manager, succeeding **Earle Fletcher**, who is purchasing KCLB Cleburne, Tex.



Mr. Gary

Richard Gary, sales manager with WPIX-FM New York, appointed general manager.

J. David Bradsher, manager of WFRC Reidsville, N. C., joins WCBT Roanoke Rapids, N. C., as general

manager.

John (Johnny Walker) Thacker, program director with WHOO Orlando, Fla., named general manager of WFFG Marathon, Fla. Both are Bluegrass Broadcasting stations.

Gary Gielow, KPEN(FM) San Francisco, reappointed to National Association of Broadcasters FM Radio Committee as chairman. **Harold R. Krelstein**, WMPS-FM Memphis and **David H. Polinger**, WTFM(FM) Lake Success, N. Y., also reappointed to committee. Newly appointed members: **Edward D. Allen Jr.**, WDOF-FM Sturgeon Bay, Wis.; **Everett B. Cobb**, KNEV(FM) Reno; **Harry Dennis**, WERE-FM Cleveland, and **George R. Kravis**, KRAV-FM Tulsa, Okla.

Hal Wallace, local sales manager with KHFI-TV Austin, Tex., named administrative assistant to general manager.

Sam Ewing, with Central California Communications Corp., joins WARD-AM-FM Johnstown, Pa., as station manager.

James E. Allen, with WGN Televents, Palmdale, Calif., named manager, succeeding **Robert Nottingham**, who continues as parttime managerial consultant.

Lawrence A. Forsdick, facilities coordinator with WCBS-TV New York, named assistant manager, broadcast operations, succeeding **Raymond Shultz**,

appointed supervisor of broadcast promotion.

PROGRAMING

B. Donald (Bud) Grant, manager, daytime programs, NBC-TV, New York, appointed director, daytime programs, East Coast.



Mr. Vaughn

Charles A. Vaughn, from *Atlanta Journal and Constitution* and WAGA-TV Atlanta, joins Storer Studios Inc., that city, as executive VP and operations manager.

Wallace H. Lantton, VP and sales manager, Jayark Films Corp., New York, joins Sandy Frank Program Sales, Inc., that city, as executive VP and sales manager.

Perry Leff, VP for Creative Management Associates Ltd., Beverly Hills, Calif., named as head of newly formed A&M Productions, Hollywood, TV and movie production arm of Herb Alpert's A&M Records.

Robert Broder, associate director of business affairs for 20th Century-Fox Television, Los Angeles, appointed director of department. **Walter Lewis**, prosecuting attorney in Los Angeles city attorney's office, replaces Mr. Broder as associate director.

Bob Hodgson, air personality with WPTR Albany, N. Y., named program director. **Dale Long**, former major league baseball player, joins WPTR as sports director.

Earl Johnson, operations manager with WFBM-TV Indianapolis, named program manager, succeeding **Warren Wright**, on leave of absence to be general manager of Indianapolis education TV association (BROADCASTING, April 1). **Charles O'Donnell**, executive producer with WFBM-TV, succeeds Mr. Johnson and **Julio Fernandez**, executive producer, named production manager.



Mr. Davis

David Davis, operations manager for WGBH Foundation, Boston noncommercial group owner, appointed program coordinator of Ford Foundation-endowed Project for New Television Programming.

Wayne W. Davis, continuity director for KGSC-TV San Jose, Calif., named program director.

Donald F. Synder, with KFRE-TV Fresno, Calif., named program director with WNBZ-TV Binghamton, N. Y. Both are Triangle stations. **Phillip P.**

Jackson, chief director with WBNF-TV, named production manager.

Dick Sargent, music director with WMID Atlantic City, named program director for WENE Endicott, N. Y. Both are Merv Griffin Group stations. **Tina Jordan**, with WTBG Philadelphia, succeeds Mr. Sargent at WMID.

Richard W. Ortner, midwest executive secretary of Directors Guild of America, named general manager of Behrend's Inc., Chicago, supplier of TV, film and other photographic equipment.

Stan Green, executive in CBS-TV's daytime programs and development department, Hollywood, named head of daytime programming division of Dick Clark Productions, Los Angeles. **Florence Stanley**, partner in Hightower Productions, Hollywood, and **Bob Curtis**, production executive on ABC-TV's *Happening '68* series, both added to daytime programming division of Dick Clark Productions.

Michael J. Stamos, producer, BBDO, New York, appointed account executive Videotape Center, that city.

John W. Almburg, associate farm director with WGN Chicago, named farm service reporter with WLS, that city.

Donald S. Hillman, VP and creative director with Coastal Film Industries, New York, joins American Cancer Society, that city, as director, radio-TV and film.

David M. Camerer, sports producer with CBS Radio, New York, retires to concentrate on sports specials for TV and sports documentaries and novels.

Seymour Berns, long-time producer of CBS-TV's *Red Skelton Show*, resigns to do specials and series for network.

Charles T. Synder joins KTVA(TV) Anchorage as producer-director.

William Frye named producer of Universal Television's 90-minute weekly series *The Survivors*, to be presented on ABC-TV in 1969-70 season.

NEWS

William A. Corley manager of NBC News, Chicago, named director.

Greg Gamer, executive news director for Kansas State Network, group owner, elected VP.

William A. Hoftzyer, from WQXI Atlanta and KFRC San Francisco, joins WTMA Charleston, S. C., as news director.

Frank Fox, newsman with KAKE-AM-TV Wichita, Kan., joins KWHK Hutchinson, Kan., as news director.

John B. Maher, with WKMR Detroit, joins news department of WABC New York.

BROADCASTING, April 22, 1968

Michael F. Doan, with AP's Portland, Ore., bureau, named AP correspondent, Las Vegas, succeeding **Robert Shaw**, who transfers to Sacramento, Calif., staff.



Mr. Noble

AM-FM-TV.

Gene Randall, newscaster with WLW-WLWT(TV) Cincinnati, assigned full-time TV responsibilities. **Douglas Drake**, staff writer with *Dayton* (Ohio) *Daily News*, joins WLWT as newscaster.

Esther Hansen, assistant women's editor for *Alhambra* (Calif.) *Post Advocate*, **Joe Nevens**, news writer and editor for KTLA(TV) Los Angeles, and **John Louis**, field reporter for KNXT(TV) Los Angeles, named desk editors for KNX Los Angeles.

Ron Magers, newsman with KGW-TV Portland, Ore., joins KPDX(TV) San Francisco in similar position.

Bill Applegate joins WKBN Youngstown, Ohio, as newsman, succeeding **Peter Nolan**, who resigns to accept position in Chicago.

Gerard Del Colliano joins news staff of WTBG Philadelphia.

Ron Smith joins combined news departments of WTEN(TV) and WROW Albany, N. Y.

Chuck Davidson, from WJIM-TV Lansing, Mich., and WOI-TV Ames, Iowa, joins WJBK-TV Detroit as reporter-cameraman.

Armond Noble, with WOOD-TV Grand Rapids, Mich., joins KTHI-TV Fargo-Grand Forks, N. D., as news director.

Cal Preece, newsman with KHFI Austin, Tex., named editor of news with KHFI-

EQUIPMENT & ENGINEERING

Tommy Bell, assistant engineer with KHFI-TV Austin, Tex., named chief engineer for KHFI-AM-FM-TV.

Albert Cotsworth, assistant chief engineer with Zenith Radio Corp., Chicago, also named director of television engineering.

Walter H. Packer Jr., application engineer and product sales manager with microwave and power tube division of Raytheon Co., Waltham, Mass., named marketing manager of microwave tube operations.

Jack Higgins, with Manhattan Sound Studios, New York, named chief mixer and recording engineer. **John M. Quinn** joins MSS engineering staff, that city.

John Van appointed district manager of new Seattle sales engineering office of Andrew Corp., equipment manufacturer.

DEATHS

Jay Lavenson, 78, founder of Lavenson Bureau of Advertising, New York and Philadelphia, died at his home in Jenkintown, Pa., April 14. Mr. Lavenson founded bureau in 1929, served as president and chairman, and was named honorary chairman in 1964. Agency became Spiro/Lavenson Inc. last year. Mr. Lavenson is survived by his wife, Caroline and two sons.

Reid W. Forsee, 64, producer of public affairs and institutional programs, especially on traffic safety, for Canadian Broadcasting Corp. and with CBC since 1938, died in three-car collision near Barrie, Ont., March 30 along with his wife, Doris, 56, and **Lawrence W. Maloney**, 24, artist with CFCH-TV Calander, Ont. Mr. and Mrs. Forsee are survived by two sons.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 10 through April 17 and based on filings, authorizations and other actions of the FCC.

Abbreviations Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

Milwaukee — Standard Broadcasting Co. Seeks UHF ch. 30 (566-572 mc); ERP 270 kw vis., 54 kw aur. Ant. height above average terrain 241 ft.; ant. height above ground 355.36 ft. P. O. address: 725 Sutton Place, Wichita, Kan. 67202. Estimated construction cost \$373,395; first-year operating cost \$260,000; revenue \$200,000. Geographic coordinates 43° 02' 21" north lat.; 87° 55' 10" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Welch and Morgan; consulting engineer Raymond E. Rohrer. Principals: Eugene G. Coombs, president, Otis Alton Sutton, first vice president, Martin C. Dondlinger, second vice president, Charles J. Maule, secretary and Paul K. Broaker, treasurer (each 20%). Mr. Coombs is senior partner in law firm, 100% owner of two apartment rental firms and real estate holding company and 50% owner of wholesale appliance distributing firm. Mr. Sutton is owner of oil producer investment firm. Mr. Dondlinger is 31.25% owner and 24% owner of two construction companies, and has numerous other business interests. Mr. Maule is 100% owner of retail drug chain, 45% owner of plumbing, heating and air conditioning firm and has 50% interest in real estate holdings with Mr. Coombs. Mr. Broaker is 100% owner of two retail sales promotion firms. Ann. April 11.

FINAL ACTION

Durham, N. C.—Triangle Telecasters Inc. Review board granted UHF ch. 28 (554-560 mc); ERP 912 kw vis., 182 kw aur. Ant. height above average terrain 1,050 ft.; ant. height above ground 530 ft. P. O. address: 219 Wachovia Bank Building, Durham. Estimated construction cost \$545,000; first-year operating cost \$200,000; revenue \$225,000. Geographic coordinates 35° 54' 36" north lat.; 78° 58' 50" west long. Type trans. Townsend Associates TA-55-BT. Type ant. RCA TFU-30-JDA. Legal counsel Charles Verrill; consulting engineer Edward W.

Deeters and Robert H. Epperson, both Washington. Grant was made to new Triangle Telecasters Inc., formed by merger of Triangle Telecasters and WTVY Inc. Principals of new corporation: Triangle Telecasters Inc. (64%) and WTVY Inc. (36%). Principals of Triangle Telecasters Inc.: Robinson, Katherine and R. O. Everett together own 68% and others. Principals of WTVY Inc.: Charles Woods, chairman (52%), F. E. Busby, president (6.3%), and others. WTVY Inc. is licensee of WTVY(TV) Dothan, Ala., and permittee of WCWB-TV Macon, Ga. Mr. Robinson Everett is attorney and has interest in rental properties and investment company. R. O. and Katherine Everett, parents of Robinson, are attorneys and have interest in rental properties and investment company. Action April 5.

INITIAL DECISION

San Francisco—Bay Broadcasting Co.—Hearing Examiner Charles J. Frederick granted UHF ch. 38 (614-620 mc); ERP 720 kw vis., 202 kw aur. Ant. height above average terrain 1,561 ft., above ground 957 ft. P. O. address: 244 Kearny St., San Francisco. Estimated construction cost \$1,260,800; first-year operating cost \$989,470; revenue \$836,500. Studio and trans. location both San Francisco. Geographic coordinates 37° 45' 20" north lat.; 122° 27' 05" west long. Type trans. RCA TTU-50B. Type ant. RCA TFU-25G. Legal counsel Ely, Duncan & Bennett, Washington; consulting engineer R. A. Isberg, Berkeley, Calif. Principals: David V. Keil (11.24%), Edward D. Keil (4.12%), Wilson F. Foster (18.74%), Kathleen K. Rawlings and Helen Wallace (each 13.87%). Mr. Keil is attorney and has real estate interests; Mr. Foster is sportscaster with KGO-TV San Francisco, and has sports film production interests; Mrs. Rawlings and Mrs. Wallace are housewives. In same action, examiner denied application of Reporter Broadcasting Co. Ann. April 4.

OTHER ACTIONS

■ Review board in Selma, Ala., television broadcast proceeding, Doc. 15888, ordered that pursuant to provisions of Sec. 1.276(d) of rules, initial decision released Nov. 29, 1967 became effective on March 29. Action April 15.

■ Review board in Fayetteville, Ark., television broadcast proceeding, Docs. 17704-5, granted joint request for approval of agreement filed Jan. 17 by Noark Broadcasting Inc., and Stamps Radio Broadcasting Co.; approved agreement; granted petition for leave to amend also filed on Jan. 17 by Noark, and accepted amendment; dismissed application of Stamps Radio Broadcasting Co. with prejudice; granted application of Noark Broadcasting, Inc. and terminated proceeding. Action April 15.

■ Commission gives notice that Feb. 23, initial decision proposing grant for new UHF TV station to operate on ch. 33, to Romac Baton Rouge Corp., Baton Rouge (Doc. 17005) became effective April 15 pursuant to Sec. 1.276 of the commission's rules.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on April 10 in Aurora, Ill. (Aljir Broadcasting Co., and South Kane-Kendall Broadcasting Corp.) TV proceeding, granted petition by Aljir Broadcasting Co. and reopened record for limited purpose of accepting amendment by Aljir to reflect recent changes in broadcast interests of stockholders and again closed record (Docs. 17407-8).

■ Office of Opinions and Review on April 11 in Houston (KXYZ Television Inc. and Crest Broadcasting Co.) TV proceeding, granted motion by Crest Broadcasting Co. for extension of time to April 22 to respond to petition for stay and petition for reconsideration filed by Big Ten Corp. (Docs. 15826-7).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 11 in Patchogue, N. Y. (Long Island Video Inc., and Granik Broadcasting Co.) TV ch. 67 proceeding, continued, pending further order, hearing scheduled for April 16 and ordered that prehearing conference shall be held May 10 for purpose of reestablishing procedural dates (Docs. 17689-90).

■ Hearing Examiner Herbert Sharfman on April 15 in Orlando, Fla. (Orange Nine Inc., Mid-Florida Television Corp., Central Nine Corp., Florida Heartland Television Inc., Comint Corp., and TV 9 Inc.) TV proceeding, scheduled hearing for Sept. 9, and ordered that after court of appeals releases its decision another prehearing conference will be scheduled, when complete procedural schedule will be set in anticipation of the Sept. 9 hearing (Docs. 11081, 11083, 17339, 17341-2, 17344).

Existing TV stations

FINAL ACTIONS

KCIT-TV Kansas City, Mo.—Broadcast Bureau granted mod. of CP to change ERP to 535 kw vis., 105 kw aur., trans. location and specify studio location as 23d Street and Stark Avenue, village of Blue Summit, change type ant., ant. structure and increase ant. height to 1,160 ft. Action April 10.

WNYS-TV Syracuse, N. Y.—Broadcast Bureau granted mod. of license to change name to W.R.G. Baker Television Corp. Action April 16.

WEAU-TV Eau Claire, Wis.—Broadcast Bureau granted CP to replace expired permit which authorized installation of visual alternate main final amplifier. Action April 1.

KDWN-TV Cheyenne, Wyo.—Broadcast Bureau granted mod. of CP to change ERP to 167 kw vis., 33 kw aur., trans. and studio location to House Avenue at South City Line, Cheyenne, make change in ant. structure, decrease ant. height to 150 ft.; condition. Action April 10.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KCIT-TV Kansas City, Mo. to Oct. 10 and KDWN-TV Cheyenne, Wyo. to Oct. 10. Action April 10.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KBMA-TV Kansas City, Mo. to Oct. 15 and WNBFT-TV (auxiliary) Binghamton, N. Y. to Oct. 15. Action April 15.

KWIS-TV Wichita, Kan.—Broadcast Bureau granted mod. of CP to change ERP to 536 kw vis., 53.6 kw aur., change type ant., ant. height 1,030 ft. Action April 11.

OTHER ACTION

■ FCC scheduled oral argument in proceeding (Doc. 16663) on renewal of license of WLBT(TV) Jackson, Miss., for May 13 at 2 p.m. before entire commission. Action April 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 11 in Chicago (Columbia Broadcasting System (WBBM-TV)), ordered that hearing on inquiry into WBBM-TV's broadcast on Nov. 1 and 2, 1967 of report on marijuana party shall be held in Chicago on May 14 in lieu of May 6, as originally scheduled (Doc. 18101).

■ Hearing Examiner Thomas H. Donahue on April 15 in Los Angeles and Norwalk, Calif. (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.) scheduled May 16 for Fidelity counsel to notify counsel for RKO and examiner witnesses he proposes

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SUMMARY OF BROADCASTING

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	ON AIR		TOTAL	NOT	TOTAL
	Licensed	CP's	ON AIR	ON AIR	Authorized
				CP's	
Commercial AM	4,176 ¹	9	4,185 ¹	88	4,273 ¹
Commercial FM	1,782	37	1,819	250	2,067
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	31	148	159	308 ²
Educational FM	326	11	337	37	374
Educational TV-VHF	68	6	74	2	76
Educational TV-UHF	55	25	80	29	109

STATION BOXSCORE

Compiled by FCC, April 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,171 ¹	1,768	614 ²	322	123
CP's on air (new stations)	14	45	40	14	30
Total on air	4,185 ¹	1,813	653	336	153
CP's not on air (new stations)	84	253	170	35	32
Total authorized stations	4,269 ¹	2,066	824 ²	371	185
Licenses deleted	0	0	0	1	0
CP's deleted	0	3	3	1	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.

to call to stand for further testimony as well as identity of documents he proposes to introduce into evidence; and June 10 for hearing (Docs. 16679-80).

FINES

■ FCC assessed forfeitures of \$2,000 against WBRE-TV Wilkes-Barre, and WNEP-TV Scranton, both Pennsylvania, and forfeiture of \$1,000 against WMUU Greenville, S. C., for broadcast of advertisements for promotions that apparently constitute lotteries. Action April 10.

New AM stations

APPLICATIONS

Knox, Ind.—Kankakee Valley Broadcasting Co. Seeks 1520 kc, 250 kw. P. O. address: 20 North Main Street, Knox, Ind. 46534. Estimated construction cost \$25,029.70; first-year operating cost \$30,000; revenue \$40,000. Principals: Almo Smith, secretary, Michael J. Gurrado, treasurer, Thomas J. Bell, president (each 20%) et al. Mr. Smith is 5% stockholder of bank. Mr. Gurrado is 20% owner of title and guaranty company. Mr. Bell is farmer. Ann. April 16.

Bay St. Louis, Miss.—Michael D. Hass. Seeks 1140 kc, 0.25 kw. P. O. address: 128 Court Street, Bay St. Louis 39520. Estimated construction cost \$45,824.50; first-year operating cost \$25,000; revenue \$27,500. Principals: Michael D. Hass, sole owner. Mr. Hass is attorney, 25% owner of real estate development firm and 10% owner of insurance agency. Ann. April 16.

Bay Springs, Miss.—Cotton Valley Broadcasting Co. Seeks 1570 kc, 1 kw. P. O. address: Box 307, Moulton, Ala. 35650. Estimated construction cost \$784.61; first-year operating cost \$18,700; revenue \$25,000. Principals: Wiram A. Goodman, president (50%), Billy G. Hogan, vice president (49.9%) et al. Mr. Goodman has 50% interest in insurance agency, chemical company, and WLCB Moulton, Ala. Mr. Hogan also owns 50% of WLCB. Ann. April 12.

Crystal Springs, Miss.—All-Channel TV Service. Seeks 1190 kc, 0.25 kw. P. O. address: Box 5797, Meridian, Miss. 39301. Estimated construction cost \$20,250; first-year operating cost \$32,000; revenue \$40,000. Principals: Frank E. Holladay, president and Joseph W. Carson, secretary-treasurer (each 49.9%). Messrs. Holladay and Carson are 50% owners of WOKK-AM-FM Meridian, WLSM-AM-FM Louisville, WVMI-AM-FM Biloxi, all Mississippi, 45% owner of WMEL Pensacola, Fla., and 50% owners of back-ground music service. Ann. April 16.

Monticello, N. Y.—L. M. Young d/b as Monticello Broadcasters. Seeks 1580 kc, 0.25 kw. P. O. address: 631 Stimpson, Detroit 48201. Estimated construction cost \$12,500; first-year operating cost \$30,000; revenue \$45,000. Principal: L. M. Young, sole owner.

Mr. Young is self-employed investor. Ann. April 16.

Vega Baja, P. R.—Vega Baja Broadcasting Corp. Seeks 1350 kc, 500 kw. P. O. address: Box 205, KM39, HM3 Road No. 2, Vega Baja 00763. Estimated construction cost \$34,697.40; first-year operating cost \$60,000; revenue \$90,000. Principals: Angel Manuel, Angel Manuel Jr., Manuel Angel, Mrs. Conchita A. Clordia and Carmela Santiago (each 20%). Mr. Angel Manuel Clordia is attorney. Other principals have no other business interests indicated. Ann. April 11.

Camden, S. C.—Kershaw County Broadcasting Co. Seeks 1130 kc, 1 kw. P. O. address: Box 428, Camden 29020. Estimated construction cost \$30,634.86; first-year operating cost \$42,000; revenue \$48,000. Principals: Austin M. Sheheen Jr., Donald H. Holland, and Cecil A. Bowers (each 33⅓%). Mr. Sheheen is sole owner of accounting firm and has 50% interest in clothing business. Mr. Holland is attorney and owner of law firm. Mr. Bowers is salesman and announcer for WAGS Bishopville, S. C. and owner of restaurant. Ann. April 11.

Jellico, Tenn.—Jellico Broadcasting Corp. Seeks 1540 kc, 1 kw. P. O. address: Box 57, Jellico 37762. Estimated construction cost \$29,464.50; first-year operating cost \$38,000; revenue \$60,000. Principals: T. T. Colley, president and Walter E. May, secretary-treasurer (each 50%). Mr. Colley is 80% owner of block company, 33⅓% owner of motel, 37⅓% owner of coal company and has numerous other business interests. Mr. May is 60% owner of WPKE-AM-FM Pikeville, Ky. and 25% owner and vice president of Mountain Cable Systems (CATV) Inc., Pikeville. Ann. April 11.

Pikeville, Tenn.—Pikeville Broadcasting Co. Seeks 1110 kc, 0.25 kw. P. O. address: Otto T. Ault Building, Pikeville 37367. Estimated construction cost \$15,200; first-year operating cost \$35,000; revenue \$45,000. Principal: Proctor Upchurch, sole owner. Mr. Upchurch is lawyer and stockholder and director of bank. Ann. April 16.

FINAL ACTIONS

KSKI Hailey, Idaho — Broadcast Bureau granted CP to make changes in ground system. Action April 16.

KRXK Rexburg, Idaho—Broadcast Bureau granted CP to change ant.-trans. location to south side Rexburg Cemetery Road, 1867 ft. west of Salem Road, Rexburg, change studio location to 54 College Avenue, Rexburg, install new type trans. Action April 16.

KBIX Muskogee, Okla.—Broadcast Bureau granted CP to replace expired permit for AM station. Action April 16.

Oklahoma City—Great Empire Broadcasting Corp.—Broadcast Bureau granted 107.7 mc, ch. 299, 100 kw. Ant. height above average terrain 269 ft. P. O. address: Box 1928, Oklahoma City. Estimated construction cost \$32,235; first-year operating cost \$12,380; revenue \$15,000.

Principals: Berniece L. Lynch (72%) and F. F. Mike Lynch (28%). Principals have same interest in FM Agency Inc., Oklahoma City advertising agency. Action April 16.

KTXO Sherman, Tex.—Broadcast Bureau granted CP to increase power to 1 kw. Install DA-D, change ant.-trans. and studio location to County Road, one mile east of U. S. highway 75, 4.8 miles northeast of Sherman, install new type trans. conditions. Action April 15.

■ FCC denied applications by Tidewater Broadcasting Co. and Edwin R. Fischer for AM stations respectively in Smithfield, Va., and Newport News, Va. They did not meet criteria of the suburban community policy, but commission waived its "repetitious applications" rule for them to refile if they wish. Both Tidewater and Fischer applied for class II stations on 940 kc with 10,000 w-D with nondirectional ant. Action April 12.

OTHER ACTIONS

■ Review board in East St. Louis, Ill., standard broadcast proceeding, Docs. 17256-7, granted petition filed April 10 by East St. Louis Broadcasting Co. and extended to April 26 time within which to file oppositions to petition to enlarge issues filed by Metro-East Broadcasting Inc. on March 20. Action April 12.

■ Review board in Mt. Carmel, Pa., AM broadcast proceeding, Docs. 17411-12, granted petition filed on April 9 by Broadcast Bureau and extended to April 16 time for filing responsive pleadings to petition to dismiss or in alternative to remand for further proceedings filed by K H Radio Co. on March 27. Action April 11.

■ Review board in Bayamon, P. R., AM broadcast proceeding, Doc. 16891, granted petition filed April 9 by Broadcast Bureau and extended to April 19 time for filing exceptions to initial decision released Feb. 27. Action April 11.

■ Review board in Edna, Tex., AM broadcast proceeding, Docs. 16572-73, granted motion for continuance filed on April 9 by H. H. Huntley and extended time for filing replies to exceptions to initial decision to April 23. Action April 11.

■ FCC waived Sec. 1.569 of rules (applications for frequencies adjacent to class I-A channels) to permit acceptance of applications filed by Edward G. Atsinger III and Lincoln County Broadcasting Co. for new AM stations. Edward G. Atsinger's application calls for operation on 1140 kc, 500 w-D, Owensboro, Ky. and Lincoln County for the same frequency with 1 kw-D, at Fayetteville, Tenn. Action April 10.

■ Commission gives notice that Feb. 23 initial decision proposing grant of CP for new AM to Fitzgerald C. Smith d/b as Southington Broadcasters, Southington, Conn. (Doc. 15871), became effective April 15 pursuant to Sec. 1.276 of commission's rules.

ACTIONS ON MOTIONS

■ Hearing Examiner Chester F. Naumowicz Jr. on April 10 in Springfield, Mo., Gilmer, Tex., and Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co., and Giant Broadcasting Co.), AM proceeding, scheduled further prehearing conference for April 29 (Docs. 17921-3).

■ Office of Opinions and Review on April 12 in Bridgeton, N. C. (V.W.B. Inc.), AM proceeding, granted request by the Broadcast Bureau and extended time to April 25 to file comments (Doc. 17560).

■ Office of Opinions and Review on April 5 in Wilkesboro, N. C. (Wilkes County Radio), AM proceeding, granted petition by Wilkes County Radio for extension of time to April 3 to file reply to WKBC's opposition to petition by Wilkes for leave to amend (Doc. 16311).

■ Office of Opinions and Review on April 5 in Bridgeton, N. C. (V.W.B. Inc.), AM proceeding, granted petition by the Broadcast Bureau for extension of time to April 18 to file appeal to review board's memorandum opinion and order released March 28 in Doc. 17560.

■ Hearing Examiner Herbert Sharfman on April 11 in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace), AM and FM proceeding, scheduled certain procedural dates and hearing for June 4 (Docs. 17899, 18043-4).

■ Hearing Examiner Charles J. Frederick on April 15 in Fort Wayne, Ind. (The Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.) FM proceeding, granted request by Fort Wayne and extended time to April 30 to file proposed findings of fact (Docs. 17594-5).

DESIGNATED FOR HEARING

■ FCC designated for hearing application of John R. Lewis and W. E. Lawrence, d/b as Clarkston Broadcasters, for new AM sta-

tion to operate on 1430 kc days with 500-w at Clarkson, Wash. Action April 10.

Existing AM stations

FINAL ACTIONS

■ FCC denied petition for extraordinary and other relief, filed Jan. 25 by WEBY Milton, Fla., in which station requested termination of hearing proceeding on renewal of license (Doc. 17613) and approval of application for assignment of license to Lawrence Hankins Locklin. Petition was granted insofar as it requested dismissal of request, filed Nov. 21 for termination of the WEBY license renewal proceeding and assignment of WEBY license to Hazel Carolyn Mapoles. In same action, commission dismissed as unacceptable for filing application tendered Jan. 15 by Gospel Projects Inc., Bagdad, Fla., for CP for new station in Milton using the facilities of WEBY, and denied Gospel Projects' petition for waiver (Secs. 1.227(b)(1) and 1.227(b)(4) of rules to permit acceptance of application for filing and consolidation with hearing proceeding on WEBY renewal application. Action April 10.

■ FCC denied request for tax certificate filed by Charles Smithgall, North Atlanta, Ga., for tax relief resulting from sale of Station WGGG Gainesville, Ga., in Nov. 29, 1967. Action April 10.

KLEI Kailua, Hawaii—Broadcast Bureau granted CP to increase power from 1 kw to 10 kw, and install new trans., remote control permitted; condition. Action April 10.

■ FCC denied request by KLER Orofino, Idaho, for waiver of Sec. 1.571 of rules to permit prompt consideration and grant of application. Action April 10.

WMNT Manati, P. R.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 15. Action April 11.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations. KAFF Flagstaff, Ariz., to May 15; KCCYN Williams, Ariz., to June 1; KFRC San Francisco to July 11; KWIS-TV Wichita, Kan., to Oct. 11; WOR New York to Oct. 1; WYDK Yacknoville, N. C., to May 15; WKVM San Juan, P. R., to Oct. 7; WLEE Richmond, Va., to Sept. 1. Action April 11.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KYOR Bythe, Calif., to May 30; WLYV Fort Wayne, Ind., to Oct. 14; WTRF Greensburg, Ind., to July 15 and WNAT, Natchez, Miss., to June 1. Action April 16.

OTHER ACTIONS

■ FCC accepted application of KCAT Pine Bluff, Ark., for CP for change in facilities from 1530 kc-D, with 250-w to 1340 kc, 1 kw-D and 250 w-N. Action April 10.

■ Review board, in order granted Atlantic Broadcasting Co., Bethesda, Md., renewal of license of WUST Bethesda, approving dismissal agreement between Atlantic and Bethesda-Chevy Chase Broadcasters Inc. Review board also granted Atlantic application for CP for new facilities with condition that nondirectional proof of performance will be submitted before program tests are authorized. Action April 11.

■ FCC announced oral argument before Commission on the renewal of license of WNJR Newark, N. J., on May 13 at 10 a.m. Action April 10.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 12 in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]), AM proceeding, granted request by Tri-State and continued certain procedural dates and hearing from June 11 to July 16 (Doc. 17777).

■ Hearing Examiner Elizabeth C. Smith on April 12 in Mobile, Ala. (Azalea Corp., WGOK Inc. [WGOK], People's Progressive Radio Inc., and Mobile Broadcast Service Inc.), AM proceeding, granted request by counsel for WGOK Inc., and extended time from April 11 to April 18 for exchange of further information because of death in the family of Eugene T. Smith, co-counsel for WGOK (Docs. 17555-8).

■ Hearing Examiner Elizabeth C. Smith on April 15 in Mobile, Ala. (Azalea Corp., WGOK Inc. [WGOK], People's Progressive Radio Inc., and Mobile Broadcast Service Inc.), AM proceeding, denied petition of the International Brotherhood of Electrical Workers (AFL-CIO) for leave to intervene (Docs. 17555-8).

New FM stations

APPLICATIONS

San Bernardino, Calif.—KPRO Inc. Seeks 95.1 mc, ch. 236, 20 kw. Ant. height above average terrain 324 ft. P. O. address: 9125

BROADCASTING, April 22, 1968

Sunset Boulevard, Los Angeles 90069. Estimated construction cost \$55,283; first-year operating cost \$73,500; revenue \$103,000. Principals: Richard W. Clark, president, et al. Mr. Clark is sole owner of Dick Clark Television Production Inc., which is parent company of Progress Broadcasting Inc., which is, in turn, parent company of KPRO Inc., licensee of KPRO Riverside, Calif. Applicant is also licensee of KGUD Santa Barbara, Calif. Mr. Clark is radio and television performer and has numerous business interests. Ann. April 12.

Laurel, Miss.—New Laurel Radio Station Inc. Seeks 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain 135.5 ft. P. O. address: Box 367. Laurel 39440. Estimated construction cost \$26,552.55; first-year operating cost \$6,000; revenue \$12,000. Principals: Harold M. and Dave A. Matison, president and vice president, respectively (each 44.94%) et al. Messrs. Matison are each 25% owner of department store. Applicant is licensee of WAML Laurel, Miss. Ann. April 12.

Oklahoma City, Okla. — All American Broadcasting Corp. Seeks 98.9 mc, ch. 225, 58.49 kw. Ant. height above average terrain 284 ft. P. O. address: 728 North Rhode Island, Oklahoma City 73117. Estimated construction cost \$44,000; first-year operating cost \$23,400; revenue \$43,200. Principals: James E. Miller, president (57%), Jesse Robinson, secretary-treasurer (24.1%) et al. Ann. April 15.

*River Falls, Wis.—Wisconsin State University. Seeks 89.5 mc, ch. 218, 425 kw. Ant. height above average terrain 16 ft. P. O. address: 410 South Third Street, River Falls 54022. Estimated construction cost \$7,292; first-year operating cost \$4,000; revenue none. Principals: Wisconsin State University is public educational institution governed by Board of Regents, State Colleges. Ann. April 12.

FINAL ACTIONS

Moberly Board of Education, Moberly, Mo.—Broadcast Bureau granted CP for new class D noncommercial educational FM broadcast station to operate on ch. 211. Action April 12.

Grove City College, Grove City, Pa.—Broadcast Bureau granted CP for new class D noncommercial educational FM broadcast station to operate on ch. 208. Action April 12.

OTHER ACTIONS

■ Review board in Lebanon, Mo. FM broadcast proceeding, Docs. 17899 et al, granted petition filed April 10 by Lee Mace, and extended to April 25 time within which to file opposition to motion to enlarge issues filed March 28 by Risner Broadcasting Inc. Action April 12.

■ Review board in Albany, Ore. FM broadcast proceeding, Docs. 17472-3, granted joint petition for approval of agreement filed Feb. 20 by KNND and KRKT and by Albany Radio Corp.; dismissed with prejudice application of KNND and KRKT; granted application of Albany Radio Corp. with condition; and terminated proceeding. Action April 15.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on April 12 in San Clemente, Calif. (El Camino Broadcasting Corp., and South Coast Broadcasting Co.) FM proceeding, granted motion by El Camino for additional time to exchange exhibits, insofar as it requests that date for exchange of written exhibits be extended beyond April 12 and ordered that prehearing conference will be held April 16, at which time hearing examiner will act on all pleadings addressed to him and will specify date for exchange of written exhibits and date for start of evidentiary hearing (Docs. 17648-9).

■ Chief Hearing Examiner James D. Cunningham on April 10 in Miami (Miami Broadcasting Corp. and Mission East Co.) FM proceeding, denied motion by Miami Broadcasting Corp. for field hearing (Docs. 17401, 17403).

■ Hearing Examiner Isadore A. Honig on April 11 in Portland, Ind. (The Graphic Printing Co., Glenn West and Soundvision Broadcasting Inc.) FM proceeding, granted request by Glenn West and extended certain procedural dates. Last scheduled date of May 14 for commencement of hearing remains same (Docs. 17915-7).

Existing FM stations

FINAL ACTIONS

KAVR-FM Apple Valley, Calif.—Broadcast

Bureau granted mod. of CP to change ERP to 1.45 kw, ant. height to 53 ft. Action April 11.

KFRG-FM San Francisco—Broadcast Bureau granted CP to install new type ant. Action April 15.

WLEX-FM Lexington, Ky.—Broadcast Bureau granted CP to replace existing permit with waiver of Sec. 1.534(b) of rules. Action April 12.

*WTSD(FM) Waterford, Mich.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action April 11.

KFBD(FM) Waynesville, Mo.—Broadcast Bureau granted CP to change type ant., ant. location, ant. height 290 ft. Action April 16.

KLIN-FM Lincoln, Neb.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 545 Charleston Street, Lincoln, change type trans., type ant., make change in ant. system, ant. height 185 ft. Action April 11.

WFPG-FM Atlantic City—Broadcast Bureau granted CP to install circular polarized ant., ERP 36 kw, ant. height 290 ft.; conditions. Action April 11.

WFME(FM) Newark, N. J.—Broadcast Bureau granted CP to install new type trans., new type ant., ERP 35 kw, ant. height 580 ft.; conditions. Action April 11.

WABC-FM New York—Broadcast Bureau granted request for SCA on subcarrier frequency of 67 kc. Action April 12.

*WFUV(FM) New York—Broadcast Bureau granted mod. of CP to change type trans., add vertical polarization, change type ant., ERP 50 kw, ant. height 215 ft. Action April 11.

WNCN(FM) New York—Broadcast Bureau granted mod. of SCA to change subcarrier frequencies from 32.5 and 58 to 32.5 and 67 kc. Action April 15.

WTNS-FM Coshocton, Ohio — Broadcast Bureau granted mod. of CP to change studio location to ant. trans. site, change type trans., type ant. Action April 16.

WMDD-FM Fajardo, P. R.—Broadcast Bureau granted license covering new station. Action April 12.

KLYX(FM) Memphis—Broadcast Bureau granted CP to install new type ant.; condition. Action April 15.

KAYD(FM) Beaumont, Tex. — Broadcast Bureau granted CP to install new type trans., new type ant., ERP 50 kw, ant. height 320 ft.; condition. Action April 15.

KRSP-FM Salt Lake City—Broadcast Bureau granted mod. of CP to change type trans., type ant., redescribe studio and trans. site. Action April 16.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KDGO Durango; KEKO Grand Junction, and KFTM Fort Morgan, all Colo.; and KMMO Marshall, Mo. Action April 12.

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KANO Anoka, Minn.; KFJM Grand Forks, N. D.; KTVS(TV) Sterling, Colo.; WISM Madison, Wis., and WJBL Holland, Mich. Action April 15.

Translators

ACTIONS

W04AH Middlesboro, Ky.—Broadcast Bureau granted CP for VHF TV translator station to change trans. location to Atop Mingo Mountain, near Middlesboro, and make changes in ant. system. Action April 12.

■ Commission gave notice that Feb. 21 initial decision proposing grant of CP for new VHF TV translator station on ch. 13 to The Montana Network, Lewistown, Mont., and denying competing application of Crain Snyder Television Inc. of Lewistown, for same facility (Doc. 17657) became effective April 11 pursuant to Sec. 1.276 of commission's rules. Ann. April 15.

■ FCC granted application of Multimedia Broadcasting Co. for new 1 w VHF TV translator station to serve LaFollette, Tenn. Translator station will operate on ch. 8 and will rebroadcast WBIR-TV Knoxville, Tenn. Action April 10.

■ FCC granted applications of C. L. and O. Translator Inc. for two 20 w UHF TV translator stations to serve rural area south of Perryton and Booker, both Texas. One of

(Continued on page 75)

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

Station Manager, midwest. Profitable suburban major market, expanding group. Open now. Complete information requirements, and objectives first letter. Box D-170, BROADCASTING.

Program director: leading FM station in eastern market over 1,000,000. Group operation is expanding in FM. Replies to Box D-197, BROADCASTING.

Manager, excellent salary. J. Elkin, WELV, Ellenville, N.Y.

Help Wanted—Sales

Sportscaster salesman experience necessary. Apply by mail with picture. 5 kw CBS station in 38th year. Box D-172, BROADCASTING.

Providence, Rhode Island—salesman with track record. Capable of managing. Top opportunity. Unique situation. Multiple group. Box D-251, BROADCASTING.

Account executive, major southern market. Want aggressive, young swinger. Tremendous opportunity for dollars. Box D-266, BROADCASTING.

Successful salesman to take permanent position in medium sized Rocky Mountain radio-TV operation. Unusual opportunity. Box D-275, BROADCASTING.

Wanted! Man, with or without experience, who wants to work hard as radio salesman and can do play-by-play sports. This is a small New England station offering \$7,000 to start for the right man, car expenses, advancement, fringe benefits. First letter, send resume, references Box D-278, BROADCASTING. Interviews arranged.

Salesman/announcer—permanent. Good small market. Stock available to right man. Graham Jones, WODI, Brookneal, Va.

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.

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. 207-764-1531.

Chicago area. Sell radio time by telephone. Age or experience no factor. Will teach hard worker that's free to travel midwest. No car necessary. Expenses paid. Home weekends. We sell for top radio stations. Good future. Call Mr. Sax at 312-743-5056. Write 2705 W. Howard Street, Chicago, Illinois 60645.

Help Wanted—Announcers

Want to move up to 200M market? Clever in the morning? Send tape & resume to Box C-161, BROADCASTING.

Announcers—(Cont'd)

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.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. Box D-166, BROADCASTING.

We need a clever bright morning man with 1st phone. We want the 18 to 34 year olds in our rating. Want to earn \$8,000 or more? Talent fees for commercials. Midwest, top 40, adult operation. Seven station chain. Send tape and resume now to Box D-219, BROADCASTING.

Major market eastern independent FM seeks staff announcer, third class. Send tape and resume, Box D-233, BROADCASTING.

MOR-dj. We need a "put on" performer, a slick, sophisticated, clever swinger. Major operation in the West. \$175.00. Send resume and tape to Box D-265, BROADCASTING.

C&W announcer for modern country station. Good personality. References. Resume. Tape. Box D-276, BROADCASTING.

Full time non-directional AM operation in Indiana with MOR format, medium sized market, has permanent positions for announcers with good voices, pleasant personalities and a 1st class phone... recent graduates considered if other requirements ok... Box D-281, BROADCASTING.

First-class. Upper midwest, regional. Permanent, immediate. All details, requirements 1st letter please. Box D-296, BROADCASTING.

Announcer for western Pennsylvania station. Good opportunity for the right man. Forward tape and resume to Box D-304, BROADCASTING.

Young aggressive midwestern group who recently took over first station presently in search or second property needs first phone announcer. Phone or write Bob Clark, KNCY, Nebraska City, Nebraska A. C. 402-873-3348.

MOR announcer, first helpful. Mature, experienced with talent and desire to advance. Call Dale Wood, KWBB, Wichita, Kansas.

New—fully automated M.O.R. AM-FM station in growing chain will have challenging permanent positions in June for production/news oriented first phone announcers. Send complete resume, photograph and non-returnable tape to: Manager, WAOA; P.O. Box 116, Opelika, Ala. 36801

Opportunity under the sun! Magnificent Caribbean island! Expanding operation has immediate openings for three fully qualified announcers—strong news, special events—easy listening music format. Salary range \$7,500-10,000. Airmail tape, photo, resume, references to WBNB Radio, Box 1947, St. Thomas, Virgin Islands 00801. No. amateurs please.

Morning man, mature, married preferred. Immediate opening, WBMD, Easton, Md. 1st phone, good announcing voice. Ideal working conditions, good hours. Call manager collect, 301-822-3301.

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.

Outstanding opportunity for a professional sounding radio announcer seeking permanent position with one of the nation's finest, WKZO Radio-TV, pioneer of the Petzer 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.

Announcers—(Cont'd)

Resort area station serving the Hamptons looking for announcer/newsman. Great sound great area. Rush tape, resume and photo to WLNG, Box 815, Sag Harbor, L.I., N.Y. 11963.

We're looking for a good M.O.R.—dj. Our mid-morning man is moving up the ladder. We're offering good pay, security, and a doorway to a four station operation. Send tape and resume to Norman Lewis, Manager, WMMW Meriden, Conn.

WPIK, the country music station for the capital of the nation has immediate staff opening for experienced announcer. Applicant should know country music, but must be straight hard selling type with above average capability who projects friendly, cheerful personality. Send tape, photograph, resume and complete employment record with references to WPIK, Alexandria, Va. 22314.

Announcer for newspaper owned MOR AM-FM stations in Indiana's Lake region. Emphasis on commercial announcements, newscasts. FM 50,000 stereo. First phone necessary. Call 219-267-3111 or mail tape, resume, to WRSW, Warsaw, Indiana.

Wanted—modern country music disc jockey with first phone, mature voice and attitude. Must run tight board. Experienced only. Send resume, air check and photograph to Chuck McPherson, WYNR, Route 1, Brunswick, Georgia.

Great opportunity on new station for news or music man. Call, write, resume-tape. Competitive salary. Valley Group, 141 College St., Lewiston, Maine. 207-764-1531.

Baltimore market station needs announcer with first class license. Night shift. Call Charles Doll. (301) 761-1590.

Summer announcing replacement mid-June thru mid-September. Some experience in news gathering and writing. Compensation commensurate with experience. Resume and tape to Ralph Allinger, P.O. Box 950, Utica, N.Y. 13503.

Help Wanted—Technical

Chief engineer. Medium market AM/FM station. Northeast U.S. No air work. Ideal community. \$150/wk. Box D-23, 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.

Radio engineer with excellent technical qualifications for Texas resort city. Box D-180, BROADCASTING.

Qualified engineer trainee with first phone for south Texas station. Box D-163, BROADCASTING.

Immediate opening. Large Philadelphia independent FM station seeks qualified Chief Engineer for career opportunity. Box D-232, BROADCASTING.

Chief engineer needed. Man who believes in maintenance to prevent trouble, but who can handle any that does come along. Station is sound, stable, low pressure with most equipment fairly new. An adult operation run by pros, not kids. No announcing—no board work. Send complete resume to Box D-234, BROADCASTING.

Technical—(Cont'd)

Chief engineer capable of pulling light air shift. Emphasis on engineering and maintenance. Starting salary excellent with regular increases. Send tape and other personal information. Box D-259, BROADCASTING.

Working partner: To assume duties as chief engineer and assistant manager. (33-50%). Good small market close to a metro area. Box D-279, BROADCASTING.

Come to the sunshine. Top group-owned facility in one of southwest's fastest growing markets needs engineer. Must be experienced in all phases of studio and transmitter operations. Excellent opportunity for first phone man who takes pride in his work; is self-motivating. Box D-290, BROADCASTING.

Electronics technician—experienced in audio measurements and calibration. Opportunity for resourceful, independent man. Washington, D. C. suburban location. Resume to Box D-287, BROADCASTING.

Somewhere there's a qualified engineer who wants an E. E. degree. KLWN, Lawrence, home of the University of Kansas needs a chief engineer. Let's get together. Write KLWN, Route 5, Lawrence, Kansas.

Immediate opening for first class engineer. Age no barrier. Will train beginner. Station WAMD, Aberdeen, Md.

Engineer for fulltime AM and FM. Must hold first phone and have experience, be able to assume responsibility for all engineering operations at well-equipped station. Send resume to Timothy Ives, WJBC, Bloomington, Illinois 61701.

Chief engineer for WADK, Newport, Rhode Island. Will train right man. Modern equipment. AM only. Chance for advancement. Contact Arnold Lerner, WLLH, Lowell, Mass.

Full time engineer-technician for immediate employment. Experienced man with transmitter and maintenance background preferred. Must have radio telephone 1st class license. Car is essential. Write, wire or phone, WPIK, Alexandria, Va.

Transmitter supervisor to install and maintain new remote RCA TTU 30. Apply to Wallace Provost, Chief Engineer, WREP-TV, 1168 Commonwealth Ave., Boston, Mass. 02134.

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.

Engineer for summer relief, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 694-4146, area code 313.

Engineer with first. Strong on maintenance. New FM being installed to go with directional AM. No announcing. WTIM, Taylorville, Illinois.

NEWS

Announcer-newsman needed by middle-music network station in Texas resort city. No tape please. Box D-167, BROADCASTING.

Broadcast journalist . . . addition to top rated midwest radio news team. Experience as broadcast newsman and reporter necessary. Top pay for top man. Box D-280, 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.

On air radio newsman for top rated medium market radio/TV news operation. Experienced in news writing desirable, but will train man with good voice and confident brisk delivery. Five day forty hour week. Rush short news tape, writing samples and complete resume to Durham Caldwell, WHYN, Springfield, Mass. All material will be returned.

Production—Programing, Others

Creative copywriter for Corpus Christi radio station. Box D-168, BROADCASTING.

Successful country music station, top 50 market in midwest has great opportunity for experienced PD. Send all details; tape and picture immediately. Box D-257, BROADCASTING.

Production—Programing, Others

Continued

Energetic production director wanted by progressive mid-Atlantic modern country operation. Must be take charge type. Salary open. Creative and quality voice a must. Good stable situation for a man with ability. Box D-293, BROADCASTING.

Production chief-writer: Important position in leading Michigan station. Top salary for top man, good fringe benefits. Send background information, photo, sample copy, and if possible tape of radio spots you have produced to WFDF; Flint, Michigan.

Immediate openings for top-drawer program director and experienced announcer-salesman. Both better than average pay. with salary open, dependent on ability. ABC-MOR operation. Phone at your expense (703) 886-8866. Charles P. Blackley, licensee WTON, Staunton, Virginia.

Young dedicated broadcaster for position in home office, quality control department of progressive 11 station chain. Station monitoring, license renewal preparation, general administrative duties. Degree desired. Above average knowledge of FCC rules essential. Send resume and salary history to Personnel Dept., Box 647, Atlanta, Georgia 30301.

Situations Wanted—Management

General manager—sales manager: Experienced, hard working, responsible professional. Midwest medium market preferred. Sales oriented, cost conscious, program-promotion wise. Top references. Realistic salary requirements. Box D-288, BROADCASTING.

Sales

14 years experience—sales, announcing, play-by-play, investment, management opportunity desirable. Employed southeast. Box D-114, BROADCASTING.

Somewhere there must be a broadcast manager who can appreciate a young professional salesman with seven years of broadcast experience and a dynamic sales ability. Proven major market track record. Married, family, college. Box D-285, BROADCASTING.

Announcers

Hot 100 new sound, 3rd endorsed, draft deferred. Good commercial delivery and production ability. Experienced. Box C-93, BROADCASTING.

Quality staff neophyte. Qualitative news, interpretative commercials. Exemplary MOR adept jazz. 3rd phone endorsed. 2 yrs AFRS. Box D-106, 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.

Top forty program director with first phone. Box D-174, BROADCASTING.

Announcer newscaster experienced, bright dj, selling sound, desires some sales, prefers New York area. Box D-179, BROADCASTING.

Experienced disc jockey announcer, married, mature sound, tight board, with third class F.C.C. license, authoritative newscaster, no prima donna, Box D-181, BROADCASTING.

Top forty pro. Equally strong behind the board and in the production room. First class license; first class skills. Box D-187, BROADCASTING.

DJ announcer, pleasant personality, experienced authoritative newscaster, tight board, married. Box D-206, BROADCASTING.

Beginner, wants small station experience. Recent graduate, 3rd endorsed. All phases plus news. Have real desire. Box D-208, BROADCASTING.

Give your small market top forty station big city professionalism. Top rated medium market jock wants to upgrade your station's image and sound as program director. Box D-212, BROADCASTING.

Announcers—(Cont'd)

Top forty: Creative professional swinger will boost your ratings and revenue as program director. First phone . . . family . . . draft exempt. Box D-225, BROADCASTING.

Graduate radio broadcasting swinging dj, bright sounds, family man. Will relocate. Box D-245, BROADCASTING.

Modern country is now. Think what will be tomorrow. I programed it when it was yesterday. Any shift, assist in management or programing. Nine years experience. Box D-246, BROADCASTING.

Negro, dj announcer. MOR or jazz format. Limited exp., 3rd phone. Will relocate. Box D-247, BROADCASTING.

D.J./announcer. Broadcast school graduate. Former singer, musician. 3rd class F.C.C. Box D-250, BROADCASTING.

Radio/television. Also strong . . . programing . . . news . . . promotion. Degree. Box D-261, BROADCASTING.

Jazz—progressive rock. Seasoned, good voice broadcast pro tired of selling out to stale, uninspiring formats. Ready to "do my own thing." Knowledgeable. Will dj either/both. Will relocate. Box D-262, BROADCASTING.

Announcer-dj. Exp. college bkgrd; knowledgeable sports. Bright swinging sound. To settle. Worked no. 1 station in 3 station area. Prefer sports or music. Box D-264, BROADCASTING. Phone 203-442-9949.

Philadelphia—Jersey area! Summer position with good music station sought by experienced, degreed announcer. Box D-267, BROADCASTING.

Dependable dj, tight board, third endorsed, versatile. Relocate. Box D-270, BROADCASTING.

D.J., announcer, first phone, experienced. Prefer top 40 and northeast. Others considered. Box D-274, BROADCASTING.

Announcer, news, FCC 1st. No maintenance. Desires 1st job. Hard working, sincere, energetic and loves broadcasting field. Box D-297, BROADCASTING.

Need summer help? Have third endorsed. Presently employed, sales and announcing-AM/FM commercial outlet, doing TV news and manager of college station. Earlier experience at major market FM. Hard worker, any format, anywhere. Available, June. Box D-300, BROADCASTING.

Some college, third, two years experience, good voice. Box D-302, BROADCASTING.

Immediately available, NYC broadcast school grad. Seeking first position. Adult announcer. Pleasant sound MOR-DJ. 3rd endorsed. College, single, 28. Box D-305, BROADCASTING.

Authoritative newscaster, dj-announcer. Family man, no floater. Box D-306, BROADCASTING.

Experienced, family man, authoritative newscaster, tight board, selling sound, personable. Desire some sales. Box D-307, BROADCASTING.

First phone, MOR. Six years experience. Medium, metro market. Married, veteran, military completed. Mr. "D". 612-724-9067.

Announcer, dj, seeking contemporary MOR, presently news director, strong on actualities, college and broadcasting school graduate, 3rd class endorsed, 27, married, veteran, some play-by-play sports, will relocate. Max G. Bunyan, 249 South Second Street, Coshocton, Ohio. 614-622-9889 after 1 p.m.

E L nightman with talent and first. Experienced family man. Educated. Tel 608-269-6028.

Top dj, good music-MOR-pop . . . 10 successful years in St. Louis. \$12,000 minimum. Lee Coffee, 314-962-9167.

Personality seeks first position, Third phone endorsed. Good board, good ad-lib. Prefers top-40, but will consider MOR. Have many gimmicks. Will relocate but prefers New England. Contact Leonard Scheinfeld, 52 Nottingham Rd., Brighton, 35, Mass.

First phone combo—some experience. 21, draft exempt, single. Would like to work all phases of broadcasting. Will relocate. Chris De Agazio, 104 Langdon Ave., Watertown, Mass. 617-923-0249.

Good voice, strong commercial delivery. All I need is experience, and I'll work hard to get it. Age 22, broadcasting school grad. 3rd endorsed. Draft exempt. Prefer personal interview if possible. Dan Sanders, 90 Sand Lane, Staten Island, New York. 212-448-2333.

Situations Wanted

Announcers—(Conf'd)

Single, 35 yrs. old, graduate of broadcasting school wants job as dj or sports announcer. Will travel anywhere to break into announcing. For tape and resume: Write: Jack Cronin, 525 Las Vegas Blvd. So., Las Vegas, Nevada.

Professional, top-40, personality, experienced, 3rd class, draft free, larger market, phone: Mark Manning, Cincinnati, Ohio, 513-731-0239.

Technical

Chief engineer, many years experience, looking for a good permanent position. No announcing. Box D-151, BROADCASTING.

Want transmitter watch position, 2 yrs dir exp., prefer south. Box D-249, BROADCASTING.

Chief maintenance engineer seeks satisfying position, low pressure. Box D-292, BROADCASTING.

Hardworking qualified experienced AM-FM engineer with first family man. 2 years college. Tel. 608-269-6028.

NEWS

American radio news editor and announcer, 33, presently employed as foreign correspondent in Europe, seeks challenging position in the United States, preferably mid-west or east. Veteran married, experienced. Box D-220, BROADCASTING.

Veteran reporter-15 years experience sports and news desires summer replacement work in metropolitan area. Box D-236, BROADCASTING.

Former medium market news director . . . new in top 20 market as reporter . . . seeks position with challenge, opportunity to build, dedication to news. Available July. Box D-277, BROADCASTING.

Top 10 network O&O news/talkman available. Former director with experience in contemporary and information formats. All replies considered: Box D-282, BROADCASTING.

Major award winning news director, reporter. Ten years radio news management, reporting, writing. Lives, breathes, eats news. Available for news directorship or major market reporter. Box D-295, BROADCASTING.

Newsman, strong on writing, reporting, delivery. 3 1/2 years experience. Presently USAF officer, available June 10. College grad, married, must have \$150. Prefer east, but will go anywhere for right position. Write Captain William E. Flower, 8859 Brae Brook Drive, Lanham, Md. 20801.

Production—Programing, Others

California Major markets: Will swap even: 13 years experience, all phases including G.M. for well paying operations manager or writer-producer job. This is my last move, so I'm in no hurry. Box D-231, BROADCASTING.

Heavy top 40 personality, with excellent articulate production and creative promotion ability. Wants permanent position with a top 40 powerhouse. Now P.D. First phone! Box D-256, BROADCASTING.

TELEVISION—Help Wanted

Sales

Start as No 1 salesman for community accepted Cable TV organization, and build your own staff. References required. K-VIEW Television, Box 2090, Casper, Wyoming 82601.

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.

Staff announcer, must be able to conduct personal interviews, on air phone calls, back up in weather and sports. Send material and resume to WFRV-TV, Greenbay, Wisconsin, phone 414-437-5411.

TELEVISION—Help Wanted

Announcers—(Conf'd)

Illinois television station will have openings for general staff announcer capable of on-the-air commercial delivery, and also a weather man. Would prefer different approach to weather—authoritative (meteorology background) or humorous. Send tape and resume to Box D-226, 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.

Expanding Pittsburgh facility needs an experienced chief engineer, with a directional operation. This is a once in a lifetime opportunity. Box D-298, BROADCASTING.

First phone engineer for TV operations. Stations presently in expansion program. Many company benefits. Pay commensurate with abilities. Send complete resume or contact C. E. WICD-TV, 17 E. University Ave., Champaign, Illinois 61820.

Openings for technicians with 1st class phone license in old time UHF station. Permanent positions. Recent graduates or experienced men. Pat Finnegan, WLBC-TV, Muncie Indiana 47302.

Openings for TV technicians with 1st phone—southern New England station. Write Chief Engineer, WNHC-AM-FM-TV, New Haven, Conn. 06510.

Immediate opening for technician with first class license. TV experience desirable but not mandatory. Salary open. Send resume to Ray Jobes, WROC-TV, Rochester, N. Y. 14610.

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 technicians for permanent positions with new UHF station. FCC first phone required. Send resume to Walt Bundy, C. E., Shenandoah Valley Educational Television Corporation, 2 South Main Street, Harrisonburg, Virginia, 22801, 703-434-9760.

Chief Engineer for ITV system in South Pacific. Seek qualified, licensed television engineer with appropriate experience as a chief engineer to be in complete charge of all engineering and technical operations of systems' schools. Responsibility for regular maintenance and daily operations of 4 studios and control rooms, 8 GE transmitters, 10 RCA VTR's, 4 film chains, master control switcher, 6-channel microwave link, 400 television receivers, 26 community antenna systems. In complete charge of assigning and supervision all engineering and technical personnel, staff of 40. Two-year assignment beginning July 1. Pleasant, family living conditions. Send comprehensive resume to R&D Office, NAEB, 1346 Connecticut Avenue, Washington, D. C. 20036.

NEWS

Mature first rate sportsmaster for competitive south Florida TV station. Requires excellent camera presence . . . field reporting . . . interviews . . . writing . . . commentary. Minimum play by play. Only knowledgeable and experienced need apply. Send tape and resume. Box D-243, BROADCASTING.

Top midwest CBS radio and television operation seeking solid, reliable news writer-reporter for immediate opening. Should have both education and some experience in radio television news. Salary, \$6,500, a year to start. Box D-303, BROADCASTING.

News director to develop small, efficient staff. Exciting news area. Desire active news hawk capable of sharp commentary. Write WHTV, P.O. Box 871, Meridian, Mississippi, 39301.

Production—Programing, Others

Producer-director. Major market full color ETV. Two positions opening: One is primarily ITV directing; the other producing and directing of complex programs of all types. Salary range—\$8000 to \$9300, depending on experience. No applicants without paid directing experience. Please send resume to Brooks Leffler, Prod. Mgr., WHYY-TV, 4548 Market St., Phila. Penn. Equal opportunity employer.

TELEVISION—Situations Wanted

Sales

Sales/sales mgr. Seven years production and sales service, four years sales and local/regional sales management. Excellent sales record. Creative, professional, enthusiastic. Family man, sober, active in community. Best references. Box D-273, BROADCASTING.

Announcers

Warning! . . . young aggressive radio/television announcer . . . is after your job! Box D-260, BROADCASTING.

Announcer, host, news, weather, sports, FCC 1st., desires challenge, responsibilities, rewards. Box D-271, BROADCASTING.

Young and aggressive, with strong background in news . . . programing and promotion. Not afraid of hard work . . . and can prove it! Box D-283, BROADCASTING.

Technical

TV-AM chief, 20 years experience. Last 15 as chief of TV-AM operation. Prefer TV or AM chief but will consider any interesting offer. Box D-272, BROADCASTING.

Young chief wishes to relocate. Strong on planning, construction, operation abilities that have helped build and maintain smoothly operating departments and stations. Box D-301, BROADCASTING.

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-108, BROADCASTING.

Veteran reporter-15 years experience sports and news desires summer replacement work in metropolitan area. Box D-235, BROADCASTING.

News director equally accomplished anchoring a top-rated newscast, behind a desk efficiently running a hard hitting department, or behind a camera shooting award winning newscast. Successful track record includes coverage decade's top stories. Available for full programing. Box D-255, BROADCASTING.

Naval weather officer, obligation ending, professional meteorologist, degree. Football—All American. Personable. Some acting, television experience. Seeking weathercaster position. Box D-269, BROADCASTING.

New director—presently supervising twelve man television news staff in top 50 market producing 5 newscasts per day. Handle anchor position on 6:00 P.M. news. 13 years experience in writing, filming, editing, documentary work and personnel administration. Many awards. Excellent references. Desire new challenge. Box D-309, BROADCASTING.

Sports director. 22 years radio, major college all sports. Nine years professional baseball. 13 years TV, programs, football films, play by play. Excellent references. Married. Conscientious. Experienced veteran offers knowledgeable, in-depth reporting and play-by-play. Bill Goodrich, 239-1321, Rt. 3, Greenville, S. C.

Production—Programing, Others

Public affairs producer-writer. Thoroughly seasoned in all phases of film, TV and radio. Can show documentaries, and short films (including science stories). TV specials; humorous and straight radio features (including network contributions). Wants action situation where major social problems can be treated with imagination. Native Chicagoan. Box D-199, BROADCASTING.

Art director—need a total graphic image? Eight years experience in top markets—production sets, promotional art, etc.—resume, samples on request. Box D-205, BROADCASTING.

Artist-limited TV graphics (including color). Seeks creative opportunity. Production background. Box D-237, BROADCASTING.

TELEVISION—Situations Wanted

Production—Programing, Continued

Producer/director—seven years experience in all phases of live and video tape. Creative, writer credits. A real idea man. Resume on request. Box D-248, 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-291, BROADCASTING.

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.

Urgently needed. Ampex Mark III head-wheel panels. Write, wire or phone Ed Ries and Associates, 5864 Bowerd Street, Los Angeles, California, 90016-(213-670-1553).

Need used 1 to 10kw FM transmitter and/or antenna. Robert L. Warmke, 25 Tagus Ct., Portola Valley, Calif. 94025, 415-851-1510.

Needed at once, transmitter remote control system; prefer Rust, will consider Moseley or other. Also require two complete carrying cases for Ampex 601 tape recorders. KPGE, c/o P.O. Box 81, Scottsdale, Arizona 85252 (602-488-2881).

We need good used 1 kw FM transmitter, also 4 bay antenna tunable to 100.1 MC. Box D-294, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—helix, 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.

Spotmaster, Scully, Crown, Amega, Audimax, Volumax, Langevin, Russco, QRK, Trade/finance/lease. Audiovox, Box 7067-55, Miami, Florida 33155.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

Gates dual channel stereophonic or monophonic tone level amplifier, fully transistorized. Used less than 10 hours. Cost \$575.00; will sell for \$350.00. Frank Carman, KLUZ, Salt Lake City.

Video tape recorders slightly used helical scan all makes—contact "King" 201-687-8810, Box 278, Union, New Jersey 07083.

One General Electric 3 kw transmitter, with almost new GEL exciter. Needs repairs, but exciter in excellent condition. Best offer over \$500 takes it. One 300 ft. self-supporting tower with Collins six bay V and H antenna. Presently tuned 97.5. Antenna only 2 years old—excellent condition. Complete system will be dismantled on ground ready for shipment on April 30th. Price approx. \$10,000 for all. Can be bought separately. Contact Arthur A. Silver, Director of Engineering, WHWH, Princeton, New Jersey. 609-924-3800.

Flying saucer, seats four, great promotion and money maker. Like new, \$1,500 complete. WAXU, Georgetown, Ky. 502-863-1580.

FM modulation monitor, McMartin TBM-3500, with remote meter, \$500; Gates M-3938 3 wire tower choke in weatherproof cabinet, \$130; Andrew type-1861 reducer adaptor for 562 line, new, \$100. All equipment practically new. Excellent condition. Write/call—collect Milton Nicholas, chief engineer, WKEL-radio, Kewanee, Illinois.

Two RCA TRT1B's with Ampex Amtec and Colortec color system installed and two Ampex VR1002's with Amtec, Colortec, solid-state MDA's and processor. Box D-244, BROADCASTING.

Scotch audio recording tape, lowest prices, Tape Center, P.O. Box 4305, Washington, D.C. 20012.

DC 5 P Gates 5 KW tuned 600, high altitude blowers, now operating, new oil-type transformer. Collins limiter, 3 Austin ring transformers 3.6 KW, 2 beacons, 2 three hundred foot towers guyed, 101 operating, 12 sheets new copper screen, 1,000 lbs new copper strap and number 8 wire, 2 tuning houses, Moving new location. Early availability. KCLS, Box 640, Flagstaff, Arizona.

FOR SALE—Equipment

Continued

2 450D Ampex type tape playbacks; low impedance heads, automatic reversing, 600 ohm output, schematics, spare belts, cases. Gates M6160 SCA 67kc subcarrier generator, new. High Tor Background Music, 847 S. Circle Drive, Colorado Springs, Colo. 303-634-4118.

McMartin TBM-3500 FM broadcast modulation monitor. Call Chief Engineer, WNYF-TV, 716-484-9191.

RCA TTU-1B transmitter with spare parts. Color corrected and presently tuned to channel 33. Also available RCA channel 33 filterplexer. Contact David Boyer, 17 E. University Ave., Champaign, Illinois 61820.

PMI automation including three Crown 10½ four track playbacks, sensor, power supply, etc. Less than two years old. Excellent condition. Make offer (216) 385-1490.

Transmitter, 250-watt excellent condition. Call Dean Richard Thompson. University of Cincinnati, collect at 513-475-4684.

Update your field truck cameras. For sale: RCA TK-81 field camera chains. Real buy. Box D-308, BROADCASTING. Or 516-876-5794.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Deejays—"Humor Originals." Deejay lines boy top comedy writers. 3 recent samples —\$5.00. \$25 yearly. Gag Re-Cap Publications, Box 86B, East Meadow, N.Y. 11554.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, 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 Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS

Continued

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 June 28-Sept. 25. 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 May 20, June 24, July 29. 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 May 20, June 24, July 29. 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.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lemay Ferry, St. Louis 63125. 314-692-1156.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90286.

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 Make-up. 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.

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Production—Programing, Others

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TELEVISION

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Continued

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N.Y.	medium	daytime	150M	nego
N.E.	metro	AM&TV	.27MM	nego
South	major	profitable	600M	29%

(Continued from page 69)

translator stations operating on ch. 66, will rebroadcast KGNC-TV Amarillo, Tex. and other station, operating on ch. 68, will rebroadcast KVII-TV Amarillo. Action April 10.

K70DB, K72CD and K74CJ Clarendon, Tex. —Broadcast Bureau granted assignment of licenses for UHF TV translator stations to Donley County UHF TV Inc.; consideration \$13,000. Action April 11.

K08DI Huntsville, Liberty and Eden, Utah —Broadcast Bureau granted CP to replace expired permit for VHF TV translator station. Action April 12.

■ FCC granted Shenandoah Valley Educational Television Corp. waiver of Sec. 74.735(b) of rules to permit construction of 1 kw UHF translator to serve Strasburg and Front Royal, both Virginia. Translator will operate on output ch. 70. Under Sec. 74.735 (b) power of UHF translators is limited to 100 w. Action April 10.

K14AA Walla Walla, Wash. — Broadcast Bureau granted license covering new UHF TV translator station. Action April 16.

CATV

FINAL ACTIONS

■ FCC denied petition by Texas Community Antennas Inc., CATV operator at Springdale, Ark., requesting reconsideration of commission action of Sept. 27, 1967 ordering CATV system to provide program exclusivity for signals of KFSA-TV Fort Smith, Ark. in compliance with Sec. 74.1103 (e) of rules. In same action, commission dismissed motion by Texas for temporary stay of order, and request for order to show cause filed by KFSA-TV.

■ FCC denied petition by Fresno Cable TV Co., Fresno, Calif., for waiver of hearing provisions of rules (Sec. 74.1107) to permit importation of distant signals into Fresno television market. Consolidated hearing has been ordered on the request. In same action, commission granted waiver of Sec. 74.1107 of rules to General Electric Cablevision Corp. for CATV operation in Atwater, Calif., and Los Banos Cable TV for CATV system in Los Banos, Calif. Action April 10.

■ Commission has authorized operation of CATV system at Colorado Springs denying opposing petitions of KRDO-TV and KOAA-TV in Colorado Springs and Pueblo respectively, both Colorado. Colorado Springs system is operated by Vumore Video Corp. of Colorado Inc. Action April 10.

■ FCC granted joint motion for stay pending appellate procedures by Community Service Inc. and Consolidated Television Cable Co., CATV operators at Frankfort, Ky., of an order requiring program exclu-

FOR SALE—Stations

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sivity for Lexington station. Action April 10.

■ FCC ordered Allen's Television Service Inc., operator of CATV system at Morgan City, La., to provide program exclusivity for WAFF-TV Baton Rouge, La. On Jan. 9, 1967 Allen filed for waiver of Sec. 74.1103(e) of rules. Action April 10.

■ FCC denied petition by National Cable Co., East Lansing, Mich. for partial reconsideration of commission order of Nov. 3 denying request to carry certain Detroit and Windsor, Ont., signals on its East Lansing CATV system until commission had considered two television markets in which East Lansing is located. Comments on petition for partial reconsideration filed by Cascade Cable Television Co., East Lansing, Mich., were also denied. Action April 10.

■ FCC denied petition by Helena (Mont.) Television Co., CATV operator, for reconsideration of commission order on carriage-exclusivity rules. Helena Television originally asked commission to rule that it was not required to carry KXLF-TV Butte, nor to provide program exclusivity. Action April 17.

■ FCC ordered Community TV Corp., CATV operator at Laconia, N. H., to comply with the nonduplication provisions of Sec. 21.712 within 30 days, and denied Northco Microwave Inc., communications common carrier "Petition for partial waiver of Sec. 21.712" of rules.

INITIAL DECISIONS

■ Hearing Examiner David I. Kraushaar in initial decision ordered Tele-Caption of Winchester Inc., CATV system in Winchester, Ky. to cease and desist from violating rules on program exclusivity. Ann. April 12.

■ FCC granted request of Kahlotus Cable Co., Kahlotus, Wash., for waiver of carriage and nonduplication requirements of Sec. 74.1103(a) and (e) of rules. In same action, commission denied request, filed May 1, 1967, by KNDU-TV Richland-Pasco-Kennelworth, Wash. for issuance of order directing Kahlotus Cable to show cause why it should not be ordered to grant carriage and program exclusivity to KNDU-TV. Action April 10.

■ Hearing Examiner Chester F. Naumowicz, Jr., in an initial decision denied petitions by General Electric Cablevision Corp., Van Buren and Solway, both New York, and New Channels Corp., East Syracuse and Camillus, both New York, for waiver of Sec. 74.1107 of rules to permit importation and distribution of distant TV signals on CATV systems in the Syracuse TV market. In same action, examiner granted Eastern Microwave Inc. CP's for new point-to-point microwave radio stations to serve CATV systems in Syracuse, N. Y., market (Docs. 17431-6, 17273-8). Action April 17.

OTHER ACTION

■ FCC granted request by Teleprompter Corp., owner and operator of CATV system at Santa Cruz, Calif., for additional six-month waiver of carriage and program exclusivity requirements of Sec. 74.1103(a) and (e) of rules with respect to signals of KNTV-TV San Jose, and KSBW-TV Salinas, both California. Hearing on order to show cause issued to Teleprompter Corp. is to be held on or after July 1. Action April 10.

ACTIONS ON MOTIONS

■ Office of Opinions and Review on April 4 in Clinton, Iowa (Clinton TV Cable Co.) CATV proceeding, granted request by Broadcast Bureau and extended to April 11 time to file responsive pleadings to petition by Clinton for reconsideration of designation order in Doc. 18024.

■ Chief Hearing Examiner James D. Cunningham on April 11 in Lower Belle, Malden, Dupont City, Rand and George's Creek, all West Virginia (Asbury and James TV Cable Service) CATV proceeding, ordered that procedural dates tentatively agreed upon during April 9 prehearing conference are finalized—exchange of exhibits—other than rebuttal matter. April 19: notification of witnesses, April 24, and commencement of hearing, April 29 (Doc. 17968).

■ Hearing Examiner Herbert Sharfman on April 15 in Peoria, Peoria Heights and Bartonville, all Illinois (General Electric Cablevision Corp.) CATV proceeding, granted request by Midwest Television Inc. and rescheduled hearing. Because of examiner's schedule it will be impracticable to hold the hearing until June 10. Midwest had requested May 6 (Docs. 17144, 17155).

Ownership Changes

APPLICATIONS

WPID Piedmont, Ala.—Seeks assignment

of license from Terrence J. Gladden to Piedmont Broadcasting Co. for approximately \$42,000. Principals: M. B. Morgan and India Carter (each 49%) et al. Mr. Morgan is 49% owner of contracting firm. Mr. Carter owns farm and is housewife. Ann. April 16.

KKOK Lompoc, Calif.—Seeks assignment of license from Southland Broadcasting Co. to John W. Parham for \$25,000. Principals of Southland Broadcasting Co.: Paul C. Magterson, president (37.32%) et al. Principal: John W. Parham, sole owner. Mr. Parham has no other present business indicated. Mr. Parham was owner of KPIN Casa Grande, Ariz. from June 1957 to July 1966.

WGNE Panama City Beach, Fla.—Seeks transfer of control from C. H. and Ethel W. Grider (49.5% and 0.5% respectively, before, none after) to J. W. Collins (49.5% before, 99.5% after). Principal: J. W. Collins, president (99.5%) Consideration: \$25,000. Ann. April 15.

KGHS International Falls, Minn.—Seeks transfer of control from Vernon A. Bue (25.4% before, none after) deceased to Jacqueline J. Bue (24.6% before, 50% after). Principals: Daniel D. Ganter, president and Jacqueline J. Bue, vice president.

WVLY Water Valley, Miss.—Seeks transfer of control from J. J. Kirk (50% before, none after) to Jimmy D. Martin (50% before, 51% after) and Jim G. and Lila C. Martin (none before, jointly 49% after). Principals: Jimmy D. Martin, president (51%) et al. Mr. Martin is announcer for WSLI-TV Jackson, Miss. Consideration \$500. Ann. April 16.

WWHN Rochester, N. H.—Seeks transfer of control from A. K. J. Mallin (40% before, none after) to Marcia B. Mallin (40% before, 80% after). No monetary consideration reported. Principals: Marcia B. Mallin (80%) and Mrs. Anna Belinsky (20%). Mrs. Belinsky is mother of Mrs. Mallin. Ann. April 11.

WCAM Camden, N. J.—Seeks assignment of license from City of Camden to McLendon Corp. for \$1,350,000. Principals: WCAM owned by City of Camden as municipal corporation. Principals of McLendon Corp.: Gordon McLendon, president et al. McLendon Corp. is licensee of KLIF and KNUS (FM), both Dallas. WYSL-AM-FM Buffalo, N. Y., WWWW(FM) Detroit, KBAL Oakland, Calif., KABL-FM San Francisco, WNUS-AM-FM Chicago, KOSY(FM) Los Angeles and KCND-TV Pembina, N.D. McLendon Corp. has applications to acquire WIFL Philadelphia and KYXI Oregon City, Ore. pending before FCC. Ann. April 16.

KRAF Reedsport, Ore.—Seeks assignment of license from Gless Connoy to Wayne A. Moreland for \$65,000. Principal: Wayne A. Moreland, sole owner. Mr. Moreland has no other business interests indicated. Ann. April 16.

KPCN Grand Prairie, Tex.—Seeks assignment of license from Radio KPCN Inc. to Texas Triangle Radio Inc. for \$500,000. Principals of Texas Triangle Radio Inc.: R. Thomas Gibson, president and Georgia Gibson, secretary-treasurer (each 22.5%), Edward E. McLemore, chairman (45%) and Carlton J. Mertens, vice president (10%). Mrs. Gibson is housewife and secretary-treasurer of KZEY Tyler, and KJET Beaumont, both Texas. Mr. Mertens has no other business interests indicated.

KBFC-AM-FM-TV Cheyenne, Wyo., KSTF

Scottsbluff, Neb., KTVS Sterling, Colo. and KVRW Rawlins, Wyo.—Seek transfer of control from Raymond F. and Marguerite P. List (5.6% before, none after) to Lillian D. Robert S., and William D. McCracken (47.5% before, 53.1% after). Principals: Robert S. McCracken, president, et al. McCracken family owns newspaper chain. Consideration: \$76,469.94. Ann. April 15.

ACTIONS

KREO Indio-Palm Springs, Calif.—Broadcast Bureau granted transfer of control from W. E. Dyché Jr., Edgar Younger, Tolbert Foster, Tom E. Foster and Kenneth C. Delp, to Jack Latham (80%) and Dr. Merton Hatch (20%). Principals: Mr. Latham is NBC west coast news commentator; Dr. Hatch is physician. Consideration \$189,037. Action April 16.

KGMV Misoula, Mont.—Broadcast Bureau granted assignment of license from Christian Enterprises Inc. to Mission Broadcasters Inc. for \$55,000. Principals: Carl E. Perry, president (20%) et al. Mr. Perry is ordaine minister. Action April 11.

WCUM-AM-FM Cumberland, Md.—Broadcast Bureau granted assignment of license from Group "B" Broadcasting Co. to WCUM Inc. for \$200,000 plus assumption of original purchase money mortgage balance. Principals of Group "B" Broadcasting Co.: Clifford S. Brown, president and Harry M. Brown, vice president (each 49%). Principals of WCUM Inc.: Thomas C. Feldman, president and treasurer, Ralph J. Baron, vice president, Susan C. Feldman, secretary and Judith M. Baron (each 25%). Mr. Feldman is general sales manager of WEBB Baltimore, 33.3% owner of restaurant. Mr. Baron is president, treasurer and 26% owner of WILA Danville, Va., vice president and 25% owner of WLEL Raleigh, N. C. and president and 40% owner of WENZ Highland Springs, Va. Mrs. Baron is secretary-treasurer and 40% owner of WENZ Highland Springs, Va., secretary and 50% owner of WILA Danville, Va. Mrs. Feldman is housewife and student. Action April 16.

WGIV Charlotte, N. C.—Broadcast Bureau granted assignment of license from Charlotte Radio and Television Corp. to WGIV Inc. for \$710,000. Principals: Tracy Broadcasting Co. (85%). Tracy is licensee of KGFJ Los Angeles; it is principally owned by Richard Stevens, who has an interest with his family in WFEC Harrisburg, Pa. Bernard Howard is 12% owner of Tracy and is also stockholder of KDON Salinas, Calif. and owns Bernard Howard & Co., station representatives. Action April 12.

WDBN(FM) Medina, Ohio—Broadcast Bureau granted assignment of license from Independent Music Broadcasters Inc. to WDBN Inc. for \$1,000,000. Principals: Robert McBride Miller, president (46.57%), Geier Investments (32.89%) et al. Mr. Miller is president director and 50% stockholder in United States Broadcasting Co., Cleveland radio-TV production, and holds one-sixth interest in family investment partnership. Miller family has 34% of stock and de facto control of Cleveland Broadcasting, Inc., licensee of WERE-AM-FM Cleveland, WLEC-AM-FM Sandusky, Ohio, and KFAC-AM-FM Los Angeles, Calif. Mr. Miller has 1.30% of the stock in Cleveland Broadcasting. Action April 10.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through April 17. 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.

Hanford, Calif.—Hanford Cable Co. has applied for a franchise. Installation and monthly fees would be \$15 and \$4.80 respectively for the proposed 12-channel system. Central Valley Cable TV Inc. of Fresno, Calif., is a previous applicant.

Pittsburg, Calif.—Tele-Vue Systems Inc. of Seattle (multiple CATV owner) has applied for a franchise. Monthly fee would be \$6.50 while the city would receive a one-time payment of \$3,000 and future annual payments of not less than \$2,500.

San Joaquin county, Calif.—Big Valley Cablevision has been granted a franchise for nonurban areas of the county. Monthly fee will be \$4.50. County will receive 7% of

annual gross revenues.

■ Chubbuck, Idaho — Bannock Cable TV has been granted a franchise. It will pay the city \$100 per month.

■ Clayton, Mo.—St. Louis Cablevision Co. has been granted a 20-year nonexclusive franchise.

Leipsic, Ohio—Shardeo Cablevision Inc. of Wapakoneta, Ohio, has applied for a franchise.

Hellertown, Pa. — Twin County Trans-Video Inc. (multiple CATV owner) Northampton, Pa., has applied for a franchise. Service Electric TV Cable Co. Inc. (multiple CATV owner) of Bethlehem, Pa., currently operates a system in the city.

Ft. Mill, S. C.—Shelby Cablevision Inc. of Shelby, N. C., has applied for a franchise. Monthly fee would be approximately \$5.

■ Midland, Tex.—Tall City Cable Co. has been granted a franchise. Monthly charge for the proposed 12-channel system will be \$5.25 with free installation during the first month of operation. City is due to receive a one-time payment of \$2,500 plus 4% of annual gross revenue.

■ Pearisburg, Va.—C. Harry Anglin, d/b as Clear-View Cable TV Inc., of Martinsville, Va., has been granted a franchise. Installation and monthly fee will be \$20 and \$5, respectively.

PPOINTING with pride is an exercise that comes easily to Roger LeGrand, vice president of Storer Broadcasting Co. and general manager of WITI-TV Milwaukee. It also is not easy for him to conceal the pleasure of the pointing.

Most of the time, however, he focuses attention upon the accomplishments of the broadcasting profession as a whole although he often may use examples from among his experiences at WITI-TV. When he does cite achievements on the home ground, Mr. LeGrand usually does so with particular mention of the key staff members involved.

"Milwaukee is blessed to have three outstanding VHF television stations and a good UHF outlet too," he says. "They all set rather high standards."

Mr. LeGrand observes that WITI-TV has good competitors among its fellow outlets but the Storer station comes off "a darned good competitor too. We have the ultimate in full-color physical equipment. We were the first to have tape and we were the first in the state with hard-hitting editorials that have great impact and respect in the whole community." He also is proud of WITI-TV's strong local news record.

A First • Mr. LeGrand several weeks ago was selected as the first to receive the new annual "Communicator of the Year" award of the Graphic Communications Industry of Milwaukee. The honor was created by the city's graphic arts association to recognize those not directly involved in the print media field who have distinguished themselves in dedication to the cause of communications and have especially worked toward increasing the stature of the communications industry both in the city and the state.

Last night (April 21) Mr. LeGrand and WITI-TV also were honored at the Milwaukee Press Club as the station was presented the "documentary of the year" award for the color special, *Voices of the Inner City*, aired last December and directed toward the problems of the urban ghetto. This recognition, Mr. LeGrand feels, points to his basic philosophy that what comes off the end of the tube in the living room is what really counts.

"And what comes off the tube," he says, "is not the result of mere physical equipment. It is the result of the creative efforts of a lot of talented and dedicated people," which brings Mr. LeGrand to another of his basic tenets: "People are more important than facilities."

Caring for the individual includes giving him adequate tools to do his job effectively, Mr. LeGrand indicates. It also means giving each staff member a challenge to do his best so the station, in turn, can do its best in caring for its audience.

His station is good, but so is the competition

Since Mr. LeGrand took over management of WITI-TV in 1961 the station's news staff has doubled. It now boasts 20 full-time people plus the frequent services of almost an equal number of stringer cameramen-reporters throughout Wisconsin. WITI-TV processes its own color news film, having purchased the big Houston Fearless film processor that was exhibited at the National Association of Broadcasters convention two years ago.

On-air editorials were begun under Mr. LeGrand's direction in February 1962. They have won many honors, including Alfred P. Sloan and National

Freedoms Foundation awards. Even though some editorial positions provoke postmidnight calls to him at his published home phone, the editorials must treat gut issues to have any value or be helpful, Mr. LeGrand feels.

Another project of which he is especially proud is the station's monthly series, *Perspective Inner Core*, coproduced with local Negro leaders. It was initiated two years ago as a means of presenting the positive side of Negro life. Aired Saturday 6-6:30 p.m., the program enables the Negro "to tell his own story and to build with pride," Mr. LeGrand says.

On the business side of the ledger, Mr. LeGrand also has focused special attention. Based on his background of varied agency experience before moving to WITI-TV, he is well aware of the needs of the sponsor in broadcast advertising. Under his leadership, WITI-TV has worked aggressively in educating the local retailer on how best to use television effectively. The station regularly assists in production of color video-tape and film commercials. Color saturation in the market now is at 30%.

A Milwaukee native, Mr. LeGrand grew up working at all manner of jobs to help out at home. His father died at an early age. The spark of his interest in communications was to be seen while still a youngster. Mr. LeGrand created and published his own "newspaper" while still in the eighth grade.

In the Middle • Its penny-a-copy success spurred him on to other journalism achievements both in high school and college. During World War II Navy Lieutenant LeGrand saw still another facet of the communications world while stationed in London and functioning as top secret officer handling exchanges between President Roosevelt and Prime Minister Churchill.

Following the war he joined Cramer-Krasselt Co., Milwaukee, as copy writer and account executive, positions that soon involved him deeply in radio advertising and eventually TV. He subsequently became vice president and director of radio-TV for the agency.

One of his early television accounts was First Federal Savings and Loan, which at that time ranked sixth in the state with assets of around \$6 million. Today it claims top spot with \$290 million in assets. "First Federal did it primarily through television plus good management," Mr. LeGrand observes.

Among his other pioneer TV accounts: Charmin toilet tissue and Evinrude outboard motors.

It wasn't easy to get air exposure for Charmin at first, he recalls, because of the taboos of the time on such products. But with lots of soft music and silken-voiced announcing, the spots finally got through network clearance, he remembers. "And just look where they are today."

WEEK'S PROFILE



Roger William LeGrand—VP of Storer Broadcasting Co. and general manager of WITI-TV Milwaukee; b. Oct. 18, 1918, Milwaukee; University of Wisconsin BA journalism-advertising, 1939; assistant advertising manager, Weyenberg Shoe Co., Milwaukee, 1940; U.S. Navy, 1941-45; joined Cramer-Krasselt Co., Milwaukee, in 1945 as copywriter and account executive subsequently becoming VP for radio-TV; left agency in 1961 to become manager WITI-TV; elected VP of Storer, 1964; VP-director of Wisconsin Broadcasters Association and Metropolitan Milwaukee Association of Commerce; director of Better Business Bureau and active as officer or member of many other local civic and charitable organizations; m. Ruth Harrington of Boston Aug. 4, 1944; children—Roger Jr. 21, Kathryn 20, Mark 17, David 16, Steve 14 and Monica 10; hobbies—golf and spectator sports.

They're off

NOW that President Johnson has read himself out of the competition, this year's race for the White House is likely to be the hottest, possibly the dirtiest, and most certainly one that will make the heaviest use of radio and television ever. Races for other offices will follow suit.

What looked like a closed contest between the incumbent Mr. Johnson and the aspiring Richard Nixon now threatens to become a wide-open scramble for both the Democrats and Republicans. And sitting on the top board of strategy in each candidate's corner will be an advertising agency, trained in the intricacies of spot campaigns. Ghosts are putting pearly words of vision and wisdom in the mouths of the candidates who are already off and running. Others are building inventories for the thus-far-unannounced or reluctant candidates.

Charges have begun to fly about pre-emption of choice spots in the primaries by the well-heeled Bobby Kennedy organization. But that is only the beginning. There will be complaints, not only at the presidential level, but about campaigns for state and local offices.

This election year broadcasters are on the hottest spot ever. Everybody is now an expert. Everybody is watching and counting.

How much political time can a network or station sell and maintain program balance? There will be watchdog committees. Broadcasters must be sure that there's adequate and reasonably equivalent time available—at exactly the same rates—for other qualified candidates for the same office.

There's more involved than money. Politicians, in their secret hearts, want free time. We suspect most members of both parties in both Senate and House would like to legislate free time, if they could do it for themselves and not for their adversaries.

This year more than ever it's essential to watch for the gimmicks. Count those spots and watch those rate cards as never before.

Mutiny at the FCC

THE FCC is falling into a state of disarray that is bordering on anarchy. In defiance of the law, which states that majority decisions are binding, individual commissioners are attempting to impose regulations of their own.

The latest and probably baldest excursion into regulation by a minority has been taken by a minority of two, Commissioners Kenneth A. Cox and Nicholas Johnson. As reported in last Monday's issue of this publication, these two commissioners have asked applicants for license renewals to supply information that an FCC majority has formally decided is none of the government's business.

In letters on official FCC stationery the two commissioners have inquired into details of station programming that is clearly outside the legal authority of the FCC to review. They have asked the television networks to supply records of clearance of network news and public-affairs programs on affiliated stations whose licenses are under scrutiny. They have asked the licensees to report the number of their employees who represent "minority groups," implying that quotas of Negro employment may become a condition of FCC licensing.

As BROADCASTING's story in its April 15 issue pointed out, the stations receiving the Cox-Johnson letter are under no legal compulsion to reply—although that fact was not men-

tioned in the letter. Also, as BROADCASTING reported, there is a question whether the two commissioners violated a law requiring independent agencies to obtain approval of the U. S. Budget Bureau before sending out quantities of more than 10 questionnaires. That question is now understood to be under study at the Budget Bureau.

But whatever the legalities—or illegalities—of the Cox-Johnson letters, the 59 licensees in Oklahoma that have been selected to receive them have been put in an awkward position. To refuse cooperation is to risk the loss of two votes on any future matter that may come before the seven-member commission.

To ask stations to run that risk is to ask a lot. But the Oklahoma stations must realize that if they submit to the Cox-Johnson pressure, they will be establishing a precedent to encumber broadcasters everywhere. Hopefully the Oklahomans will politely but unanimously decline to reply.

That, however, will not correct the condition that has permitted the Messrs. Cox and Johnson to strike out on their own in this instance. What is needed at the FCC is a complete overhaul, possibly a reorganization.

The balance of voting power at the commission is now precarious, with the swing vote frequently exercised by Lee Loevinger who has said he wants to quit at the end of his term, next June 30. If a Loevinger successor fell into the Cox-Johnson camp, the whole complexion of broadcast regulation would be radically changed. Mr. Cox's term runs until June 30, 1970; Mr. Johnson's until June 30, 1973.

Whatever happens to the Loevinger seat, there will be no end soon to the divisiveness that now besets the agency. Perhaps it is time for the Congress to disband the agency and replace it with a new structure and new appointees.

The selling proposition

THERE are signs of a recovery of momentum in the sale of television advertising. As a story elsewhere in this issue reports, national spot is perking up. As a story in the April 15 issue reported, network volume in the first quarter of this year was some 4% ahead of volume in the same period of 1967.

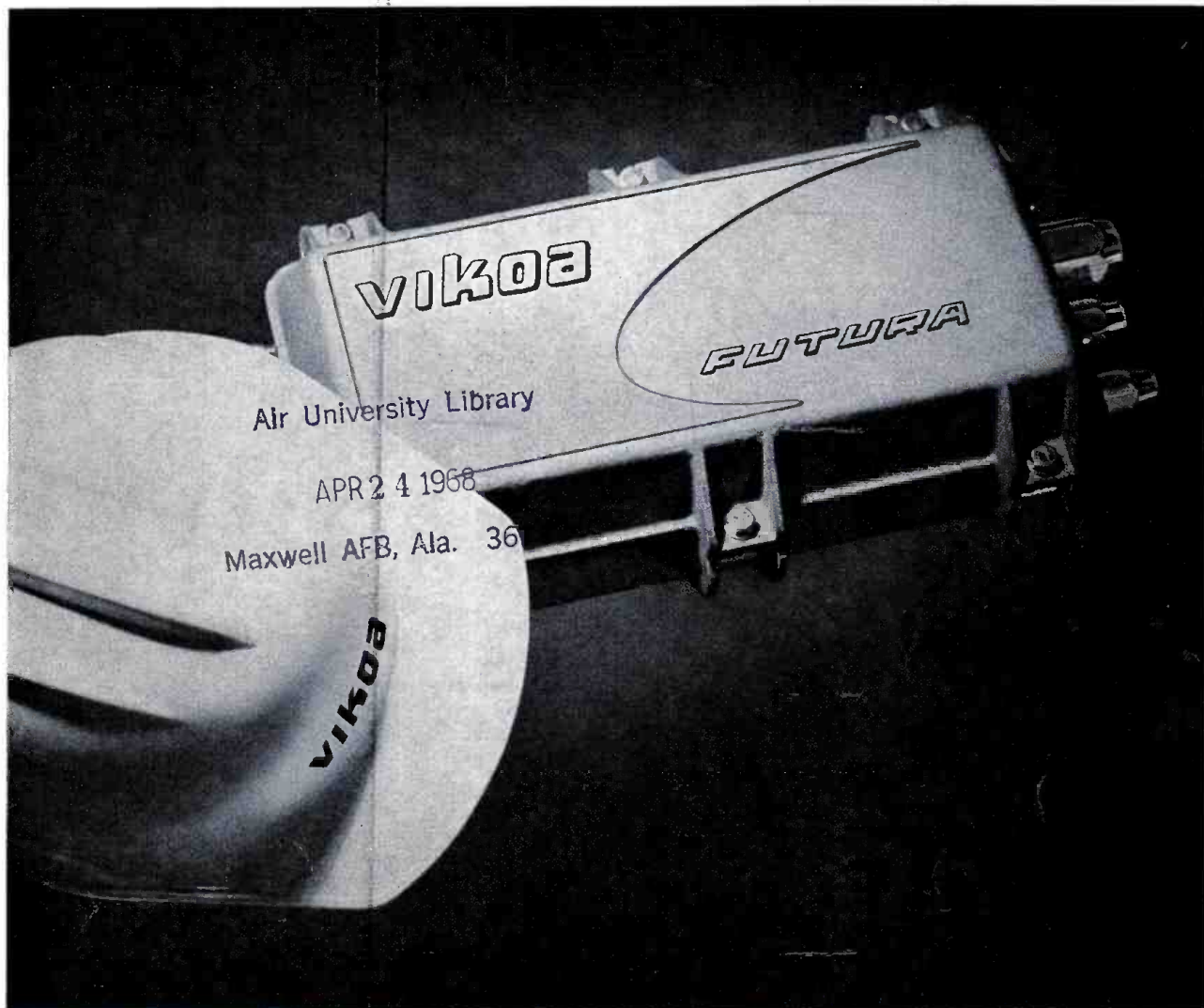
The encouragement to be derived from the recent sales activity ought to stimulate harder and more creative selling and promotion. The curve of sales will escalate as the selling effort is intensified.



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(12 channels, — 57 db cross mod.,
5 db block-tilt)

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(0 db pad, full gain): 5 dbmv
(10 db pad, 6 db switch,
5 db gain reduction): 26 dbmv

Tilt Controls (continuous): 8 db cable
at ch. 13 (switches): 10 db, 17 db
cable at ch. 13

V.S.W.R. — 75 OHMS (line input):
18 db return loss (line output): 16.5
db return loss

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