MAY 6, 1968 50 CENTS 37TH YEAR

Broadcasting

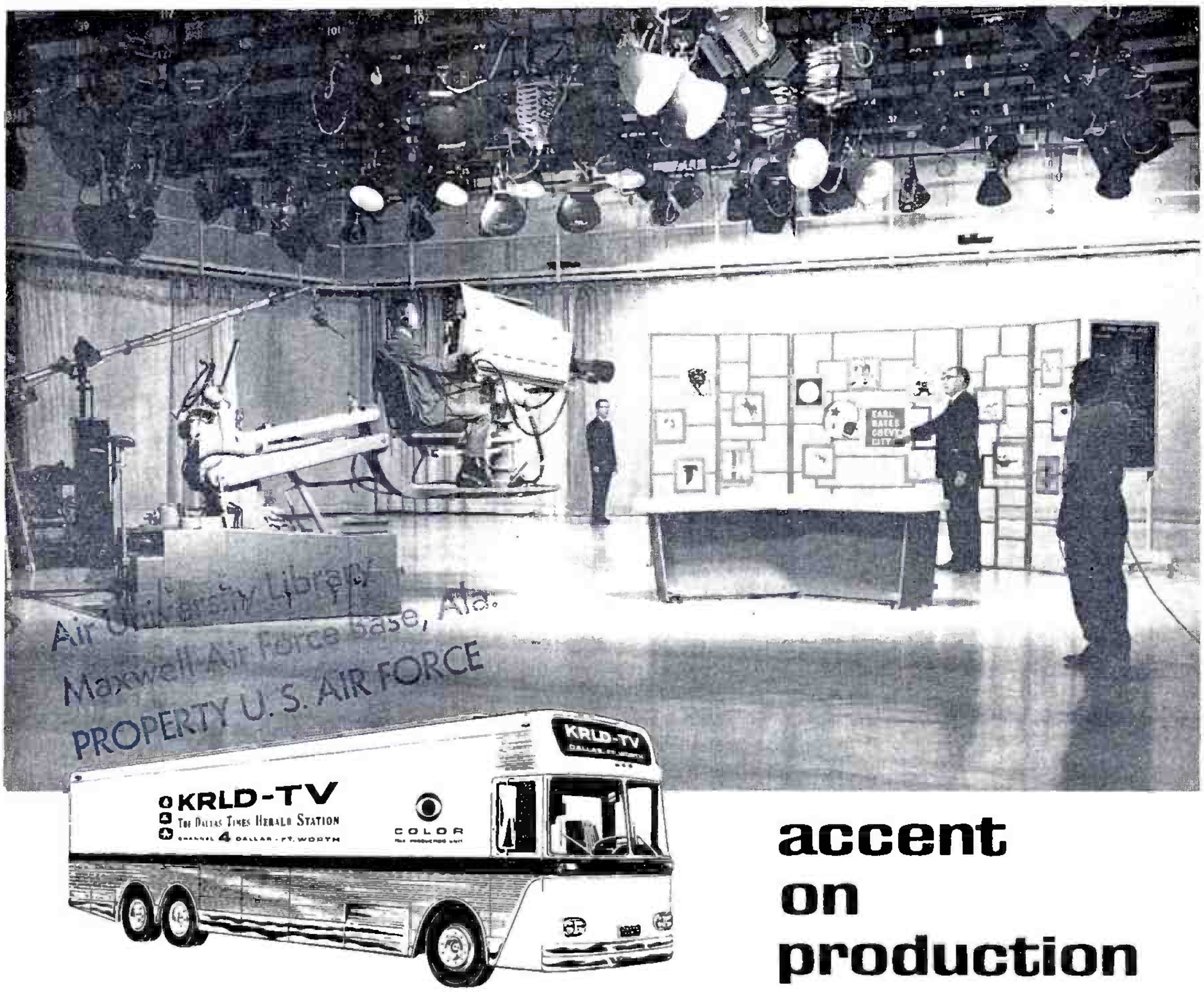
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

First Again!

- *Best for General Excellence of News Presentation*
- *Best Regular Local News Program*
- *Best Regular Local Sports Show*
- *Best Regular Local Farm Show*

THE WWJ STATIONS



accent on production capability

A southern plantation in Louisiana — the flight deck of an aircraft carrier — a major sports event — or whether it be in the ultra-modern studio facilities of KRLD-TV, the accent is on production capabilities.

The most sophisticated television equipment available is incorporated in Channel 4's studio facilities and 40-foot color tele-production cruiser. Included are 8 PE 250/retrofitted to PE 350 color cameras, 6 Ampex color video-tape recorders, Editec and electronic editors, and Riker switchers and special effects amplifiers.

Channel 4 combines the ultimate in studios and equipment with the technical know-how to meet your highest color standards.

Contact KRLD-TV for your next video-tape production.

KRLD-TV

DALLAS — FT. WORTH

represented nationally by HR

The Dallas Times Herald Station

CLYDE W. REMBERT, President

CLOSED CIRCUIT®

Deal in Albany

In contract stage is proposed sale of ch. 13 WAST(TV) Albany, N. Y. by Glen Alden, corporate conglomerate, to Sonderling Broadcasting Corp. for $8 million cash. When Glen Alden acquired Stanley-Warner theater chain (owner of WAST) through merger, it agreed to spin off TV outlet and subsequently entered into $8.5-million deal with RKO General, which later was cancelled (BROADCASTING, Jan. 1, Feb. 19, March 4). WAST(TV) is ABC-TV outlet $1,000-per-hour base rate.

Sonderling last December received approval of its first television acquisition—ch. 32 WLKY-TV *Louisville, Ky., for $6,860,000. Corporation, which also went public last year, has these radio operations:* WOPA-AM-FM *Oak Park Ill.;* WDIA-AM-FM *Memphis;* KDIA *Oakland and* KFOX-AM-FM *Long Beach, both California;* WWRL *New York and* WOL-AM-FM *Washington.*

Phasing out

FCC Commissioner Lee Loevinger, who underwent minor surgery (hemorrhoidectomy) last Friday, won't figure as prominently in FCC affairs as he approaches end of his term June 30. He'll be in hospital or at home for next three weeks and presumably after that will be disposed to phase out his work preparatory to his planned return to private life. Expectation is that Mr. Loevinger will remain in Washington in legal practice and probably in other business pursuits.

It's expected Commissioner Loevinger will participate in FCC actions when his vote might be decisive, but his obvious intention is to avoid involvement in decisions that might result in conflicts once he enters practice. Judge Loevinger, former assistant attorney general in charge of antitrust and former Minnesota Supreme Court judge, began his FCC career June 11, 1963, and has enlivened practically every policy-making action to develop during his tenure. Among other things, it's expected he will actively work for nomination and election of his longtime friend, Vice President Hubert H. Humphrey.

Closing act

Leonard H. Marks will definitely leave his post as director of United States Information Agency in January, no matter what the makeup of new administration in White House. His only immediate plan is to rejoin communications law firm of Cohn & Marks, Washington. Mr. Marks, apparently, is not looking beyond that move at this time.

First all-inclusive management study of Voice of America in its quarter of century of operations has been initiated by Mr. Marks. Howard Chernoff, former broadcast and newspaper executive who was called out of retirement on West Coast last January as consultant, primarily to supervise U. S. exhibit at 1970 Japanese World's Fair at Osaka, has been given additional assignment and is working with special staff of three USIA career men. Voice has 2,300 employes in Washington and budget of $29 million, about one-fourth of USIA's total. Survey will not cover programing policies.

Easing standards

New effort will be made to eliminate restriction on personal-product advertising from National Association of Broadcasters television code. At May 20-21 meeting of TV code board in New York, staff will recommend that long-standing ban be replaced by procedure that will consider commercials case-by-case based on general standards of good taste. Similar ban was removed from radio code in 1965.

TV code contains interpretation specifying hemorrhoid-treatment and feminine-hygiene products as being included in personal-product ban. Prompting new proposal is series of spots by Alberto-Culver for FDS, feminine deodorant spray. At last meeting in December, code board refused exemption to several stations carrying FDS spots, but it asked code staff to come up with recommendations on overhaul of general ban.

Word from top

Anybody who thinks TV's economic growth is past its peak will get rousingly different story from Frank Stanton, CBS president, who's set to preempt scheduled luncheon speaker next Tuesday (May 14) at CBS-TV Affiliates Association's annual meeting in Los Angeles. He's expected to give highly bullish report on TV's economic outlook, and also to renew appeal for suspension of equal-time requirements for presidential and vice presidential candidates from primaries to election day. John A. Schneider, president of CBS/Broadcast Group, who had been scheduled to speak Tuesday but urged Dr. Stanton to appear instead, will be heard at Wednesday (May 15) luncheon.

Dusted off

Revived interest in old radio shows has resulted in bringing another out of mothballs. *Lum and Abner*, which ran on NBC and CBS from 1931 to early 1950's, has been resurrected by one of its founders, Chester Lauck, and is now being carried on 10 stations of Arkansas Radio Network. Mr. Lauck kept recordings of 15-minutes shows and has more than 1,100 transferred to tape and ready for broadcast. Tapes could run four years, stripped five per week. KARK Little Rock, which is feeding state network, has been asked by Mr. Lauck to handle show nationally.

Risky contests

Despite FCC ruling that contest sponsored by Pepsi-Cola in Greenville, S. C., constituted lottery, contests like it, and sponsored by various soft-drink bottlers, are springing up all over country. One result is that worried broadcasters, afraid to take contest that might be lottery, but loath to lose business to competitor, are swamping commission with questions as to whether particular contest offered them would violate lottery law. Commission staffers are considering suggestion that commission issue clarifying public notice.

Time trouble

Arizona's decision to stay on standard time while rest of country except Hawaii is on daylight savings time is playing havoc with TV network affiliates. KOOL-TV Phoenix, CBS-TV affiliate, for example, had to buy fifth high-band color video-tape recorder for specific purpose of locally taping entire Monday through Friday network nighttime schedule for delay playback in sequence. Network feed comes in from 4:30 p.m. to 8 p.m. and is played back from 6:30 through 10. Station says it hasn't "enough men, money and equipment" to tape on weekends so all network feeds are played live, which puts Jackie Gleason on at 4:30 and Ed Sullivan at 5:30. Also daytime throughout week is by necessity carried live with *Captain Kangaroo* played at 6 a.m.

SIZE
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WEEK IN BRIEF

FCC Commissioners Lee and Cox propose new government restraints on TV network affiliation practices, virtual suspension of station switches while FCC searches for way to strengthen ABC-TV's competitive position. See . . .

AFFILIATE FREEZE? . . . 31

ABC-TV's affiliates meeting in Los Angeles turns into "real nice clambake" with air of accord, hum of harmony. Not a discouraging word is heard as affiliates, executives concentrate efforts to reason together. See . . .

GOLDENSON-RULE THEME . . . 33

Richard Pinkham of Ted Bates & Co. during Association of National Advertisers' TV management seminar offers his solutions to TV ills. One of them: TV stations should pay their networks for network programs they carry. See . . .

TV'S PAY NETWORKS? . . . 37

Radio Advertising Bureau's 1967 spot radio report shows last quarter surge offsetting preceding slump, spot sales held to .5% ahead of their 1966 levels, though national billings seem to be rebounding strongly. See . . .

RADIO'S GARRISON FINISH . . . 44

NBC finds not everyone likes televised Hollywood awards shows including FCC which censures network for "substantially" misleading public while airing Hollywood Golden Globe awards. See . . .

NBC AWARDS LOSER . . . 64

House Appropriations Subcommittee members eye FCC's application-fee system, may want fee based on value of broadcast facility involved; impatient with progress made in solving land-mobile radio's needs. See . . .

FCC FEE HIKE . . . 59

House Investigations Subcommittee is going to get its licks in first by probing whether pot party was staged by WBBM-TV Chicago. Public hearing is planned; FCC inquiry is next after House probe. See . . .

STAGGERS HARVESTS GRASS . . . 68

Commissioners Cox and Johnson bow to congressional interest in their Oklahoma programing survey, say survey not official action, broadcasters who don't reply won't have that held against them at renewal time. See . . .

HILL PRESSURE . . . 72

Metromedia gears up its news coverage with expanded staff to cover political conventions this year, longer nightly newscasts, interconnection between its WNEW-TV New York and WTTG(TV) Washington facilities. See . . .

METROMEDIA STEPS UP . . . 76

Reports that Edgar Bronfman and associates are attempting to gain control of MGM are confirmed. They want more representation on MGM board, suggest president O'Brien step down and out to become chairman. See . . .

BATTLE FOR MGM . . . 82

DEPARTMENTS

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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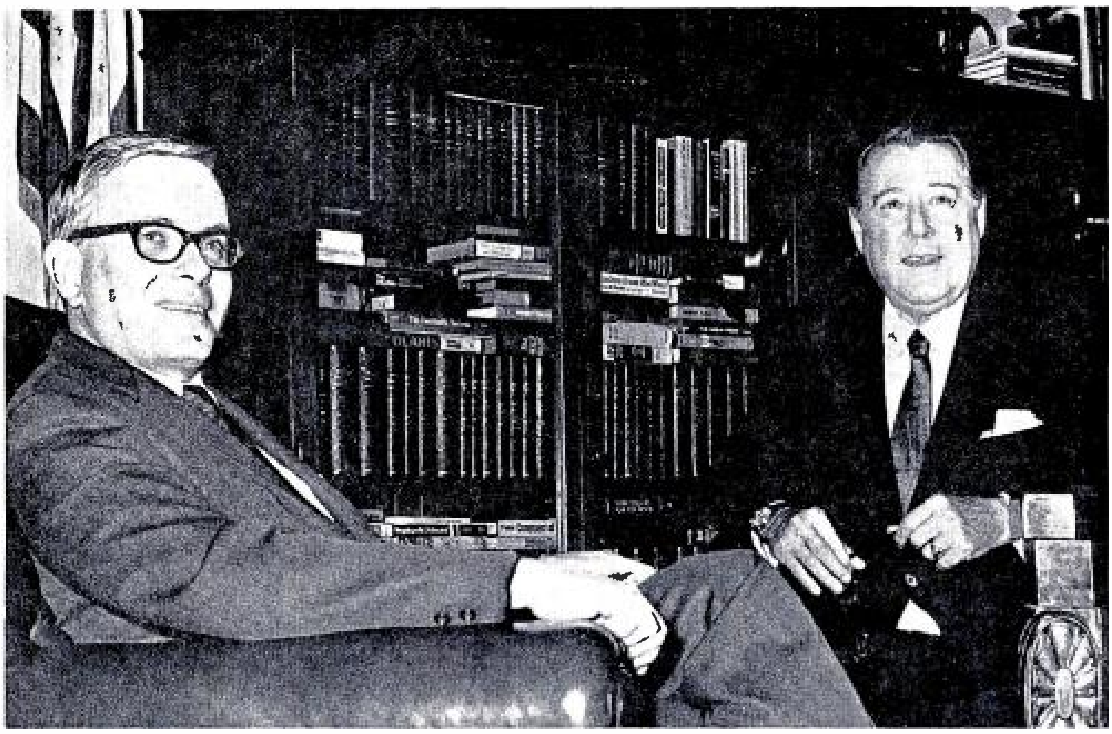
What makes a station STAND TALL?



Wes Vernon, left, with U.S. Sen. Warren Magnuson, D-Wash.

Assigning a Top Newsman Where the News Happens

Wes Vernon is the Bonneville Group's man in the news capital of the world — Washington, D.C. His job: to transform facts — the raw material of the news of our Nation's Capital — into colorful, timely, locally-oriented stories for Bonneville stations' listeners and viewers.

Wes knows politics and he knows politicians. This 20-year news veteran gets the facts because he's closely associated with the men in Congress and government agencies — especially those from our stations' broadcast areas. After all, their business is his business and his business is vital to their business.

But facts alone do not always make a news story. Wes sifts the facts, mixes the interesting and significant ones with background information, adds interpretation, garnishes with the local touch, then serves to our audiences — hot.

The Bonneville stations know that having a man like Wes in Washington is essential in our effort to best serve our broadcast communities.

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

*Affiliated With

**C.P.

The BONNEVILLE Group

Bonneville International Corp.

Asks pay TV extension for Hartford test

RKO General Inc. has asked FCC for second three-year extension of company's pay-television experiment on WHCT(TV) (ch. 18) Hartford, Conn.

RKO General's request, filed Friday (May 3), is for continuation of on-air trial of Zenith's Phonevision system for three years, or until commission concludes rulemaking proceeding looking to authorization of pay-television as regular, nationwide service.

Company began experiment in 1962, received one three-year extension of authorization in 1965. Present grant expires June 28.

Petition for extension is regarded as something of surprise in view of a speculation that RKO General was considering closing down Hartford pay-TV operation (CLOSED CIRCUIT, Dec. 4, 1967).

Meanwhile, office of Senator George Murphy (R-Calif.) reported encouraging reaction to senator's speech citing pay TV as one important solution to film industry's unemployment and runaway-production problems. He made comments on Senate floor May 2.

Senator said "subscription television will make it possible for Hollywood to employ best of talent in finest of productions," noted that top film stars are lining up to support pay TV "as a means to insure the survival of Hollywood."

Pay TV, senator added, "will strengthen television industry by giving public new options. . . ." He said that as long as there are products to sell, programs paid for by advertising will continue to be available.

Satisfied with security

NBC said Friday (May 3) it was satisfied that security precautions it had insisted upon in Golden Globes Award selections was followed for this year's broadcast. Network made comment after FCC had issued reprimand for way ceremonies were handled prior to 1968 broadcast (see page 64).

Avco acquires Embassy

AVCO Corp. and Embassy Pictures Corp. have reached agreement whereby AVCO will acquire all outstanding capital stock of Embassy Pictures for $40 million in AVCO preferred and common stock, it was announced Friday (May 3).

James R. Kerr, president and chief operating officer of AVCO, said Embassy will be operated as wholly owned subsidiary of AVCO. Joseph E. Levine, who has been chairman and president of Embassy, will continue as chief executive officer of motion picture and television production company under long-term employment contract.

NAB signs contract for program diversity study

Herman W. Land Associates, New York, has been signed by National Association of Broadcasters to do initial research in NAB's portion of industry attempt to battle potential spectrum grab. Land firm, which last year did rush, two-month study for radio division of National Association of Educational Broadcasters, will include in NAB study, survey of member stations and networks.

Firm will attempt to ascertain diversity of programing now available to public and how it is distributed, and what public might get under wired city system. Research is being undertaken as part of broadcasting's answer to studies now underway by President's Task Force on Telecommunications policy.

Task Force is scheduled to issue its report in August or September. Land study is targeted for delivery to task force staff by end of June.

NAB has budgeted up to $100,000 for all research projects it will undertake in spectrum study.

House group cuts FCC

FCC got bad news Friday (May 3) when House Appropriations Committee cut $1.5 million from total being sought for fiscal 1969.

Committee approved $650,000 increase over fiscal 1968 funds but increase only covers congressionally-ordered pay raises "and other mandatory costs."

Approved by committee was $19,750,000. President had recommended $21,271,000.

Networks responding to Cox, Johnson, somewhat

CBS has reportedly given FCC Commissioners Kenneth A. Cox and Nicholas Johnson half—least significant half—of what they requested in connection with programing survey of group of Oklahoma broadcasters (see page 72).

CBS spokesman Friday (May 3) said company had replied to commissioners' letter requesting list of news and public affairs programs CBS-TV had carried since Dec. 1, 1967, and report on record of their Oklahoma affiliates in clearing for them. Spokesman declined to divulge details.

Other sources said CBS provided information on network programs offered, but not on station clearances.

ABC said it has supplied commissioners with requested information. NBC officials said they are "preparing material for a response" but gave no indication of nature.

Reynolds Foods leaves Pritchard, Wood agency

Pritchard, Wood, New York, has resigned estimated $2-million account of R. J. Reynolds Foods Inc. because of "higher costs in relation to present billings." Account had been at Pritchard, Wood about 1 year.

Reynolds Foods' other agencies, J. Walter Thompson, Dancer-Fitzgerald-Sample, William Esty, MacManus, John & Adams and Norsworthy-Mercer, are being considered along with outside

Networks prepare for Paris peace parley

Top newsmen met late Friday afternoon (May 3) at NBC headquarters in New York to discuss pool coverage of upcoming Paris peace talks between U. S. and North Vietnam.

NBC News will handle pool arrangements, overseeing live color coverage to U. S. via satellites. NBC's Ray Lockhart named producer.

Network newsmen said weekend would be spent marshalling resources for what may prove to be long-term news event. NBC for instance, said it will send to Paris 60-man news team, headed by Chet Huntley, and will produce nightly live news special at 11:30 p.m. for duration of talks. ABC and CBS said they too are preparing "big effort."

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. Reisinger

Walter C. Reisinger, media coordinator—corporate advertising, marketing director for consumer products division and member of board of directors, Anheuser-Busch Inc., St. Louis, elected VP — corporate advertising and promotions. In newly created position, he will evaluate levels of media and advertising expenditures and coordinate media placement for corporate brands. Mr. Reisinger joined Anheuser-Busch in 1946 as junior executive in president's office, was named salesman with New York branch in 1947, returned to St. Louis sales department in 1949 and later was named assistant sales promotion manager. He was appointed assistant advertising manager—Budweiser in 1950 and in 1958 was named advertising manager—Busch Bavarian.

Eddie Smardan, VP and media director, Carson/Roberts/Inc., Los Angeles, appointed to newlycreated position of VP, media. In new job, Mr. Smardan, who has worked as on-air radio personality, program producer, and time and film salesman, will continue to handle network negotiations and programing. He is succeeded as media director by **Wendell Eastling,** with C/R since last year as media supervisor.


Mr. Smardan


Mr. Eastling


Mr. Kaufman

Robert J. Kaufman, VP for program and sales contracts at ABC, New York, has been appointed ABC's VP and general attorney, network governmental regulation. He will be responsible for FCC matters, regulatory problems, broadcast litigation and related fields. Since joining ABC in 1955, Mr. Kaufman has held posts of assistant general counsel for ABC-TV, and general attorney for program and sales contracts in ABC's legal department. He was assistant general counsel of the DuMont Broadcasting Corp. before he joined ABC.


Mr. Richdale


Mr. Borba

James C. Richdale Jr., general manager of Corinthian Broadcasting Corp.'s KHOU-TV Houston, named corporate VP and moves to New York as president of newly created Corinthian Television Stations Division, effective June 1. **Dean Borba,** program manager of KHOU-TV and with Corinthian since 1955, succeeds Mr. Richdale as general manager. **Charles H. Tower** named executive VP of new division (see page 54).


Mr. Buckhout

Clay Buckhout, VP and senior advertising and marketing executive of Time Inc., named to head Washington office that American Association of Advertising Agencies plans to open late this year or in early 1969. (BROADCASTING, April 29). Mr. Buckhout, 57, joined time in 1939 as assistant to general manager of *Life*, which he subsequently served as advertising manager and advertising director from 1947 to 1961. Since then he has worked on wide-ranging corporate assignments for major station and CATV owner.

Hugh M. Beville Jr., 60, divisional VP, planning, NBC, retires to follow university teaching career but retain corporate affiliation as consultant. **Allen R. Cooper,** 46, director, corporate planning, NBC, succeeds him. Mr. Beville, who joined NBC in 1930, was appointed chief statistician in 1935, research manager in 1939 and director of research in 1941. He became director, research and planning in 1952, VP, planning and development in 1956; VP, planning and research in 1958, and VP, planning in 1964. Mr. Cooper, who left Foote, Cone & Belding in 1951 and Ogilvy & Mather following year to join NBC as rate specialist, was named markets and media manager in 1952.


Mr. Beville


Mr. Cooper

For other personnel changes of the week see FATES & FORTUNES

agencies as new home for account.

Products involved are My-T-Fine Desserts, Vermont Maid Syrups, College Inn products, Vegemato, Davis Baking Powder, Swel Frostings, Cocomelt, Penick Syrups and Filler Snack Products. My-T-Fine and Vermont Maid radio billings for 1967 totaled $548,000—$388,000 in spot and $160,000 in network—according to Radio Advertising Bureau figures.

Invest in Trans-Lux

Standard & Poors Corp., wholly owned subsidiary of McGraw-Hill Inc., has purchased 50,000 shares of Trans-Lux common stock for investment purposes, it was announced Friday (May 3).

Transaction was part of sale wherein Harry Brandt Foundation, Harry Brandt and members of his family are selling 135,000 shares of common stock for undisclosed amount of cash. Other 85,000 shares are being acquired by group of investment funds, it was stated.

After transactions, selling group and other management members will retain 45% of 763,284 shares currently outstanding. Trans-Lux common stock closed Friday on American Stock Exchange at 49¾, down ¼.

ANOTHER WIS TELEVISION "MARK OF EXCELLENCE"

george foster peabody award

WIS-TV is proud to be the recipient of the
1967 George Foster Peabody Award for distinguished
achievement and meritorious public service
in the category of Children's Programs

CLASSIFICATION: Television Youth or Children's Programs
WINNER: "Mr. Knozit" (WIS-TV — NBC)
RECIPIENT: Mr. Joe Pinner

"Mr. Knozit" is something more than an "electronic baby-sitter." It is a unique children's program which has provided its followers with wholesome amusement and a source of education and experience involving their community, and country, the world, and the universe. In recognition, a Peabody Award for Television Youth and Children's Programs.

GEORGE FOSTER PEABODY ADVISORY BOARD

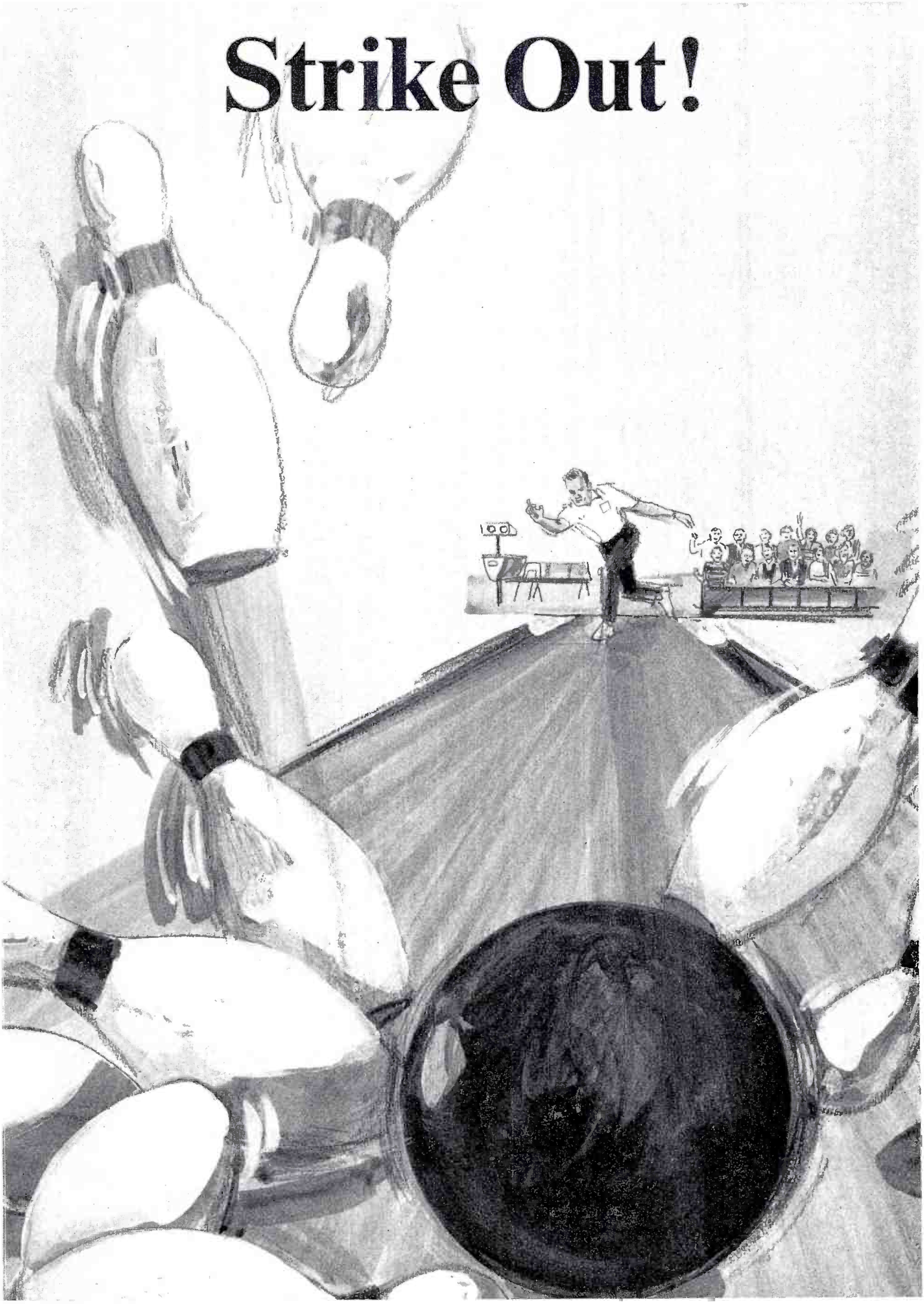
WIS TELEVISION

CHANNEL 10 NBC/COLUMBIA, S. C.

CARTER HARDWICK Senior Vice President and General Manager

A STATION OF COSMOS BROADCASTING CORPORATION, G. RICHARD SHAFTO, PRESIDENT COSMOS REPRESENTED BY P·G·W

Strike Out!



Sell Out!

WHEN YOUR RATINGS "score" needs a boost—or spot sales are lagging—"Championship Bowling" can give them a real lift. Entering its 15th successful year, this completely revitalized show will attract an even greater audience. New, exciting additions to the show assure increased viewing. Our special Merchandising Plan, for participating spot advertisers, makes the package a sales "strike." This *proved* promotion program will build sales for you . . . and your clients.

FIFTY-TWO TOP STARS of the bowling world compete for $75,000 prize money on "Championship Bowling." There are 26 completely new *color* shows available. Each is ½ hour of Videotape live dramatic action and suspense. Leading professionals like Don Carter, Dick Weber, Dave Davis, Ray Bluth, Harry Smith, Jim Stefanich, Carmen Salvino, and many others, show their skills. And now—a new feature has been added. A one-game "best ball" duel increases viewer interest and brings out the best performance of the competing players. Two teams, of two bowlers each, vie for additional awards including special bonuses for "300" games. Suspense is carried to the final ball.

JOIN THE ACTION! "Strike out" . . . by ordering "Championship Bowling." Sell out . . . before competition gets rolling. Call us collect: (312) 467-5220—or write Walter Schwimmer Division of Bing Crosby Productions, 410 North Michigan Avenue, Chicago, Illinois, 60611.

NEW ANNOUNCER—Bud Palmer takes over as the voice of "Championship Bowling." This well-known athlete and sportscaster has MC'ed every important sporting event. He brings experience and a new dimension of excitement to an already colorful series.

OLD PRO—Bill Bunetta, himself an outstanding kegler, will assist Bud by supplying "color" about the contestants and their records. Bunetta, also a competitor in the series, will point up for the viewers the special skills and various styles of the other competing stars.

Now in its 15th successful year

"Championship Bowling"

in color

from the Walter Schwimmer Division

Bing Crosby Productions

A Subsidiary of Cox Broadcasting Corporation

DATEBOOK

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

■**Indicates first or revised listing.**

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

May 6-7—Meeting of National Association of Broadcasters Secondary Market Television Committee. Washington.

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—14th annual Education-Industry Conference on Advertising, sponsored by University of Georgia school of journalism and National Association of Manufacturers. Speakers include: Mel Everitt, assistant division manager, National Association of Manufacturers, and John E. Drewry, dean of University school of journalism. Athens, Ga.

May 7—Special meeting of stockholders of The Walter Reade Organization Inc., to elect board of directors, to authorize new class of 500,000 shares of preferred stock and to transact other business. New York.

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.

May 7—Annual stockholders meeting, Teleprompter Corp., to elect directors, to vote on increase of authorized common shares to 4 million and creation of new class of 500,000 preferred shares, to approve employe share purchase plan, and to transact other business. New York.

May 7—Deadline for comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

May 7-9—National Association of Educational Broadcasters sixth instructional television conference. Sheraton-Jefferson, St. Louis.

May 8—Joint meeting of National Association of Broadcasters and National Cable Television Association committees on CATV copyright. Madison hotel, Washington.

May 8—Michigan Association of Broadcasters annual congressional dinner. Madison hotel, Washington.

1968 RAB REGIONAL SALES CLINICS

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.

May 8 — Spring meeting of the Alabama Cable Television Association. Speaker will be Doug Talbot, president of the Southern Cable Television Association. Guest House Motor Inn. Birmingham.

May 8-9—Spring meeting of Pennsylvania Community Antenna Television Association. The Allenberry, Boiling Springs.

May 8-10—Annual convention of Public Utilities Advertising Association. Featured speakers: Charles Luce, chairman of board, Consolidated Edison Co.; Thomas Dillon, president, BBDO; Miles David, president, RAB; John W. Simpson, vice president, Westinghouse Electric Corp.; Norman Cash, president, Television Advertising Bureau, and Dudley J. Taw, vice president, The East Ohio Gas Co. New York Hilton. New York.

May 9 — Annual stockholders meeting, Reeves Broadcasting Corp., to elect directors, to approve pension plan, and to transact other business. New York.

May 9 — Annual stockholders meeting, Cowles Communications Inc., to elect directors, auditors, and to transact other business. Waldorf-Astoria hotel, New York.

■May 9—National Cable Television Association legislative committee meeting, Madison hotel, Washington.

■May 9-10—National Cable Television Association executive meeting, Madison hotel, Washington.

May 9-10—Spring meeting of Washington State Association of Broadcasters. Speakers include Arthur Stambler, Washington attorney. Chinook motel and tower, Yakima.

May 9-12—Annual spring meeting of Mississippi Broadcasters Association. Speakers include John M. Couric, National Association of Broadcasters vice president for public relations. Edgewater Gulf hotel, Biloxi.

■May 10—Monthly luncheon, Federal Communications Bar Association. FCC Commissioner Nicholas Johnson and Washington communications attorney Vincent B. Welch on commission's comparative hearing process. Willard hotel, Washington.

May 10—Annual stockholders meeting, Capital Cities Broadcasting Corp., to vote on merger with Fairchild Publications Inc., to increase common and preferred shares, to elect board, and to transact other business. Schine-Ten Eyck hotel, Albany, N. Y.

May 10-11 — Meeting of the Florida AP Broadcasters. Hawaiian Village, Tampa.

May 10-11—Annual meeting and seminar of the Virginia AP Broadcasters Association. Executive motor hotel, Richmond.

May 10-11—Annual spring meeting of West Virginia Broadcasters Association. Speakers include Thom Winkler, National Association of Broadcasters radio code manager; William Walker, NAB director of broadcast management. Oglebay Park, Wheeling.

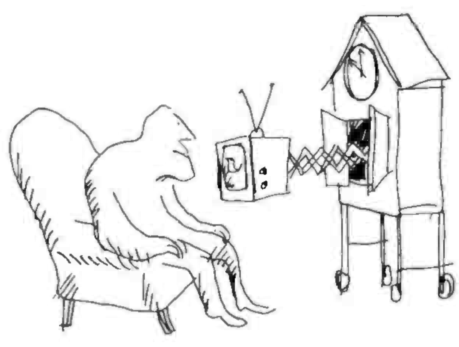
May 13—Annual Silver Nail and Gold Key awards luncheon, sponsored by Station Representatives Association, Plaza hotel, New York.

May 13—10th annual Chicago area Television Academy Awards dinner, sponsored by The National Academy of Television Arts and Sciences and telecast by WGN-TV Chicago. Marriott Motor hotel, Chicago.

May 13-16—Annual convention and trade

EVEN THE NEWS IS NEW.

Why should viewers wait 'till eleven for the news when they can get live, local, in-color news at 10 pm?

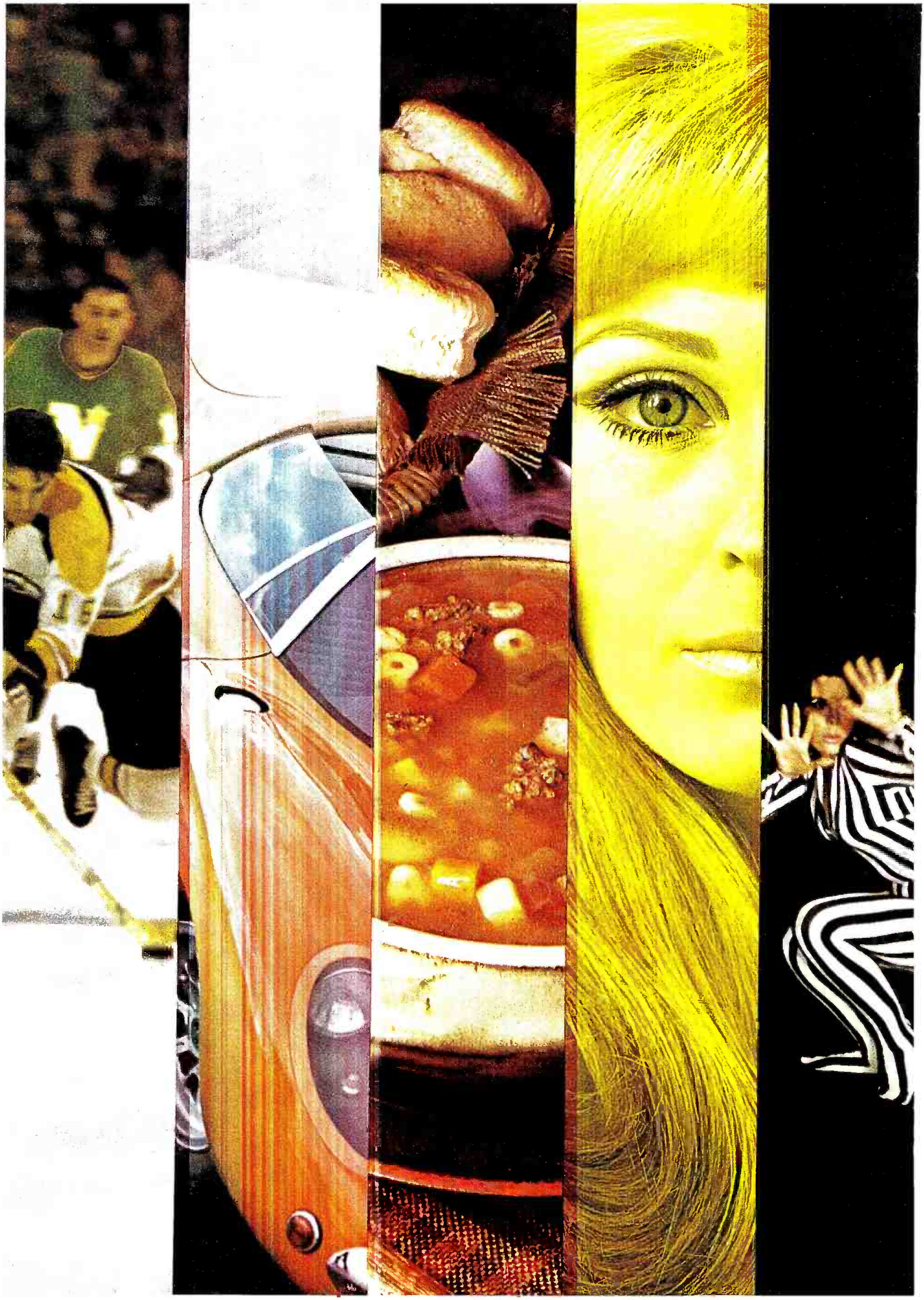


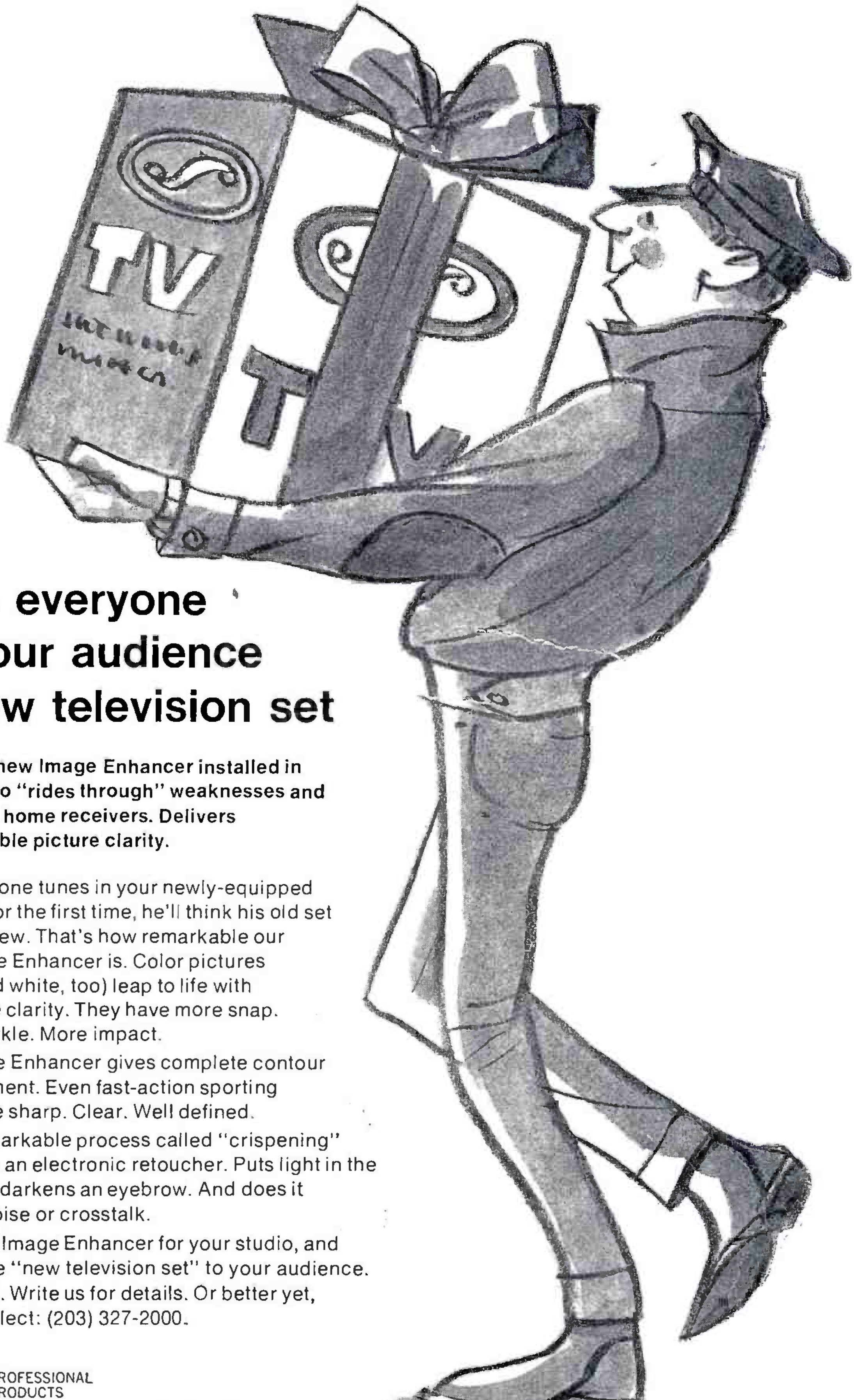
They don't.

METROMEDIA TELEVISION

BRINGING TV BACK ALIVE

WNEW-TV NEW YORK/KTTV LOS ANGELES/WTTG WASHINGTON, D. C./KMBC-TV KANSAS CITY
REPRESENTED NATIONALLY BY METRO TV SALES





Give everyone in your audience a new television set

Amazing new Image Enhancer installed in your studio "rides through" weaknesses and defects in home receivers. Delivers unbelievable picture clarity.

When anyone tunes in your newly-equipped channel for the first time, he'll think his old set is brand new. That's how remarkable our new Image Enhancer is. Color pictures (black and white, too) leap to life with incredible clarity. They have more snap. More sparkle. More impact.

Our Image Enhancer gives complete contour enhancement. Even fast-action sporting events are sharp. Clear. Well defined.

And a remarkable process called "crispening" works like an electronic retoucher. Puts light in the eye. Even darkens an eyebrow. And does it without noise or crosstalk.

Order our Image Enhancer for your studio, and deliver the "new television set" to your audience. Don't wait. Write us for details. Or better yet, call us collect: (203) 327-2000.

PROFESSIONAL PRODUCTS
CBS LABORATORIES
Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.

C R E A T I V I

Another Storer Standard

Emphasis on creativity is another reason why it's good business to do business with Storer. Storer personnel at all levels are encouraged to search out new ideas, new approaches, new applications of new techniques—to involve themselves in forward-looking plans for community betterment. Through the years, Storer has shown that people will follow enlightened leadership, and advertisers and agencies alike have found that audiences of Storer stations are large and loyal. ☆☆☆ If you have something to sell, take advantage of Storer's creative leadership in major markets from coast to coast. You can get fast market facts, quick confirmation on availabilities, and accurate on-time invoices from Storer's reliable representatives—Storer Television Sales or Major Market Radio. Contact them, or the Storer stations direct for details.

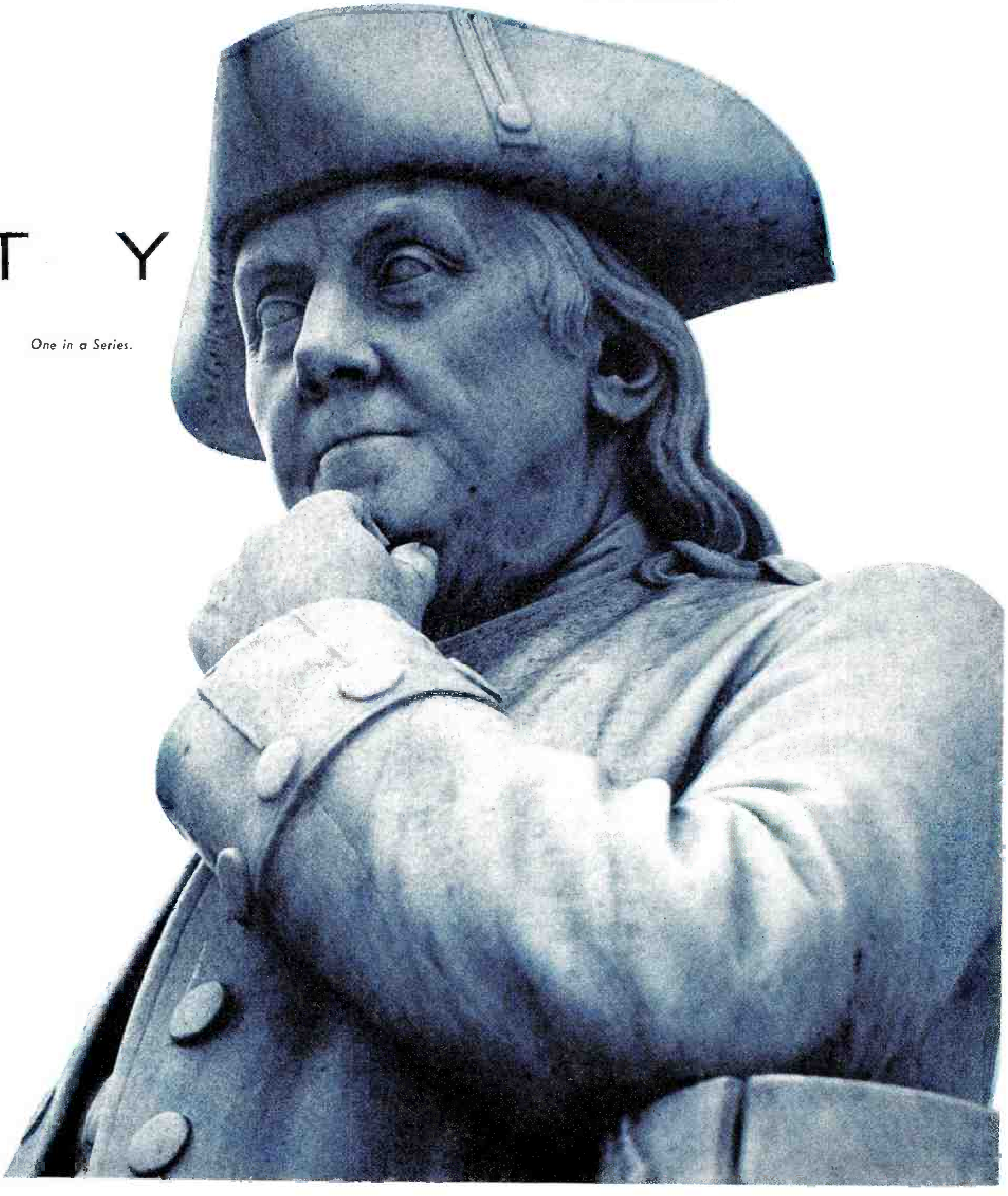
STORER BROADCASTING COMPANY

ATLANTA	BOSTON	CLEVELAND	CLEVELAND	DETROIT	DETROIT	LOS ANGELES	MIAMI	MILWAUKEE	NEW YORK	PHILADELPHIA	TOLEDO	TOLEDO
WAGA-TV	WSBK-TV	WJW-TV	WJW	WJBK-TV	WJBK	KGBS	WGBS	WITI-TV	WHN	WIBG	WSPD-TV	WSPD

Authentic genius — author, inventor, statesman—Benjamin Franklin's brilliant versatility marked him as one of the great creative minds of all time.

T Y

One in a Series.



show, National Community Antenna Television Association of Canada. Empress hotel, Victoria, B. C.

May 14—Annual stockholders meeting. Metromedia Inc., to elect directors, to authorize increase in common shares from 3.5 million to 10 million and increase preferred shares from 70,000 to 500,000, and to transact other business. New York.

May 14—Radio Day luncheon, sponsored by Advertising Club of Metropolitan Washington. Washington Hilton, Washington.

May 14—Annual meeting and performer's award luncheon sponsored by the International Radio and Television Society. Waldorf-Astoria hotel, New York.

May 14—Annual stockholders meeting, Communications Satellite Corp., Constitution Hall, Washington.

May 14-15—Annual meeting of affiliates of CBS-TV. Los Angeles.

May 14-16 — Annual convention, Armed Forces Communications and Electronics Association. Principal speakers will be Admiral Thomas H. Moorer, chief of Naval Operations, USN; Lawrence A. Hyland, vice president and general manager, Hughes Aircraft Co. Sheraton Park hotel, Washington.

May 14-17—1968 International Quantum Electronics Conference sponsored by the American Physical Society, the Optical Society of America, and the groups on electron devices and microwave theory and techniques of the Institute of Electrical and Electronics Engineers. Everglades hotel, Miami.

May 15 — Meeting of NAB Future of Television Committee. Washington.

May 15—Annual stockholders meeting, Outlet Co., to elect directors, to authorize 1 million shares of preferred stock, and to transact other business. Providence, R. I.

May 15 — Special stockholders meeting, Chris-Craft Industries Inc., to vote on merger with Baldwin-Montrose Chemical Co., to elect directors, and to transact other business. Sheraton hotel, Fort Lauderdale, Fla.

■May 16—Radio Briefing, workshop for advertisers and agencies, sponsored by Radio Advertising Bureau and Association of National Advertisers, evaluating medium regarding strengths, research findings, sales successes and creative ideas. Speakers include: Gail Smith, director of advertising, General Motors; Robert W. Mazur of WMCA New York; Rex Marshall of WNHV White River Junction, Vt., and Maurie Webster, vice president for development, CBS Radio. Americana hotel, New York.

■May 16—Eighth annual Timebuyer of the Year luncheon, sponsored by Chicago chapter of Station Representatives Association. Speakers include Fahey Flynn and Joel Daly, WBKB-TV Chicago newsman. Continental Plaza hotel, Chicago.

■May 16-19—International Competition for Outside Broadcast Reportage of Events, sponsored by the Office de Radiodiffusion-Television Francaise. Contest is aimed at promoting appropriate and original television transmission methods giving adequate sense of presence to the audience through excellent relay and reporting programs entered by various participants. Contest divisions are film reporting programs and live relay reporting programs. Cannes, France.

■May 16-19—The 1968 Western States Advertising Agencies Association Inc. conference on theme of "The Youth Market: An Exploration." Palm Springs Spa Hotel & Mineral Springs, Palm Springs, Calif.

■May 17—Annual meeting of stockholders of National Telefilm Association. Beverly Wilshire hotel, Beverly Hills, Calif.

■May 17—Annual spring meeting of New York State Cable Television Association. Binghamton.

■May 17 — Luncheon of Pacific Pioneer Broadcasters. Sportsmen's Lodge, North Hollywood, Calif.

TVB REGIONAL SALES CLINICS

May 8—Detroit, Sheraton Motor Inn.
May 9—Columbus, Ohio, Sheraton Columbus.
May 10—Pittsburgh, Hospitality Motor Inn.
May 14—Oklahoma City, Downtown Holiday Inn.
May 15—New Orleans, Sheraton Charles.
May 17—Memphis, Sheraton Peabody.
May 24—Boston, Sheraton Plaza.
May 27—Buffalo, N.Y., Sheraton Motor Inn.
June 17—Los Angeles, Sheraton Wilshire Motor Inn.
June 18—San Francisco, Sheraton Palace.
June 19—Portland, Ore., Sheraton Motor Inn.
June 20—Denver, Sheraton Malibu.

■May 19—Presentation of 20th annual Television Academy Awards given by National Academy of Television Arts and Sciences and televised by NBC-TV. Palladium, Hollywood; Americana, New York.

■May 20-21—Meeting of National Association of Broadcasters TV code board. New York.

■May 21—Annual stockholders meeting, American Broadcasting Companies, to elect directors, to vote on authorizing issuance of up to 2 million shares of preferred stock and to transact other business. New York.

■May 20-22—Region six Institute of Electrical and Electronics Engineers conference, based on theme of "Electronics Serving Mankind." Principal speakers are Sen. Mark O. Hatfield (R-Ore.) and Dr. Alfred Eggers, assistant administrator for policy at National Aeronautics and Space Administration. Sheraton Motor Inn, Portland, Ore.

May 20-22—Spring convention of Kentucky Broadcasters Association. University of Kentucky officials plan Kentucky Broadcasters Day in connection with the convention. Phoenix hotel, Lexington.

■May 21—Annual stockholders meeting, 20th Century Fox Film Corp., to elect directors, and to transact other business. 20th Century-Fox studio, Los Angeles.

■May 21-23—Annual spring meeting of Illinois Broadcasters Association. Speakers include Vincent Wasilewski, National Association of Broadcasters president. Holiday Inn, Quincy.

■May 22—1968 American TV & Radio Commercials Festival. New York.

■May 22—Deadline for reply comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

■May 23-24—Board meeting of Broadcasters Promotion Association. Marriott Inn, Philadelphia.

May 23-24—Spring convention of the Ohio Association of Broadcasters. Sheraton-Cleveland hotel, Cleveland.

■May 25—Southwest regional conference of the Radio-Television News Directors Association. Included will be sessions on libel, free press and fair trial, FCC, broadcast news and other areas of current interest. WBAP-TV Fort Worth.

■May 25—Annual meeting of Chesapeake AP Broadcasters Association. Holiday Inn Downtown, Baltimore.

■May 26-27—Meeting of Ohio CATV Association. Airport Holiday Inn, Columbus, Ohio.

■May 26-28—Fourth annual Theater, Television and Film Lighting Symposium, spon-

■Indicates first or revised listing.

WHBQ-TV knows MEMPHIS where style makes the difference.

U.N.C.L.E.

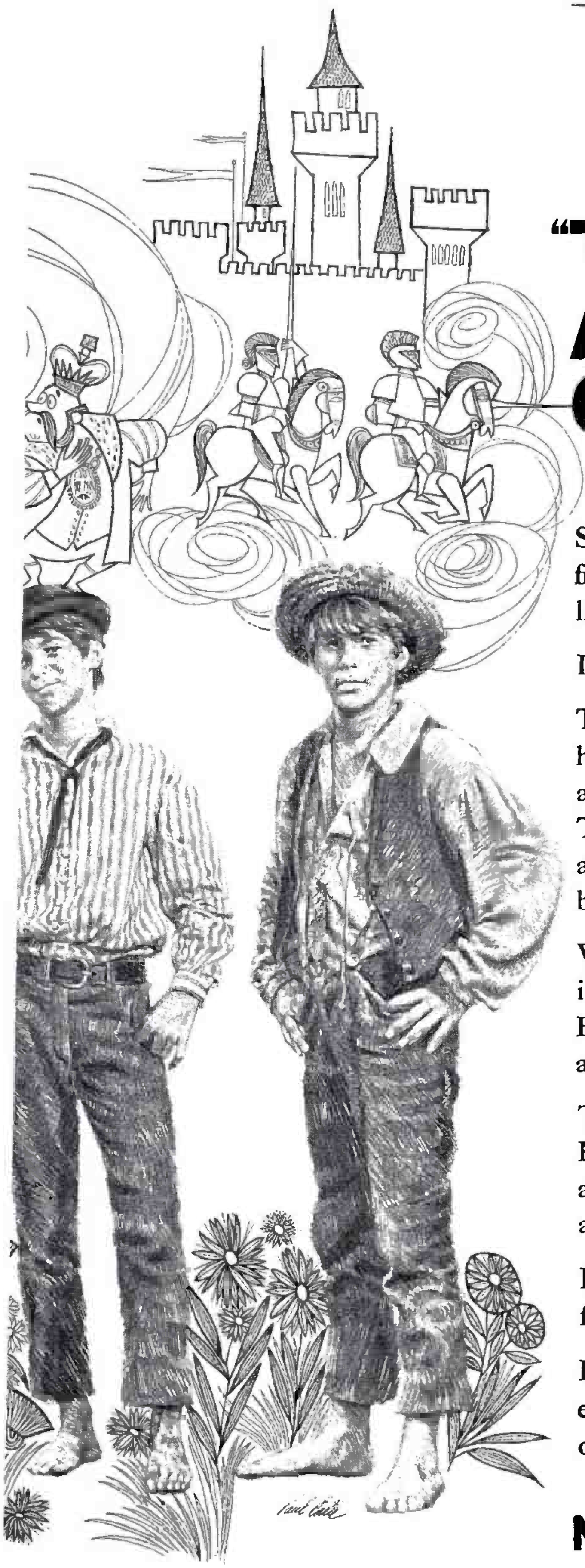
has made the difference from 10-11 PM Monday-Friday

WHBQ switched from news at 10 o'clock (which the other two stations also programmed) to U.N.C.L.E., re-scheduling its news at 11. The difference in programming made a big difference in audience: homes up 48%...women up 42%...men up 46%.* These increases also continued beyond U.N.C.L.E., through the following hour, effecting a total improvement in station audience levels for two hours of major local programming five nights a week. WHBQ showed style.
They showed U.N.C.L.E...the style-setter in syndication.

MGM TELEVISION TvB

*NSI Mar. 1968 vs. Nov. 1967
Estimates subject to qualifications described in said reports.

Another Reason We Can Hardly Wait For Next Season



"THE NEW ADVENTURES OF HUCK FINN"

Sunday evenings this fall will see the first weekly television series that combines live-action performance with animation.

It's called "The New Adventures of Huck Finn."

The producers are the very lively and highly animated combination of Bill Hanna and Joe Barbera, who not only created TV's first live-plus-animation special—"Jack and the Beanstalk"—for NBC last season, but won an Emmy Award for it.

What the team will be doing on the new series is to whisk Huck Finn, Tom Sawyer and Becky Thatcher into a strange land and new adventure each week.

The trio may discover itself facing a band of Lilliputians on a desert island; confronting an ancient mummy in Egypt; or trying to recover a stolen ruby-eye in India.

In fact, there's no telling precisely where they'll find themselves each week.

But NBC viewers will find themselves enchanted by the imagination and tastefulness of this new series.

NBC TELEVISION NETWORK

BROADCASTING PUBLICATIONS INC.
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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

sored by Illuminating Engineering Society. Barbizon-Plaza, New York.

May 26-28—Annual spring meeting of the **Pennsylvania Association of Broadcasters**. Speakers include Governor Raymond Shafer and William Carlisle, NAB vice president for television. Host Farm motel, Lancaster.

■May 27—Plenary session, Administrative Conference of the U. S. Department of State auditorium, Washington.

■May 27—New deadline for filing comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

■May 28-29—Conference on antitrust and monopoly policy in the field of communications, sponsored by the Council on Antitrust and Trade Regulation of the Federal Bar Association. Mayflower hotel, Washington.

JUNE

■June 2—Commencement at Syracuse University. Speaker will be Walter Cronkite, managing editor of the CBS Evening News. Syracuse University, Syracuse, N. Y.

■June 3-5—11th international conference of **Sales Promotion Executives Association**. Speakers include John Phillips, president, R. J. Reynolds Co., and Robert G. Reed III, vice president and general manager, Cities Service Oil Co.

■June 5—New deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

■June 6-7—Spring meeting of **Missouri Boadcasters Association**. Holiday Inn, Springfield.

■June 6-8—Seminar on topic "Broadcasting and the Democratic Process," sponsored by **Federal Communications Bar Association**. Williamsburg, Va.

■June 6-9—Joint convention of AP and the **Alaska Broadcasters Association**. Sitka.

■June 7-8—Meeting of Wyoming AP Broadcasters, in conjunction with **Wyoming Association of Broadcasters**. Casper.

■June 9-11—Annual summer convention of **Florida Association of Broadcasters**. Speakers include Vincent Wasilewski, NAB president, and Stephen Labunski, president NBC Radio. Tides hotel, St. Petersburg.

■June 12-14—**Montana Broadcasters Association** convention. Speakers include Al King, NAB director of station relations. Glacier Park Lodge, East Glacier Park.

■June 14—New deadline for filing comments on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

■June 15-18—Annual summer convention of **Georgia Association of Broadcasters**. Holiday Inn, Callaway Gardens.

■June 16-28—First annual seminar in marketing and advertising strategy, sponsored by **American Advertising Federation**, dealing with "changing and challenging frontiers of knowledge affecting advertising plans and techniques." Northwestern University, Evanson, Ill. For information: Professor George T. Clarke, AAF management seminar director, 655 Madison Avenue, New York 10021.

■June 17-21—Meeting of board of directors of **National Association of Broadcasters**. Washington Hilton, Washington.

■June 20-23—Annual summer meeting of **Maryland-District of Columbia-Delaware Broadcasters Association**. Henlopen hotel, Rehobeth Beach, Del.

■June 23-26—Annual Consumer Electronics Show, sponsored by consumer products division, **Electronic Industries Association**. Americana and New York Hilton hotels, New York.

■June 24—Deadline for filing comments on FCC's proposed rulemaking that would provide simplified procedure for class IV AM power increases, and promote for those stations stricter compliance with minimum separation rules.

■June 29-July 2—17th annual **NCTA** convention. Sheraton-Boston hotel, Boston.

■June 26—Annual stockholders meeting of **Standard Radio Ltd.** Toronto.

■June 27—Deadline for filing comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.

■June 28-29—Annual summer meeting of **Oklahoma Broadcasters Association**. Western Hills Lodge, Wagoner.

JULY

■July 7-11—First annual national convention of **American Advertising Federation**. Portland Hilton, Portland, Ore.

■July 12-14—Annual summer convention of **Wisconsin Association of Broadcasters**. Pioneer Inn, Oshkosh.

■July 14-16—Annual summer convention of **South Carolina Association of Broadcasters**. Ocean Forest hotel, Myrtle Beach.

■July 15—New deadline for filing comments on FCC proposed rulemaking to permit type-approval of AM modulation monitors that do not incorporate indicating meters.

■Indicates first or revised listing.

OPEN MIKE®

Let's hide the microphones

EDITOR: Have you watched a political broadcast lately? If you had you would have seen the speaker trying to get a point across while dodging behind a picket fence of obnoxious looking microphones. This is a condition which is most pronounced when the speaker is the President. If so many mikes are needed (which I don't believe), they could at least be hidden by a decorative panel. . . .

I think public speakers are entitled to a better deal, don't you?—*Ralph E. Engberg, P. O. Box 608, San Diego.*

Attests Cox's integrity

EDITOR: I'd like a little "equal time" to your editorial of April 22, in which you find several faults with FCC Commissioners Cox and Johnson.

Now, first, I tend to agree with your fundamental assumption—which is that the commissioners, as individuals, have no business making public inquiries on matters which the commission has not found suitable for collective inquiry. However, I very much disagree with the implication you make, that refusal to cooperate on the part of the Oklahoma broadcasters risks the loss of two

AP VOICEFEATURES Every week AP will present "News Commentary" by Morgan Beatty for your station. And that's only part of our new, fast-paced package of 20 different five-minute tapes that we are ready to send you 52 weeks a year.

Now, if you are an AP member, the important trend to talk and commentary programming is running very much in your favor. With News Commentary by Morgan Beatty leading the way, AP VoiceFeatures will provide you with a sports show, a woman's show, a general feature show. Using AP's world wide facilities and specialists everywhere in the world, you can bring to your listeners, a world of personalities and experts in every field.

Remember, AP VoiceFeatures means 20 different tapes every week, 52 weeks a year. And that's 1040 different AP VoiceFeature programs per year. (Each feature is five minutes long with 3½ minutes of editorial, and 1½ minutes for commercial time.) Be sure to hear a sample tape and get all the details immediately. Contact your AP Regional Membership Executive, Chief of Bureau, or call Bob Eunson in New York at: **THE ASSOCIATED PRESS**
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FOR AP MEMBERS ONLY:

Morgan Beatty: First an AP newsman, then an NBC newscaster and commentator for 25 years. It's great to have him back for us and for you.

votes on future matters before the commission.

I argue with Commissioner Cox on a regular basis—personally and corporately, as well as on behalf of the entire UHF industry. I find Commissioner Johnson less receptive to argument and so I haven't engaged in much dialogue with him. However, I am as certain as I am of my own existence that the fundamental intellectual integrity of Commissioner Cox is the greatest in public office today.—*William L. Putnam, president, Springfield Television Broadcasting Corp., Springfield, Mass.*

All-news pioneer

EDITOR: I think you missed Don Keyes's point in his letter [BROADCASTING, April 15] concerning Gordon McLendon and all-news formats. Mr. McLendon was the trail-blazer in programing radio stations 100% with news. Regardless of the method of gathering and presentation, regardless of the ultimate success of the stations, he had the guts, as before, to innovate and take radio in a new direction.

As another former McLendon employe, I must concur completely with Don Keyes in his gilt-edged description of Mr. McLendon and his collosal impact on modern broadcasting.—*Robert F. Russell, vice president and manager,* KEWI *Topeka, Kan.*

Fast action for AFN

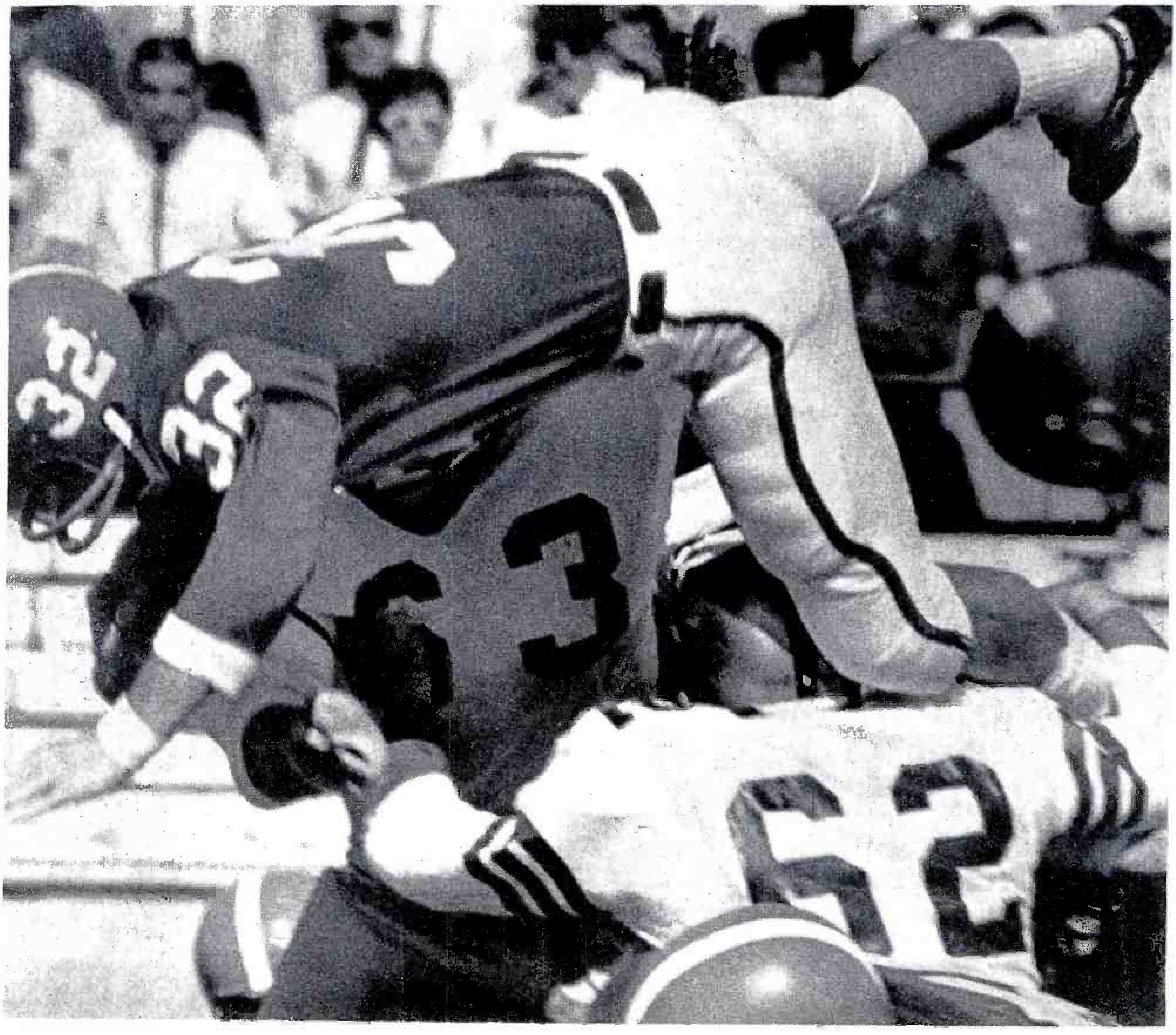
EDITOR: We at American Forces Network, Europe, wish to thank you for running our letter [BROADCASTING, March 11] soliciting program contributions from ex-AFNers.

The response has been outstanding, and we are indeed grateful for your help.—*Major Gerald H. Buchanan, officer in charge, American Forces Network, Europe.*

BOOK NOTE

"Sight, Sound, and Society, Motion Pictures and Television in America," edited by David Manning White and Richard Averson. Beacon Press, Boston. 466 pp. $7.50

This collection of essays by 32 contributors provides an up-to-date look at the influence motion pictures and television have on our society. Some of the topics include: What TV is doing to our children, TV and the American Negro, the unreal world of television news, broadcasting and the news (by former NBC President Robert E. Kintner) and the FCC and program regulation (by FCC Commissioner Lee Loevinger).



MONDAY MEMO from PAUL M. SCHLEM, Gold Seal Vineyards Inc., Hammondsport, N. Y.

Spot radio adds effervescence to Gold Seal's campaign

Until 1961 Gold Seal Vineyards had a 20-year policy of no consumer advertising. In that year, a new management assumed control of the 103-year-old vintner and embarked on a program to promote its wines as "new products," with spot radio playing an increasing role over the years.

Though this approach helped in the growth of sales, we decided last spring to conduct a test to determine exactly how effective our media mix was in influencing consumer buying habits. We chose Pennsylvania as our "test state" because of certain retailing considerations we regard as pivotal ones in the wine industry.

In selling an ordinary household product, even if you somehow reduce the number of media possibilities for reaching the consumer, there is always the chance that the local retailer will act as a final influence, suggesting one brand over another to a hesitant customer, or pointing out a special price promotion.

Not so in Pennsylvania—at least not in wine retailing. In the Keystone State, wines and liquors are sold in state-operated stores. A customer who feels he has graduated to table wines finds himself guided only by a price list in a state store, and it's up to him to remember what he wants. It is, in fact, illegal for the clerks to make recommendations.

Spot Radio Thrust ▪ Gold Seal, continuing a six-year advertising policy of stressing a regional-local rather than a national approach, tackled the problem of relatively static Gold Seal champagne sales in Pennsylvania with a stepped-up campaign using spot radio (minute jingles on two stations in Philadelphia, two in Pittsburgh, one in Scranton) plus special regional ads in *Look* and *Life*. The campaign was launched in the spring of 1967.

A specialty, Gold Seal Catawba wine, was promoted in Pennsylvania, where sales were extremely strong anyway. The radio-plus-print campaign also emphasized, on virtually a 50-50 basis by alternating jingles, Gold Seal champagne.

The net result: With the radio-print promotion for Gold Seal champagne virtually "isolated," store sales for this product quickly jumped by 25% or more, proving to us beyond question the power of broadcast advertising (which is where most of the regional media dollars went) to establish a definite product image in the minds of consumers all the way through product purchase.

There are other reasons for Gold Seal's growing reliance on spot radio, backstopped by regional magazine advertising — an advertising formula whose dollar volume we are doubling this year.

Closed Market ▪ Take California, for instance. It's a leading wine-producing state, with strong (and possibly chauvinistic) tastes in wine. And, since production is a major California industry, there is a certain amount of support from the state (in the form of tax advantage) for local vintners.

Out-of-state vintners, like Gold Seal, would have to operate with such a saturation ad policy that it is economically impossible to make real headway against California wine brands.

The answer for us clearly lies in region-by-region and market-by-market concentration on our consumer target. We feel that not only are distributors more excited about getting local radio coverage or magazine ads—since distributors, after all, are concerned about a local sales territory—but our advertising dollars are working harder.

Admittedly, Gold Seal has not always been a strong user of consumer-directed advertising media. For about 20 years, Gold Seal was completely out of consumer media, following World War II, primarily because the former management and owners were not convinced of the effectiveness of advertising.

When new management and ownership took over the company in 1961 the nonadvertising policy was scrapped. Gilbert Advertising was picked as the company's agency, and awarded the not-so-easy task of preparing advertising campaigns that avoided the usual cliches of wine and liquor advertising. You know the type I mean: The predominant use of a big bottle, "distinguished" people elegantly dressed in an attractive setting pouring the product, etc.

The Gilbert team, we feel, has succeeded admirably. The basic theme the agency created for one of our most popular brand lines, Carousel—"Every time we make a bottle of Carousel, we lose a bottle of champagne"—is proving its sales appeal.

Limited Budget ▪ Yes, we've tried television for Gold Seal. The visual broadcast medium, without doubt, is an effective one. Our problem was that our budget—in excess of $750,000 for 1968—allowed primarily for a campaign in TV with 10-second ID's.

Such "shorties" are fine if you have a product that's basically well known and lends itself to this short-form reminder advertising. But, since Gold Seal had absented itself from consumer advertising for such a long while, the basic advertising job to be done was more that of new product.

Thus it has been in radio spot that Gold Seal has found one of its prime advertising weapons. Today, radio for Gold Seal operates in some 70 major markets throughout the country, covering almost every important region.

The 102 stations that carried our fall-winter radio jingle campaign are essentially middle-of-the-road music stations (no rockers, no screamers) and we shoot for the middle- and upper-income consumer. We are stepping up our radio spending in the Northeast, backing it with regional print, expanding our broadcast operations and following the same pattern in other areas.

And we feel we are getting real results.

Paul M. Schlem is chairman of the board and chief executive officer of Gold Seal Vineyards Inc., Hammondsport, N. Y. For the past seven years, Mr. Schlem has directed Gold Seal's national advertising campaign. He is also chairman of the board of Tuborg Importers Ltd., a newly formed firm that imports the Danish beer in the U. S., and is a wine consultant to the U. S. Department of Commerce. He joined Gold Seal as executive vice president in 1958.

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

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

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

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

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

January 23, 1968

Stake YOUR advertising on OUR reputation!

WBAL NBC TV
BALTIMORE

Nationally represented by Edward Petry and Company

Maryland's Number One Channel of Communication

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
May 6, 1968, Vol. 74, No. 19

A freeze on affiliate switches?

Cox and Lee propose virtual suspension of station changes while FCC rulemaking searches for a way to strengthen the competitive position of ABC-TV

The FCC has been asked by two of its members to consider new government restraints on television network affiliation practices. The objective is to shore up ABC's competitive position by limiting the maneuverability of CBS and NBC.

And the commissioners, Kenneth A. Cox and Robert E. Lee, are urging what would amount to a moratorium on affiliation changes that could lead to a further "deterioration" of network competition while efforts to find a solution are being made.

The commissioners are suggesting three alternative proposals to the question of how that competition can be maintained—and to the collateral one of strengthening UHF television.

But interest among observers is focusing on their proposed moratorium. This would apply specifically to switching of affiliations in major two-VHF markets and, in the view of some, by inference to changes in station clearances of network programs.

The proposals were developed in response to ABC President Leonard Goldenson's complaint that NBC is taking away ABC affiliates in top two-VHF markets, and his request that the commission help put a stop to such activity (BROADCASTING, April 22).

Rulemaking Proposal ▪ Commissioners Cox and Lee, who constitute a committee on network affiliations, submitted their proposals to their colleagues last week in the form of a draft notice of inquiry and proposed notice of rulemaking. No action was taken, but the matter is expected to come up for consideration again this week.

There was considerable uncertainty last week as to whether the commission would accept the Cox-Lee proposal, even in part. There is undeniable sympathy for ABC in its position as "the lowest network on the totem pole." as one commissioner put it, particularly in view of the failure of ABC's effort to merge with International Telephone & Telegraph Corp.

However, there is also said to be "a strong feeling" on the part of some commissioners that "we ought to stay out of this," that the commission should not seek to set limits on the ability of stations to make affiliation agreements with networks.

One commissioner said he was "impressed" by a telegram addressed to Mr. Goldenson by Albert J. Gillen, executive vice president of Poole Broadcasting Co., whose WJRT-TV Flint-Saginaw-Bay City, Mich., is an ABC affiliate.

Mr. Gillen, who sent copies of the wire to all commissioners as well as to Elton Rule, ABC-TV president, said that "it is difficult to comprehend how destruction of freedom of choice, such as you have requested, can in any way serve the public interest."

He said that the commission recognizes "the importance of stations having freedom of choice" and has adopted rules "designed to prevent network contracts that will unduly restrict that choice. These same rules have enabled ABC to obtain affiliations and grow to its present impressive stature."

He noted that WJRT-TV is an ABC affiliate by choice, and added: "Any thought that you would seek to coerce the extension of that affiliation, through government action or otherwise, would be offensive to us and destructive of the excellent relationship we have had with your network." He asked that Mr. Goldenson withdraw his request for FCC help.

Echoes in West ▪ Mr. Gillen's discontent was echoed in the comments heard at the ABC-TV affiliates meeting in Los Angeles (see page 33).

The commissioners' concern for ABC's competitive position is based on the network's relative position with respect to CBS and NBC in terms of revenues earned and of primary affiliations in the top-100 markets having only two VHF stations.

Commissioners Cox and Lee broke down for their colleagues the $953.4 million revenue total of the networks last year to show that ABC earned $263.9 million while CBS was earning $361.8 million and NBC $327.7 million.

And the draft notice contained figures showing that in the 19 top-100 markets having only two VHF stations, NBC has 15 primary and nine secondary affiliates among the VHF stations; CBS, 14 and six; and ABC 10 and 10.

The notice also noted that NBC has six primary affiliates and one secondary among the 20 UHF stations in those markets, while CBS has two primary and three secondary affiliates and ABC four and two. Two remaining UHF stations are independents.

Furthermore the notice says that ABC is in "a preferred" position relative to the other networks in 23 markets but that of these only seven are in the top 100. And in every case ABC is said to pay more, percentagewise, than the 30% of national rate that the other networks generally pay their affiliates, and to

ABC-TV last in revenues

The assumption that ABC-TV trails far behind the other networks in total broadcast revenues was substantiated by Commissioners Kenneth A. Cox and Robert E. Lee last week in a confidential memorandum accompanying the proposals they submitted to the commission on equalizing competition among the networks. The memorandum shows that ABC-TV's revenues last year were $263.9 million, while CBS-TV recorded revenues of $361.8 million and NBC-TV, $327.7 million. The figures do not include owned stations.

require no free hours, as the other networks do of their affiliates.

UHF Problem ▪ The notice reportedly expresses concern also for the development of UHF television in the major two-VHF markets. Sources report it states that it would be "desirable" for UHF's in those markets to have full primary affiliations with one of the networks so that they might have the benefit of an integrated program service and develop identification with one network. Many of the UHF's in the affected markets take programing from two or even three networks—generally the material turned down by VHF primary affiliates.

But it would be "unfair," according to the notice, to expect ABC to provide primary affiliations for the UHF's involved as well as "inconsistent" with the commission's objectives of strengthening network competition and developing UHF service.

The proposals suggested as alternative solutions to the problems would:

- Limit the amount of programing that a VHF station in the top two-VHF markets could take from any one network. Presumably this would assure UHF stations of an equal amount of network programing.
- Regulate affiliations in such manner that each network would have reasonably equal access to an aggregate number of homes in the communities affected "through apportionment" of available VHF and UHF facilities.
- Adopt a case-by-case approach, in which the commission would consider particular situations in cities where affiliations are being made or proposed.

The commission would consider the significance of such a change where a licensee has proposed an ABC primary affiliation—presumably a raised-eyebrow attempt to discourage switches away from ABC—"or more generally by making clear that competitive applications for VHF channels proposing an ABC affiliation would be given careful consideration."

Seek Comment ▪ The two commissioners reportedly would have the commission choose a course of action on the basis of the comments and counter proposals submitted in response to the notice—unless a rule appeared to be desirable. In that case, a further and more detailed notice of rulemaking would be issued.

The proposed moratorium is contained in language reportedly stating that the commission would be concerned "with any action at this time by either CBS or NBC" to change affiliations of VHF stations "primarily affiliated with ABC" in the top-100 two-VHF markets. The draft notice also says that affiliation switching in those markets might also affect the development there of "fully competitive" UHF stations.

The draft also says that the commission regards the competitive situation as "serious" and would be greatly concerned if changes which would lead to a further deterioration in network competitive practices were to take place pending its study of the problem."

The precise meaning of this language apparently was not discussed at the commission meeting Wednesday. But some persons who have seen it or are in a position to gauge the thinking of Commissioners Lee and Cox understand it to refer to program clearances as well as affiliation switches.

As one official said, if the commission were to accept the Cox-Lee premise that protection for ABC is needed, it could argue that a moratorium on affiliation switches alone would be inadequate: stations could retain their affiliations with ABC while dropping some ABC programing for, say, that offered by CBS. Commissioners Cox and Lee themselves refuse to discuss the draft notice.

Would Need Proof ▪ In any event, the draft notice reportedly would require VHF stations in the top two-VHF markets proposing "to change" to make a showing as to the effect the change would have on the public interest, "giving particular attention to the considerations discussed. . ."

Some authorities said the moratorium, if imposed, would be "the most radical action the commission has taken in this field in 20 years," because it would mean, in effect, that no station could take more or less programing from any network next season than it did in the current year.

According to this line of reasoning, even if a station thought a given program on a given network would improve service to the public, it could not carry it—unless it was carrying it at the date of the moratorium.

The concept, these authorities say, would raise serious questions in connection with the new programs networks will introduce in the fall. If network X introduces a new program at 9 p.m., would a licensee be required to carry it, regardless of his opinion of it, simply because he had carried the program that appears in that time period now?

Accordingly, these authorities say that while a commission inquiry into the problem raised by Mr. Goldenson would be proper, a freeze of program clearances while the inquiry is in progress cannot be defended from a realistic—and probably not a legal—standpoint.

Mr. Goldenson's letter, which led to the Cox-Lee draft notice, noted that WSOC-TV Charlotte, N.C., which once cleared a large percentage of ABC's prime-time programing, has become a primary NBC affiliate, and that WLWD (TV) Dayton and WSPD-TV Toledo, both Ohio, have decided to switch their affiliations from ABC to NBC.

Critical Market ▪ He pointed out that each of the markets has only two VHF stations and that the loss of VHF affiliates in them is therefore particularly critical, and asked the commission to issue a policy statement "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."

He also asked that the commission require WLWD and WSPD-TV to file their license-renewal applications early, so that they might be designated for hearing, and to warn other ABC affiliates in "critical" markets they face similar treatment if they switch.

The draft says nothing about hearings for stations switching affiliations. But in tone and spirit it shows the influence of the Goldenson letter. The draft notice says the purpose of the alternative proposals is not to "give favored treatment to ABC" but to serve the long-range public interest by preserving the competitive situation while UHF is developing. . ."

It also notes that the commission has over the years sought to promote network competition to "maximize service to the public" (proposals to require the networks to share VHF and UHF affiliates in two-VHF markets were abandoned several years ago), and talks of a "deterioration of competition" among the networks.

Commissioners Cox and Lee are said to have talked separately to Mr. Goldenson and to NBC officials prior to the commission meeting last week.

The NBC officials who met with the

Viewing sets record

Television viewing reached an all-time high in January and February, A. C. Nielsen Co., Chicago, reported last week.

The average U.S. TV home used the TV set 46 hours and 32 minutes a week—or six hours and 39 minutes per day.

Nielsen also reported that during April TV usage was five hours and 53 minutes a day, an all-time high for that month of the year.

commissioners in Washington on Tuesday and submitted a letter containing their views on the issues raised by Mr. Goldenson. were David C. Adams, senior executive vice president, Thomas E. Ervin. vice president and attorney, and Donald J. Mercer, vice president, station relations.

The meeting and the filing of the letter were apparently on the NBC officials' own initiative. So far as could be determined, the commission has not furnished them a copy of Mr. Goldenson's letter or asked for comment.

A spokesman for CBS said that network had not been contacted.

In a related development last week, the All-Channel Television Society, a trade association of UHF stations, expressed a view paralleling that reflected in the Cox-Lee proposals—that a solution to the problems raised by Mr. Goldenson should be sought in conjunction with one that would also aid UHF.

ACTS, in a letter from its counsel, Martin E. Firestone, told the commission that when it abandoned the proposal to drop VHF channels into seven markets four years ago the commission "made it clear that the goal of three fully competitive national networks was inextricably twined with the goal of UHF viability."

Goldenson-Rule is ABC-TV theme

Nobody goes away mad as affiliates, network executives compromise

The ABC-TV network, beset with financial and programing problems, faced with defections in the station ranks, coming off of a season of frustration. held its annual meeting of affiliates in Los Angeles last week and managed to turn a potential grass roots free-for-all into a real nice clambake. The two days of meetings (April 29-30), attended by some 200 primary and secondary affiliates, was most notable for its air of accord, its hum of harmony. ABC officials, led by Corporate President Leonard H. Goldenson and Network President Elton H. Rule, obviously came prepared to reason and, in some instances, to placate. "This meeting turned a new page in our network relations," observed Robert Doubleday, KATV(TV) Little Rock, Ark., chairman of the ABC-TV Affiliates Board of Governors. "There wasn't a scream heard in the whole thing."

Get Results ▪ Among the results of the network-affiliate concentrated effort to reason together:

- The affiliates asked for 63-second station breaks after hour prime-time programs. The network promised to consider the request and get back to the affiliates board of governors within 30 days.
- The affiliates applauded CBS-TV's modification of its decision not to provide affiliate compensation for this year's political campaign and convention coverage and the hope was expressed that ABC-TV would not consider a similar noncompensation plan. The network announced that it would pay compensation for political coverage.
- The affiliates, told by Mr. Rule at the National Association of Broadcasters convention in Chicago last month (BROADCASTING, April 8) that there would be only two news feeds provided in the eastern and central time zones, urged the network to reconsider this proposal. The network, in the most striking compromise of the session, agreed to maintain its four news-feeds until Aug. 12, when it will cut back to three.
- The affiliates, again reacting to Mr.

ABC-TV station men welcome president as one of their own

It was left to ABC-TV Network President Elton H. Rule to close out last week's affiliate meeting in Los Angeles. Throughout the two days of meetings, ABC-TV station owners and managers were overheard praising the new network president as "our kind of a guy—somebody who understands our problems." Mr. Rule, formerly general manager of KABC-TV Los Angeles, tried hard to fit the image. His concluding words, intended to explain the new ABC slogan of the "unconventional" network. were delivered crisply and straight-from-the-shoulder, like one old station manager to another. Mr. Rule's remarks follow:

"You have seen a lot of film . . . and you have heard from a lot of people in two very busy days. It's been a stern test of your eyesight; and—considering the absence of cushions for the chairs—a test of your hind sight too.

"Along the way, you have heard the word 'unconventional,' used quite often in these sessions. But like 'marriage' and 'ratings' it's a word that can mean different things to different people.

"What exactly do we mean when we talk about a deliberately unconventional ABC?

"Well to begin with we don't mean bizarre, kooky or far-out. We will always maintain the highest standards

Mr. Rule

of taste that naturally go with responsible broadcasting.

"Nor do we mean casually brushing aside the basic bread and butter elements of our medium that help pay the tariff.

"But we do intend to be venturesome. We intend to put all the accepted ideas under a bright light—and hopefully see our way clear to doing them differently and better.

"I want this network to stand for something vital in the viewers' eyes. I want them to naturally associate ABC with innovation and imagination in all areas.

" 'Unconventional' for ABC means being competitive with other networks—without being a carbon.

"It means finding our own handle for every package . . . projecting our own individual image . . . maintaining a real integrity. In the current vernacular it's called 'doing your own thing.'

"If we do that—and do it well—there aren't any heights this network and its affiliates can't aspire to . . . and reach."

Rule's cautioning at the NAB convention about a reappraisal of network-affiliate station compensation, made known, "in the strongest way possible," that a reduction in compensation would not be acceptable. The affiliates also asked that reduced compensation plans now in effect with the Joey Bishop and Dick Cavett shows not be extended any further. The network assured the affiliates that no plan for reduction of compensation was now contemplated. It also was made plain that if such a move did come about—and the implications were that it was ultimately inevitable—the board of governors would be warned beforehand.

▪ The affiliates indicated renewed interest in taking significant part in network management decisions. They suggested a new format for the network-affiliate meetings, the principal change being that they would adjourn from the presentations part of the sessions at 3 p.m. on the closing day for a closed meeting with their board of governors. In this way, it's hoped, the affiliate position will be more accurately reflected at the traditional wind-up confrontation between management and the board of governors. The network endorsed this plan as a means to greater mutual understanding.

▪ The affiliates supported the network's refusal to involve itself in the shared minutes pattern of the other two networks and pressed for a holding of the line against such practices. The network said it hoped it could, indeed, hold the line against "proliferating inventory," but warned that it may not be able to stave off the trend for much longer.

▪ The affiliates expressed concern over the network's Olympic programing cutting into their local time. The network pointed out that it was fully aware of the problem and that the Olympic schedule would not be final for maybe another 10 days. It said every effort would be made to come up with the best possible solution for all concerned.

This exchange of ideas, or "dialogue and discourse," as it was described by John O. Gilbert, vice president, affiliate relations, took place at a three-and-a-half hour network management-board of governors meeting on the final day of last week's conclave.

Look at Product ▪ Screenings were shown of the upcoming season's prime time product—*The Mod Squad, The Outcasts, Here Come the Brides, Land of the Giants* and *The Ugliest Girl in Town*. For the most part the affiliate reaction after viewing the new ABC-TV shows is best described as being encouraged and hopeful about the future.

In-between screenings, presentations were given by Edwin T. Vane, ABC vice president in charge of TV daytime programing and Leonard Goldberg, vice president in charge of TV network programing. Mr. Vane announced a block programing concept as the key to the network's daytime plans, while Mr. Goldberg revealed that *N.Y.P.D.*, originally slated to be scrapped after this season, was to be part of the new campaign (see separate story, page 70).

James E. Duffy, vice president in charge of TV network sales, reported prime time in the second quarter completely sold out. He indicated to newsmen that the network may enjoy its greatest gross sales this year.

Adding to this, Warren Boorom, vice president in charge of TV daytime sales, announced that the network's second quarter sales in daytime were the best ever. He reported six daytime series fully sold out and only 5% of ABC-TV's weekend entertainment shows with unsold time remaining.

Election Sold ▪ ABC News President Elmer W. Lower brought the happy news to the affiliates that election night coverage has been fully sold to B. F. Goodrich Co. and Sentry Insurance. He said the coverage would be anchored by Howard K. Smith, with assistance from William H. Lawrence.

The only note of annoyance sounded throughout the affair was over ABC's appeal to the Federal Communications Commission for protection against stations switching their network affiliations. Many station operators attending the meeting seemed to feel that the network had no business "blowing the whistle," as one general manager put it, when it was guilty of raiding parties itself in the past. Mostly, though, the station people maintained that it was their right, under the free enterprise system, to switch affiliations without interference from the FCC or any network (see separate story, page 31).

Down to Business ▪ But if the network's meeting with the body of affiliates was all sunshine and light the network management meeting with the more intimate board of governors was all nitty-gritty business. Sparked by ABC-TV's newly elected Vice President and General Manager I. Marion Pompadur and by Robert Doubleday, elected chairman of the affiliates board at the NAB convention in April, management and station representatives covered a wide range of subjects. The principal topic was the question of reduced number of news feeds. The network has been providing four news feeds in the eastern and central time zones—5:30, 6:30, 7, all p.m. At the NAB convention, ABC-TV President Rule had made it clear that if the network's previously announced new approach to news was to be effective there would have to be only two feeds in the eastern and central time zones, as the other networks now provide. But some station operators felt that the fewer feeds would by necessity lock them head-to-head with Huntley-Brinkley and Walter Cronkite and they were leery of what looked like an unequal three-way battle for news audience.

Possibly under the pressure of some affiliates threatening to drop out of the ABC-TV news lineup, the network compromised and said it will only cut back to three news feeds, effective Aug. 12. With the change in news format scheduled to be introduced May 27, the network hopes this leeway of almost three months before the reduction in feeds takes effect will give affiliates every opportunity to sample the new serving of news. Meanwhile, the West Coast news service remains at four feeds.

Long Breaks ▪ Another major issue at the board of governors meeting was the possibility of adding more 63-second station breaks to the affiliate larder. Mr. Rule, at the NAB convention, indicated that if the affiliates want more 63-second breaks they would have to get them at the expense of shortening other breaks. Still, the affiliates, who were surveyed on this and other subjects by telephone and letter by the board of governors prior to the meeting, asked for an extension of 63-second breaks after each hour in prime time. The 10-11 p.m. hours would not be effected since they already extend into station time. In all, a total of eight hours would be involved if the network agreed to the proposal. ABC-TV officials, acknowledging that the stations were losing commercial time because of the trend toward longer-form programing, consented to study the suggestion and get back to the board within 30 days.

The threat of a drastic revision in affiliate compensation—the subject that was expected to produce the real fireworks at the meeting—was effectively dampened by ABC-TV's assurances that this was not in the works at the present time. The network, however, reserved the right to introduce a reduction plan at some future date but promised it wouldn't spring it on the affiliates as an accomplished fact. Instead, the plan would be presented first to the affiliate board of governors for comment.

Board Chairman Bob Doubleday called this another sign of "the new and good relationship" between ABC-TV and affiliates. He called attention to Leonard Goldenson's attendance at the management-board of governors meeting—something the ABC corporate president apparently hasn't done in recent years—as indication of the network's attempt to "be much more receptive to the affiliate position." Mr. Doubleday, who has been with an ABC-TV station since 1956 and on the affiliate board of governors since 1964 said "this is the most constructive affiliates meeting I've ever attended. I'm very excited about the future because our relationship is now a fine one."

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

WHIO 7 TV DAYTON, O.

Represented by Petry

STATION TOTAL HOUSEHOLDS • DAYTON AREA

Station	Station Circulation	Sunday thru Saturday Eve. 7:30 PM 11 PM	Sunday thru Saturday Total Day 7 AM 1 AM
WHIO 7	42 counties	450,000	535,000
Station B	33 counties	384,000	432,000
WHIO-TV Advantage	+9 counties	+66,000	+103,000

Source: NSI—TV Weekly Cumulative Audiences—February-March 1968

Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.

CBC 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

Four days that could shake television

Key executives of more than half a hundred of the nation's biggest advertisers ranged across the entire spectrum of TV advertising issues, problems and opportunities last week at a four-day management seminar sponsored by the Association of National Advertisers.

Aside from such problems of their own as rising costs, difficulties in programing, talent-union relations and government regulation, they heard—and made—some predictions and proposals that would send chills up broadcasters' backs.

They heard, for instance, a network TV president not only predict but welcome the eventual emergence of the 30-second spot to replace the 60-second unit as television's basic advertising length—a thought anathema to station men who fought long and hard to keep the 30 off the networks (see below).

They heard a key agency official propose even greater anathema—that stations should pay instead of being paid for the network programs they carry (see page 37).

They heard the same agency executive suggest that broadcasters are afraid to conduct research on the relative effectiveness of different commercial positions and warn that television is pricing itself out of the market; and they heard an executive of one of TV's biggest customers call for wide-scale research on such issues as the influence of "clutter" and program environment on commercial effectiveness (see page 42).

They also heard, along with the criticisms, repeated testimonials to television's force and appeal and effectiveness, whatever its faults. In addition, they heard broadcasting officials advance their own viewpoints, and in the keynote address they heard the top man of the world's biggest agency give high praise to television and dismiss many of the popular complaints against it as nonsense (see page 38).

A total of 68 executives representing 59 of the nation's leading advertisers attended the seminar, held Sunday night through Thursday morning (April 28-May 2) at the Westchester Country Club, Rye, N. Y. The sessions were closed, but many participants released their texts afterward. Highlights are summarized on this and following pages.

The 30 is seen as TV standard

CBS-TV's Dawson predicts short form will take over despite station protests

A top-level network executive finally said it out loud: The 30-second commercial will eventually be the basic unit of television advertising.

The executive was Thomas Dawson, president of CBS-TV, and the scene was last week's Association of National Advertisers' seminar on TV advertising management.

Mr. Dawson also said he would welcome the 30's replacement of the 60 as the basic commercial form, because it would represent "a turning point" toward network profitability.

At another session during the ANA seminar two agency executives predicted a trend toward the 30-second form. They were Herbert Zeltner, senior vice president and corporate director of marketing services for Needham, Harper & Steers, and Mort Keshin, senior vice president and director of media, Lennen & Newell.

Mr. Zeltner said informal talks he has held with various executives in the advertising and broadcast fields indicated that over the next two to three years, "loose" 30's will have more widespread use by advertisers on both a national and local basis and will be priced at two-thirds to three-quarters of the minute rate on an escalated basis so that in 1973, the 30's would cost about the same as a minute in 1967.

Mr. Keshin said that the activities of barter/brokerage organizations may expand because of rising costs and increasing availabilities. He said that the number of availabilities would grow with more widespread use of the 30-second announcement, and some advertisers may utilize barter/brokerage to offset increasing costs.

Network View ▪ Mr. Dawson's candid references to 30's came during a round-table discussion, "Perspectives of the Television Medium." Mr. Dawson presented the network viewpoint; C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp., presented the station viewpoint, and Gail Smith, general director of advertising and merchandising for General Motors, outlined the advertiser's viewpoint.

Mr. Dawson's remarks about the 30-second unit followed initial comments on what he described as a "revolution" in network TV, which, he said, "has little or no relation to what it was 10 years ago or even 24 months ago."

Networks are now custom-tailoring the way they sell time and talent to meet the marketing requirements of their customers, said Mr. Dawson. The new ways do not appeal to everybody. "Many broadcasters today view with alarm the way network television is sold." Mr. Dawson said. "Like it or not, network television must be responsive to the marketing specifications of nationwide advertisers."

Mr. Dawson's appraisal of the stations' mood proved accurate when Corinthian's President Petersmeyer spoke up. Mr. Petersmeyer, whose company's five television stations are all affiliated with CBS-TV, warned advertisers that lack of limits on the number of separate TV commercial messages within a time period can irritate viewers and hamper the effectiveness of advertising. He urged advertisers to concern themselves with this issue because it can affect the long-term vitality of the TV medium.

Mr. Petersmeyer explained that under the recently revised time standards of the National Association of Broadcasters' television code there could be 12 separate commercial messages in a prime-time half-hour if 15-second announcements were used.

"The erosion starts when the least conscientious broadcaster is propositioned by the most avaricious advertiser," Mr. Petersmeyer said. "From then on in, it is all downhill. Five years later, we all end up with a commercial pattern which nobody likes and which, at that point, cannot be rolled back. The time to act is now before the patterns are set."

Plea for Spot ▪ Mr. Petersmeyer cited the growing importance of national spot in advertiser marketing strategy, claiming that only this medium, bought selectively on a market-by-market basis, can deliver the client's messages to its target audiences. He said he was convinced that as marketing becomes more sophisticated and more targeted with the aid of computers, spot TV will be increasingly the medium for advertisers' needs.

Mr. Petersmeyer noted that some agencies complain that spot TV is more difficult to buy and thus is less profitable to the agency. He answered by saying that advertiser profit, not agency profit, should be the message of value, and added:

"You can maximize sales and your profits by using the most targeted and most efficient advertising you can get. In my judgment and that of many knowledgeable advertisers, spot television is the answer."

Speaking from the network position, Mr. Dawson said the advertiser seeks the maximum number of options in the use of the medium. This, in turn, has led to an important change in the unity of sale—the drift away from program buys to minute participations. This development, he indicated, was just one more example of television's adaptability to changing needs.

The 30-second form, said Mr. Dawson, will come with future change. When the 30 will be adopted as the basic pricing and scheduling unit is a "popular guessing game." Mr. Dawson said, but he believes the 30 "will be the basic unit of sale. . . . When the marketplace grows to the proportions that I believe it will eventually grow, the 30 must be the unit of time, and I'll be the first to welcome it, since I see this as a turning-point for the networks in their battle to make a profit."

Picture Now ▪ In an assessment of present conditions, Mr. Dawson said that "up-front" program buying—buying into programs shortly after they're slotted for the coming season, when prices are high and choicest positions are available—was on the increase. "I'm pleased to say that for the fall schedule this year—1968—we had more "up-front" program buying than we've had in the last few years."

On the subject of programing, Mr. Dawson predicted that the bulk of regular entertainment fare would change very little if at all in the next few years.

The outlook for specials, he indicated, was also about the same as it has been in the recent past. But "the scarcity of quality product is a major problem. There is a very real difference between calling a program 'special' and producing a program of special importance." He told seminar participants he could not foresee any new programing forms that will "turn on" the viewer.

Moreover, he indicated, programs that can turn on younger viewers are the most likely to turn the same viewers off after a short run. "In this most massive of mass media, it is economically unfeasible for all concerned —producer, network and advertiser—to live with a one-season turn on/turn off kind of program," he said.

GM's Mr. Smith suggested that in this era of the participating advertiser in network television, there should be some dialogue among client, agency and network when the contents of entertainment programs are changed without the advertiser's knowledge.

He noted that the public often regards the participating commercial advertiser as the "sponsor" of the program and pointed out that the revised program content may offend or otherwise affect the viewer. The advertiser therefore should know about this possibility in advance so that he may protect himself, Mr. Smith contended.

Should stations pay networks?

That's one cure offered by Pinkham for ills he says afflict TV

A prominent agency man last week lashed out at repetitive programing on TV, implied that TV broadcasters fear what in-depth research might show about their audience, rapped the National Association of Broadcasters for laboring like a mountain to produce a mouse when it made the latest changes in its TV commercial time standards, and warned against the trend toward clustered commercials.

That was just for openers. It—and more—came from Richard A. R. Pinkham of Ted Bates & Co. during the four-day TV management seminar conducted by the Association of National Advertisers.

Another proposal advanced by Mr. Pinkham was that TV stations should pay their networks for the network programs they carry, instead of the other way around.

Mr. Pinkham, senior vice president in charge of media and programs at Bates, said one way to keep the lid on spiralling TV program costs would be to have network affiliates pay for their editorial content.

"I have always felt that our broadcasting business was put on backwards," Mr. Pinkham asserted. Advertisers, he said, "pay the cost of programing. The networks supply the programing to the stations. The programing attracts the audience to that channel, and this permits the stations to sell us their spots. We, in effect, have to pay for the editorial content the stations (need) to build their circulation. I have always thought that the stations, like all advertising media, should be the ones to pay."

"Little timid steps have been taken in that direction recently," Mr. Pinkham noted. "CBS, which is the franchise no station manager would dare to lose, recently suggested that the stations carry the political conventions without compensation. The affiliates howled, and CBS promptly backed down.

"I say: Have courage, CBS. You are more important than you think. Most of your stations are making a tidy profit every year—31% before taxes, according to the FCC—so why should you make us pay to have them carry your programs?" Networks, he said, should "stand up bravely to their fierce affiliates and require them to carry some of the program costs instead of passing them along to the advertiser."

Mr. Pinkham described his solution to ballooning program costs as "way out but nonetheless valid." The proposal to alter television's traditional order of program compensation, however, was but one of several suggestions Mr. Pinkham advanced to arrest the ascent of program costs.

"The cost of television has been going up ever since Milton Berle's hour for Texaco cost $60,000 per week . . . The *Jackie Gleason Show* now costs $200,000 per week, and the end is not in sight," he noted.

Thanks to a concurrent rise in the number of TV homes, cost-per-thousand has not risen as rapidly as cost-per-minute, he said, "but the fact remains that where a $3 CPM was the target just a few years ago, a $4 CPM is quite acceptable today in prime time. . . . We have got to ask ourselves: When will television price itself out of the market and kill us fat geese what lays them golden eggs?

Mr. Pinkham predicted that CPM in the future will follow the trend of program costs—upward—and could reach $6 in 1973. "Efficiencies like these start to make magazines look even more attractive, don't you think," he asked rhetorically. When asked what TV is doing about the medium's rising costs, he said, broadcasters reply: " 'Gee, fellows, we just don't know. Run more repeats I guess.' "

But running repeats, he told the ANA members, is not the way to cure the cost-efficiency decline. "There is a growing suspicion on the part of many sophisticated buyers of television that programing is running counter to the main thrust of American society, is failing to keep pace with the upward thrust of educational levels and that, as a result, a certain boredom factor within important segments of the audience threatens to set in," he said.

Mr. Pinkham said that despite imitative and repetitive programing, TV will never bore its audience into ex-

Mr. Pinkham
He's the doctor

tinction—even that top level of influential viewers. But, he warned: "What the television people better be ready to prove pretty soon is not that the sets are still turned on, but that the audience is. Are they really watching? And are they really watching our commercials?"

Under the onslaught of television, magazine research has become very aggressive. It makes a strong case for magazines' demographic desirability and for the degree of involvement of their readers with editorial content, said Mr. Pinkham.

"The television industry on the other hand has supplied us with very helpful research, and it is certainly their responsibility to do so," he contended.

"Let's ask the TV industry to determine the relative effectiveness of a network commercial isolated in program material and a spot commercial buried in a station break," he said. "Whom shall we ask to do this research?" he asked. Not the stations, Mr. Pinkham said, because their local spots might suffer by comparison. And not the networks, since they are "heavily supported by the profits of their owned-and-operated stations."

But, he said, there is a way out of this dilemma:

"A recent issue of BROADCASTING magazine [BROADCASTING, April 1] contained a fascinating suggestion from an anonymous station rep. The proposal was to eliminate station breaks entirely and have the networks schedule four commercial positions in each prime-time half-hour, one of which would be sold locally by the stations. A similar arrangement would be made in nonprime time during the network feed."

According to Mr. Pinkham, the plan advanced in the BROADCASTING story would "clear up those five or six excruciating minutes between the end of one show and the beginning of the next. . . . In addition, the locally sold spot would pick up some of the in-programing advantages of network position" and thus eliminate the inhibition against "the kind of comparative research I have been talking about."

Mr. Pinkham dismissed efforts by the NAB to reduce clutter. "We can certainly applaud their motives. But unfortunately they rode off in the wrong direction. The NAB mountain labored and produced a mouse," he said. "Closing their eyes to the real source of clutter, they decided something else had to go, and what went were advertiser billboards on participating programs. The credits are still there and the promos, but starting next year you have to buy two minutes in a show to qualify for a billboard. Nobody suffered but the advertiser."

Mr. Pinkham decried what he sees as continuing pressure for over-commercialization. "I have a sneaking suspicion that we will be the ones to suffer again," he said. It's possible, he said, that the NAB will hear that the number-one shows in Italy are the clustered commercials, "and come to the conclusion that this would be a nice solution in this country too."

That, said Mr. Pinkham, could mean "that in 1973 your $70,000 minute would be in the center of a cluster of two other minutes—all of which, of course, would be in the 30-second form . . . I am afraid there will be a tendency to cluster commercials here in the U.S., and I am convinced it could drive huge hunks of budget out of the medium and into magazines and radio."

Is TV too big for its critics?

That's how Dan Seymour sums up its power in ANA keynote speech

"Television, as we are slowly learning, has its own peculiar directions: it goes its own way almost indifferent to all the little people who live off it, make fortunes from it, work for it: we are all fleas on an elephant that does not even know it has fleas."

That is how Dan Seymour, president

Mr. Seymour
The really big picture

and chief executive of J. Walter Thompson, summed up the medium in the keynote speech to the Association of National Advertisers seminar on television advertising management last week.

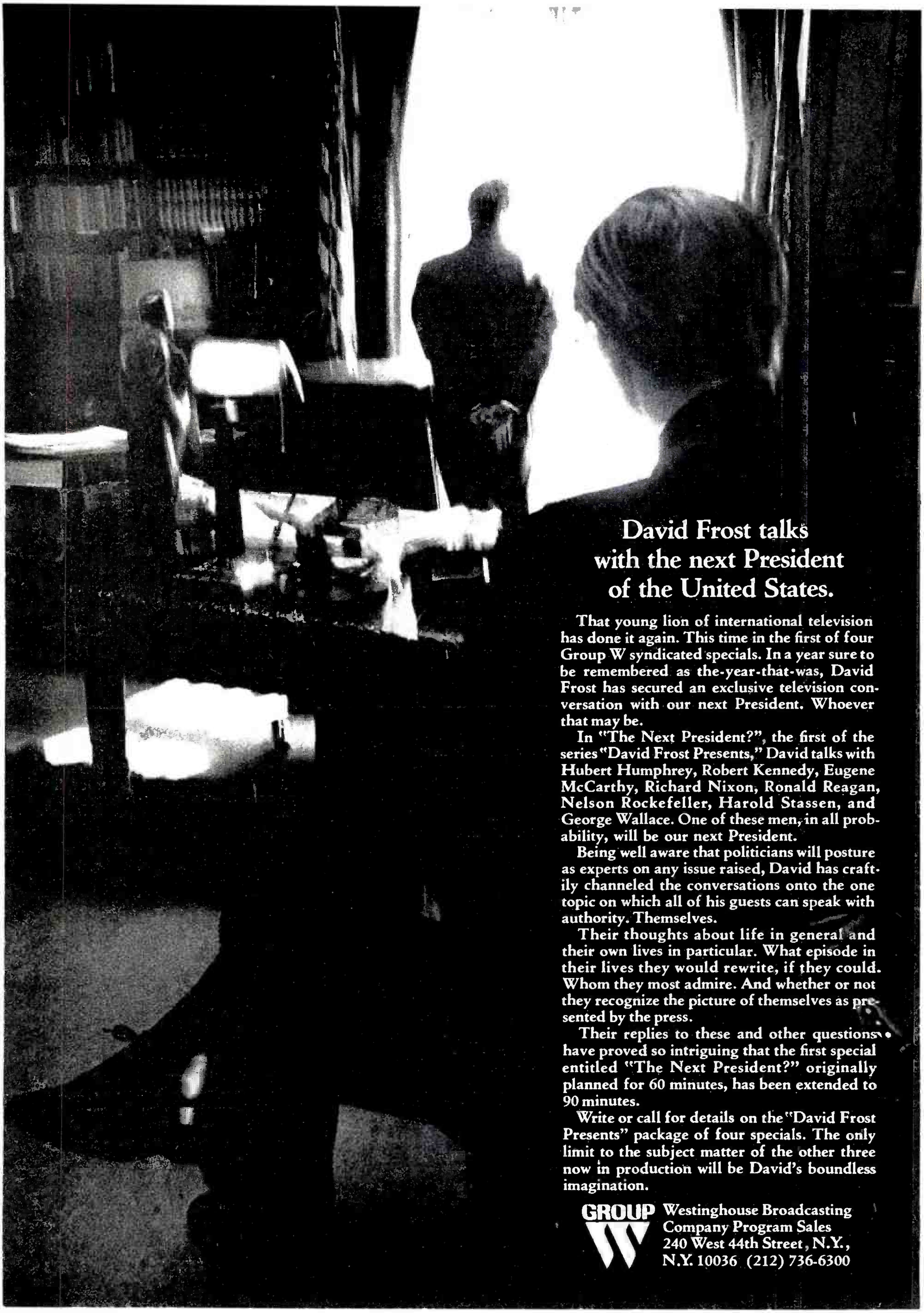
At a gathering that heard numerous advertising executives speak eloquently on the very subjects he classed as unimportant, Mr. Seymour continued: "Things such as how many commercials per hour, the length of commercials, the use of old movies—all these things are interesting and important at the moment, but in the long run they will be decided by such simple facts as what people will stand for and what they won't stand for. . . .

"It is public pressure and popular interest that has pushed the stations and the networks into spending more and more time in public service and news shows, and in upgrading the content and professionalism of these news shows," he said.

Mr. Seymour said it is "my own belief that a great deal of what we think and hear and are told about television has simply been nonsense and moonshine and uninformed prejudice against a new medium."

New Viewpoint ▪ "It seems to me that what we need is a whole new rationale about television, a rationale based on our 20 years experience, and based on direct orientation to the powerful and strange new medium rather than out of compromise with old opinions about newspapers, books, magazines."

Mr. Seymour, commenting on what he called the "force of television," said that the mind of today's man is "teem-



David Frost talks with the next President of the United States.

That young lion of international television has done it again. This time in the first of four Group W syndicated specials. In a year sure to be remembered as the-year-that-was, David Frost has secured an exclusive television conversation with our next President. Whoever that may be.

In "The Next President?", the first of the series "David Frost Presents," David talks with Hubert Humphrey, Robert Kennedy, Eugene McCarthy, Richard Nixon, Ronald Reagan, Nelson Rockefeller, Harold Stassen, and George Wallace. One of these men, in all probability, will be our next President.

Being well aware that politicians will posture as experts on any issue raised, David has craftily channeled the conversations onto the one topic on which all of his guests can speak with authority. Themselves.

Their thoughts about life in general and their own lives in particular. What episode in their lives they would rewrite, if they could. Whom they most admire. And whether or not they recognize the picture of themselves as presented by the press.

Their replies to these and other questions have proved so intriguing that the first special entitled "The Next President?" originally planned for 60 minutes, has been extended to 90 minutes.

Write or call for details on the "David Frost Presents" package of four specials. The only limit to the subject matter of the other three now in production will be David's boundless imagination.

GROUP W Westinghouse Broadcasting Company Program Sales
240 West 44th Street, N.Y., N.Y. 10036 (212) 736-6300

The losing fight against commercial costs

The cost of living index has gone up 11.9% during the past five years —and the cost of producing a TV commercial has jumped 72%.

Why has this cost zoomed, and what can the advertiser do to hold down future increases? Some answers were presented by Manning Rubin, vice president and associate creative director of broadcast for Grey Advertising, during a session on commercial production during the ANA seminar last week.

Opening the session, Gordon Webber, vice president and head of broadcast commercials for Benton & Bowles, noted that the report given by Mr. Rubin was compiled at the suggestion of the subcommittee on commercial production of the American Association of Advertising Agencies. He said the report, based on replies from the heads of production of 15 major advertising agencies and four leading film-production companies, constituted the first industry-wide study of commercial costs.

Mr. Rubin reported that a black-and-white commercial that cost on the average $10.000 in 1963 costs in color $17,200 today. This comparison was obtained by taking a 1963 commercial and having it re-bid for commercial production in 1968, Mr. Rubin explained.

The biggest reason given by Mr. Rubin for the escalation in production costs was the advent of color. Mr. Rubin said that although it is generally thought that color increased commercial production about 25%, he believes it averages "somewhat more than that." For example, color film stock is 300% more expensive than 1963 black and white; a color optical is 200% costlier, and a color interpositive is 300% more.

Among other reasons cited by Mr. Rubin for spiraling costs: The intensified competition for viewer attention, which means added production values in studio or on location; the greater use of the art director/producer and writer/producer who place emphasis on esthetic quality rather than on business [cost] aspects of advertising; expanded use of still photographers who command high fees ($1,000 to $3,000 a day); the rise of the "star system" for directors and cameramen; increases in scales for union employes; stricter federal regulation, growing out of the "sandpaper" case, which has resulted in longer shooting schedules because production must be done under actual working conditions; the trend toward original, custom-scored music tracks.

Mr. Rubin acknowledged that there is "no magic formula" for keeping costs down while increasing creative quality in any business. But he offered several suggestions for advertisers and agencies to consider.

He urged careful pre-production of commercials so as to avoid unnecessary improvisation on the set; consolidation of print-procurement and production-completion services at one company that specializes in these areas, in order to obtain discounts; concentration of film and/or tape production at a relatively small number of companies in return for a lower markup; more prudent use of "start" directors and cameramen, utilizing for some commercials camera talent at scale rates; encouraging simplicity in advertising, which often leads to less expensive productions; establishing agency cost-control devices, and using test commercials, when feasible, to gauge copy concepts before embarking on the finished product.

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ing with impressions of fires, riots, murders, wars and the push-and-pull of vehement arguments among politicians and people. In the plainest way, the news has come alive."

The medium's force, he said, allows TV advertising to set "social, material and moral standards today." TV makes distant worlds "alive and immediate, and where the movies did it once or twice a week for an hour at a time, TV does it all day and most of the night every night, and whereas you couldn't buy what you saw on the silver screen, you not only can buy what you see on television but you are told where and how and why and what and how much," he told the ANA conferees.

Mr. Seymour said that predictions of TV's future made a mere 20 years ago now appear to have been very conservative. "We smile with amusement at our own lack of imagination yesterday," he said.

"Yet, sometimes I think we live too much in the shadow of what the professors think . . . and television comes under this heading."

Wasted Comment ▪ Mr. Seymour said he believed it idle to criticize TV "because every moment is not Beethoven or Shakespeare or higher algebra; we are all weak human beings with a taste for entertainment over lectures, for the easy way over the hard way."

Mr. Seymour said he believed television's topicality was its chief attribute. He felt, he said, that, for instance, Bob Hope's topical monologue is more appealing to young people than the young girls and music he surrounds himself with.

"To me, if this guess is true, it is further evidence that this medium is built for news and topicality, and for entertainment that concerns itself with now, with today, with what is; and that this comes directly from the enormous and unbelievably great power of live television, which is so far beyond any view of life in the world than any other generation ever had."

". . . I think a case could be made that TV brought down this [Lyndon B. Johnson's] government as surely as any other force—if you add up all the ways TV seemed to go against this administration, from the first televised war to the first televised riots . . . television itself, alone and unaided, has revolutionized American politics in the past few years, and it has turned it from organization politics into participation politics. The old-fashioned back-room bosses are dead the moment they appear in public," he added.

With all this power, he asked, what is the "broadcasting industry responsibility?" According to Mr. Seymour, it is to see that "we get history, live, taped, filmed, or on still pictures edited together—but that we get it, all of it. If there is one trend I think I do see clearly it is simply that all broadcast news and public-affairs departments will be twice as big and twice as important within a few years."

N.Y. gets new ad agency

A new advertising agency, Jones, James & Jameson Inc., has opened offices at 202 East 44th Street, New York. Principals are Richmond A. Jones, president, formerly an art director with J. Walter Thompson; and Harold L. James, vice president, and Marcia Jameson, secretary, both associated with Jango Inc., an art service. Jones, James & Jameson is a full-service agency wholly owned and controlled by Negroes.

KLAS-TV gives the 300,000 citizens of Las Vegas something else to do.

Edward Petry & Company is proud to announce that they've won KLAS-TV.

TV asked for more research

Big buyer claims need for qualitative studies—but who's to pay?

One of television's biggest customers voiced some major complaints about television and television research last week, and called for "broad industry support" of special projects to seek remedies.

The complaints and the call came from A. O. Knowlton, media services director of General Foods, during the Association of National Advertisers' TV management seminar.

Highlights of the complaints and proposals offered by Mr. Knowlton:

▪ "Television faces a cluttered environment where there will be more and more commercials, where the commercials will be bunched together and where there will be an increasing number of commercials of shorter and shorter lengths."

There should be a study of the effects of clutter, "a syndicated and continuing study so we can track them and make judgments as to whether or not we should move on occasion to a less cluttered environment despite the additional cost."

▪ "We also need more information on the effect of different program environments. . . . It is unaffordable for any single advertiser to do a broad-gauge operation on a continuing basis, to track all the possible opportunities to more efficiently and effectively advertise in network television and locally in the spot medium."

▪ "We are faced with . . . increasing audience fragmentation due to the growing strength of UHF, the expansion of CATV, the steady growth of multiple-set ownership and larger amounts of ethnic viewing. . . . It becomes increasingly difficult to measure.

"The real and growing need to distinguish between the behavior of individuals and of the household does not necessarily involve major changes in research concepts. However, it does involve substantial investments because to best handle this work, the TV services would have to move to individual diaries."

▪ "The question of 'flighting' versus continuous advertising is increasingly under study and we believe that broad industry-supported projects would greatly expand the information being gathered by advertisers such as ourselves on a more limited basis."

▪ "There is a need to obtain TV measures which are totally compatible by technique and definition with other media measures so that inter-media comparisons can be made more effectively.

"TV is becoming increasily vulnerable to media mix activity, and this may be unfair because of some understatement of TV audience or some overstatement of other media by present techniques. Therefore, television as an industry and TV advertisers have a critical interest in examining this problem."

A somewhat different approach to broadcast research was taken by C. Wrede Petersmeyer, president of the Corinthian Broadcasting Corp., at another session of the seminar. Mr. Petersmeyer expressed concern about the use and validity of proliferating research statistics in demographics and product usage, and their cost to broadcasters. "Somewhere in all this there has to be a stopping point," said Mr. Petersmeyer. "We pay at least 80% of the cost of audience research. We provide more specific information at greater cost than any other medium. We are willing within reason to provide information that is really needed and actually used. We do not want to provide information of limited use and doubtful validity."

TVAR study tests consumer awareness

Television Advertising Representatives Inc. today (May 6) is releasing "Response-ability," the seventh in a series of annual presentations prepared for advertisers and agencies.

This year's presentation states the case for spot TV's ability to establish consumer awareness of brand names as well as its ability to sell established products.

"An advertising medium must not only carry the message, it must convey the message. The interaction of the medium and the message should increase the audience's awareness of the product," explained Robert M. McGredy, TVAR president.

The concept that media has a responsibility in conveying the message prompted a series of "before" and "after" studies of 11 spot-TV campaigns mounted during 1967. Robert Hoffman, TVAR senior vice president, conceived and directed the project. Trendex Inc. did the leg work, which involved more than 12,800 interviews with people representing the advertisers' target audiences. The survey covered a broad range of products and advertising strategies.

No Intermedia Comparison ▪ TVAR pointed out that the surveys did not involve intermedia comparisons due to the difficulty in finding advertisers who used different media in different markets. "TVAR would be delighted to work with any advertiser or agency in conducting such a media test," Mr. Hoffman said.

The primary objective of each of the 11 studies was to measure awareness—a knowledge of the brand and its correct identification. The "primary awareness" of a brand was established through unaided recall questions, and the "total awareness" of a brand was measured through both aided and unaided recall questions.

Some highlights of the awareness studies found in the TVAR presentation show that primary awareness for Tintex fabric dye rose from 32 to 49, a 52% gain after a six-week spot-TV campaign in Boston and Pittsburgh; primary awareness of Blackstone cigars in Boston rose by 175% after a 16-week campaign; total awareness of Shetland Sweeper Vac more than doubled in four markets over a period of 10 weeks; and the primary awareness level for Berkshire hosiery rose 27% after a one-week spot campaign in Philadelphia.

The complete response-ability report be obtained from Mr. Hoffman at TVAR, 90 Park Ave., New York 10016.

Agency appointments . . .

▪ Scott Paper Co., Philadelphia, has assigned about $1.7 million in billing to BBDO, New York, which replaces Ted Bates & Co., New York. Approximately $900,000 of the billing is in TV-radio. Products include towels, tissues, Scotties, facial tissues and Baby Scotts.

▪ Chappell Fiore Endelman Inc., New York, has been named agency for New York state presidential campaign of Senator Robert F. Kennedy. Papert, Koenig, Lois Inc., is the Democratic senator's national agency.

Rep. appointments . . .

▪ WEAT-AM-TV West Palm Beach, Fla.: The Meeker Co., New York.

▪ KOSO-FM Patterson, Calif.: Advertising Sales West, San Francisco.

▪ KLVI-AM-FM Beaumont, Tex.: John C. Butler Co., New York.

▪ KZIA Albuquerque, N. M.: Hal Holman Co., Chicago.

▪ WMID Atlantic City: Mort Bassett & Co., New York.

▪ WKAZ Charleston, W. Va.: McGavren-Guild-PGW Radio, Inc., New York.

Besides oilmen, shippers, and farmers in Mobile/Pensacola, WEAR-TV reaches a military market with a buying power of $250,000,000.

Garrison finish for radio in '67

RAB reports last-quarter surge offsets slump during preceding three quarters; it looks even better for 1968

Radio's national billings appeared last week to be rebounding strongly from the general advertising slump that held them to less than a 1% gain in 1967.

A check of leading station representatives, network authorities and other sales experts brought reports indicating a clear although not always uniform upturn in sales during the first quarter and even more solid advances thus far in the second quarter.

Some authorities ventured that sales trends thus far suggest that 1968 may be another record or near-record growth year for radio, comparable to 1966, when sales advanced more than 10%.

These forecasts followed on the heels of a report issued by the Radio Advertising Bureau putting spot radio's 1967 sales 0.5% ahead of their 1966 levels and network radio's up 1.4% from 1966.

The bureau also released its estimates of spending (by advertiser and brand) by the top 100 network and top 100 spot advertisers for 1967.

Spot-Radio Breakdown ▪ RAB's 1967 report estimated total spot radio sales at $287,600.000 and network radio sales at $72,800,000, as against $286,162,000 and $71,780,800 in 1966.

Together, the 1967 spot and network totals represented approximately 0.7% increase over the 1966 level, but the gain would have been substantially higher, RAB said, except for losses in tobacco and automotive business.

Tobacco companies alone would have lifted radio's gain in dollar volume to almost 6% if they had maintained their 1966 spending levels in 1967, according to RAB officials. They also said that except for General Motors, the major automobile makers reduced their radio advertising somewhat during the year, primarily because of strike conditions.

Although small, radio's actual gain in national volume in 1967 reflected an upturn in sales during the fourth quarter. RAB's report for the first nine months had shown national business running slightly behind its 1966 pace: spot radio was down 0.6% and network radio was down 0.5% (BROADCASTING, Feb. 26).

RAB officials said last week that additional sales data that became available after the nine-month estimates were issued had caused a slight upward revision of those figures, but that increased sales in the fourth quarter had been the major factor in converting the nine-month minus into a 12-month plus.

They cited substantial increases in radio spending by many advertisers as a key element in both 1967's overall gain and the current feeling of optimism about 1968.

Political Spending to Help ▪ The prospect of a substantial volume of political business and indications of continued expansion of radio budgets by present users, plus expectations that other blue-chip advertisers would return to the medium, also contributed to the air of confidence for 1968.

Despite some reductions by most of them, automotive companies took the top three positions in total radio expenditures in 1967: General Motors was first with $25,014,000, followed by Ford with $13,538,000 and Chrysler with $13,298,000.

RAB estimated that the top 100 spot radio advertisers in 1967 spent $221,777,000 in spot while the top 100 network users spent $65.767,000 in network.

Its top-100 lists follow:

TOP 100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS (BY BRANDS) YEAR 1967

		Est. Expenditures
1.	**General Motors**	**$19,339,000**
	Buick cars	3,306,000
	Cadillac cars	968,000
	Chevrolet cars	6,745,000
	Delco Div.-United Motors Service	42,000
	Fisher Body Div.	19,000
	Frigidaire appliances	343,000
	GMAC	1,040,000
	GMC trucks	8,000
	Guardian Maintenance	1,403,000
	Harrison Radiator Div.	827,000
	Oldsmobile cars	1,070,000
	Pontiac cars	2,360,000
	Soap Box Derby	5,000
	Institutional	1,203,000
2.	**Ford Motor**	**12,756,000**
	Ford cars	10,050,000
	Ford trucks	87,000
	Ford tractors	35,000
	Lincoln/Mercury cars	1,961,000
	Autolite	13,000
	Institutional	610,000
3.	**Chrysler**	**11,690,000**
	Chrysler cars	3,016,000
	Dodge cars	4,698,000
	Dodge trucks	311,000
	Plymouth cars	3,464,000
	Simca	129,000
	Institutional	72,000
4.	**Coca-Cola Co./Bottlers**	**9,159,000**
	Coca-Cola	6,686,000
	Fanta	7,000
	Fresca	911,000
	Sprite	548,000
	Tab	544,000
	One-way bottles	44,000
	Teen-age campaign (Duncan foods)	190,000
	Butternut coffee	229,000
5.	**Pepsico**	**7,862,000**
	Pepsi-Cola/bottlers	
	Devil Shake	167,000
	Diet Pepsi	1,605,000
	Mountain Dew	709,000
	Patio Cola	2,000
	Pepsi-Cola	5,141,000
	Teem	133,000
	Tropic Surf	13,000
	Frito-Lay Div.	
	Crispys	1,000
	Fritos	10,000
	Lay's potato chips	15,000
	Mrs. Cubbison's dressing	8,000
	Rold Gold pretzels	58,000
6.	**R.J. Reynolds Tobacco**	**6,322,000**
	Camel cigarettes	1,577,000
	Salem cigarettes	198,000
	Winston cigarettes	3.975,000
	Prince Albert pipe tobacco	177,000
	Day's Work chewing tobacco	7,000
	(R.J. Reynolds Foods Co. Div.)	
	My-T-Fine puddings	388,000
7.	**American Home Products**	**5,682,000**
	Anacin	1.745,000
	Black Flag	10,000
	Conquest	10,000
	Denalan	18,000
	Drial Spray	1,000
	Dristan	12,000
	Easy-off	17,000
	Liquid Heat	4,000
	Neet	53,000
	Preparation "H"	3,520,000
	Quiet World	1,000
	Snarol	24,000

Radio's biggest spenders

The elite of radio's customers in 1967:

Spot & network combined

		Est. expenditure
1.	General Motors Corp.	$ 25,014,000
2.	Ford Motor Co.	13,538,000
3.	Chrysler Corp.	13,298,000
4.	Coca-Cola Co.	9,159,000
5.	Pepsico, Inc.	8,169,000
6.	R. J. Reynolds Tobacco	7,506,000
7.	American Home Products	6,943,000
8.	American Tel. & Tel. Co.	6,335,000
9.	Campbell Soup Co.	5,864,000
10.	Colgate-Palmolive	5,688,000
		$101,514,000

At Kaleidoscope the focus in commercials is on people

Left to right: Gerry Browne, creative director, Grey Advetising, New Yok; Ed Martin, cameraman; Robert Sallin, director and president of Kaleidoscope Productions Inc., Hollywood.

Commercial production in television is a business of trends. Humor is in, hard sell is out. Slice-of-life is getting more play than fantasy. One of the up-and-coming trends—sneaking in so fast it hardly has been noticed—is the glorification of products through people.

The Procter & Gamble Co., of all advertisers. has been using this approach with Gain, its new detergent product. The scene is a railroad roundhouse. All the tough train workers are making fun at the guy whose wife washed his coveralls in Gain and made them pure white. The camera zooms in for close-ups of the poor boob's embarrassment. The boss surveys the scene. The camera shows him stern and annoyed. Suddenly his face breaks into a smile. Such cleanliness as Gain provides is a step on the road to promotion as foreman, he reports to all the scoffers.

Another commercial shows American Motors Corp.'s Rebel car being driven over the rugged terrain of Baja, California by two desperate looking gringos. It can't be done, the bewhiskered Americans are told. Skeletons of animals and car wrecks line the trail. But the Rebel bounces its way forward under a gleaming sun. At the end, the camera focuses on the driver. his face lined with tenacity and character. "Sweetheart," he says to the car, "you're good, really good."

Kaleidoscope Porductions Inc., a Hollywood-based commercial filmmaking house, was responsible for both commercials. Since it started in business 18 months ago, Kaleidoscope has produced more than 150 TV commercials for about 75 East and West Coast advertising agencies and advertisers, indicating that it's one of the hottest small production firms in an industry where such operations come and go with the winds of seasons. Kaleidoscope is hot because it's people-oriented just like George Cukor is known as a woman's director and John Ford as a story-teller.

"People are my bag," says Kaleidoscope president Bob Sallin, who once was a child actor for KDKA Pittsburgh. "I guess the word of mouth on me is that I can do the pretty pictures if need be but mostly

		Est. Expenditures
	The System	8,000
	Triptone	13,000
	(American Home Foods Div.)	
	Chef Boy-Ar-Dee Pizza	93,000
	(E.J. Brach & Sons Div.)	
	Brach Candy	153,000
8.	**AT&T**	**5,040,000**
	Combined Bell System companies	5,040,000
9.	**American Oil**	**4,574,000**
	Amoco gas & oil	2,779,000
	Amoco heating fuel	7,000
	Amoco tires, batteries, accessories	251,000
	Standard gas & oil	1,337,000
	Standard heating fuel	14,000
	Standard tires, batteries accessories	160,000
	Agricultural chemicals	26,000
10.	**Jos. Schlitz Brewing**	**4,367,000**
	Burgermeister beer	810,000
	Old Milwaukee beer	238,000
	Primo beer	3,000
	Schlitz beer	3,129,000
	Schlitz malt liquor	187,000
11.	**Anheuser-Busch**	**4,258,000**
	Budweiser beer	2,206,000
	Busch Bavarian beer	998,000
	Michelob beer	1,005,000
	Cotton Maid starch	47,000
	Delta syrup	2,000
12.	**Campbell Soup**	**3,971,000**

		Est. Expenditures
	Campbell beans	17,000
	Campbell soups	3,245,000
	Campbell tomato juice	43,000
	Campbell V-8 juice	78,000
	Franco-American foods	44,000
	Pepperidge Farm products	538,000
	Swanson's frozen foods	6,000
13.	**Royal Crown Cola Co./Bottlers**	**3,343,000**
	Diet Rite	1,497,000
	Kickapoo	7,000
	Quench	19,000
	Royal Crown Cola	1,820,000
14.	**Pan American World Airways**	**3,277,000**
	Air travel	3,277,000
15.	**Colgate-Palmolive**	**3,241,000**
	Action bleach	119,000
	Ajax	349,000
	Cold Power	52,000
	Colgate dental cream	200,000
	Cue	10,000
	Fab	664,000
	Florient	10,000
	Halo	59,000
	Hour After Hour	149,000
	Hyperphase	27,000
	Lustre Creme	54,000
	Petal soap	53,000
	Respond	25,000
	Skin Mist	16,000
	Tackle	531,000
	Ultra Brite	735,000
	Wash 'n Dri	152,000

		Est. Expenditures
	007 toiletries	35,000
	Sterno Inc. Div: Sterno	1,000
16.	**Humble Oil & Refining**	**3,192,000**
	Esso gas & oil	2,905,000
	Esso heating fuel	255,000
	Tires, batteries, accessories	32,000
17	**P. Lorillard**	**3,139,000**
	Beechnut chewing tobacco	2,000
	Kent cigarettes	902,000
	Newport cigarettes	397,000
	Old Gold cigarettes	11,000
	True cigarettes	1,827,000
18.	**American Tobacco**	**3,076,000**
	Carlton cigarettes	51,000
	Half & Half cigarettes	5,000
	Lucky Strike cigarettes	53,000
	Mayo cigarettes	8,000
	Montclair cigarettes	71,000
	Pall Mall cigarettes	1,695,000
	Sweet Caporal cigarettes	1,000
	Tareyton cigarettes	1,191,000
	Tennyson cigarettes	1,000
19.	**Falstaff Brewing**	**2,883,000**
	Falstaff beer	2,603,000
	Krueger beer	40,000
	Narragansett beer	240,000
20.	**General Foods**	**2,745,000**
	Gaines burgers	17.000
	Great Shakes	1,111.000
	Jello gelatin	232.000
	Jello instant pudding	11.000
	Log Cabin syrup	118.000

I'm a people director."

Accent on People ▪ Kaleidoscope consists of Mr. Sallin, who produces and directs for the company, and a staff of 10. The company was started as a five-man operation by Mr. Sallin after he left Foote, Cone & Belding, Los Angeles, where he was vice president and director of commercial production. Kaleidoscope, which reportedly has shown a profit right from the start, bids for business as a production house that will do a custom-made job. Almost all of its work to date has been on national campaigns for such advertisers as Goodyear Tire & Rubber, Heinz baby food, Personna razor blades, Chevrolet, Canada Dry ginger ale, Carnation instant milk and the Chrysler Corp., with most of it stemming out of New York. Kaleidoscope also produced the first 15 minutes of the recent NBC-TV *Bill Cosby Special* (a segment that focused on Negro children) and "The Picasso Summer," a full-length feature film, soon-to-be-released.

According to Bob Sallin, the real significant trend in television commercials is toward making them more believable, building into them substance that leads to proof of performance. "We try to fit into this pattern by doing our work with style and humanity," he says. "We try not to be blatant."

		Est. Expenditures
	Maxim coffee	112,000
	Maxwell House coffee	723,000
	Orange Plus	37,000
	Post cereals	4,000
	Sanka coffee	350,000
	Tang	30,000
21.	**Sun Oil**	**2,666,000**
	Sunoco gas & oil	2,626,000
	Sunoco heating fuel	37,000
	Tires, batteries, accessories	3,000
22.	**Canada Dry Corp./Bottlers**	**2,470,000**
	Bitter Lemon	142,000
	Canada Dry beverages	1,422,000
	Wink	906,000
23.	**Bristol-Myers**	**2,451,000**
	Ammens powder	204,000
	Ban spray	431,000
	Bufferin	70,000
	Duramax	39,000
	Excedrin	735,000
	4-Way cold tablets	1,000
	No-Doz	25,000
	Score	1,000
	Vitalis	18,000
	Vote	14,000
	Clairol Div: Clairol shampoo	6,000
	High Lightening	17,000
	Midnight Sun	208,000
	Numero Uno	36,000
	Pssst	8,000
	Sudden Summer	6,000
	Summer Blonde	404,000
	Summer Blonde spray	56,000
	That Look shampoo	4,000
	U.N.C.U.R.L.	40,000
	Vitapoint	15,000
	Drackett Div: Behold	3,000
	O'Cedar	7,000
	Prolong	8,000
	Sweep	3,000
	Whistle	88,000
	Windex	4,000
24.	**Beneficial Finance**	**2,414,000**
	Loans & financing	2,414,000
25.	**Carling Brewing**	**2,338,000**
	Black Label beer	2,247,000
	Heidelberg beer	34,000
	Stag beer	57,000
26.	**Shell Oil**	**2,310,000**
	Shell gas & oil	1,932,000
	Shell heating fuel	309,000
	Tires, batteries, accessories	5,000
	Shell Chemical Co., Div.	64,000
27.	**Wm. Wrigley Jr.**	**2,160,000**
	Wrigley gum	2,160,000
28.	**Equitable Life Assurance Society**	**2,082,000**
	Insurance	2,082,000
29.	**Trans World Airlines**	**2,061,000**
	Air travel	2,061,000
30.	**Household Finance**	**2,050,000**
	Loans & financing	2,050,000
31.	**Mobil Oil**	**2,023,000**
	Mobilgas & Mobiloil	1,969,000
	Mobil farm lubricants	54,000
32.	**Heublein**	**1,965,000**
	Byrrh wine	157,000
	Cocktail mix	27,000
	Hamm's beer	1,780,000
	Maltex cereal	1,000
33.	**Florida Citrus Commission**	**1,924,000**
	Florida citrus fruits & juices	1,924,000
34.	**American Airlines**	**1,921,000**
	Air travel	1,921,000
35.	**Northwest Orient Airlines**	**1,899,000**
	Air travel	1,899,000
36.	**Texaco**	**1,718,000**
	Texaco gas & oil	1,718,000
37.	**Studebaker Corp. (STP Div.)**	**1,717,000**
	STP additive	1,717,000
38.	**American Motors**	**1,647,000**
	Rambler cars	1,647,000
39.	**Delta Air Lines**	**1,627,000**
	Air travel	1,627,000
40.	**Rheingold Breweries**	**1,621,000**
	Gablinger beer	515,000
	Knickerbocker beer	230,000
	Rheingold beer	876,000
41.	**Sinclair Refining**	**1,602,000**
	Sinclair gas & oil	1,562,000
	Sinclair heating fuel	34,000
	Tires, batteries, accessories	6,000
42.	**Liggett & Myers**	**1,571,000**
	Chesterfield cigarettes	414,000
	Granger pipe tobacco	12,000
	Lark cigarettes	454,000
	L & M cigarettes	556,000
	Redman chewing tobacco	126,000
	Velvet pipe tobacco	9,000
43.	**F & M Schaefer Brewing Co.**	**1,562,000**
	Schaefer beer	1,562,000
44.	**American Express**	**1,550,000**
	Credit cards	885,000
	Money orders	10,000
	Travelers Cheques	655,000
45.	**Pearl Brewing**	**1,546,000**
	Country Club malt liquor	1,002,000
	Goetz beer	15,000
	Pearl beer	529,000
46.	**American Cyanamid**	**1,545,000**
	Agricultural products	123,000
	Drugs	67,000
	Wood Preen	4,000
	J.H. Breck Div: Breck shampoo	1,351,000
47.	**Plough**	**1,536,000**
	Black & White ointment	1,000
	Coppertone	315,000
	Di-Gel	104,000
	Mexsana	112,000
	Moroline	7,000
	Musterole	141,000
	Nix	11,000
	Q. T. lotion	199,000
	Ril-Sweet	21,000
	St. Joseph aspirin	438,000
	St. Joseph cough syrup	48,000
	Solarcaine	137,000
	Zemo	2,000
48.	**United Air Lines**	**1,526,000**
	Air travel	1,526,000
49.	**Warner-Lambert Pharmaceuticals**	**1,516,000**
	Bromo Seltzer	23,000
	Cornhuskers lotion	1,416,000
	Listerine	26,000
	Reef	48,000
	Three Flowers	3,000
50.	**P. Ballantine & Sons**	**1,506,000**
	Ballantine beer & ale	1,506,000
51.	**Seven-Up Co./Bottlers**	**1,479,000**
	Like	212,000
	Seven-Up	1,267,000
52.	**Monarch Wine**	**1,433,000**
	Manischewitz wine	1,433,000
53.	**Midas**	**1,396,000**
	Midas Mufflers	1,396,000
54.	**Standard Oil of California**	**1,348,000**
	Chevron gas & oil	1,311,000
	Chevron heating fuel	20,000
	Chevron Chemical Div: fertilizer	17,000
55.	**Noxell**	**1,347,000**
	Cover Girl	543,000
	Noxzema cream	418,000
	Noxzema lotion	18,000
	Noxzema shave cream	29,000
	Therablem	339,000
56.	**B. C. Remedy**	**1,305,000**
	B. C. headache & neuralgia remedy	1,305,000
57.	**Gulf Oil**	**1,298,000**
	Gulf gas & oil	642,000
	Gulf heating fuel	17,000
	Tires, batteries, accessories	638,000
	Agricultural chemicals	1,000
58.	**Sterling Drug**	**1,292,000**
	Bayer aspirin	43,000
	Campho-Phenique	175,000
	Cope	248,000
	D-Con	454,000
	Dr. Caldwell's	3,000
	Fizrin	78,000
	Midol	21,000
	Lehn & Fink Div: Beacon Wax	77,000
	Down The Drain	87,000
	Dorothy Gray cosmetics	3,000
	Jato spray	30,000
	Lysol	54,000
	Stri-Dex	4,000
	Tussy cosmetics	15,000
59.	**Union Oil of California**	**1,147,000**
	Pure Firebrand gas & Purelube oil	723,000
	"76" gas & Royal Triton oil	424,000
60.	**M.J.B. Co.**	**1,132,000**
	M.J.B. coffee	1,128,000
	M.J.B. rice	4,000
61.	**Eastern Air Lines**	**1,124,000**
	Air travel	1,124,000
62.	**Stroh Brewing**	**1,114,000**
	Goebel beer	88,000
	Stroh's beer	1,026,000
63.	**Firestone Tire & Rubber**	**1,099,000**
	Firestone tires & tubes	1,099,000
64.	**General Electric**	**1,060,000**
	Commercial & Industrial Div.	192,000
	Flash bulbs	13,000
	Lamps	589,000
	Major appliances	22,000
	Radio & TV sets	37,000
	Institutional	207,000
65.	**Eversharp Inc. (Schick Safety Razor Div.)**	**1,030,000**

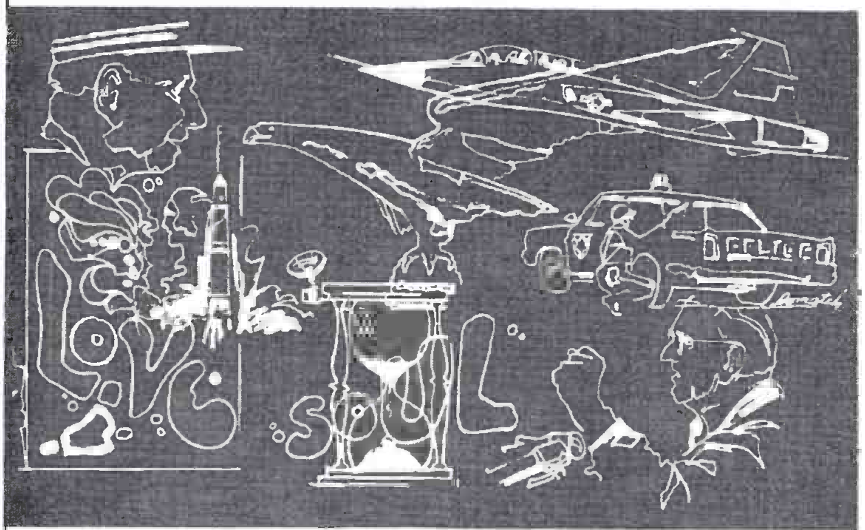
		Est. Expenditures
	Schick razors & blades	1,030,000
66.	**The Nestle Co.**	**968,000**
	Crosse & Blackwell products	36,000
	Decaf	724,000
	Nescafe	146,000
	Strong & Good	2,000
	Taster's Choice	60,000
67.	**Miller Brewing**	**933,000**
	Gettleman beer	25,000
	Miller High Life beer	908,000
68.	**Robert Hall Clothes**	**929,000**
	Clothing	929,000
69.	**Carnation**	**911,000**
	Alber's grits	8,000
	Contadina tomato products	258,000
	Friskies cat food	30,000
	Ice cream	14,000
	Instant breakfast	514,000
	Milk	86,000
	Tuna	1,000
70.	**Eli Lilly & Co.**	
	(Elanco Products Div.)	**887,000**
	Agricultural chemicals	310,000
	Greenfield lawn products	577,000
71.	**General Brewing**	**880,000**
	Lucky Lager beer	880,000
72.	**International Nickel**	**879,000**
	Nickel products	879,000
73.	**Blue Cross/Blue Shield**	**872,000**
	Hospital & medical insurance	872,000
74.	**Pabst Brewing**	**864,000**
	Blatz beer	261,000
	Pabst beer	603,000
75.	**Atlantic-Richfield**	**853,000**
	Atlantic gas & oil	550,000
	Atlantic heating fuel	4,000
	Richfield gas & Richlube oil	276,000
	Richfield heating fuel	12,000
	Tires, batteries & accessories	11,000
76.	**McCormick & Co.**	**846,000**
	McCormick spices	821,000
	Schilling coffee	19,000
	Schilling tea	6,000
77.	**Melville Shoe Corp.**	**839,000**
	Miles shoes	31,000
	Thom McAn shoes	808,000
78.	**Chas Pfizer**	**813,000**
	Agricultural products	261,000
	Beam eye drops	1,000
	Coty perfumes	196,000
	Pacquins cream	222,000
	Pacquins rinse-off	61,000
	Thermodent	53,000
	Un-Burn	19,000
79.	**Western Air Lines**	**772,000**
	Air travel	772,000
80.	**American Bakeries**	**768,000**
	Barbara Ann bread	78,000
	Bunny bread	6,000
	Dressel's cakes	7,000
	Langendorf bread	168,000
	Merita bread	80,000
	Tastee bread	429,000
81.	**Standard Brands**	**763,000**
	Blue Bonnet margarine	175,000
	Chase & Sanborn coffee	124,000
	Fives dog food	41,000
	Fleischmann's margarine	82,000
	Flieschmann's yeast	198,000
	Hunt Club dog food	1,000
	Peanut crisp	58,000
	Planters peanuts	26,000
	Royal desserts	7,000
	Shake-A-Puddin'	13,000
	Siesta coffee	12,000
	Corporate	26,000
82.	**Qantas Empire Airways**	**751,000**
	Air travel	751,000
83.	**National Airlines**	**744,000**
	Air travel	744,000
84.	**National Brewing**	**740,000**
	Altes Golden lager beer	32,000
	Colt 45 malt liquor	455,000
	French 76 sparkling malt liquor	7,000
	National Bohemian beer	105,000
	National Premium beer	75,000
	007 beer	28,000
	Regal beer	32,000
	Solarine Wax	6,000
85.	**Cities Service**	**728,000**
	Citgo gas & oil	728,000
86.	**Quaker State Oil Refining**	**720,000**
	Quaker State oil & lubricants	720,000
87.	**Genesee Brewing**	**696,000**
	Genesee beer	696,000
87.	**Miles Laboratories**	**696,000**
	Bactine cream	696,000
89.	**Seaboard Finance**	**688,000**
	Loans & financing	688,000
90.	**Dupont**	**686,000**
	Butte Knit	71,000
	Cantrece	506,000
	Lorox	11,000
	Lycra girdles	6,000
	#2 car wax	10,000
	Rally car wax	63,000
	Right fabric softener	1,000
	Zerex	9,000
	Remington Arms Div.	9,000
91.	**Associates Investment Co.**	**681,000**
	Loans & financing	681,000
91.	**Sears Roebuck**	**681,000**
	Stores	681,000
93.	**Volvo**	**662,000**
	Volvo cars	662,000
94.	**Borden**	**659,000**
	Coffee Combo	29,000
	Danish margarine	4,000
	Fluid milk	190,000
	Ice cream	148,000
	Old London foods	70,000
	Realemon juice	200,000
	F. H. Snow Div: canned foods	1,000
	Wise potato chips	2,000
	Wyler soups	13,000
	Smith-Douglas Div:	
	agricultural products	2,000
94.	**Menley & James**	**659,000**
	Contac	659,000
96.	**Lever Brothers**	**651,000**
	Breeze	11,000
	Dove liquid	72,000
	Lifebuoy	16,000
	Lucky Whip	12,000
	Lux liquid	60,000
	Pepsodent	174,000
	Rinso	5,000
	Wisk	9,000
	Thos. J. Lipton Div.	
	Good Humor ice cream	38,000
	Lipton tea	241,000
	Corporate	13,000
97.	**Ralston-Purina**	**634,000**
	Cereals	216,000
	Chick 'n Krisp	38,000
	General chow	25,000
	Purina dog chow	104,000
	Purina feeds	94,000
	Purina for cats	30,000
	Snackadoos	55,000
	Tuna for cats	72,000
98.	**B. F. Goodrich**	**630,000**

SOURCE: Radio Advertising Bureau/Radio Expenditure Reports

All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV.

Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

NEWS



happens every minute...

...as it happens— we're all

NEWS

17½ HOURS EVERY DAY

WBBM NEWSRADIO 78 announces a concept of in-depth coverage of news such as has never been known in this section of the nation!

Fifty radio journalists, working a schedule around the clock and backed by the world-wide news gathering facilities of CBS, keep Mid America abreast of today's fast-breaking news at home and abroad.

The constantly updated treatment of breaking news is supported by extensive actualities, on-the-spot coverage, interviews with news-makers, analyses by specialists, mini-documentaries and a wide variety of features and news background information.

All in all . . . a total news operation geared to the news-conscious world in which we live.

We believe it's an attention-demanding climate for your commercial message.

For more information, contact your nearest CBS Radio Spot Sales Office . . . or John Lauer, General Sales Manager, at (312) 944-6000.

WBBM NEWSRADIO 78

A CBS OWNED STATION / CHICAGO

		Est. Expenditures
	Goodrich tires & tubes	628,000
	Rayco Div.	2,000
99.	**Keebler**	**626,000**
	Biscuits & crackers	626,000
100.	**National Biscuit**	**624,000**
	Cookies	100,000
	Crackers	30,000
	Cream of Wheat	26,000
	Hammies	32,000
	Honey-Maid grahams	34,000
	Millbrook bread	6,000
	Pretzels	4,000
	Shakes a la Mode	8,000
	Shredded Wheat	72,000
	Shreddies	30,000
	Vanilla wafers	282,000

TOP 100
NETWORK RADIO ADVERTISERS
(By Brands)
YEAR 1967

		Est. Expenditure
1.	**General Motors**	**$5,675,000**
	Buick cars	643,000
	Chevrolet cars	2,172,000
	Chevrolet trucks	275,000
	Delco Div: United Motors Service	917,000
	Fisher Body Div.	241,000
	Frigidaire Div: major appliances	393,000
	Guardian Maintenance	166,000
	Oldsmobile cars	570,000
	Institutional	298,000
2.	**P. Lorillard**	**2,506,000**
	Kent cigarettes	363,000
	Newport cigarettes	119,000
	True cigarettes	2,024,000
3.	**Colgate-Palmolive**	**2,447,000**
	Ajax	345,000
	Cold Power	246,000
	Fab	737,000
	Ultra Brite	1,065,000
	Wash 'n Dri	54,000
4.	**Bristol-Myers**	**2,237,000**
	Ammens	414,000
	Bromo Quinine	239,000
	Excedrin	929,000
	No-Doz	655,000
5.	**State Farm Mutual Insurance**	**2,175,000**
	Insurance	2,175,000
6.	**Campbell Soup**	**1,893,000**
	Campbell soups	892,000
	Campbell V-8 juice	932,000
	Pepperidge Farm products	69,000
7.	**Sterling Drug**	**1,821,000**
	Bayer aspirin	805,000
	Ironized yeast	296,000
	Phillips Milk of Magnesia	488,000
	Lehn & Fink Div: Lysol	213,000
	Medi-Quik	19,000
8.	**Liggett & Myers**	**1,619,000**
	Chesterfield cigarettes	566,000
	L & M cigarettes	351,000
	Lark cigarettes	702,000
9.	**Chrysler Corp.**	**1,608,000**
	Chrysler cars	43,000
	Customer car care	241,000
	Dodge cars	214,000
	Dodge trucks	51,000
	Plymouth cars	990,000
	Marine Div.	69,000
10.	**Plough**	**1,468,000**
	Coppertone	285,000
	Di-Gel	898,000
	Solarcaine	285,000
11.	**Wm. Wrigley Jr.**	**1,422,000**
	Wrigley gum	1,422,000
12.	**Borden**	**1,402,000**
	Aunt Jane's pickles	140,000
	Cremora	174,000
	Instant mashed potatoes	6,000
	Mince meat	26,000
	Realemon juice	317,000
	Wyler fruit drinks	199,000
	Wyler soups	453,000
	*Food products	87,000
13.	**AT&T**	**1,295,000**
	Long distance service	1,274,000
	Western Electric Div: equipment development	21,000
14.	**American Home Products**	**1,261,000**
	Anacin	379,000
	Dristan	375,000
	Preparation "H"	154,000
	E. J. Brach & Sons Div: candy	353,000
15.	**R. J. Reynolds**	**1,184,000**
	Camel cigarettes	463,000
	Winston cigarettes	561,000
	R. J. Reynolds Foods Div: *My-T-Fine puddings & Vermont maid syrup	160,000
16.	**Time**	**1,152,000**
	Time magazine	370,000
	Life magazine	782,000
17.	**American Tobacco**	**1,144,000**
	Lucky Strike cigarettes	167,000
	Pall Mall cigarettes	533,000
	Tareyton cigarettes	290,000
	Roi-Tan cigars	154,000
18.	**Morton Salt**	**1,142,000**
	Morton salt	1,142,000
19.	**Eversharp Inc. (Schick Safety Razor Div.)**	**1,094,000**
	Schick razors & blades	1,094,000
20.	**Dupont**	**1,089,000**
	Antron	115,000
	*Automotive products	303,000
	Dacron	59,000
	*Men's wear	48,000
	Orlon	138,000
	Stren	83,000
	Zerex	296,000
	Remington Arms Div.	47,000
21.	**American Dairy Association**	**1,085,000**
	Dairy products	1,085,000
22.	**American Express**	**956,000**
	Travelers Cheques	956,000
23.	**Kellogg**	**894,000**
	*Cereals	894,000
24.	**National Dairy Products (Kraft Foods Div.)**	**889,000**
	Parkay margarine	814,000
	"Kraft Music Hall" TV program promotion	75,000
25.	**3M Co.**	**838,000**
	Games	22,000
	Scotchgard	60,000
	Tapes	410,000
	Tarni-Shield	346,000
26.	**Warner-Lambert**	**831,000**
	Cornhuskers lotion	831,000
27.	**Wynn Oil Co.**	**808,000**
	Wynn's friction proofing	808,000
28.	**Ford Motor**	**782,000**
	Autolite div.	76,000
	Ford cars	294,000
	*Ford trucks & tractors	8,000
	Lincoln/Mercury cars	210,000
	Philco-Ford Corp. Div: radio & TV sets	194,000
29.	**American Motors**	**765,000**
	Rambler cars	765,000
30.	**Florida Citrus Commission**	**738,000**

For commercials it's love or hate at first sight

The importance of the first few seconds of a commercial in interesting or "tuning out" a viewer was underscored last week by a report issued by the Marplan Perception Laboratory after testing more than 100,000 consumers with the organization's eye camera.

F. Russell Schneider, president of the laboratory, discussed this finding and others during a news conference at the newly designed Marplan Test Center at the Garden State Shopping Plaza at Paramus, N. J. He noted that new facilities for the eye camera are also being opened at the Evergreen Shopping Center in Chicago and the Whitwood Shopping Center in Whittier, Calif., a suburb of Los Angeles.

Mr. Schneider explained that the science of pupilmetrics was discovered in 1960 by pyschologist Eckhard Hess. Marplan, a research component of The Interpublic Group of Companies Inc., provided financial support for the original research.

From 1960 to 1964. highly sensitive instruments were developed to measure the eye pupil and to validate the basic principle that the dilation and restriction of the pupil reflects interest, emotion. thought processes and attitudes. Mr. Schneider reported.

Service for 50 ▪ He said that in 1964 Marplan began applying the technique to the study of viewer response to TV commercials, conducting tests in both the shopping centers and other locations. This year Marplan has conducted eye-camera tests on television for about 50 clients.

Among other key findings of the report: commercials rarely are able to build to a high interest peak after a weak start and this is particularly relevant for the advertiser using piggyback commercials; sound is important, especially the impact of the announcer's voice and the music on the viewer; children viewing commercials prefer to see other youngsters portrayed in interesting and active situations rather than being "merely cute."

Mr. Schneider said the type of research provided by Marplan can help creative staffs by indicating where and how the commercials are weak and how small changes or editing can improve the response to the advertising.

		Est. Expenditures
	Florida citrus fruits & juices	738,000
31.	**Cities Service**	**710,000**
	Citgo gas & oil	710,000
32.	**Cowles Communications**	**648,000**
	Family Circle magazine	220,000
	Look magazine	428,000
33.	**Block Drug**	**644,000**
	Nytol	253,000
	Polident	305,000
	Tegrin	86,000
34.	**General Foods**	**625,000**
	Log Cabin syrup	99,000
	Maxwell House coffee	122,000
	Sanka coffee	404,000
35.	**Sinclair Refining**	**615,000**
	Sinclair gas & oil	615,000
36.	**Quaker State Oil Refining**	**556,000**
	Quaker State oil & lubricants	556,000
37.	**Retail Clerks International Association**	**505,000**
	Union promotion	505,000
38.	**Miller Brewing**	**493,000**
	Miller High Life beer	493,000
38.	**Pennzoil**	**493,000**
	Pennzoil gas, oil & lubricants	493,000
40.	**Formula 409**	**490,000**
	Formula 409 cleaners	490,000
41.	**Bankers Life & Casualty**	**470,000**
	White Cross hospital & medical insurance	470,000
42.	**Del Monte**	**457,000**
	*Del Monte catsup & tomato juice	457,000
43.	**Armstrong Cork**	**435,000**
	Epic floor wax	435,000
44.	**Benrus Watch**	**425,000**
	Benrus watches	425,000
45.	**American Cyanamid (J.H. Breck Div.)**	**419,000**
	Breck shampoo	419,000
46.	**Meredith Publishing**	**402,000**
	Better Homes & Gardens magazine	402,000
47.	**Rich Products**	**401,000**
	Coffee Rich	401,000
48.	**Gillette**	**387,000**
	*Gillette Safety Razor Div.—shave products	197,000
	Toni Div.—Toni home permanents	190,000
49.	**VM Corp.**	**386,000**
	VM radios & phonographs	386,000
50.	**Mutual of Omaha**	**382,000**
	Insurance	382,000
51.	**AFL-CIO**	**368,000**
	Labor union promotion	368,000
52.	**Purex (Campana Div.)**	**356,000**
	Ayds reducing candy	356,000
53.	**Billy Graham Evangelistic Association**	**355,000**
	Religious	355,000
54.	**Keebler**	**333,000**
	Cookies & crackers	333,000
55.	**Knox Gelatine**	**316,000**
	Knox gelatine	316,000
56.	**Union Carbide**	**314,000**
	Prestone	124,000
	"6-12" insect repellant	190,000
57.	**Pepsico**	**307,000**
	Pepsi-Cola	307,000
58.	**B. F. Goodrich**	**303,000**
	Goodrich tires & tubes	303,000
59.	**Hastings Manufacturing**	**296,000**
	Casite additive	296,000
60.	**Libby, McNeill & Libby**	**281,000**
	Libby's pumpkin mix	281,000
61.	**Amana Refrigeration**	**277,000**
	Amana refrigerators	277,000
61.	**Newsweek**	**277,000**
	Newsweek magazine	277,000
63.	**National Biscuit**	**272,000**
	Crackers	78,000
	100% Bran cereal	194,000
63.	**Chas. Pfizer**	**272,000**
	Coty Div: Imprevu	272,000
65.	**Holiday Inns of America**	**270,000**
	Hotel & motel service	270,000
66.	**Standard Brands**	**262,000**
	Fleischmann's margarine	262,000
67.	**MacFadden-Bartell**	**260,000**
	*Magazines	260,000
67.	**Ocean Spray Cranberries**	**260,000**
	Cranberry products	260,000
69.	**F&F Laboratories**	**255,000**
	F&F cough drops	255,000
70.	**Luden's**	**241,000**
	Luden's cough drops	241,000
71.	**In-Sink-Erator Manufacturing**	**234,000**
	Garbage disposal units	234,000
72.	**Brunswick Corp. (Kiekhaefer Div.)**	**230,000**
	Mercury outboard motors	176,000
	Zebco Div: Bebco fishing tackle	54,000
72.	**General Mills**	**230,000**
	Bisquick	8,000
	Total cereal	222,000
72.	**RCA**	**230,000**
	*Home entertainment products	230,000
75.	**International Harvester**	**211,000**
	Cub Cadet tractors	211,000
76.	**Anderson**	**205,000**
	Anco windshield wipers	205,000
77.	**Sylvania Electric**	**204,000**
	Lamps	204,000
78.	**North American Van Lines**	**197,000**
	Moving service	197,000
79.	**Quality Courts Motels**	**196,000**
	Hotel & motel service	196,000
80.	**Aetna Life & Casualty**	**193,000**
	Insurance	193,000
80.	**Curtis Publishing**	**193,000**
	Holiday magazine	16,000
	Saturday Evening Post magazine	177,000
80.	**Florists' Transworld Delivery**	**193,000**
	Flowers-by-wire	193,000
80.	**United Van Lines**	**193,000**
	Moving service	193,000
84.	**Mountain Valley Water**	**190,000**
	Mineral water	190,000
84.	**National Plastic Products (Vectra Div.)**	**190,000**
	Ozite rugs & carpets	190,000
84.	**Patio Foods**	**190,000**
	Patio frozen foods	190,000
84.	**Pillsbury**	**190,000**
	Sweet-10	190,000
88.	**Kerr Glass**	**189,000**
	Food preserving jars	189,000
88.	**CIBA Corp.**	**189,000**
	Binaca	189,000
88.	**Dunn & McCarthy**	**189,000**
	Enna Jettick shoes	189,000
91.	**Shakey's Inc.**	**187,000**
	Shakey's pizza parlors	187,000
92.	**Jeffrey Martin Labs.**	**185,000**
	Compoz	185,000
93.	**Foster-Milburn**	**182,000**
	Doan's pills	182,000
94.	**Cessna Aircraft**	**176,000**
	Cessna aircraft	61,000
	Flying lessons	115,000
95.	**Benjamin Moore**	**168,000**
	Benjamin Moore paints	168,000
96.	**Metropolis Brewery of N. J.**	**165,000**
	Champale malt liquor	165,000
96.	**Mobil Oil**	**165,000**
	Mobilgas & Mobiloil	100,000
	Travel guide promotion	65,000
98.	**Nationwide Insurance**	**157,000**
	Insurance	157,000
99.	**Pennsylvania Grade Pure Oil Association**	**156,000**
	100% Pure Pennsylvania oil	156,000
100.	**Royal Crown Cola**	**152,000**
	Royal Crown Cola	152,000

SOURCE: Radio Advertising Bureau/Radio Expenditure Reports

Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS, and NBC. This makes them comparable to data for other media including spot radio, spot TV and network TV.

*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy.

Agencies charged with employe bias

Ogilvy & Mather, the William Esty Co., and eight other concerns were charged last Monday (April 29) with denying equal-employment opportunity to minority group members. The charges were initiated by the New York State Commission on Human Rights after informal investigations, but without prior notice to the 10 concerns.

The Friday before the complaints were announced, John Elliott Jr., chairman of Ogilvy & Mather, addressed the American Association of Advertising Agencies as chairman of its committee to design a program for the recruitment of minority group members (BROADCASTING, April 29).

He said: "The record of my agency on the employment of members of minority groups and the use of minority group talent in advertising has barely matched the average for all agencies. . . . No industry can be really proud of its record in this area. Yet many have more than double the percentage we have. Our record is not even average. We bring up the rear."

Last week, an O&M spokesman quoted an internal memorandum over Mr. Elliott's signature asserting: "Ogilvy & Mather has maintained completely open, nondiscriminatory employment practices since the company was founded in 1948."

The memorandum included a progress report on an O&M program offering qualified high-school students from the Negro and Puerto Rican communities part-time employment combined with financial sponsorship of their college education. "The first two participants have already been selected," the memo said.

The New York City Commission on Human Rights recently completed hearings on minority employment in the advertising and broadcasting industries. Mr. Elliott testified at that time that "we have 24 Negroes and four Puerto Ricans on our payroll. Combined, this represents 3.2% of the total employment figure of 865."

A Model? ▪ The city commission counsel, Michael L. Vallon, said of the

BAR network TV-billing report for week ended April 21

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 21, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC Week ended April 21	ABC Cume Jan. 1-April 21	CBS Week ended April 21	CBS Cume Jan. 1-April 21	NBC Week ended April 21	NBC Cume Jan. 1-April 21	Total minutes week ended April 21	Total dollars week ended April 21	1968 total minutes	1968 total dollars
Monday-Friday Sign-on-10 a.m.	$	$ 145.8	$ 60.3	$ 1,317.6	$ 336.0	$ 5,461.1	69	$ 396.3	1,138	$ 6,924.5
Monday-Friday 10 a.m.-6 p.m.	1.254.2	219,491.6	2,668.2	50,299.3	2,138.3	37,034.6	957	6,060.7	14,345	106,825.5
Saturday-Sunday Sign-on-6 p.m.	1.195.4	19,410.4	943.8	17,326.4	508.6	7,456.8	278	2,647.8	3,924	44,193.6
Monday-Saturday 6 p.m.-7:30 p.m.	298.1	5,275.8	512.8	10,014.8	759.7	11,078.2	98	1,570.6	1,363	26,368.2
Sunday 6 p.m.-7:30 p.m.	74.9	2,239.4	149.9	3,951.1	204.6	3,437.8	21	429.4	338	9,628.3
Monday-Sunday 7:30 p.m.-11 p.m.	4.938.5	86,065.8	5,436.0	107,337.3	6,353.1	103,974.9	444	16,727.6	6,841	297,378.0
Monday-Sunday 11 p.m.-Sign-off	224.7	5,830.4	29.0	634.6	730.4	6,944.2	78	984.1	1,147	13,409.2
Total	$7.985.8	$138,459.2	$9,800.0	$190.881.1	$11,030.7	$175,387.6	1,945	$28,816.5	29,096	$504,727.9

Ogilvy & Mather program, however, that it "should serve as a model for the industry."

Last week an Ogilvy spokesman said: "Apparently the state commission doesn't talk to the city commission."

Mr. Elliott's memo concluded: "The state commission has picked a wrong target. Your management is proud of what we are now doing, and you should be, too."

A spokesman for Esty would say only that management was "completely surprised and shocked," because the company "has never practiced discrimination in employment," but that it "will cooperate fully, in the confidence that the record will vindicate us."

The other companies charged were: Conde Nast Publishing, Kidder, Peabody Inc., and Dean Witter & Co., investment brokers, the Penn Central and Long Island Railroads, the Kollsman Instrument Corp., Seaboard World Airlines, and Esso International Inc.

No specifics of the complaints were made public last week.

RAB plans for awards for retail radio ads

In moves designed to get more retailers into radio, the Radio Advertising Bureau last week announced publication of a book detailing retailer co-op advertising plans and joint sponsorship of awards for retailers' radio commercials. The announcements were made by Miles David, RAB president, to a sales promotion convention of the National Retail Merchants Association in Washington.

The projects, he said, follow radio's "current growth as a retail medium."

The book, detailing the co-op plans, he said, will cover 17 categories and 644 companies and is "documentation . . . that hundreds of manufacturers selling tu retail stores do have a substantial and consistent advertising co-op plan for radio."

Predicting that "every significant store in the country will be a consistent radio advertiser by 1970," Mr. David said the radio advertising awards will be co-sponsored by RAB and NRMA and will honor commercials in four categories: projection of store image, item commercials, event commercials and concept of store services.

TVB reports SOS progress

The introduction of a standardized invoice form is proceeding "rapidly" at stations throughout the U.S., as phase two in the Television Bureau of Advertising's System of Spot program.

This optimistic report on SOS was presented by TVB officials at a two-day meeting of the TVB board of directors concluding last Monday morning (April 29) at the Greenbrier, White Sulphur Springs, W. Va.

The SOS program, designed to simplify spot-TV buying, has passed its first phase in which most station representation firms pledged their use of the standardized confirmation/contract form (BROADCASTING, Feb. 5).

Most of the board's activity was related to the business side of television, though one of its actions was internal: the board approved renewal as of May 1 of President Norman E. Cash's employment contract with TVB for another three years. Officials declined to reveal Mr. Cash's salary but offered that the terms amounted to a "substantial increase" over the present level.

A brief discussion was held on TVB's role in industry attempts to stiffen resistance to a threatened raid on the broadcast spectrum. TVB, it was said, would offer its help in the form of research services—specifically on the effect a land-mobile raid would have on the economics of television advertising. TVB has committed research services as opposed to outright funding in the program being established by the Association of Maximum Service Telecasters with the National Association of Broadcasters.

It was also noted that TVB plans to institute in New York a series of evening seminars with timebuyers, probably meeting on an agency-by-agency basis; and it was reported that at its annual meeting next November in Chicago, the TVB will stress "specific opportunities" television offers in today's economy to local and national advertisers. The "now" status of TV will be explored in November as contrasted to the TVB meetings of the past two years in which the future of television was emphasized, it was said.

UA teasers expanded to radio-TV in 41 cities

United Artists' April 22-29 saturation teaser campaign on radio-TV in 14 markets was the beginning of an eight-month campaign for a new movie, "Chitty Chitty Bang Bang," to be released in December.

The broadcast advertising aspects of the five-day campaign included 21 10-second radio spots and four 10-second television commercials, rotated in daytime spots. An estimate of the week's expenditures, including print advertising, was over $600,000. United Artists plans to extend the campaign to a total of 41 cities before the opening of the film.

Business briefly . . .

Quaker State Motor Oil, Oil City, Pa., will begin a summer-fall radio campaign May 18 on Mutual. May 20 on NBC Radio and June 10 on CBS Radio. Kenyon & Eckhardt, New York, produced the 30- and 60-second commercials.

Sicks Rainier Brewing Co., Seattle, will introduce two new beers under the Rainier label with a $1,800,000 campaign, including radio and 20-, 30- and 60-second television commercials. Rainier, through Wells, Rich, Greene Inc., New York, will direct the advertising to its Northwest market.

Burlington Industries Inc., through Doyle Dane Bernbach, both New York, will sponsor NBC-TV's one-hour special, *Special Bardot*, starring French film star Brigitte Bardot. The program is scheduled for the 1968-69 season.

Pacific Gas & Electric Co., San Francisco, through BBDO, same city, will sponsor in prime time on seven California television stations eight half-hour documentary films to be produced by Imagination Inc., San Francisco-based motion picture production company. The films document the history of California from pre-Columbian times to World War II. Imagination was contracted to produce the series under the title *California* by KRON-TV San Francisco on behalf of PG&E. Time buys for the other six California markets are being handled by BBDO. The first three films in the documentary series will be broadcast in May and early June, with the remainder scheduled for fall release.

Kitchens of Sara Lee Inc., Deerfield, Ill., a division of **Consolidated Foods Corp.**, has placed a year-round schedule on CBS Radio's *Arthur Godfrey Time* to advertise frozen cake products. Doyle Dane Bernbach, New York, is the agency.

CBS-TV sweetens the pot

Decision to compensate affiliates for political specials and add spots for local sales quiets most criticism

CBS-TV's decision to restore station compensation on all of its 1968 political coverage except the two major-party conventions and election night, and to provide additional time for the stations to sell locally (CLOSED CIRCUIT, April 29), appeared last week to have stilled much if not most of the affiliate criticism of the original plan.

A spot check of leading affiliates indicated that, as one put it, "nobody's jumping for joy, but the new plan is about as good as we're likely to get."

Nobody doubted that there would still be reverberations when the affiliates hold their annual meeting with CBS-TV network officials in Los Angeles next week (May 14-15), but the consensus appeared to be that the complaints would be spasmodic and much less unified than those that greeted the original plan.

It was a seemingly solid front of affiliate opposition, presented to network officials by affiliate leaders during the National Association of Broadcasters convention that led the network to reconsider the original plan (BROADCASTING, April 8, 1) and, ultimately, water it down.

Specials Free ▪ The initial plan would have given CBS-TV affiliates no compensation for carrying some 12 hours of campaign, convention and election specials, or on coverage of the Democratic and Republican conventions and election returns.

Network officials contended that waiver of this compensation—amounting to a loss of an estimated total of $1.2 million to $1.4 million for all affiliates—was little enough for them to contribute as their share of "the enormous responsibility we have undertaken in the presentation of these events."

Stations contended, however, that aside from the dollars involved, the move toward no compensation on political programing might lead to erosion of the principle of compensation in other areas of network programing.

In its plan, CBS is offering to reinstate compensation on all political specials, give the affiliates two additional co-op minutes for local sale on each convention night and increase the length and number of station-breaks around political specials.

TV, CATV pact no longer solution

An FCC review board action rejecting a pact made between opposing parties in a top-100-market CATV proceeding may have wide application for others tied up in similar hearings and who now want out.

In recent months the commission has approved a rash of carriage and non-duplication agreements between broadcasters and CATV's faced with protracted proceedings in an ever-increasing backlog of CATV cases.

But the board has pointed out that not once has a top-100-market hearing been terminated through the approval of a similar pact. And, it said, it's not going to approve an agreement that would circumvent an "essential inquiry."

The board action affected Aiken Cablevision Inc. and Home CATV Co., whose requests to import distant signals into the Augusta, Ga. market (ranked 96th) had been set for hearing. The CATV's reported reaching an agreement with WRDW(TV), WJBF(TV) and Augusta Telecasters Inc., permittee of channel 26, all Augusta.

Mutual Interests ▪ The pact primarily calls for carriage of local as well as certain distant signals in return for which the TV's agreed to support the carriage proposals. It had been opposed by the commission's Broadcast Bureau which claimed that a consideration of the relationship of the CATV's to the Augusta market must be made before the pact could be approved. The CATV's argued that since all hearing participants had agreed to the carriage proposals, it "must be presumed that no party to this proceeding would execute an agreement which would jeopardize its economic interests."

It was the board's opinion that the "relevant considerations at such a hearing" which the parties now seek to avoid "transcend the private rights of any individual broadcaster." CATV's that desire to import distant signals into a top-100 market, the board said, must show that such a proposal "would be consistent with the public interest, and specifically the establishment and healthy maintenance" of TV service in the area. The proposed pact, the board noted, "implicitly" involves a waiver of the hearing requirements of the rules, but that it couldn't be approved unless "an adequate showing" were made that the carriage proposals would be consistent with the public interest.

UHF's Future ▪ A prior commission ruling found that the impact of distant-signal importation on UHF must be determined, the board cited, "even though" the UHF involved believed that CATV could help it, "because the initial benefit of being carried can be totally destroyed in the long run by

Marks bids Red China to cover U.S. presidential election

Leaders of Communist China received a surprise invitation last week from this nation's top government communicator. Send your information-media specialists to the U.S., the invitation said. Let them "see how Americans choose their President." They will be given carte blanche to cover and report the political campaigns.

This invitation for open communication lines between the U. S. and Communist China was offered by Leonard H. Marks, director of the U. S. Information Agency. Addressing the 17th annual convention of the American Women in Radio and Television, which was meeting at the Century Plaza hotel in Los Angeles, Mr. Marks promised to make prime time available on the Voice of America to those journalists Red China agreed to send to this country. Their reports would be carried back to the Chinese mainland daily and would be uncensored, he assured. The one-time prominent broadcast attorney said he hoped that his invitation would be the first step to further exchanges between the U.S. and Communist China.

AWRT Hospitality ▪ If China should accept the invitation, Mr. Marks suggested that AWRT offer the visitors hospitality and professional assistance in covering the campaign. He pointed out that AWRT, being a private organization of journalists, would make a more preferable host than the U. S. government.

In a news conference some hours before he was scheduled to deliver the speech, Mr. Marks pointed out that the last similar invitation to Communist Chinese journalists was extended in 1959 by the then-secretary of state, John Foster Dulles. It was refused by the Peking government. Mr. Marks said he was issuing the invitation on his own authority and had not cleared it through the White House. He stressed that the invitation was unilateral with no reciprocal invitation for American journalists to visit the Chinese mainland implied. He explained that his speech to AWRT would be broadcast by the Voice of America to Communist China and that no other channel of communication—diplomatic included—would be used to extend the invitation.

The USIA director made his proposal in the context of a speech on "Can We Communicate in the 21st Century?" He was of the emphatic opinion that we can and must communicate with our foreign neighbors. Mr. Marks described communications techniques that, by realizing "the wildest dreams of inventors and scientists," will make our foreign neighbors much closer in the next century. He said a two-by-two microform card, when inserted in a TV-screen-sized maching reader, could reproduce the Bible. He also indicated that the same technology could contain the 9,000 volumes in a typical USIA overseas library in a shoebox, or the entire Library of Congress into a filing cabinet.

USIA's Marks
Come and see for yourself

Mr. Marks further predicted that before the end of this year electronic video recording equipment will be available in this country capable of playing back on the home television screen a cartridge of film, one inch thick, that will run for 60 minutes in black and white. He unequivocably said that the cartridge will be available for sale by the end of the year for $7. "And I am quite confident that the price of $7 will be drastically slashed within a short time," he added.

TV Record Player ▪ Mr. Marks described the electronic video recording equipment as "the equivalent of a record player on top of a television set, integrated into the set." He said that there was no question that such devices "will be regarded with amusement as primitive" by the year 2,000.

Mr. Marks officially opened the five-day AWRT convention (May 1-5). He spoke at a banquet at which AWRT's first "Silver Satellite Award" for outstanding contributions, nationally and internationally, in communications, was given to comedian Bob Hope.

multiple outside signals." The board noted this ruling was applicable to the current case.

But board member Joseph N. Nelson disagreed. He said the pact represented a "reasonable balancing of the equities involved" without adversely affecting the public interest. And he warned that the board's action might result in a "winner-take-all" situation.

Although the TV stations might prove successful in this hearing, he said, they may not be in as advantageous a position as they might be under the agreement. "The commission's tremendous workload in this area," he said, "calls for the development of techniques which will expedite early determinations of these matters. The approval of reasonable agreements can be one. . . ."

Corinthian sets stage for expansion

Management and organizational realignments to speed expansion and diversification by Corinthian Broadcasting Corp. were announced last week.

C. Wrede Petersmeyer, president of the group broadcasting company, said the changes will enable top management to devote more time to Corinthian's program of expansion.

Company spokesmen indicated Corinthian is interested in acquiring a VHF and a UHF station and several major-market radio stations. Corinthian also is interested in entering "related fields" such as film production and CATV, it was learned. Mr. Petersmeyer was described as actively pursuing further acquisitions.

Current Holdings ▪ Corinthian currently owns four VHF stations and one UHF: KHOU-TV Houston; KOTV(TV) Tulsa, Okla.; KXTV(TV) Sacramento, Calif.; WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. Early in February the company acquired Renaissance Editions Inc., New York book publishers.

The occasion of Mr. Petersmeyer's comments was the announcement that James C. Richdale, general manager of KHOU-TV in Houston, has been named president of a newly created Corinthian Television Stations Division effective June 1. He will also be a vice president

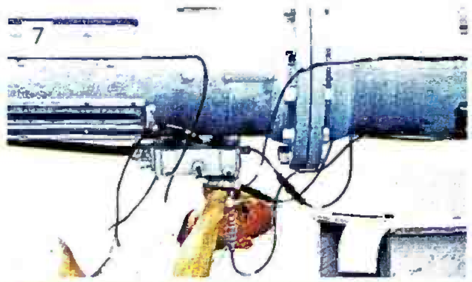
"Fisheye" view from helicopter showing big complex at Gibbsboro, N.J., where RCA antennas are engineered and tested.

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

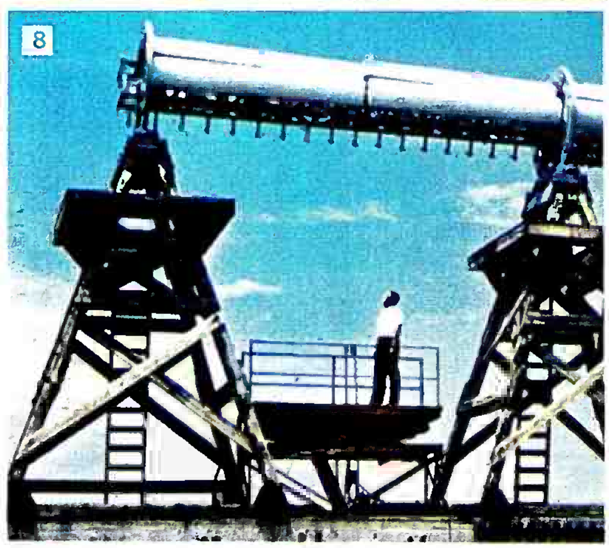
A world of broadcast antenna engineering capability.

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

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

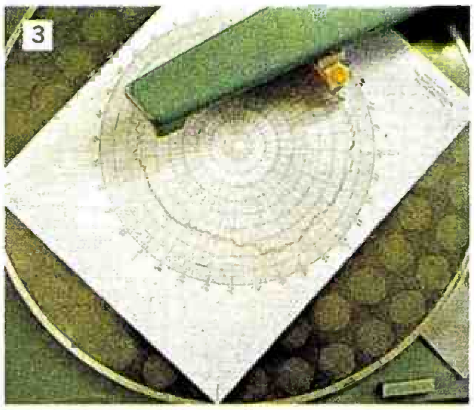


(7) Connecting the de-icer into the junction box on a TFU-45J UHF Pylon antenna. This is one of a new family of moderately priced UHF Pylons.



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

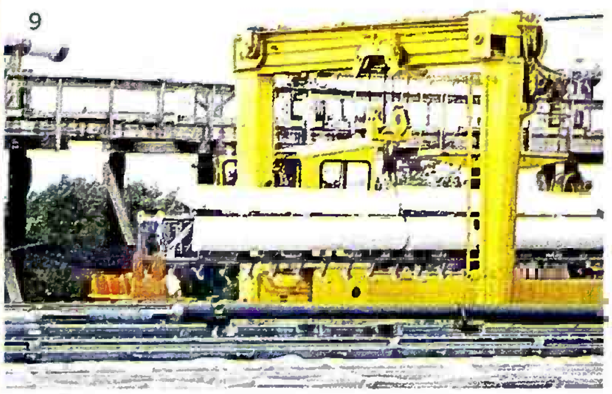
(2) Combined laboratory/office showing some of the engineering staff. Here is located the computer terminal where precise calculations assure an antenna with desired characteristics.



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

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

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

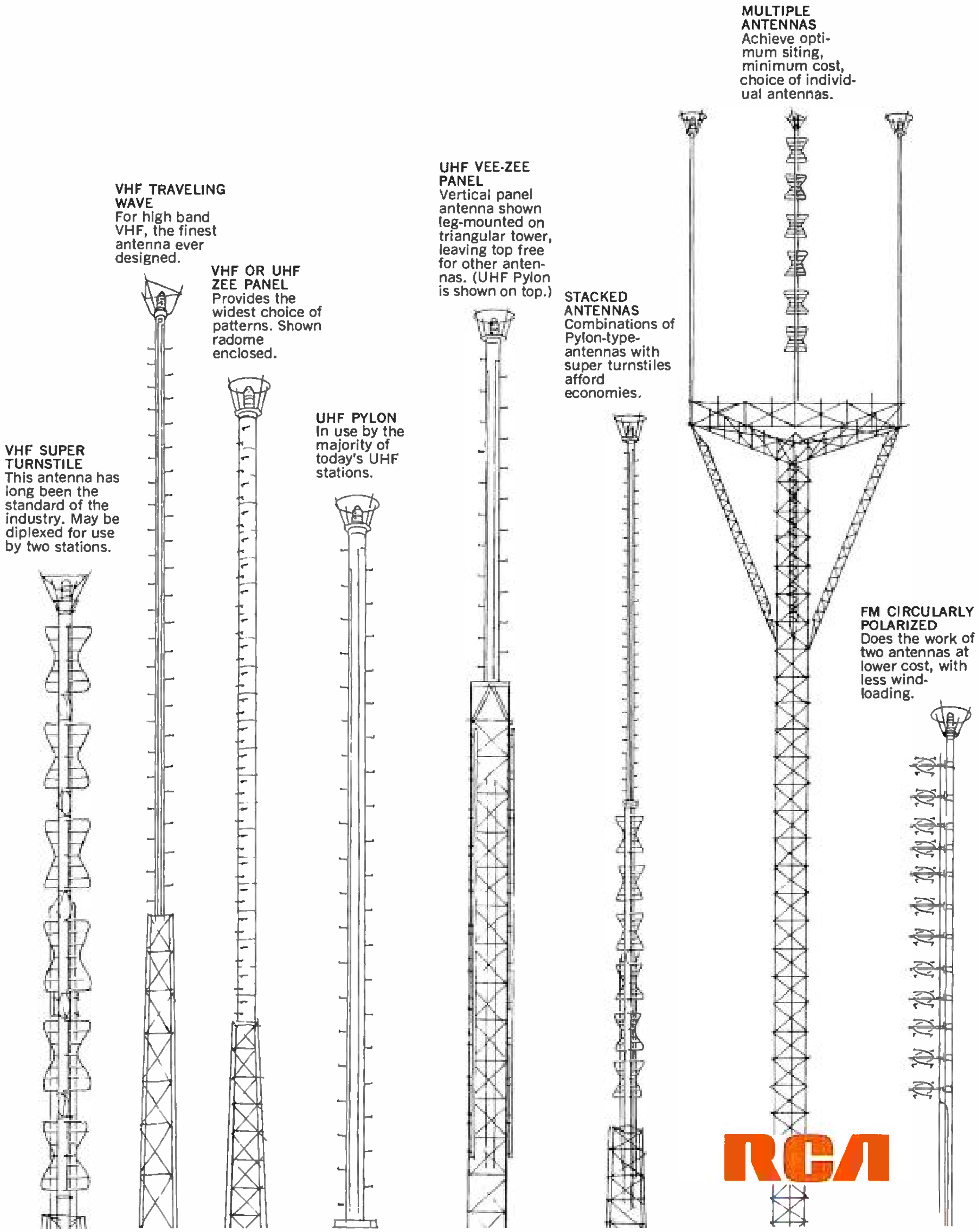


(9) High-rise crane truck, shown conveying special UHF Panel antenna to testing site, is typical of many special equipments employed in this unique antenna engineering site. Pylons in foreground await shipment.

Widest choice from the broadest background in antennas.

No one has RCA's broad background of experience, nor the facilities to back up their experience in such a measure as RCA. And no one has produced as many TV antennas as RCA . . . Here's where the first Super-Turnstile—and all its famous offspring—came from! Here, too, are the engineering capabilities that produced the sophisticated VHF Traveling Wave antenna. Yes, and all the big multiple antenna systems—but one—came from here. And for UHF, all the Pylons! It was here, too, that the ingenious design of the new Vee-Zee Panel antennas was first plotted and developed. And, of course, the new circularly polarized FM antenna also came from the drawing boards at Gibbsboro.

We hope you will visit Gibbsboro, and see for yourself how these antennas are engineered, how they are tested, and learn how they are followed up in the field after they reach their destinations. After all, it's their actual record in the field that proves their superiority. As part of the RCA "Matched Line" they're all system engineered for finest performance with other RCA equipment. For more information, call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J. 08102.



of Corinthian Broadcasting.

Dean Borba, program manager at KHOU-TV, will succeed Mr. Richdale. Charles H. Tower will continue to devote his efforts to the affairs of the five Corinthian stations as executive vice president of the TV stations division.

Hill proposes FCC fee hike

Johnson favors plan but Hyde says it needs new law

The FCC's application-fee system is being eyed by some key members of Congress as a way to provide additional federal revenue. One suggestion is that the system be transformed into one based on the value of the broadcast or other communications facility involved.

Representative Joe Evins (D-Tenn.), chairman of the House Appropriations Subcommittee, in a Feb. 19 closed-door hearing whose record was made public last week, told the commission that it "may want to look into this matter" of revising and updating its fee schedules.

He made the comment after noting that the Federal Deposit Insurance Corp. and the comptroller of the currency base fees they charge for examining banks on the size of the bank.

Representatives Burt L. Talcott (R-Calif.) and Louis C. Wyman (R-N.H.) also indicated support for the concept. "If you had a renewal fee for a station that really bloomed, shouldn't that renewal fee be increased proportionately?" Representative Wyman asked.

Congress Should Act ▪ FCC Chairman Rosel H. Hyde said that the commission has authority to levy filing fees as well as to change the present fee schedule. A new system based on earnings or profits of a station "ought to be reviewed by Congress," he said. "There are some tremendous policy questions involved."

Representative Charles R. Jonas (R-N.C.) was the first subcommittee member to raise the question of the fees. He suggested they might be increased to offset the increasing costs of regulation. He noted that commission costs keep going up and that, in discussing the licenses issued, "we are talking now in terms of valuable rights."

The present fee system, under which virtually all applicants in the various services that the commission regulates pay filing fees, was adopted in March 1964 and provides the U. S. Treasury (the commission does not benefit directly) with $4 million annually. The commission now operates on an appropriation of $19.1 million, and is hoping Congress will approve the $21,271,000 request for fiscal 1969 made by the administration.

Television applicants pay $150 to apply for a renewal of license. The fee for AM and FM applicants is $75. Land-mobile fees range from $5 to $75.

Since the hearing, there has been little discussion at the commission of the proposal to raise fees and, reportedly, no expressed sentiment for switching the system to one based on the value of the property involved.

Broadcasters Warned ▪ However, Chairman Hyde warned broadcasters following the closed-door hearing that they would have to make a strong showing in serving the public interest to head off pressures from Congress and the Bureau of the Budget for an increase in fees. He issued the warning in remarks before the National Association of Broadcasters' state presidents conference in Washington in February (BROADCASTING, March 4).

One commissioner at the hearing, Nicholas Johnson, appeared to favor a switch in the basis of the fee system. He noted that some television stations in large markets are sold for up to $20 million and that the industry is earning $3 bililon a year. Mr. Johnson added that licensees spend less on fees "than on coffee in the executive suite."

He said there is "no justification whatsoever for making the taxpayer pay the cost of running a regulatory commission like the FCC, or other comparable commissions, most of the activities of which go to service the industry."

The hearing also provided further evidence of the congressional pressure being exerted on the commission to ease congestion in the land-mobile frequencies, with particular attention being paid to the feasibility of making UHF frequencies available to land-mobile services.

Giaimo Again ▪ Representative Robert N. Giaimo (D-Conn.) le din questioning the commission on this point, and reflected impatience with the pace of the commission's progress. He noted that the same ground had been covered in the subcommittee hearing on the commission's budget request a year ago, and that he expected more progress to have been made.

Chairman Hyde conceded that the job of providing relief has taken longer and proved more difficult than he had thought it would. But he noted that the commission has invested "a tremendous amount of work" in the problem and has provided some relief by splitting frequencies in the 450-470 mc band.

Representative Giaimo, however, made clear he wasn't particularly interested in the "small gains" made through splitting channels in frequencies in the land-mobile share of the spectrum.

"Nowhere in the [commission's] statement do I read of any significant progress in reallocation of part of the spectrum presently assigned to the UHF area," he said.

Chairman Hyde noted that the commission staff has investigated the possibility of making UHF frequencies available to land-mobile users and that the commission was planning to request industry comments on how such sharing could best be accomplished. He later said publicly that the commission was preparing a rulemaking on the subject (BROADCASTING, April 1).

UHF-Sharing Test ▪ The commission is also conducting a study of the feasibility of sharing VHF frequencies with land-mobile-radio services. Chairman Hyde said the results of the test, begun a year ago, are expected to be known by end of 1968.

But he did not sound optimistic. If the VHF-sharing plan is practical at all, he said, "it probably will pose difficult administrative and legal problems which will require a considerable time to resolve.

"If you sense the debate that is developing between the broadcasting industry and the mobile, you will sense what I mean by indicating there will be legal problems."

The commission's growing interest in undertaking research and policy studies is reflected in the appropriation that the administration has requested for the agency for fiscal 1969. The $21,271,000 request contains $1 million for research, some $400,000 more than is in the current appropriation for the same purpose.

NCTA selects nominees for office in '68-69

The National Cable Television Association has nominated a new slate of officers for 1968-1969 to be approved by the association membership during its June 29-July 2 convention. Robert H. Beisswenger of Jerrold Corp. has been named to succeed Jack R. Crosby, Gencoe Inc., as national chairman. Other nominees include Richard A. Moore, Southwestern Cable Co., national vice chairman; Marcus Bartlett, Cox Broadcasting Corp., secretary, and Monroe M. Rifkin, Daniels & Associates, treasurer. All four nominees are currently serving on NCTA's board of directors.

NCTA also nominated the following to fill vacancies on its board of directors: William Bresnan, American Cablevision Co.; G. H. Dodson, Sayre TV Cable System; F. Gordon Fuqua, Television Communications Corp.; John Gault, Vikoa; John Gwin, Robinson TV Cable Co.; William F. Hemminger, Gulf Coast Teleception; Amos B. Hostetter Jr., Continental Cablevision of Ohio; Fred Lieberman, Telesystems Corp.; Robert H. Symons, Teleprompter Corp.; W. Randolph Tucker, Cypress Communication Corp., and John Walson, Service Electric Co.

FC&B gets CATV franchise

Foote, Cone & Belding, New York, has been granted a fourth CATV franchise in Southern California, it was announced Wednesday (May 1). Through its majority interest in TV Power of North County Inc., the agency has obtained the CATV franchise in Oceanside, in addition to recently-acquired systems in Newport Beach, Mission Viejo and Seal Beach-Leisure World, all California, Poughkeepsie, N. Y., and Pueblo, Colo. (BROADCASTING, April 29). Construction will begin within the next three months, the agency said. The system will provide service from 20 television channels. Louis E. Scott, senior vice president and a director of FC&B is directing the agency's CATV activities.

How the media handle pre-election charges

Newspaper and broadcast-media policies regarding handling of last-minute political campaign charges, disseminated either as news or in paid advertisements, have been found to be generally comparable, according to surveys undertaken by the Fair Campaign Practices Committee Inc. But preliminary results indicate that broadcast media are more prone to show last-minute material to the opposing side in time to permit charges to be answered.

The committee, a nonprofit and nonpartisan group that investigates ethical problems in political campaigns, has released results of a survey of newspaper practices during the closing days of campaigns (conducted in cooperation with the A. C. Nielsen Co.). A companion survey of similar practices in broadcast media should be completed by about the middle of May, Samuel J. Archibald, FCPC executive director, told BROADCASTING.

He said preliminary results indicate that newspaper and broadcast media practices are roughly similar, with approximately half of the daily newspapers or radio-TV outlets having a cut-off date on the raising of last-minute issues, either in news matter or in advertisements. But while only 14% of the daily newspapers responding to the FCPC questionnaire said they would show opponents last-minute material, approximately half of the radio or TV stations said they had such a policy.

The FCPC notes that 44% of daily newspapers responding to the survey questionnaire said they had no cut-off date in political campaigns after which no new charges or countercharges are publicized. Almost all papers (99%), however, indicated that news staffs are alerted to "watch for questionable attacks" in last minute news developments, and 95% said advertising departments are similarly warned.

Of those newspapers (56% of those surveyed) that do set a pre-election deadline on new campaign issues, 37% said the cut-off is the Monday before a Tuesday election.

In a journalism week speech at the University of Missouri Thursday (May 2), Mr. Archibald noted that there were good journalistic reasons for not adopting an arbitrary cut-off date on late campaign news coverage. But he argued that those arguments don't apply to a cut-off rule on advertisments.

The problem for news coverage, he added, is not whether a system should be devised to guard against last-minute "smear tactics." Rather, he said, the problem that journalists need to solve is "what sort of a system."

Beeline Country...awfully big in Food Sales

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

Over one and a half million listeners in Sacramento's 21-county market spend over $555 million on food alone. And the best way to get your share of food sales and the total $2.3 billion dollar market is to advertise on Beeline Radio KFBK. KFBK's 50,000 watts of power put the cover on California's capital that boasts a per household effective buying income of $8,724.

So get your sales cooking . . . get on Beeline Radio KFBK. And remember, KFBK is one of Beeline Radio's four stations covering California's rich Inland Valley.

Data Source: Sales Management's Survey of Buying Power, June 1967. (Retail Sales)

KFBK SACRAMENTO · KOH RENO · KMJ FRESNO · KBEE MODESTO

McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE

Basic Communications plans its C&W future

SEEKS EXPANSION, DIVERSIFICATION AND SYNDICATION

Radio station owner Basic Communications Inc., New York, is diversifying into other facets of the entertainment field, may buy additional stations, and is considering the TV syndication business.

At a news conference in New York last week, called ostensibly to announce plans of WWVA Wheeling, W. Va., to enter the "big-time" in country-western music, Emil Mogul, president of the multiple-station company, laid out the following platform for expansion:

▪ A contract has been signed with Leon Ashley, president of Ashley Records, Nashville, for Mr. Ashley to provide all name talent for WWVA's Saturday night *Big Country Jamboree* and to share profits in this and "collateral activities." *Jamboree* is a 35-year staple on WWVA but has only recently undergone a change to tie its country-and-western-music sound more closely to current formats.

▪ Basic Communications is now planning to syndicate radio and TV programs (country-and-western music) as an adjunct to its tie-up with Mr. Ashley to procure name talent in the C&W music field.

Mr. Felton

Mr. Fraser

▪ The company also has the green light turned on for "another merger with an owner of stations and possibly a public issue of stock." according to Mr. Mogul. who retired in 1965 as the principal owner of Mogul. Williams & Saylor. an advertising agency in New York. to become a radio broadcaster. In addition to WWVA. Basic Communications owns WYDE Birmingham. Ala., and WIGO Atlanta.

At the same time. Mr. Mogul said his company would not stop at that point of acquisition but would go further—into CATV and the "country-and-western-music publishing [or records] field."

Mr. Mogul said his company had plans for expanding the *Big Country Jamboree* activity so as to make "the Wheeling-Pittsburgh area into headquarters for a new sound in country music, much as WSM's *Grand Ole Opry* has done for Nashville. This will include the building of modern recording studios for the recording of top names: music publishing: radio and TV syndication: booking of 'Jamboree' shows around the country: a talent agency and still other related activities."

Mr. Mogul said that his thinking was to "acquire the full complement of broadcast stations" once a merged company of station owners was completed and a public issue of stock tendered.

He said the stations under his aegis are set in 1968 to break "all records" or are at least ahead of comparative levels in 1967. and announced several changes at the stations:

J. Ross Felton. station manager. WWVA. has been named general manager to succeed George Faulder. who has resigned as general manager of WWVA and WYDE: George W. Bland. with WWVA for the past four years. moves up from local sales manager to general sales manager: Berk Fraser. station manager at WYDE since 1965. named general manager: Wynn Alby. WYDE's news director and principal sales executive. appointed general sales manager: Dick Fain. disc jockey at WYDE. has become program director.

Changing hands . . .

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

▪ WAUK-AM-FM Waukesha. Wis.: Sold by C. Wayne Wright and associates to Bernard Zonderman Sr. and Peter Vanden Bosh for $400.000. Buyers own WJBL Holland. Mich. WAUK is a daytime station on 1510 kc with 10 kw. WAUK-FM is on 106.1 mc with 19.5 kw. Broker: Chapman Associates.

▪ WKUZ(FM) Wabash. Ind.: Sold by Mrs. Paul G. Adams to James H. Williams for $25.000. WKUZ(FM) is on 95.9 mc with 3 kw. Broker: Chapman Associates.

APPROVED ▪ *The following transfers of station interests were approved by the FCC last week* (For other FCC activities see FOR THE RECORD, page 89).

▪ WVOX-AM-FM New Rochelle and WGHQ-AM-FM Kingston, both New York: Sold by Whitney Communication Corp., to Hudson-Westchester Radio Inc. for $800,000. Harry M. Thayer is chairman and chief executive officer of Hudson-Westchester. John Hay Whitney, principal owner of WCC, holds controlling interest in group broadcaster, Corinthian Broadcasting Corp. WVOX is a daytime station on 1460 kc with 500 w. WVOX-FM is on 93.5 mc with 3 kw. WGHQ is a daytime station on 920 kc with 5 kw. WGHQ-FM is on 94.3 mc with 750 w.

▪ WAOK Atlanta: Sold by Stan Raymond and Zenas Sears to Henderson Belk for $770,000. Mr. Belk has controlling interests in WRNA(FM) Charlotte, N. C., WPDQ and WRLJ(FM), both Jacksonville, Fla. WAOK, founded in 1954, is a full-time station on 1380 kc with 5 kw.

▪ KBLL-AM-TV Helena, Mont.: Sold by Paul B. McAdam and Robert Magners to Willard L. Holter and Montana Governor Tim Babcock for $520,000. Mr. Holter owns KLTZ Glasgow and is 66.6% owner of KLYT Missoula, both Montana. KBLL is on 1240 kc with 1 kw day, 250 w night. KBLL-TV is on channel 12 with NBC and ABC affiliation.

▪ WZOK Jacksonville, Fla.: Sold by Carmen Macri and associates to George W. Von Hoffman for $350,000. Mr. Von Hoffman is a local businessman. WZOK is a full-time station on 1320 kc with 5 kw.

▪ WQOK Greenville, S. C.: Sold by James A. and Marilyn M. Dick and associates to Tecumseh Hooper for $310,000 plus an amount equal to assets of the company that are liabilities of the sellers. Sellers are owners of WIVK-AM-FM Knoxville, Tenn. and have controlling interest in WMOC Chattanooga. WQOK is a full-time station on 1440 kc with 5 kw.

▪ KDLK-AM-FM Del Rio, Tex.: Sold by Jack R. Crosby and associates to Gerald R. Mazur for $185,000. Mr. Crosby is chairman of the National Cable Television Association and president of Gencoe Inc., a multiple CATV owner. Mr. Mazur is 25% owner of Southern Television Systems Corp., owner of CATV systems in Cisco, Eastland and Ranger, all Texas. He is also 25% owner of Frontier TV Cable Co., owner of system in Colorado City, Tex. KDLK, founded in 1947, is full time on 1230 kc with 250 w.

Media reports . . .

KPUL to MBS ▪ KPUL Pullman, Wash., has become an affiliate of Mutual Broadcasting System in that area. KPUL is owned by Robert L. Hoover, and broadcasts with 1 kw daytime on 1150 kc. Mr. Hoover is also general manager.

New AM in Pa. ▪ WAHT, a new 5-kw AM station, is now under construction just south of Lebanon, Pa. The station, which will operate on a frequency of 1510 kc, is scheduled to go on the air about June 25. Valley Communications Corp., headed by veteran broadcaster William E. Sullivan, is owner of the new station.

NAB, AMST pooh-pooh antitrust implications

The National Association of Broadcasters and the Association of Maximum Service Telecasters gave short shrift to to implications of antitrust violations in their meetings to organize and finance a Spectrum Study Committee. The antitrust question was raised by Robert H. L'Heureux, a Washington attorney, in behalf of some of his CATV and land-mobile clients (BROADCASTING, April 29).

NAB President Vincent T. Wasilewski in a "Dear Bob" letter dated April 30, said that the concern of Mr. L'Heureux and his clients "is exceeded only by the care we exercise in all of our dealing where any potential problems may exist." He said his legal advisers have told him no representative of the federal government is needed at the meetings, and that none is contemplated. Mr. L'Heureux had indicated that the presence of a federal observer could obviate the threat of antitrust charges.

In a more succinct response, Lester W. Lindow, executive director of AMST, said that he had been advised by his lawyers also that there are no antitrust implications in the meetings and that there is no legal requirement to have a government representative present.

Mr. L'Heureux said last week that there was no plan to go any further with the question, although, he added, he would have to see what his clients wanted him to do.

Warren and Clark to address conference

Chief Justice Earl Warren and Attorney General Ramsey Clark will address the first plenary session of the Administrative Conference of the U.S., it was announced last week. The conference, organized to improve the efficiency of federal administrative agencies, will have its inaugural meeting on May 27 in Washington.

NBC is the loser for awards program

FCC charges network 'misled the public' by carrying Hollywood Golden Globe show

The suspense of the envelope-opening ritual that makes up a televised Hollywood awards show generates lots of audience and sometimes critics—perhaps none as severe as the FCC, which last week reprimanded NBC for "substantially" misleading the public while airing one of the shows.

At issue are the Hollywood Golden Globe awards presented Feb. 12 by the Hollywood Foreign Press Association for various categories of performances in motion pictures and television. The awards ceremony is 25 years old, but for the past four years it's been carried by NBC-TV, twice as a portion of the *Andy Williams Show*, and in the last two years, as a special with Mr. Williams acting as host.

What concerned the commission was the procedures followed in selecting the winners and the basis on which they were chosen. It's believed to be the first time the commission has looked into the propriety surrounding network-carried awards presentations.

It concluded in a letter to NBC that NBC had "substantially misled the public" when it carried the Golden Globe program prior to 1968, and failed in part to carry out its announced intentions regarding this year's presentations. The commission said it wants to know what future procedures will be followed regarding this programs and others like it, and said the whole matter will be considered when the KNBC(TV) Los Angeles license comes up for renewal.

Commission concern with the Golden Globe awards was revealed in March when FCC investigators were reported in Hollywood checking into the procedures for determining award winners (BROADCASTING, March 4). But, according to the commission last week, it had become interested in the ceremony as early as last summer, presumably after the appearance of articles in national publications which termed the awards "a local joke—like wrestling."

NBC's Own Investigation ▪ In a letter to the commission last September NBC said it had undertaken two separate investigations into the bona fides of the awards: one in 1965, before airing the ceremony, in which the network inquired about the reputations of the accounting firm which tabulated the award ballots; the other, in 1967 after the publication of the articles criticizing the awards.

According to the commission, NBC said it had found that the credential requirements of HFPA members were not always "scrupulously followed," and that winners in the World Film Favorite categories had been chosen primarily by HFPA directors rather than on the basis of public opinion polls conducted by foreign publications, as claimed on past broadcasts. The network further revealed that agreement by certain award recipients to appear on the program was a "prerequisite" to obtaining the award; that security was lax so that nominees weren't "genuinely surprised" during the envelope-opening ritual, and that HFPA representatives had advised press agents of certain nominees that "it is important that your client be there."

But, NBC three months later told the commission it and HFPA had set up new procedures for the 1968 awards.

Crisis of Confidence ▪ While most of the new procedures were followed, the commission said, and the nominations and balloting were handled so that the winners were "apparently unknown until the envelopes were opened," it noted that there was still "considerable doubt" placed on the accuracy of the procedures used to select winners in certain categories.

Its own investigation further revealed "substantial misrepresentations to the public" regarding the past awards broadcasts.

In previous years the commission noted that the program's producer, directors and cameramen knew who would receive an award before the envelope was opened. It also alleged that bargaining took place between HFPA, stars and film companies during which awards were offered on condition that "outstanding stars appear in person, in order to make the program more attractive" to the TV audience.

During the 1968 program its investigation showed that 76 of the 99 active HFPA members are accredited by the Motion Picture Association as representatives of the foreign press, and that 94 members voted for the 1968 award winners.

The commission further questioned how the votes were tabulated to select winners in the World Film Favorites category.

Voting Procedures ▪ According to the commission. NBC had told HFPA that "definite standards were to be fixed" for selecting these particular winners. that the standards were to be cleared with the network, and that an announcement aired during the broadcast should give an "accurate" description of how the winners were selected. The announcement claimed that HFPA had compiled the results of editors polled and of surveys conducted through their various publications.

But the commission said that only five votes were cast based on the opinions of the editors, and 12 based on public surveys. Other votes, the commission alleged, were cast based on "inquiries" and the reporters' own opinions as to what the people in their countries preferred.

It claimed there was no indication given on what basis the 20 votes were cast.

Some HFPA members, the commission said, individually cast votes for as many as ten actors and ten actresses. In some instances all these votes were counted, and in at least one case they were not. "Regardless of that type of discrepancy," the commission said, it noted that HFPA members who cast only one vote each for only one actor or actress "were given disproportionately less

Julie is expensive

Julie Andrews, whose first special for NBC-TV scored a 43 share in its initial presentation in 1965 and a 37 in its second rerun last month, has signed for another, for payment of between $750,000 and $1 million (see page 102).

The agreement covers the initial presentation, probably during the 1969-70 season, and one repeat.

Miss Andrews's first special received two Emmys for Alan Handley's direction and Art Schneider's video-tape editing, and shared a Peabody award for television entertainment with *Frank Sinatra: A Man and his Music*, also on NBC, and CBS-TV's *My Name is Barbra*.

weight" in the vote tabulation than those voting for more than one person in each category.

The commission further said that NBC's director of standards and practices in Hollywood had accepted HFPA's declaration of the winners without examining how they were selected, and "that he had been told by his supervisors in New York that he need not check the source material."

Irresponsibility Charged ▪ The commission charged that NBC was "seriously delinquent" regarding the pre-1968 award broadcasts since "even routine inquiry would have revealed most of the facts . . . Your own employes were aware of some of them," it said.

And it noted that NBC had taken steps to eliminate past problems with the awards only after commission inquiry and press articles, and that the network "did not carry out [its] announced intentions" regarding the 1968 World Film Favorite category. NBC, it claimed, had "fallen far below the degree of responsibility which is expected of a licensee."

The commission said it wants to know what future procedures will be followed by the networks with respect to this program and others with "comparable problems."

Other award shows NBC has carried, none of which were made part of the commission's inquiry, include this year Professional Sports awards, the Tonys, the Grammys (NBC has aired it five times) and the Emmys (set for May 19, NBC has aired it 11 times). NBC has also carried the *Photoplay* awards (four times), TV Guide awards (five) and the Oscars (eight).

Immediate reaction from NBC regarding the charges:

"We haven't studied their letter yet."

David and Rick get own show

American International Television has signed an agreement with Screenbank Productions, Hollywood, to produce for AI-TV distribution a half-hour TV series, titled *Our Swinging World*, it was announced last week. The series will star Rick Nelson and will be directed by David Nelson. The series is designed to express the youth movement, principally through music, and will be produced in various parts of the world. It is scheduled for distribution in January 1969.

WGN goes solo on second Gary TV series

A second group of 13 color videotape programs starring John Gary is to go into production this week at CBS Television City, Los Angeles, it was announced last week by Ward L. Quaal, president of group owner WGN Continental Broadcasting Co., parent corporation in the syndication effort.

The original 13-week cycle of Gary programs was produced in Miami by WGN Continental in a joint venture with Scripps-Howard, another broadcast group owner. This time the WGN group is going it alone and has formed a new company, WGN of California, to handle the production. The initial 13 shows already have been placed in a total of 26 markets. The distributor is 20th Century-Fox Television.

Sheldon Cooper is executive producer for the new cycle. Joe Csida and Al Schwartz are co-producers.

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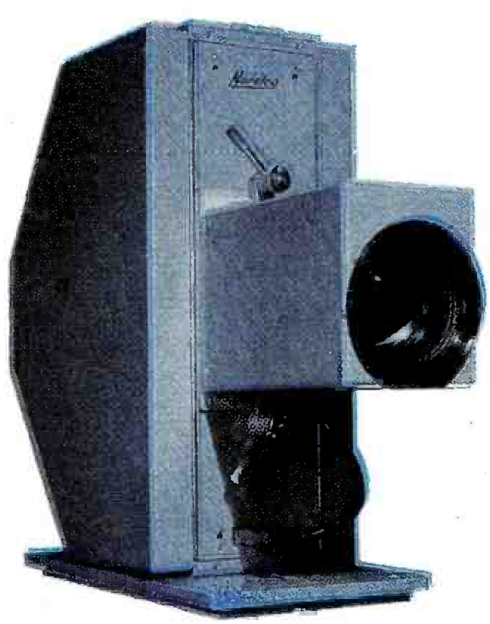

Staggers wants to harvest the grass first

WBBM-TV POT-PARTY PROBE SET FOR PUBLIC HILL HEARING

A full-fledged public hearing is being planned by the House Investigations Subcommittee into charges that a marijuana party filmed and broadcast by CBS-owned WBBM-TV Chicago last November was staged by network or station personnel, Subcommittee Chairman Harley O. Staggers (D-W. Va.) said last week. The open hearing could come as early as this week, he indicated.

Subcommittee officials would not elaborate on plans for the hearing but as of late Thursday (May 2) it was understood that a date had not yet been set. Meanwhile, the FCC, yielding to what it said was a request from Chairman Staggers, postponed its own investigation of the pot-party filming for six weeks, to accommodate the subcommittee's prior scheduling of witnesses and sequestering of key documents in the case.

The commission's postponement of its hearing (from May 14 to June 25) came after an exchange of correspondence between FCC Chairman Rosel H. Hyde and Mr. Staggers. Neither the commission nor the subcommittee would reveal the contents of the letters. It was understood, however, that Mr. Staggers told the commission that a transcript of the subcommittee's proceedings would be made available to the FCC—including, presumably, secret testimony taken in Chicago three weeks ago—provided that the parent Commerce Committee (of which Mr. Staggers is also chairman) votes to release the material.

Chairman Staggers said Wednesday that the House hearing would be scheduled as soon as the full committee had dispensed with a pending pipeline-safety bill and indicated that the marijuana probe would be his next order of business. The full committee reported out the pipeline bill on Thursday, thus clearing the decks for action on the marijuana matter.

As of late Thursday, however, there was no indication that Mr. Staggers had issued the formal marching orders for the probe, although it was understood subcommittee staff members were at work evaluating evidence turned up by the earlier Chicago investigation (BROADCASTING, April 22) in preparation for further moves.

There was also no indication that the planned open hearing would feature witnesses other than the students or former students of Northwestern University who were alleged to have been involved in the marjuana-party filming. As far as could be learned no network or station personnel have been invited to participate, although it is believed that at least some members of the subcommittee feel that all involved parties should have an opportunity to testify.

It can be speculated that, although Mr. Staggers has promised an open hearing, there may be some pressures within the subcommittee for keeping at least part of the investigation behind closed doors. Secrecy in the April 15 subcommittee proceeding, held in Chicago by Representatives John E. Moss (D-Calif.) and John D. Dingell (D-Mich.), was instituted to encourage a free exchange of information, it's believed, and there may be efforts to protect any confidences that were gained.

Meanwhile, the FCC by late Thursday had not responded to a request from CBS that the commission's investigation be held as a public hearing, with the network allowed to subpoena and cross-examine witnesses (BROADCASTING, April 29). As ordered by the FCC, the hearing examiner has the option of holding parts or all of the proceeding on either an open or closed basis, and CBS would only be able to challenge questions directed at its own witnesses and only on grounds of irrelevancy or incompetence.

WBBM-TV and CBS officials have denied reports that the marijuana party was contrived or in any way encouraged by station or network personnel. CBS held its own investigation of the charges that the affair was staged and has said it is convinced there is no foundation for the charges.

Bitter End talent to get TV exposure

Fredana Television Ltd., which was formed two months ago as an outgrowth of the activities of a Greenwich Village cabaret, is moving into the area of TV program specials for syndication, using in part the services of performers nurtured at the night club.

Bill Colleran, a veteran producer of network specials, was hired as head of the television activities for Fredana by Fred Weintraub, owner of the Bitter End cafe and president of Fredana Management Co., which represents some of the leading pop groups and performers. Mr. Colleran reported last week that four and possibly five one-hour specials are scheduled for production over the next year, spotlighting the Serendipity Singers in presentations with holiday or seasonal motifs.

"We have already finished production on our first special, which is a Christmas program," Mr. Colleran said. "Next on our agenda is one dealing with summer, which will be taped at Palisades Park in New Jersey. Others will be one with an autumn theme, tied to Hallowe'en and a fourth with a spring theme and related to Easter. All will feature the Serendipity Singers."

The specials are being produced in association with Trans-Lux Television Corp., which is handling distribution to stations. Fredana also has produced a pilot of a talk-comedy series, starring Pat McCormick, for syndication by Trans-Lux, according to Mr. Colleran.

"In addition I'm preparing another special tentatively called *The Ten Most Beautiful Women of the Year*, with the women chosen by a panel of 100 well-known men," Mr. Colleran reported. "The special would be connected with a gala event to be held at Lincoln Center in New York.

"Entertainment specials provide us with the opportunity of spotlighting groups and personalities which Fredana Management Co. handles," Mr. Colleran pointed out, "but we will, of course, be using other talent too."

GOP leaders back Sec. 315 suspension

Broadcasters urging television debates between candidates—and a Section-315 suspension that would make such debates a practical possibility during the coming campaign—picked up high-level congressional support last week. Top Republican leaders in both houses have replied to inquiries from broadcasters with expressions of strong agreement.

Senate Minority Leader Everett Dirksen (R-Ill.) said he agreel with the broadcasters' contention about "the repressiveness and restrictiveness such as found in Section 315 of the Communications Act and the so-called 'fairness doctrine.' "

He added: "I am beginning to think that the restrictions are sufficient to warrant another good hard look, and I intend to speak to my colleagues in the Senate regarding this significant matter that has an impact on the First Amendment to the Constitution."

Agrees With Quaal ▪ House Minority Leader Gerald R. Ford (R-Mich.) said he was in "complete agreement" with a broadcaster who had written him on the issue—Ward Quaal, president, WGN Continental Broadcasting Co., Chicago. "The FCC law should be amended," Mr. Ford said, "to enable the major presidential candidates to bring their messages to the American people through television and radio."

Mr. Ford also noted the chief stumbling block to suspension this year is Commerce Committee Chairman Harley O. Staggers (D-W.Va.). Sources close to the committee have told him. Mr. Ford explained, that Mr. Staggers "has indicated that his committee is not going to consider the legislation this year." (On the record, Mr. Staggers has told BROADCASTING that he had no immediate plans to consider a suspension, but he has not publicly ruled out its consideration. It's understood, however, that he privately does not favor such action.)

A sampling of responses to inquiries by Mr. Quaal from midwestern congressmen of both parties showed none in expressed opposition to a suspension of Section 315. About half were noncommittal, while the rest indicated outright agreement with the need for a change or said they "tended to support" such a move.

Typical replies were supplied by Representatives George E. Shipley (D-Ill.), Robert H. Michel (R-Ill.), L. C. (Les) Arends (R-Ill.), minority whip, and Melvin Price (D-Ill.).

LBJ Changes Picture ▪ Mr. Price indicated an understanding that President Johnson's withdrawal from the race has undercut one opposition argument that an incumbent President should not be placed in a position of debating or refusing debate with a challenger.

"In the light of recent political developments on the national level," said Mr. Price, "I think some sort of suspension or repeal might indeed be beneficial at this time."

Representative Michel said he was "certainly inclined to agree" that the equal-time rules are "all just so much hocus pocus." Minority Whip Arends also agreed and Mr. Shipley said he was "very much inclined to be in agreement."

Miami TV's deny biased-news charge

WCKT(TV) and WTVJ(TV), both Miami, have denied charges that they were guilty of slanted reporting in connection with the Florida teachers' strike and events connected with the walkout.

A citizens group calling itself the Committee on Quality Education of Broward County leveled the charges against those stations, as well as WLBW-TV Miami, in a letter to the FCC last month (BROADCASTING, April 22).

WLBW-TV almost immediately reponded with a brief letter to the committee saying it did not understand the nature of the charges against it, since the complaint dealt mainly with WCKT. WLBW-TV also said it is confident its operation meets the highest public-interest standards.

The committee. in asking for an FCC investigation, said that WCKT "and possibly others" had mixed editorial comment with news reports in a manner to whip up sentiment against resigned teachers and the Dade county school board and in favor of an educational package the committee opposed and the legislature eventually passed in a special session.

Other Complaints ▪ Additional complaints alleging unfairness on the part of WCKT were filed by an A. Simmons of Miami and Tobias Simon. who said he represents the Dade County Classroom Teachers Association Inc.

WCKT and WTVJ backed up denials of unfairness with descriptions and, in the case of WTVJ, scripts of news and other pertinent programs, as well as with copies of letters from viewers praising the fairness of their coverage.

The citizens committee, which offered to withdraw its charges against WLBW-TV if a viewing of the tapes fails to bear out the committee's impression of the manner in which the station covered the controversy, has made the same offer regarding WTVJ. (However, a WLBW-TV spokesman said the station doesn't retain tapes of its programs.). The committee made the offer in replying to WTVJ's response. It has not had an opportunity to comment on WCKT's reply, which was filed with the commission last week.

One of the principal complaints of the citizens committee was that the stations mixed editorial comment with news reports without attempting to distinguish between them. WCKT, in a letter by its counsel. Rainer K. Kraus, said that in the middle of its 6-7 p.m. news program it presented "Special Reports," which "reflected a responsible point of view on an important local issue" and "were intended to be news commentaries."

Editorials Separate ▪ William R. Brazzil, vice president in charge of WTVJ, in his letter to the commission, said that the station clearly identifies its editorials and separates them from the body of newscasts.

Both stations denied they had "blacked out" views contrary to those they hold.

'N.Y.P.D.' gets ABC-TV reprieve

The Talent Associates-produced, New York-based half-hour series about the city's police department, *N.Y.P.D.*, was granted a last-minute stay of cancellation last week by ABC-TV. The network retained the series for the 1968-69 season in its current Tuesday 9:30 p.m. time period. Previously, the series, produced by David Susskind, had been slated for quick retirement after this, its first, season on the air. Announcement of the surprise programing move was made by Leonard Goldberg, ABC vice president in charge of TV network programing. in a presentation before the annual affiliates meeting in Los Angeles (see page 33).

To make room for the suddenly reprieved police drama, *Dream House* was cut off the prime-time schedule. It will continue, however, as a daytime strip on ABC-TV. Reportedly, the audience participation half-hour was dropped because of a lack of advertiser enthusiasm for its prime-time prospects in the fall.

Another police series. *The Felony Squad*, had been scheduled to play in *N.Y.P.D.*'s spot. It will now move into the period vacated by *Dream House*, Fridays at 8:30 p.m.

Also at the affiliates meeting last week, Edwin I. Vane, ABC daytime programing vice president, announced that a blockbooking concept will be the keystone of the network's daytime schedule this year. A varied pattern of programing has been blocked out for daytime viewers, he told executives of the network's affiliates. The block lineup leads off with 90 minutes of variety, followed by an hour "of fun" for young housewives and children, two hours of

Networks grab new Filmation series for Saturday morning

That masked terror of the underworld, Batman, is going to swing from the rafters on network television again next season. That comic book jokester, Archie, who once made a happy stop on radio, also is coming to network TV. And "Fantastic Voyage," that 1966-released 20th Century-Fox feature film that brought luscious Raquel Welch into first view is another 1968-69 network newcomer. All will be shown in animated form on the Saturday-morning children's programing lineup and are the work of Filmation Associates, the fastest growing cartoon-makers in the business. They are part of the 59 new half-hours of animation Filmation will produce for network television next season.

Expansion ▪ So involved is Filmation in TV production at this time that the company, founded in 1962 as a commercial producer but only in program production for the last three years, has had to move out of its North Hollywood plant and into one more than three times larger in the Reseda section of the San Fernando Valley. The new facility encompasses 20,500 square feet compared to 5,800 square feet in the former plant. Filmation also has increased its personnel from a peak of 150 to 300.

The company sold *Fantastic Voyage* to ABC-TV as a coproduction with 20th Century-Fox TV. The TV version will be based on the movie only in that it too will feature a team of highly trained specialists who have been miniaturized to fight against civilization's microscopic enemies. The characters, Busby Birdwell. Dr. Guru, Jonathan Kidd and Erika Lane. will enter a flake of snow or a drop of rain for their adventures.

The 26-year-old comic-book property *Archie* was sold to CBS-TV by Filmation. It will be a joint venture with John Goldwater, who created the character. Archie, once a successful series on radio, as yet has not been exposed on television. Screen Gems Inc. made a pilot for a filmed series based on the character several seasons ago but it did not sell.

Twentieth Century Fox TV's option on *Batman* ran out on April 1. That's when Filmation was able to sell a half-hour animated version of the program to CBS. It had the animation rights reserved from the time the program was first introduced on television. In cartoon form, *Batman* will be played with no campy overtones. The cartoon series will be produced in association with National Periodicals Publications, which also owns rights to two other Filmation series on CBS-TV, *Superman* and *Aquaman*.

Filmation will be going into its second year with *Aquaman* and its third year with *Superman* in 1968-69. It will produce eight more half-hour animated segments of *Superman* for the new season. Filmation also will have a third returning Saturday morning show, *Journey to the* games are next up and the block is capped by 90 minutes of drama.

Big swinger in the lineup is *The Dick Cavett Show*, which retains its 10:30-noon slot on the strength of increased ratings. Only new dramatic series will be *One Life to Live*. It will play in the 3:30-4 p.m. time slot. On July 15, according to Mr. Vane, the five-minute *Children's Doctor* program will switch from 2:55 p.m. to 1:55 p.m.

DJ files $5-million suit against WIND

Howard Miller, morning personality on WIND Chicago, who was suspended after his April 8 program for on-air comments about Negro reaction to the Martin Luther King assassination, last week filed a $5-million damage suit against Westinghouse Broadcasting Co.

Mr. Miller, in his suit filed in the circuit court of Cook county, charged that the WIND action and statements explaining it constituted irreparable damage to his professional career. He contended that comment upon current events is a recognized part of his performance and WIND knew this before it hired him many years ago.

Edward Wallis, area vice president-Midwest, said Westinghouse regretted that Mr. Miller "has filed a lawsuit regarding his relationship with WIND. By this action Mr. Miller is making it impossible for us to continue this relationship." He added that Westinghouse is confident that Mr. Miller's attempt "to evade his contractual obligations is without merit."

Mr. Miller argued WIND is evading the contract in that it will not permit him to perform.

Westinghouse later in the week petitioned for removal of the case from the county court to the U. S. federal district court there.

During the April 8 program Mr. Miller noted the local schools were closing in observance of the King funeral and suggested that maybe there also should be a similar recognition in honor of the city's police and firemen for their labor in attempting to restore order in the rioting area. This and other comments which WIND felt might be misunderstood resulted in what the station described was an indefinite suspension.

Center of the Earth, this one in its second year on ABC-TV. Each of Filmation's animated half-hours is budgeted at about $60,000, which makes the young company responsible for some $3.5 million in new programing next season.

Live Series ▪ Besides the total of six animated series on the Saturday morning schedule of ABC-TV and CBS-TV next season, Filmation is preparing a series with live characters working in animated form as a possible prime-time project for the 1969-70 season. Tentatively called *Yank and Doodle*, the projected program would star two live comedians. Sample action might show the live actors falling into a manhole, with the next sequence following their animated counterparts exploring the underground. The idea is to do in animation what's too costly and unfeasible in live-action and so take the most advantage of both mediums.

Filmation is run by a three-man partnership. Norman Prescott is chairman, Lou Scheimer, president and Hal Sutherland, vice president and supervising director.

D.C. TV's oppose riot-film subpoenas

The TV networks and four Washington TV stations last week received a subpoena from the U. S. attorney's office for news film and video tapes taken during the civil disorders that swept the city last month.

At a meeting with Mayor Walter E. Washington the representatives of the stations and networks asked that the mayor intercede with the U. S. attorney general and ask that the subpoenas be withdrawn. Later in the week the broadcast representatives met with Deputy Attorney General Warren Christopher, but no decision resulted.

The U. S. attorney's office contends the film and tape are needed to put before the grand jury to show that a riotous situation existed in the city and to provide photographic evidence in some cases of looting and riot (CLOSED CIRCUIT, April 29).

However the stations feel that if they have to turn over all their film and tape they may lose any further chance of communicating with the heavily Negro-populated inner city. One broadcaster at last week's meetings said that if the subpoenas stand "we will look like an arm of the law and won't be able to cover anything happening in the inner city. Our medium will be destroyed as a continuing force in dialogue with the inner city."

If the attorney general's office does not intercede in the subpoenas, U. S. Attorney David Bress has said he will give the media the chance to contest the subpoenas in court.

Over 30 TV's take WBC show

All-evening program on Negro crisis set for prime time

More than 30 television stations around the country will join the five Westinghouse Broadcasting Co. TV stations on May 20 in pre-empting an entire evening's prime-time programing for a three-and-a-half-hour study of the racial crisis of American cities (BROADCASTING, March 18).

Still other stations will program the WBC study, *One Nation Indivisible*, on another date or in time other than prime periods. In all, 46 TV stations, including Westinghouse's five, will schedule the program made available to all stations in the country by WBC free of program charge.

The program, produced in color by a special 25-man WBC documentary unit, is costing Westinghouse an estimated $300,000 in production expenditures and losses from commercial pre-emptions. Officials estimated last week that the company stood to recoup approximately $60,000 from sponsorship on owned stations.

Westinghouse spokesmen said that advertisers on WBC stations would present "special community-oriented messages" as distinguished from commercials in their sponsorship. Advertisers on WBC outlets mentioned were banking institutions (Pittsburgh, San Francisco and Philadelphia, for example).

Mostly Prime Time ▪ Though WBC didn't formally stipulate to stations that they schedule the program in prime time, "we've indicated that because of content we'd expect that is where the program would be scheduled, and we've had such assurances from most of the stations."

Westinghouse, however, did make a stipulation to participating stations that they not consider *One Nation Indivisible* as a spot carrier and that sponsorship be accepted on a basis "of people [advertisers] who say: 'Yes, there is a need for such a telecast event in the community'," as a spokesman expressed the WBC position last week.

The program will be presented on Monday (May 20) at 7:30-11 p.m., on all five WBC stations: WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, KDKA-TV Pittsburgh and KPIX(TV) San Francisco.

Westinghouse said that the current

line-up of participating stations assures that the program will be available to 80% of U.S. television viewers. WBC will supply a color tape of the first two hours of the program—converted from film and tape—to participating stations.

Among the stations in the major markets (aside from Westinghouse outlets) participating: WAGA-TV Atlanta; WBTV (TV) Charlotte, N. C.; WFLD-TV Chicago; WJW-TV Cleveland; WJBK-TV Detroit; KLZ-TV Denver; WLWI(TV) Indianapolis; KMBC-TV Kansas City, Mo.; KTTV(TV) Los Angeles; WMC-TV Memphis; WTVJ-TV Miami; WITI-TV Milwaukee; WNEW-TV New York; KGW-TV Portland, Ore.; KSD-TV St. Louis; KOGO-TV San Diego; KING-TV Seattle, and WTOP-TV Washington.

WBC Form ▪ Westinghouse said that stations for the most part will present the program in the form conceived by WBC in order to achieve "greatest impact, involvement and implementation, particularly on the local level." WBC's approach is to follow the two-hour national presentation with 90 minutes of locally oriented material.

The national segment includes a one-hour introduction to average Americans, both black and white, filmed in 11 cities, and a half-hour confrontation of these Americans as to their racial views (taped in Philadelphia in KWY-TV's studios on the May 11-12 weekend) plus a half-hour report of government and industry leaders discussing efforts underway to end racial inequality and injustice.

Among those who will appear on the program are General James M. Gavin (author of "Crisis Now") who is chairman of the management consultant-research firm of Arthur D. Little Inc.; Henry Ford II, chairman of the National Alliance of Businessmen; John W. Gardner, chairman of the Urban Coalition; Ambassador to France Sargent Shriver; Mayors Joseph Alioto of San Francisco, John V. Lindsay of New York and Carl B. Stokes of Cleveland. Narrator is Rod MacLeish. Interviewers include Carl Rowan and Sid Davis of WBC's news department. Bil Osterhaus is executive producer.

In the final 90-minute segement, each WBC (or other) station will present its local reaction and discussion of local implications by community leaders.

Monroe charges 'overkill'

If the American bar wants to muzzle "talkative" lawyers, all right, Bill Monroe, NBC's Washington bureau chief told Louisiana lawyers, but don't place restrictions on police, don't provide unwarranted privacy for suspects in pretrial hearings, don't "curtain off" bench conferences, and don't give judges contempt powers aimed at newsmen.

Mr. Monroe, addressing the Louisiana Bar Association in Biloxi, Miss., on April 25 on fair trial and free press, charged that the American Bar Association's Reardon committee engaged in "overkill" in attempting to correct excesses of some news media in the coverage of a few criminal cases. Actually, Mr. Monroe said, judges have all the powers they need to protect the rights of a suspect and to insure decorum in a court.

Hill pressure gets results

Cox and Johnson explain stations don't have to answer, but hope they will

Oklahoma broadcasters, worried about a programing survey initiated by FCC Commissioners Kenneth A. Cox and Nicholas Johnson, last week saw an appeal for help to Senator A. S. Mike Monroney (D-Okla.) pay off.

The selected group of 51 AM, FM and TV stations that had been surveyed last month received a letter from the commissioners that appeared to ease fears many of the broadcasters had expressed.

The commissioners said that the survey was not an official FCC action and, "for that reason, you are under no legal obligation to reply, and anyone who feels as a matter of principle that it would be inappropriate to reply is not required to do so."

The commissioners also told the broadcasters, whose licenses are due for renewal by June 1, that action on their renewal applications will be based solely on the contents of those applications.

They said the material supplied in response to their questions will not be placed in the stations' renewal file, or in any other official file regularly available to the public.

Result of Meeting ▪ The letter was written Monday (April 30), following the second of two meetings the commissioners had in the past two weeks with Senator Monroney in the senator's office.

The points contained in the letter were agreed on in the meeting, which was attended by FCC Chairman Rosel H. Hyde, representatives of Senator Fred R. Harris (D-Okla.) and of Representative John Jarman (D-Okla.), and a group of Oklahoma broadcasters.

Senator Monroney intervened in the matter after Oklahoma broadcasters notified him of their concern over the questions that two members of the commission asked them to answer. Their concern was heightened by the fact that their license applications were pending.

The survey, designed to determine how the Oklahoma stations are serving their public, particularly in the area of news and public affairs, contained no explicit statement that there was legal obligation to reply.

News reports at the time pointed out that the survey was not a commission action but part of an effort of the commissioners to persuade their colleagues on the commission to take greater interest in renewal matters (BROADCASTING, April 15).

However, many of the broadcasters involved were said to feel it would be unwise to risk offending the commissioners by ignoring their questions.

End of Affair? ▪ Senator Monroney, in a statement following the closed-door meeting, recited the points of the understanding reached, and added that the Oklahoma broadcasters were told that "this type of inquiry will not become a regular practice of the two commissioners who initiated it."

Chairman Hyde is reported to have told the group in Senator Monroney's office that the Cox-Johnson survey did not represent an official commission action and that he felt it constituted something less than orderly procedure.

One broadcaster who was present characterized the result of the meeting as "a reasonable compromise" that saved the commissioners, who are presidential appointees, from losing face in a showdown with a senator. Some broadcasters had hoped the survey would be withdrawn.

There was some difference of opinion among those present as to what effect the clarifying letter would have on the Oklahoma broadcasters. Those present indicated that most stations represented would answer the questions. But Clee Fitzgerald, counsel for the Oklahoma Broadcasters Association, on his return from the meeting issued a statement to the wire services that it was doubtful that "very many stations will be in any hurry to make a reply, if at all."

Senator Monroney in his statement stressed that the matter is now up to the Oklahoma broadcasters. They "now are in a position to determine for themselves whether to respond and, if so, how to respond to the inquiries of Commissioners Cox and Johnson," he said.

Local Issues ▪ Their survey asks the stations to list the five most important local problems or issues and to state

Announcing . . . THE AMERICAN MEDICAL ASSOCIATION'S

1968 MEDICAL JOURNALISM AWARDS

in . . .

- MAGAZINES
- EDITORIAL
- NEWSPAPERS
- RADIO
- TELEVISION

PURPOSE

. . . to recognize journalism that contributes to a better public understanding of medicine and health in the United States.

CATEGORIES OF COMPETITION

1—NEWSPAPERS: For a distinguished news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week. Sunday supplements with nationwide distribution will be considered in the magazine category.

2—MAGAZINES: For a distinguished article or articles in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For distinguished editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week or on a U.S. radio or television station or network.

4—RADIO: For distinguished reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For distinguished reporting on medicine or health on a United States television station or network.

The awards will **not** be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION

The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES

1—Deadline for receipt of all entries is February 1, 1969.

2—Entries must have been published or broadcast during the calendar year of 1968.

3—Entries for newspaper and magazine articles must be submitted in triplicate, at least one copy of which must be a tear sheet, validating the date of publication and showing the material as it appeared when presented to the public.

4—Entries for radio or television must consist of three copies of the complete script and, except for editorials, a 200-word summary of the script. Television entries must be accompanied by a 16mm film with sound recording, a kinescope or a videotape. Radio entries must be accompanied by a transcription or an audio tape of the show.

5—Elaborateness of presentation will not be a factor in the judging.

6—Awards will be presented at the AMA Annual Convention in June 1969.

7—An entrant may make as many entries as he wishes and may receive more than one award or the same award in subsequent years.

8—Radio and television films, tapes or kinescopes will be returned if requested. Other entries will not be returned.

9—All entries must be accompanied by the following information: Title of entry, writer or producer, publication in which article appeared or station or network over which program was broadcast, date entry was published or broadcast, category for which entry is submitted, name, address, and title of person submitting entry.

JUDGING OF ENTRIES

Entries will be judged on a basis of accuracy, significance, quality, public interest, and impact. In the absence of meritorious entries in any category, the Medical Journalism Awards Committee may determine that no award shall be made in the category. The Medical Journalism Awards Committee will include outstanding members of the publishing industry, radio and television industry and the medical profession.

All entries must be sent to the Medical Journalism Awards Committee, American Medical Association, 535 North Dearborn St., Chicago, Illinois 60610. Awards subject to state, federal and other applicable laws.

what programs were carried dealing with them.

It also asks them what programing they have presented to deal with racial issues discussed in the report of the President's Commission on Civil Disorders, and whether they are considering changes in their news and programing policies in light of that report's assertion that the media had failed to report adequately on race relations and ghetto conditions. It also asks the number of minority-group representatives they employ, and in what positions.

Radio stations were asked, in addition, for information on nonentertainment programing, including the financial arrangements for providing recorded programing—whether the station paid for them, received them free, or was paid to present them.

In addition, the commissioners have asked each of the networks to list the news and public-affairs programs they have carried since Dec. 1, 1967, and to report on the record of their Oklahoma television affiliates in clearing for them.

The two commissioners, in their letters last week, said they are "hopeful" that broadcasters will be willing to supply the requested information, "since it is important to the study we have undertaken."

They also said that, although the material would not be reviewed in connection with renewal applications, they intend to use it in a "background memorandum" on the broadcast service available in Oklahoma, as well as in statements they decide to publish.

Handy Choice ▪ They sought to make clear that the selection of Oklahoma as a subject of study did not reflect on the broadcasters there. They said the state was chosen because the March 1 license-renewal applications, which included those from Oklahoma stations, "were those most readily available" at the time, in February, when they decided to undertake their project.

"We did not then have before us any complaints about Oklahoma broadcasting," they said, "and we have no reason to believe it is not on a par with that in other states."

The broadcasters attending Monday's meeting in Senator Monroney's office were William Weaver, KGFF Shawnee (president, Oklahoma Broadcasters Association); James Belati, KSPI Stillwater (past president, OBA); William S. Morgan, KNOR Norman (past president, OBA); John Devine, KVOO-AM-TV Tulsa; Edgar T. Bell and Jacques DeLier, KWTV(TV) Oklahoma City; Allan Page, KGWA Enid and other R. H. Drewry stations, KSWO-AM-TV Lawton and KRHD Duncan (and also a National Association of Broadcasters radio board member); Norman Bagwell (a National Association of Broadcasters TV board member), and Lee Allan Smith, WKY-AM-TV; Dale E. Hart, KOTV(TV) Tulsa; Montez Tjaden, KWTV(TV) Oklahoma City, and Ben West, KOCO-TV Oklahoma City.

Frank Fletcher, Roy F. Perkins Jr. and Eugene T. Smith, Washington attorneys, also attended, as did Paul Comstock and Douglas Anello, of the NAB and Nicholas Zapple, Senate communications counsel.

WGAW's strike fund plans

The Writers Guild of America, West last week revealed that it intends to amass a $1 million strike fund by 1970. That's the year its current television and theatrical film contracts expire. Members of the guild are being asked to ratify a constitutional amendment that would increase dues and initiation fees substantially. Basic dues would double from $25 to $50. The current initiation fee of $50 would be raised to $200. In addition, the current "temporary" ¼ of 1% assessment on writer income would be made permanent. These and other guild amendments are scheduled to be voted on by membership at the WGAW's annual meeting on May 14.

Runaway program approved

Hollywood labor and talent unions met with film-industry management last week in the fourth and most top-level session in a series of discussions on the problem of runaway film production that has been carried on over the last four months. In the meeting, held in Hollywood, a 12-man committee—half from labor and half from management—approved a program to protect the jobs of American film technicians and artists and to encourage the production of motion pictures, television programs and commercials in this country instead of in foreign countries. Specifics of the campaign were not revealed. Reportedly they are still being determined. Presiding at the meeting were Jack Valenti,

Reardon calls for special news training

Training for newsmen in criminal law coverage was recommended last week by Paul C. Reardon, associate justice of the Massachusetts Supreme Court and chairman of the advisory committee on fair trial-free press of the American Bar Association.

"It strikes me," Justice Reardon said at a meeting of the American Enterprise Institute in Washington, "that a great deal of the reporting of criminal matters is careless, imprecise and inept."

He called for a "real effort" by the news media to develop among reporters who cover crime news the same competence that has been developed in reporting education, medicine and science. Local bench and bar groups could assist with in-service training, he observed.

A Lesson from Dallas ▪ Justice Reardon also suggested that news media establish pooling arrangements "for the notorious case which will prevent duplication of the shambles that was the Dallas courthouse in the hours following the presidential assassination."

And, Justice Reardon stated, the revision of Canon 20 of the ABA canons of ethics should be enforced. ". . . the legal profession," he said, "simply must call a halt to certain legal rough-riders." The committee of which Justice Reardon was chairman recommended that lawyers be prohibited from publicizing their cases. It also asked that law enforcement officers be prohibited from giving out information in a case that might prejudice prospective jurors.

Voluntary Methods ▪ He also expressed the hope that voluntary codes between news media and local bar-bench groups continue to grow, as well as voluntary guidelines for individual newspapers and broadcasters, citing standards on reporting criminal news adopted by CBS and the *Toledo Blade*.

Justice Reardon expressed dismay at the "barrage" of what he called the "misinformation" by newspapers and others on his committee's recommendation.

The other side of the ABA's recommendations, adopted earlier this year at the association's meeting in Chicago (BROADCASTING, Feb. 26), will be presented at an AEI meeting also in Washington, on May 9; Clifton Daniel, managing editor of the *New York Times* is the rebuttal speaker. The two will debate the issue on May 16.

president of the Motion Picture Producers Association of America, and Richard Walsh, president of the International Alliance of Theatrical Stage Employes and Moving Picture Machine Operators of the U. S. and Canada.

Moyers says TV not LBJ's forte

Calls for regular meetings with newsmen to create 'a climate of candor'

President Johnson's problem in communicating to the American electorate through television was one reason for his decision not to seek renomination, former White House news secretary Bill Moyers said last week.

Speaking at a news conference during the William Allen White symposium on "Mass Media and a Free Society," Mr. Moyers said that the President was "never able to effectively use TV to communicate to mass audiences." He noted that the President grew up in politics before TV had developed and had never mastered the new medium.

The President, in his speech to the opening session of the National Association of Broadcasters convention in Chicago April 1, admitted this problem: "I understand far better than some of my severe and perhaps intolerant critics would admit my own shortcomings as a communicator. How does a public leader find just the right word or the right way to say, no more or no less than he means to say. . . ." He had wondered how often men "have watched themselves on a TV newscast and then been tempted to exclaim: 'Can that really be me?' "

In his address at the two-and-a-half day, meeting. Mr. Moyers said that "modern Presidents have realized that they can never effectively govern unless they learn to reach the people through mass media." To help establish "a climate of candor" between the news media and government, Mr. Moyers recommended that the next President schedule regular news conferences, at least one a month, that should be televised.

War Reaction ▪ Theodore F. Koop, Washington CBS vice president, cited the impact that TV news is having on our present crises, the Vietnam war and civil disturbances in American cities.

Calling Vietnam TV's first war, Mr. Koop said that "television has banished the glamor of war forever. People do not like what they see, and many want to stop see it. Letter after letter urges broadcasters not to show the blood of battle, because it is too awful. . . ." But he said that the war's course is not changed by what TV shows on the screens. "That may not be the case, however, with spot coverage of a racial disturbance," he added.

The presence of TV reporters and camera crews could possibly generate further violence during riots, he said, but broadcasters are trying to prevent such incidents. General industry agreement has been reached to keep extremists such as H. Rap Brown and Stokely Carmichael off the air during disturbances, Mr. Koop said.

Broadcasters have not been fulfilling their public-service capability because of equal-time restrictions of the Communications Act, he added. "Repealing this section of the law would make it possible for broadcasters to keep the campaign in perspective by concentrating on major candidates, just as newspapers do," he said. The average audience for the four TV debates in 1960 was 71 million, he noted, in comparison to the peak audience of only 16 million for an election-eve political broadcast in 1964.

Stan Freberg. West Coast satirist-humorist who has entered TV-commer-

Metromedia steps up news competition

GROUP PLANS TO COVER NATIONAL EVENTS THROUGH EXPANDED STAFF

It used to be that Metromedia-owned WNEW-TV New York and WTTG(TV) Washington would treat the news as an unwanted but necessary pause in the day's commercial pursuits. A voice-over from a booth would read wire copy while some stills were flashed on the screen. But Metromedia is now out to become a larger and larger part of television news. The station group means to be competitive with network-owned outlets in covering and reporting principal news stories such as the national political conventions. It has jumped into the news area with both feet.

Starting virtually from scratch some 17 months ago when WTTG started a half-hour prime-time newscast, Metromedia Television's news division has been producing one-hour prime-time newscasts at KTTV(TV) Los Angeles, KMBC-TV Kansas City, Mo. (the group's only network affiliate), and starting tonight (May 6) at WTTG. WNEW-TV is still running a half-hour prime-time newscast, but by September it too will be running news nightly from 10-11 p.m.

What once were two-man news staffs at WNEW-TV and WTTG have been expanded to more than 20 at WNEW-TV and about 40 at WTTG. Overall there are now more than 100 people (including cameramen but not including technical staff) involved in gathering and reporting the news at the four Metromedia VHF's.

Network News ▪ The work of two of these people indicates the start of a national-network system by Metromedia. Stories covered by science reporter Ken Gilmore are sometimes bicycled to other company-owned stations, while most of the political commentaries of Jack Cole, who joined Metromedia Television in April, will be fed to all the outlets in the group. The 29-year-old former newsman for KMOX-TV St. Louis is Metromedia Television's first national correspondent. He will be based in Washington, where he will start the company's first news bureau geared for providing a service for all the owned stations.

As the first major assignment of the newly implemented news bureau, Mr. Cole will produce a one-hour news special of the week's Indiana primary, which will be seen on the four Metromedia-VHF stations and also will be offered to outside groups and stations. The news special, being filmed in the field, is planned as the forerunner of similar programs to be produced on a timely basis and more than anything else tells how seriously Metromedia means to compete in news. It will be shown in prime time in all of the

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cial production, showed the 1,500 persons attending the University of Kansas seminar samples of his wares. "I entered the advertising field," he said, "as a totally outraged consumer" out to prove that dull advertising is not needed to sell a product. "Why not make it bearable?" he asked, adding that he offered advertisers "bizarre ideas for bizarre prices."

The mass-media symposium was held to commemorate the 100th anniversary of the late Emporia, Kan., editor, William Allen White.

Big radio bowl audience

CBS Radio's broadcast of the Super Bowl game Jan. 14 drew more listeners than any other football game broadcast in the 1967-68 season, according to Sindlinger & Co. figures released last week by CBS.

The research service counted 10,080,000 unduplicated adult listeners (18 and over) in the radio audience, of whom 58%, or 5,844,000 were men.

NBC Radio's Rose Bowl broadcast accounted for the second-highest number of listeners for the season—6,475,000 unduplicated adult listeners.

ABA pushes voluntary media court codes

An initial meeting of the new legal advisory committee on fair trial and free press of the American Bar Association was held in St. Paul last week under the chairmanship of Chief Judge Edward J. Devitt of the U. S. district court of Minnesota. The judge reported discussions looking to adoption of voluntary media codes have begun in several states.

The ABA's new rules or guidelines, as it prefers, were adopted in February (BROADCASTING, Feb. 26).

Judge Devitt announced the appointment of a subcommittee headed by Grant B. Cooper, a Los Angeles lawyer, to explore preparation of an information manual explaining the purpose of the standards, which seek to curb prejudicial pretrial publicity in criminal cases. The manual would be a guide for the bar, the media, police officials and the courts.

Committee members at the meeting included Douglas A. Anello, general counsel of the National Association of Broadcasters; Herbert H. Anderson, Portland, Ore., attorney; John J. Gibbons, president, New Jersey State Bar Association; Justice Harry A. Spencer of the Nebraska supreme court; George S. Bradley, Toledo, Ohio, attorney. Also present was Perry L. Fuller, Chicago lawyer and member of the ABA committee on public relations.

The fair trial-free press conflict meanwhile is explored in a new book, "Crisis in the Courts," published April 26 by David McKay Co. and written by Howard James, chief of the Midwest bureau of *The Christian Science Monitor*. Most of the work, however, deals with the problems of the courts other than the news media. The book, based on an extensive national study made in person, concluded that half of the country's trial judges are probably unfit to sit on the bench.

In a foreward to the book, Earl F. Morris, president of the ABA, wrote that too many courts have yet to learn that the key to effective justice is "the operation of the courts in a business-like manner."

Convention news offered

Century Radio Network, West Covina, Calif., is offering analysis of the two national political party conventions this summer to stations, with cost based on market population. Bill Crago, newspaper reporter and radio-TV reporter-commentator is project director for the convention service. Reportedly, he will direct a staff of professional newsmen, writers and productions crews for both the Republican and Democratic conventions. According to F. Charles Sullivan, executive producer of Century, stations subscribing to the service will be permitted full sponsorship opportunities.

Metromedia Television markets.

The Indiana special is just a hint of what's to come when the Metromedia stations cover the national political conventions in Chicago and Miami this summer. At the Republican convention in Miami each of the four stations will have a reporter and camera crew on the scene. At the Democratic convention in Chicago WNEW-TV and WTTG expect to get live microwave feed of the activities.

Local Slant ▪ The hope at both conventions is to provide a cross-fertilization kind of coverage. Metromedia's TV stations will get both a national report of convention happenings and a local view provided by the individual news teams. Mr. Cole will help with the national coverage working as a floor reporter. Also working for the stations at the conventions will be the team of Rowland Evans and Robert Novak, co-authors of a syndicated newspaper column. (Messrs. Evans and Novak will also be doing regular work on WTTG's 10-11 p.m. newscasts.)

And still these efforts are just a part of Metromedia's seeemingly determined attempt to provide a top-notch news operation and to upgrade the editorial content of its newscasts. About the time WNEW-TV goes to the one-hour news format, the station group intends to set up interlocking lines between New York and Washington. The line will probably be a microwave link (CLOSED CIRCUIT, April 22), leased for the first 30 days on a trial basis from AT&T. If Metromedia finds the link to be as successful as it anticipates, the group will probably apply to the FCC for its own microwave connection between New York and Washington.

Solid Sell ▪ The seeds for such ambitious concepts were sown by Albert P. Krivin, president of Metromedia Television. Mr. Krivin always has believed that doing an honest-to-goodness newscast is part of being a good broadcaster. He also feels that advertising money will follow a legitimate news operation.

In November 1966, Mr. Krivin, after an extensive search to find an executive to direct a major expansion of the news staff and facilities at WNEW-TV New York, hired John R. Corporon, news director of WDSU-TV New Orleans. This was the beginning of WNEW-TV's upbeat story in news.

Mr. Corporon, plucking young talent from such places as Youngstown, Ohio, and Jacksonville, Fla., built a hard-nosed, lively staff. Bill Jorgensen from WEWS(TV) Cleveland was thrust into the anchorman position of New York's first prime-time nightly news broadcast and some of the market's viewing patterns began to change. Now WNEW-TV, which didn't even show up in the rating books with its half-hearted attempts at news, reaches as many as 500,000 homes a night with its 10 p.m. news.

Encouraged by its first attempts to provide meaningful news, Metromedia last November took a deeper plunge, naming Mr. Corporon vice president and director of news and public affairs. It was a new title, new department, indeed a new ballgame. Ahead for Mr. Corporon and Metromedia Television is color processing facilities for all stations (only WTTG now has such facilities), a string of domestic and even international news bureaus and assimilation of KNEW-TV San Francisco—the group's new UHF outlet—into the overall news operation.

CBS's 'Hanoi' denounced in complaint to FCC

A complaint to the FCC about the CBS News special *Hanoi* has led to a denunciation in the *Congressional Record* of the "internationally managed television networks."

The complaint was by Jack Rogers, a Baton Rouge attorney. He said the April 16 program, on which Charles Collingwood was the reporter and narrator, presented "a biased and completely one-sided view" that favored the position of the North Vietnamese in the Vietnam war.

Mr. Rogers said he would not be satisfied by referral of his complaint to "my local television station," as he said the commission has done on past occasions.

Commission officials, as is customary in complaints concerning networks, referred Mr. Rogers's letter to CBS for comment.

Representative John R. Rarick (D-La.) inserted a copy of the letter into the *Congressional Record*, along with a statement that "the internationally managed television networks have run away with any semblance of sanity or fairness and must be brought under control or completely disbanded as a thought-control monopoly dangerous to a free society."

In preparing *Hanoi*, Mr. Collingwood visited the North Vietnamese capital and talked to government leaders. The questions he directed to Premier Fam Van Dung, Mr. Rogers said, "appear to be a clear violation" of the law prohibiting "private correspondence with foreign governments."

Three groups play new game

Three major station groups, Taft Broadcasting, Metromedia and Kaiser Broadcasting, have joined forces to produce a new syndicated half-hour TV game show, *Card Party*. The program initially was developed by the New York production team of Nicholson-Muir in association with Taft. The series has been bought by the 14 stations owned by Taft, Kaiser and Metromedia and will be distributed in other markets by Wolper Television Sales, a division of Metromedia.

SNI schedules title bout

Sports Network Inc. will televise the world light heavyweight title fight between champion Dick Tiger and challenger Bob Foster at Madison Square Garden Friday. May 24, 9:30 p.m. EDT. About 20-25 stations on the East Coast will carry the bout, with the New York area blacked out. Schaefer beer, through BBDO. both New York, has signed for half-sponsorship; the remaining time has yet to be sold.

CBS Films features to get new banner

The 14-month-old feature-film-production division of CBS Inc., originally called CBS Theatrical Films and now known as CBS Films, has added another new name to its rolls. From now on Cinema Center Films will be used as the name for the production organization of the division. Corporately it will still be called CBS Films.

The apparent purpose of the new designation is to minimize the CBS identification with movies made for theatrical release. In announcing the move, Gordon Stulberg, president of CBS Films, said: "Since the purpose of our business is, and has been, to make motion pictures for theatrical release, and not for television, we felt that it was of the utmost importance that our name and image strongly reflect the precise nature of our business."

Program notes . . .

Christmas in April ▪ The first of four one-hour holiday specials starring the Serendipity Singers was taped in New York April 21 by Fredana Television Ltd. for national syndication by Trans-Lux Television Corp. Titled *Christmas at F.A.O. Schwarz*, the special was taped at the New York toy store, which was

Specials to emphasize topics, not stars

Host-announcer Ed McMahon, who has been branching out into TV production as an adjunct to duties on NBC-TV's *Tonight* and daytime *Snap Judgment*, plans to produce at least nine half-hour TV specials over the next year that focus on subjects rather than personalities.

Mr. McMahon has been edging into production over the past 18 months and, in association with producer David Black, has been responsible for four specials that have been carried on ABC-TV. Their company is called Dionysos Productions, New York, and created and produced these specials: *The Strip*, *Take It Off* (weight-watching), *So You're Going to Have a Baby* and *Easy to Assemble* (do-it-yourself craze).

Mr. Black

Mr. McMahon

"We feel there's going to be an expansion of specials that accent the subject rather than the star," Mr. McMahon reported in an interview last week. "They will be a study of the mores and the peculiarities of our culture and they will make extensive use of graphics, which can be provided by another company I have organized, Unicorn Creations.

"I'd rather not reveal the subjects we are working on right now for competitive reasons, but the important thing in these specials is the execution. My partner in Dionysos, David Black, is producer of 'George M!', now running on Broadway."

In addition to half-hour specials, Mr. McMahon revealed, Dionysos is blueprinting a one-hour special, *The Gallant Men*, which would star Senator Everett Dirksen and possibly Kate Smith.

"I'm interested in all facets of communications," he said in explaining his diversification moves. "I get talented partners to work with me in my other enterprises. In addition to my production and creative-design companies, I also have an interest in a talent agency, Delphi Productions, which represents four up-and-coming young disk jockeys."

redecorated to take on a Christmas look.

Baltimore documentary ▪ The port of Baltimore will be the subject of a W.C.D. Inc. half-hour production sponsored by the Chesapeake & Potomac Telephone Co. of Maryland, through N. W. Ayer & Son, Philadelphia. The black-and-white documentary is scheduled for showing June 6 on WBAL-TV Baltimore.

More Bonnie and Clyde ▪ KPRC-TV in Houston contributed to the Bonnie and Clyde craze last month by telecasting an exclusive interview with the last living member of the famous Barrow Gang. KPRC-TV's news director Ray Miller located and interviewed W. D. Jones, who joined the gang at the age of 16 and quit before Bonnie and Clyde were ambushed and killed. Mr. Jones, now 51, lives in Texas.

EQUIPMENT & ENGINEERING

High-level committee to advise task force

NAE GROUP INCLUDES EVERITT, GOLDMARK, HILLIER

The President's Task Force on Telecommunications, which is expected to submit its report to the White House late this summer, has enlisted a prestigious group to act as its adviser. It's a special Committee on Telecommunications formed by the National Academy of Engineering.

Chairman of the 15-member NAE group is Dr. William L. Everitt, dean of the College of Engineering, University of Illinois.

The committee will analyze data collected by the task force on current and anticipated developments in telecommunications technology, according to an announcement from NAE last week, "to determine the extent to which such information provides a basis for policy judgments."

It will also prepare for the task force its view of developments in telecommunications technology likely to be available by 1980 "in order to provide policy makers with a framework of technological options."

The committee's principal function, it was explained last week, not only is to review all the assembled data that is being collected by the task force staff, but also to fill in gaps that become obvious to the committee's members, all of whom are outstanding leaders in the telecommunications field.

The task force, organized by Presidnt Johnson last August, now has eight research contracts outstanding into various facets of the telecommunications field, including satellite communications, distribution of radio, television, telephone and data signals within cities for business and personal use, as well as TV programing (BROADCASTING, April 22).

Other members of the NAE committee are:

Peter C. Goldmark, CBS Laboratories; James Hillier, RCA Laboratories; Robert Adler, Zenith Radio Corp.; Daniel E. Noble. Motorola Inc.; Emanuel R. Piore. International Business Machines Corp.; Henri G. Busignies, International Telephone and Telegraph Corp.; Edward C. Jordan, University of Illinois; Kenneth G. McKay, AT&T; Joseph M. Pettit, Stanford University; William H. Pickering, Jet Propulsion Laboratory; Robert J. Potter, Xerox Corp.; Allen E. Puckett, Hughes Aircraft Co.; George E. Solomon, TRW Inc., and Ernst Weber, Brooklyn Polytechnic Institute.

Serving as the committee's staff will be John M. Richardson, Department of Commerce, as executive secretary; George W. Swenson Jr., University of Illinois, and Abraham Katz, IBM. Donald A. Dunn, Stanford University, will serve as part-time consultant to the committee.

The $75,000 program is being funded by the Department of Housing and Urban Development.

Change proposed for class-IV applicants

The FCC has announced it will undertake a rulemaking to consider alternative proposals dealing with power increases for class-IV AM stations.

The proposed rule changes would enable new class IV's to bypass the current two-step procedure to obtain 1kw daytime power, but would compel all such stations to comply with separation requirements at increased power.

A class-IV AM operates on a local channel providing primary service to its city of license. Its power is limited to 1 kw daytime, 250 w nighttime.

At present class-IV applicants must ask for a 250-w permit, then file a second application to increase to 1 kw. The commission now contemplates a one-step process that would also apply to new applicants seeking to operate at 500 w: The power increase would become automatic if applicants can show overlap compliance at 250 w and meet other requirements.

1958 Move ▪ The commission noted that when IV's were permitted to go to 1-kw daytime power in 1958, it was expected that if all stations effected that increase equally, there would be no rise in interference. Existing stations were permitted the increases without regard to overlap prohibitions; new stations had to show overlap compliance only at 250 w.

But the commission said that only six 100-w stations and 147 of the 250-w stations out of about 1,000 class IV's have not as yet increased power. "There would no longer appear to be any logical reason, therefore," the commission said, "to single out the class-I', frequencies for additional increments of interference."

New stations, it cited, are being established on the assumption that all existing class IV's are operating at 250 w daytime, "even though almost 90% of them are actually operating with 1 kw daytime." The commission said it now wants to consider requiring all class IV's to comply with separation requirements at increased power.

Comments are due June 24; reply comments by July 24.

Two seek tariffs for wideband cable

That long-heralded "communications center in the home" may not be far off. One of the key facilities for accomplishing this dream is at hand—a wideband coaxial cable that two companies want to provide to homes or businesses.

Tariffs for using 6 mc or portions in the 3-to-300-mc portion of the radio spectrum have been filed with the FCC by United Utilities Inc., a holding company of independent telephone companies, and by the California Water and Power Co. The United Utilities tariff is a substitute for its present CATV tariff.

The new rate schedules have not yet been accepted by the FCC, although it is normal for them to go into effect after 30 days if there is no objection by the commission or other parties.

In the United Utilities filing, the National Cable Television Association has asked the FCC to return it. NCTA claims the proposed rates are unlawful because they fail to specify any service offering. NCTA also charged that United Utilities will collect more money than before for the rental of the same equipment since the same cable, for example, could be used for several services.

Multiple Circuits ▪ Paul H. Hensen, president of United Utilities, has said that the new policy would permit the rental of circuits for CATV, and the use of remaining spectrum space in each cable for lease to firms providing data transmission, picture phone, facsimile, automatic meter reading, or fire, police and first-aid alarms.

Mr. Henson said that his company is also looking into the use of the wideband cable for regular telephone service, as well as for special services.

The United Utilities rate is divided into two services: distribution and point-to-point. Distribution service is to multiple terminal points; point-to-point is to a single location. Rates run from $3 per quarter mile monthly for 24-hours-a-day distribution service for 6 mc units.

CBS tests new Sylvania lamp on 'Sullivan'

CBS-TV's *Ed Sullivan Show* is now using a new tungsten-halogen lamp, it was announced last week.

The network participated in testing and evaluation of the new lamps, developed by the Sylvania subsidiary of General Telephone & Electronics.

The new lamps are directly interchangeable with standard incandescent studio lamps, but according to CBS have nearly three times the effective life of conventional lamps. CBS regards the new lamps as the first major advance in studio lighting in 40 years.

Other features include: uniform light output throughout the life of the lamp, stable color temperatures, smaller size and low-noise operation.

to 25 cents a quarter mile monthly for additional adjacent spectrum units above nine. In the point-to-point service, the monthly rate begins also at $3 per quarter mile.

At the present time, all telephone, company rate schedules specify paritcular services, e.g., telephone, teletype, TV program, facsimile.

The new tariff, it's understood, substitutes a charge for a segment of the radio frequency, rather than for a specified service.

Basically, it's said, the new tariff does not raise charges for present services.

N.D. antenna farm turned down by FCC

The FCC last week rejected a bid by the North Dakota Aeronautics Commission (NDAC) to establish an antenna farm near Minot, N. D. NDAC also requested that a new tower proposed by KMOT-TV Minot be located at the antenna-farm site.

The commission said that the proposed area for the antenna farm was undesirable for reception due to a shadowing problem created by nearby terrain. In the case of KMOT-TV's new tower, the commission said that it could not mandatorily be required to be placed in the antenna-farm area because its proposed height is less than 1,000 ft. Under existing regulations, towers less than 1,000 ft. cannot be required to be placed in antenna farms.

Technical topics . . .

Lighting handbook ▪ The Photolamp Division of Sylvania Electric Products Inc. has made available the 1968 edition of its handbook for lighting applications in television, theater, motion picture and professional photography. The pocket-sized handbook provides technical information on optical systems, equipment description and testing methods, methods of production lighting and a glossary of terms. Copies of the handbook may be obtained without charge by contacting Sylvania Electric Products Inc., 1100 Main St., Buffalo, N. Y. 14209.

Video-tape order ▪ International Video Corp., Mountain View, Calif., reports an order for more than 100 color videotape recorders from Vhester Electronic Laboratories, Chester, Conn. Chester, supposedly the nation's largest manufacturer of dial access learning laboratory systems, will use the recorders in its audio/video dial access student teaching system for universities, colleges and secondary schools. IVC manufactures color video-tape recorders, priced from $3,800, at Mountain View.

New from Ball Brothers ▪ Ball Brothers Research Corp. has developed a video processing and AGC amplifier which provides continuous monitoring and processing of video signals from various originating sources. Named the Mark 10, the new unit is available in two models. The Mark 10-A is strictly a video processing amplifier while the Mark 10-B combines both video processing and AGC operations. Both models are designed for genlock operation and have remote control panels.

Simultaneous telecast ▪ Rochester, N. Y.'s four television stations have responded to that city's housing crisis with announcement of the simultaneous broadcast late this month of a one-hour housing documentary. WROC-TV, WHEC-TV, WOKR-TV, and WXXI-TV will air the documentary during prime time. The telecast will be produced jointly by Eastman Kodak Co. and Xerox Corp.

English firm develops fast color processor

A color and monochrome processor, designed for high-speed processing of color film for television, has been developed by Newman & Guardia Ltd., Harlow, Essex, England.

Two models of the unit, at approximate costs of $120,000 and $91,200, process 16mm and 35mm film at speeds up to 150 feet per minute and 50 feet per minute respectively, according to the British company. Produced with technical support of Agfa-Gevaert Inc., Teterboro, N. J., the machine also handles that company's "6 in 1" color stock at a maximum output of 100 feet per minute. Negotiations are underway for a U. S. distributor.

EBS stations given fallout protection

By the end of next month there will be 658 key Emergency Broadcasting System stations that have been provided fallout protection as well as other services by the Office of Civilian Defense at a cost of over $2 million. These stations will be able to provide emergency broadcast service to almost the entire country according to FCC tests, it was reported to a House Appropriations Subcommittee last March by Joseph Romm, acting director of civilian defense in the Department of Defense. The transcript of the hearings was released last week.

The fallout-protection campaign began in 1966 and will be completed at the end of the 1969 fiscal year. It provides protection of minimum personnel against fallout for communications ties with local, state and regional OCD offices. The work was done by U. S. Army engineers.

Visual distributor for DASA products

Inaugurating a distribution agreement with DASA Corp., Andover, Mass., Visual Electronics Corp., New York, has placed a $750,000 order for DASA products.

Included in the order are the Datacall tone transmitter, Datacall message composer, Databank buffer store, Dataguard message "scrambler/descrambler" coded transmission system, and the standard Tel-a-dex tape transport system.

Visual will be distributing DASA products in the U.S., Canada, South America, the Caribbean and parts of Central America.

FCC upholds fine on lottery charge

Call of Houston Inc., KCOH Houston, was ordered by the FCC last week to pay a $2,000 fine for broadcasting lottery information.

The commission sent KCOH a notice of apparent liability last October concerning the station's broadcast of commercials involving a "TV King" contest that the commission said took on the aspects of a lottery. KCOH did not deny that the contest was a lottery nor did it complain about the fine except to say that it felt the amount was inappropriate.

The station indicated that the contest ran for a short time with a nominal prize and was arranged by the advertiser instead of station personnel. But the FCC found the station's ". . . explanations insufficient to relieve it of liability or to reduce the amount of the forfeiture."

Drivers can push more than just cars

D. L. Blair Corp., a New York sales promotion consulting and administrative firm, has announced an exclusive arrangement with Sports Headliners Inc., Indianapolis, business agents for auto racing's leading drivers. The objective is to persuade advertisers not traditionally involved in racing to promote their products by utilizing the men, machines and color of the racing sport.

A new Blair division, called Racing Professionals Merchandising and headed by David W. Bentley, will direct the new campaign. RPM will also assist Sports Headliners Inc. in amplifying the value of present investments by firms already involved in racing. Blair is at 25 East 26th Street, New York; telephone MU 5-9696.

Drumbeats . . .

To receive awards ▪ Three broadcasters and their respective stations have been chosen by the American Political Science Association to receive awards for outstanding public affairs reporting. Recipients are Rebecca Bell, WKYC-TV Cleveland, James Giltmier, WSB-TV Atlanta and Edmonde Haddad, KPOL Los Angeles. Later this year the APSA will invite the winners to attend an expense-paid seminar on political reporting.

Assignment: the Presidency ▪ Sidney Galanty, an independent film and television producer-director, has been chosen to handle film and television production for Vice President Hubert Humphrey's campaign for the presidency. Mr. Galanty, whose Galanty Productions is based in Hollywood, once was a broadcast producer for Dancer-Fitzgerald-Sample Inc. His television dramas "Gideon's Trumpet" and adaptation of "A Death in the Family" were Cannes Film Festival nominees in 1964 and 1965, respectively.

A-K office manager wins in a walk

Douglas MacLatchie, manager of the Los Angeles office of Avery-Knodel Inc., has been awarded the A-K sixth annual "Shoeleather Award."

The award, an engraved plaque adorned with a well-worn shoe sole, is presented each year to the A-K salesman who, in the opinion of the company's nominating committee, has performed the most outstanding sales service during the past year in behalf of the stations represented nationally by Avery-Knodel. Along with the trophy goes a gift check for a new pair of shoes to replace the worn footwear.

The trophy was presented to Mr. MacLatchie (c) last week by Thomas W. Lauer (r), media supervisor of N. W. Ayer & Son, in ceremonies in Los Angeles. J. W. (Bill) Knodel (l), A-K president, officiated at the presentation.

Latest episode in battle for MGM

Bronfman interests ask for more representation on board and suggest O'Brien leave presidency to become chairman

It was an eventful week for three major film and TV series producers: the first skirmishes in the battle for the control of one company took place last week, and the ownership of two other film companies was substantially changed.

Reports that Edgar Bronfman and his associates were attempting to gain control of Metro-Goldwyn-Mayer Inc. were confirmed last week. Mr. Bronfman, president of Joseph E. Seagram and Sons, the major U. S. subsidiary of Distiller Corp.-Seagrams Ltd., Montreal, is said to control more than 900,000—or 16%—of the outstanding shares of MGM, and is attempting to depose Robert H. O'Brien as president of the company.

For his part, Mr. O'Brien said last week that Mr. Bronfman, his latest adversary in a series of battles for control of MGM, "is one of the beneficiaries of only one of the trusts which owns directly 18,900 shares. He [Mr. Bronfman] expressly disclaimed any beneficial ownership of the 377,245 shares . . ." held by other Bronfman-controlled trusts.

Who owns what percentage of the film company is crucial, since on the basis of his allegedly large holdings, Mr. Bronfman recently presented Mr. O'Brien with four demands, which, if met, would effectively transfer control of MGM from Mr. O'Brien to Mr. Bronfman and his associates.

Mr. Bronfman and Leo Kolber, an associate and an MGM director, have demanded:

- That Bronfman interests receive more representation on the MGM board to effect control of their interests;
- That Mr. O'Brien step down as president and become chairman and chief executive officer.
- That Mr. O'Brien form a committee, together with Mr. Bronfman and Edgar Baker, a Time Inc. vice president and an MGM director, to find a new president; and
- The minutes of MGM's board meetings for the past five years and a list of stockholders be presented to Mr. Bronfman.

It could not be learned last week if Mr. O'Brien would agree to the first three demands. He announced earlier, however, that the minutes of the board meetings and the list of stockholders had been, or shortly would be, turned over to Mr. Bronfman. What Mr. Bronfman will do if Mr. O'Brien does not accede to the first three demands remained unknown. Mr. Bronfman reportedly has not ruled out the possibility of a proxy fight.

Mr. Bronfman is said to feel that MGM's growth is not satisfactory and that Mr. O'Brien, who is 64, has made no provision for younger management and that a line of succession to the presidency must be established.

If a proxy fight develops, it would not be the first Mr. O'Brien has fought to defend his control of MGM. In early 1967, Mr. O'Brien beat off attempts by Philip Levin, a New Jersey real estate investor, to gain control of MGM. Mr. Levin and his associates subsequently sold their MGM shares to Mr. Bronfman and Time Inc., publisher and parent company of Time-Life Broadcast Group radio and TV broadcaster (BROADCASTING, Aug. 28, 1967 et seq).

Levin's New Interest ▪ Mr. Levin last week, however, got back into the film and TV series production business: He purchased 455,900 shares of Gulf & Western Industries Inc. for more than $22 million.

G&W is entrenched in the entertainment field. It owns Paramount Pictures Corp., feature film producer and TV program and feature film syndicator, International Telemeter and Desilu productions Inc., and has 51% interest in Famous Players Canadian Corp.

The acquisition makes Mr. Levin G&W's second largest stockholder, second only to Charles Bludhorn, chairman of the company. Mr. Levin was elected a director of the company shortly after his stock purchase.

The ownership of another film and TV series production company was affected last week. Two New York brokerage firms acquired about 13% of the stock of 20th Century-Fox Film Corp. Brand, Grumet and Siegel Inc. announced that it had purchased between 500,000 and 700,000 shares of Fox for its clients. Still another brokerage firm—this one was unidentified—reportedly bought 250,000 shares of

SEC's March report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for March (all common stock unless otherwise indicated):

Capital Cities Broadcasting Corp.—Bobert W. Gelles exercised option to buy 500 shares, giving total of 1,450.

Chris-Craft Industries—H. V. Sherrill sold 14,050 shares, leaving 1,203, sold 5,567 shares held beneficially with wife, leaving none and sold 313 shares held with wife as custodian, leaving none. Cornelius Shields sold 1,218 shares, leaving none, sold 86,433 shares held with Nafco Inc., leaving none, and sold 6,289 shares held with Shields and Co., leaving none.

CBS Inc.—Jack B. Purcell exercised option to buy 2,204 shares, giving total of 5,613.

Corinthian Broadcasting—C. Wrede Petersmeyer sold 3,000 shares, leaving 119,800 and 1,200 held beneficially with children.

Doyle Dane Bernbach—Albert Lieberman sold 200 class A shares, leaving 1,400 and 100 held beneficially with wife.

Filmways Inc.—L. S. Gruenberg sold 16,102 shares, leaving 48,308. Robert C. Townsend acquired 100 shares, giving total of 100.

Grant Advertising International—Will C. Grant acquired 100 shares, giving total of 2,859 held personally and 231,456 held through Grant Advertising Inc.

Grey Advertising Inc.—Ben Alcock sold 4,000 shares, leaving 9,575. Bernard D. Kahn acquired 488 shares, giving total of 12,731.

Lamb Communications—J. Eugene Farber acquired 1,500 shares, giving total of 2,644 held beneficially with wife and daughter.

LIN Broadcasting Corp.—Thomas I. Unterberg, holding 6,333 shares personally, and 100 shares with daughter, acquired 15,800 and disposed of 16,050, leaving 613. Mr. Unterberg, holding $15,000 in 5½% convertible debentures, acquired $103,000 and sold $115,000 on partnership trading account, leaving $33,000.

Metromedia Inc.—Richard L. Geismar exercised option to buy 2,000 shares, giving him total of 8,540 and 280 held beneficially with wife. John W. Kluge acquired 10,740 shares, giving him total of 161,015, plus 10,000 held beneficially with Tri-Suburban Broadcasting, 15,000 each held beneficially with Silver City Sales and Kluge and Co., and 1,000 held with Kluge Finkelstein Co.

Ogilvy & Mather International—Donald Atkins disposed of 1,490 shares, leaving 17,000. David Ogilvy disposed of 5,000 shares, leaving 95,000. S. Shelton disposed of 500 shares, leaving 11,870.

RCA—Frank M. Folsom acquired 148 shares, giving total of 32,159. Leon C. Greenebaum, holding personally 30,150 shares and 3,000 in trust, sold 2,000 held in holding company, leaving 3,000 held in holding company.

Reeves Broadcasting—Richard Weininger, disposed of 9,100 shares held with Premier Investing Corp., leaving 52,400.

Sonderling Broadcasting—Richard Goodman disposed of 8,000 shares, leaving 147,000.

Storer Broadcasting—Stanton P. Kettler exercised option to buy 2,000 shares, giving total of 30,000. John E. McCoy acquired 1,000 shares, giving total of 22,500 held personally, plus 3,100 held in trust, 25 held with wife and 75 held with children. F. W. Sullivan acquired 700 shares, giving total of 7,700.

Taft Broadcasting Co.—Charles S. Mechem Jr. bought 200 shares, giving total of 300.

Broadcasting has its share of 'centimillionaires'

Of the 163 persons in the U.S. listed in the May issue of *Fortune* as being a "centimillionaire," at least seven are involved in radio-TV station ownership and at least seven others are tied to the broadcast media in some fashion. BROADCASTING'S survey of *Fortune's* list of those worth more than $100 million does not include owners of firms that spend millions in radio-TV advertising.

Howard Hughes was tagged by *Fortune* as one of the two "richest of them all" (the other was oilman J. Paul Getty), their worth being estimated at $1 billion-$1.5 billion each. Among the holdings of Mr. Hughes's wholly owned Hughes Tool Co. is KLAS-TV Las Vegas.

In *Fortune's* $500 million to $1 billion category is H.L. Hunt, Dallas oil operator, who underwrites *Life Line*, a program espousing conservative views.

The $300 million to $500 million group includes:

N. Bunker Hunt is the son of H. L. Hunt.

John D. MacArthur owns Banker's Life & Casualty Co., Chicago, which has controlling interest in WEAT-AM-TV West Palm Beach, Fla.

In the $200 million to $300 million category:

Mrs. Alfred I. duPont is the donor of the duPont awards for outstanding radio-TV programs.

William R. Hewlett and David Packard are president and chairman, respectively of Hewlett-Packard Co., Palo Alto, Calif. a leading manufacturer of electronic instruments.

Samuel I. Newhouse is a group broadcast owner, multiple CATV owner and newspaper chain owner.

John Hay Whitney is controlling stockholder of Corinthian Broadcasting Corp., group station operator.

The $150 million to $200 million group includes:

Bob Hope the entertainer is former owner of KOA-AM-FM-TV Denver.

William Benton, who with his family owns the *Encyclopaedia Britannica*, was a co-founder of Benton & Bowles and was the first director of the U.S. Information Service in the administration of Franklin D. Roosevelt.

Peter Kiewit is president of Peter Kiewit Sons Inc., which owns KETV (TV) Omaha.

Mrs. Arthur Hays Sulzberger is the wife of the chairman of the board of the *New York Times*, which owns WQXR-AM-FM New York.

Listed as "well over $100 million" is O. Wayne Rollins, chairman and president of Rollins Inc., which is a group-station operator.

Fox. Reports that this latter brokerage house had been approached by another film company regarding the purchase of the block could not be confirmed.

Fuqua earnings up 250%; summer merger planned

Fuqua Industries Inc., Atlanta, a diversified company and parent corporation of Fuqua Communications Inc., a group broadcaster, announced record first-quarter sales and earnings, approval of a two-for-one stock split, plans for an early summer merger and a selection of a new president at its annual stockholders meeting held last week.

Sales and net earnings were reported up 160% and 250%, respectively, over the same period last year.

J. B. Fuqua, chairman, said that a special stockholders meeting is planned for early summer to approve the merger of Interstate Motor Freight System into the corporation for about $35 million in Fuqua securities. The acquisition would more than double the corporation's 1967 sales of $60 million, Mr. Fuqua said. He also reported that negotiations to acquire the Central Bank & Trust Co. of Denver. which is expected to result in an additional $225 million in Fuqua assets, will be finalized in the near future.

The two-for-one stock split, approved at the meeting, is payable May 23 to stockholders of record May 6. The dividend rate will be raised 25%, from 32 cents to 40 cents a share, it was reported.

FI's new president and chief operating officer is E. Douglas Kenna, a former Avco Corp. vice president.

For three months ended March 31:

	1968	1967*
Earned per share	$0.42	$0.11
Net sales and other income	12,695,000	4,969,000
Net income	685,000	199,000

*Figures do not include revenues and income of Natco division, which was sold earlier this year.

Wometco expects 1968 to show solid gain

Stockholders of Wometco Enterprises Inc., Miami-based diversified company with broadcast holdings, were told last week that 1968 would be "another record year."

Mitchell Wolfson, Wometco president, predicted that earnings per share for 1968 would increase 5% to 10% over last year. Mr. Wolfson also pointed out that the company had never experienced a loss in its history.

"The company's television business has become firm and looks promising for the remainder of the year," Mr. Wolfson said. He further stated expected gains in all of the company's leisure-time divisions including motion-picture exhibition, film production and processing, television-slide production and outdoor advertising.

For the first quarter of 1968 Wometco had a net income of $1,045,938 (29 cents a share) on a gross income of $13,832,754 (BROADCASTING, April 22).

Bartell proposes debenture offer

Bartell Media Corp., New York, a publishing firm with broadcast and CATV holdings, is planning to issue a public offering of $3 million in 15-year, convertible subordinated debentures, a proxy statement sent to stockholders last week had disclosed.

The sum will be used to acquire "suitable" properties at the proper time, a spokesman said last week.

At the Bartell Media stockholders meeting, to be held May 21 in New York, shareholders will be asked to authorize the issuance of 250,000 in preferred stock and to approve the sale of 5-year convertible warrants to Weis, Voisin, Cannon Inc., for conversion up to 60,000 shares as payment for heading up an underwriting group for the proposed sale of the company's debentures.

In its annual statement, reporting net income of $403,917 (19 cents a share) on total revenues of over $31.5 million, the company noted that its broadcasting subsidiary accounted for virtually 10%; $3.16 million.

Bartell Broadcasters Inc. owns WADO New York, KCBQ San Diego and WOKY Milwaukee, as well as TV stations in Curacao and Aruba, both in the Netherlands Antilles; CATV systems in Plattsburgh, N.Y., and Waterville, Me., both now operating; and an application for a CATV franchise for Brooklyn, N.Y.

CBS-TV's weekend profits tripled in '67

Operating profits from Saturday and Sunday programing tripled in 1967, but CBS-TV's over-all operating profits fell by about $14 million to $75 million last year. That was an estimate made in the May issue of *Fortune* magazine.

Fortune said the advertising on the five-owned stations and the network went up about 3% to $458 million, but the increase came at the same time as a 13%-15% increase in production costs plus an increase in administrative and selling costs.

According to the magazine, the Saturday and Sunday profits rose to $3 million and nighttime network earnings went up about a third to $4 million. *Fortune* said that at the same time NBC's nighttime earnings went up to $15 million.

In daytime earnings, the magazine said CBS profits fell 28% and the operating earnings of the owned-stations went from $39 million to $35 million.

Harris Intertype backlog sets record

Harris Intertype Corp., Cleveland, parent corporation of Gates Radio Co., radio and television equipment manufacturer, reported increases in sales and earnings for the first three quarters of this fiscal year. The corporation's fiscal year ends June 30.

George S. Dively, chairman and Richard B. Tullis, president, said new order activity for both printed and electronic communications equipment is strong and that the total backlog of orders is at a record high.

For nine months ended March 31:

	1968	1967
Earned per share	$2.00	$1.86
Net sales	197,168,838	181,494,349
Net earnings	11,034,356	10,167,491
Shares outstanding	5,525,880	5,455,312

Concert Network cuts its losses in 1967

Concert Network Inc., licensee of WBCN(FM) Boston and WHCN(FM) Hartford, Conn., announced an increase in revenues, but a continued loss in net income for 1967. Net losses, however were reduced by almost 50%, according to the company's annual report to stockholders.

T. Mitchell Hastings Jr., Concert Network president, attributed the company's failure to meet the break-even point to, among other factors, the rebuilding and automation of its two stations at a cost of $59,000.

Mr. Hastings also said that the company privately placed an additional 72,400 unregistered shares of its common stock at 25 cents a share and at year's end sold a block of 50,000 unregistered shares at 20 cents per share to its directors to provide capital to cover operating losses incurred during the year.

New facilities were financed by a five-year loan of $110,000 made by the New England Merchants National Bank in June 1967, retiring a $50,000 loan made previously by the State Street Bank and Trust Co.

A plus factor, the report noted, is that last year brought an increase in the market value of the company's two FM properties—$1,650,000 was bid by a prospective buyer.

For year ended Dec. 31:

	1967	1966
Total revenue	$138,311.04	$83,531.21
Net revenue	120,605.42	74,919.70
Net (loss)	(32,392.92)	(62,352.40)

Financial notes . . .

▪ Filmways Inc., New York, has acquired Plato Enterprises Inc., Cleveland, promoting the establishment of night clubs in college towns, for 10,000 shares of Filmways common stock, with provision for up to 40,000 additional shares depending on future earnings. Plato Enterprises becomes a wholly owned subsidiary, with its founder, Zoltan Gombos, as president.

▪ Visual Electronics Corp., New York, has acquired Ashland Electric Products Inc., Long Island City, N. Y., manufacturer of fractional horsepower motors used in recording devices. Ashland, which will operate as wholly owned subsidiary of Visual, was reported to have sales of over $2 million annually. Price was undisclosed amount of Visual common stock.

▪ RKO General Inc., New York, announced last week that Air General Inc., operator of helicopter service in the Boston area, has become a new division of the company.

▪ Fuqua Industries Inc., diversified company with broadcast holdings, has sold its Natco Division, producers of glazed structural tile and clay, to Glen-Gery Shale Brick Corp. for $8.3 million of which $2.5 million was paid in cash. In 1967 Natco and Glen-Gery had sales of $10 million and $12.4 million, respectively.

Movielab's gross and net drop in quarter

Movielab Inc. reported a decrease in net sales and income for the first quarter of 1968, as compared to that period in 1967, at its annual stockholders meeting in New York Thursday (May 2).

Net sales dropped about $100,000, and net income about $90,000. Saul Jeffee, chairman and president, noted however, that sales and earnings were 25% higher than those in the last quarter of 1967, and expressed confidence in the continuation of an upward trend.

The stockholders approved an increase in authorized shares of common stock from 2 million to 4 million and voted to create a new class of preference shares, with authorization up to 2 million shares.

For the first quarter ended:

	March 30, 1968	April 1, 1967
Earned per share	$0.15	$0.22
Net sales	2,857,760	2,959,291
Net income	214,768	306,138
Number of shares outstanding	1,404,481	1,381,804*

*As adjusted for subsequent stock split and stock dividends.

Disney's gross hits record

Gross revenues for Walt Disney Productions during the first six months of the current fiscal year were the best in the company's history—almost 15% greater than for any comparable period. Substantially increased winter attendance at Disneyland was credited with the rise in revenues. A decline in net income was due to an extraordinary nontaxable item of $900,000 last year. Television and film income remained about the same as in previous recent periods. The Burbank, Calif., company said revenues and net income for 1968 are expected to be greater than last year, but that increased costs will result in lower profit margins.

For the six months ended March 30:

	1968	1967
Earned per share	$1.05	$1.16
Gross revenues	52,069,000	44,561,000
Net income	4,425,000	4,898,000

Memorex gains disappointing

Memorex Corp., San Clara, Calif., manufacturer of precision magnetic tape, reports zooming sales for the first quarter of 1968, but disappointing profits. Reason for the "below-target" performance of net profit in the first quarter was failure of disk pack data storage devices to sell and lease as anticipated. Computer and video-tape products, however, were sold at planned levels.

For three months ended March 31:

	1968	1967
Earned per share	$0.22	$0.22
Sales	11,106,000	6,732,000
Net income	793,000	728,000

What U.S. and Soviet TV have in common: their critics

Television is superficial, lacks a point of view, shies away from controversial subjects and is a medium of light entertainment in which the most popular shows are products of other art forms, notably the movies.

This has been a frequent critique of U.S. television. But the Soviet Union?

A research paper compiled by the Radio Liberty Committee titled "Soviet Television Comes of Age" quotes *Molodaia Gvardiia*, a Soviet journal for youth, which says television there "has become a medium for light entertainment"; should "become more controversial"; lacks "a sharp point of view." This criticism was echoed in another publication, *Zhurnalist*, which noted that most programs in the week under review were devoted to popular entertainment and said that TV, of all the media, "is the most dilatory in providing commentary on news events."

What do the majority of TV viewers themselves want? A recent survey of about 2,000 persons in Leningrad indicated that the most popular programs were the least serious and least political: panel shows, TV serials, variety shows, art films, and sports. More than 40% of the people questioned criticized Soviet television for having too few entertainment programs.

The Radio Liberty research report said that the number of TV stations in the Soviet Union has grown from 275 in 1960 to approximately 800 in 1967, of which 124 are original programs. In 1958, there were 2,589-000 TV receivers in the Soviet Union; the most recent count showed 19 million sets.

Spain wins top Montreux TV award

Spain was named winner last week of the eighth World Television Festival and was awarded the Golden Rose of Montreux trophy at Montreux, Switzerland. Spain was also winner of the special press prize.

The winning Spanish show, called *Tales of Frivolity (Historias de la Frivolidad)*, was created by Jamie de Arminan and Narcisso Ibanez Serrador. International critics were surprised by its risque boldness, satirizing history down through the ages from Roman times.

The runner-up Silver Rose went to Bulgaria for its *Carnival of the Animals*, a vivid exposition of puppetry and silhouettes.

A French presentation, *Becaud and Company*, starring French singer Gilbert Becaud, won the Bronze Rose. It was the only color show to win a rose.

The City of Montreux's comedy-award went to the British Broadcasting Corp. for *The World of Charlie Drake*, referring to a British comedian specializing in slapstick and pathos.

Twenty-four nations submitted 26 entries—over half in color—for the week-long light entertainment TV festival at the Swiss lakeside resort.

BBC presses for rise in TV license fee

The BBC is attempting to pressure the government into raising the TV license fee from its current annual rate of $12.00 to $14.40. It is doing this by the simple device of dipping into this "anticipated" extra revenue, which, if allowed by the government, would yield another $36 million a year.

If, as expected, BBC then goes gradually into debt, it will tell the government that unless it gets the additional $2.40 from every TV license holder, it will be forced to make drastic cuts in service. The corporation says that if it weren't for the more stringent laws introduced last year against TV-license dodgers, its present "overspend" policy would already have put it in the red.

Last January, Sir Hugh Greene, BBC's director-general, fired the opening shot in the campaign against the government by stressing that 1967 had been "another tight year of budgetary control." He added: "We hope soon to be able to work on the basis of a £6 ($14.40) license fee."

Signs in London, however, are that the government will oppose raising the current license fee, and that the well-worn discussion on whether to bring in commercial radio advertising is ready for airing again.

Abroad in brief . . .

Canadian bid ▪ The CTV network of Canada, which is owned by 12 independent TV stations, made its first presentation to representatives of advertising agencies in New York on April 25. Murray Chercover, president of CTV, stressed the strength of the network in the leading 12 markets of the country. ABC International is the worldwide representative of CTV.

Production deals ▪ The CTV television network has signed a co-production deal with Wolper Productions for a series of half-hour shows on animal, primitive and tribal life around the world. The series, entitled *Untamed World*, will be premiered by CTV and syndicated worldwide. The Canadian Broadcasting Corp. is now negotiating with Harry Belafonte for a co-production arrangement in which Belafonte Enterprises and the CBC would produce three musical television specials starring international celebrities.

BROADCAST ADVERTISING

William B. Bishop, assistant director of advertising, Household Finance Corp., Chicago, named director of advertising, succeeding **Alfred G. Waack,** who retires.

William C. Gillogly, VP for central division of ABC TV Spot Sales, Chicago, named VP in charge of sales for ABC-TV, Detroit. **James T. Shaw,** account executive with eastern division of ABC TV Spot Sales, New York, succeeds Mr. Gillogly in Chicago. **Richard C. Wozniak,** regional sales manager for ABC Radio Spot Sales, Detroit, named account executive for ABC TV Spot Sales, Detroit.


Mr. Porter

Ralph Porter named VP-creative services for Weightman Inc., Philadelphia.

Charles J. Lonsdale, media director with Erwin Wasey Inc., Pittsburgh, joins Howard Swink Advertising, Marion, Ohio, in similar position.

John M. Ravage, assistant creative director, and **Vincent H. Drayne,** account supervisor, both with Ketchum, MacLeod & Grove, Pittsburgh, elected VP's.

Frank H. Burke, senior financial analyst with CBS Television Stations Division, New York, appointed director of operations for CBS Radio Spot Sales, that city, succeeding **Robert DiMattina,** who joins WCBS New York, as account executive. **Norman Feuer,** sales development associate with *Life* magazine, joins CBS Radio Spot Sales, New York, as account executive.


Mr. Simko

George J. Simko, VP and associate media director with Benton & Bowles, New York, named manager of media department.

William A. Morrison, general sales manager for KRON-FM-TV San Francisco, joins KTXL(TV) Sacramento, Calif., in similar position.

Robert M. McElwaine, director of public relations for Mercedes-Benz of North America, Fort Lee, N. J., joins Ketchum, MacLeod & Grove, Washington, as VP and manager.

Robert T. Lamkin, manager, internal operations, Harrington, Righter & Parsons Inc., New York, named director, administrative affairs, Avco Radio Television Sales Inc., that city.

Richard G. Whitson, television producer, Compton Advertising, New York, elected VP.

Lyle Poag, sales manager in radio department of Edward Petry & Co., Detroit, joins WWAM and WWTV-FM Cadillac, Mich., as general sales manager.

Patricia Nocton, project administrator with commercial research department of The Pillsbury Co., Minneapolis, joins Lee Creative Research, St. Louis, as project director.

James Hoover, copy chief for home furnishings division of Lazarus Department Store, Columbus, Ohio, named advertising manager of home furnishings-hard goods, succeeding **Sheldon Berman,** who resigns to become marketing director of Jaquet Cosmetics, New York.

Erwin Wasey realigns

In line with media-department reorganization that began last year, Erwin Wasey Inc., Los Angeles, last week appointed **Franklin S. McMahon** director of media operations. Mr. McMahon, VP and network broadcast negotiator, also retains those responsibilities. **William Cline,** VP in media department, and **Myles Atlas** and **Dunlap Clark,** media associates, named media directors. **Gwen Mason,** with Mattel Inc., Los Angeles, and **Bobbie Cardillo,** media director for The Walter Leftwich Organization, Beverly Hills, Calif., join Erwin Wasey as media/buyer coordinators. Agency has realigned its traditional horizontal departments of account service, creative, broadcast production and traffic into vertical structure of Action Groups. Each new media director will become member of Action Group with responsibilities for media planning.

George Cowan, local sales manager for WFIL-TV Philadelphia, named assistant to general sales manager of parent Triangle Stations group, New York. **Norman D. Leebron,** senior account executive with WCAU-AM-FM Philadelphia, joins WFIL-TV as local sales manager.

Bob Burnett joins Knox Reeves Advertising, Minneapolis, as TV/radio producer. **Tom Phillips,** with Leo Burnett Co., Chicago, joins research department of Knox Reeves, Minneapolis. **Ann Hafner,** with Benton & Bowles, New York, joins Knox Reeves, Minneapolis, as copywriter.

Michael B. Berman, media supervisor for Earle Ludgin & Co., Chicago, joins WXYZ-TV Detroit as research director, succeeding **Ron Laufer,** who joins KGO-TV San Francisco.

David C. Laughon, with sales staff of WALT Tampa, Fla., appointed sales manager.

Richard R. Routh Jr., account supervisor with Grant Advertising, New York, joins Meltzer, Aron & Lemen, that city, as account executive.

John P. Niggeman Jr., general manager-marketing for Quality Courts Motels, Daytona Beach, Fla., joins Mac-

Manus, John & Adams, Bloomfield Hills, Mich., as director of branch office marketing and research services.

Allen S. Klein, director of Pulse Pacific, Los Angeles, joins Davis Broadcasting Co. (KWIZ Santa Ana and KLOK San Jose, both California) in newly created position of director of research and planning.

Daniel H. Hirsch, account supervisor, Kenyon & Eckhardt, New York, joins Ross Roy of New York Inc., as VP-account supervisor. **John C. Farris,** senior print, TV and radio writer with Ted Bates & Co., New York, joins Ross Roy of New York as senior copywriter.


Mr. List


Mr. Brusman

Jack B. List and **William K. Brusman,** with Nelson Stern & Associates, Cleveland agency, named executive VP and senior VP, respectively.

Neil J. Tardio and **William H. Duryea,** film producers, Young & Rubicam, New York, elected VP's and named executive producers.

Jay Murley, general manager of KIFN Phoenix, appointed sales manager for KBMS-FM Los Angeles.

Martin Larsen joins Edward H. Weiss & Co., Chicago, as account executive.

John S. St. Genis, account executive with Earle Ludgin & Co., Chicago, joins Campbell-Ewald Co., Detroit, as account representative.

Richard Kvale, media buyer with D'Arcy Advertising, Chicago, joins Edward Petry & Co., that city, as account executive in radio division.

Daniel E. Switzer, with Leo Burnett Co., Chicago, joins Needham, Harper & Steers there as account executive.

Warren Maurer, with WBZ Boston, appointed account executive, Radio Advertising Representatives, New York.

Rowland Varley, senior account executive, Peters, Griffin, Woodward, New York, and **Tony Fasolino,** group head, Dancer-Fitzgerald Sample, New York, join sales staff of McGavren-Guild-PGW Radio, that city.

Kenneth Hustel named eastern area account executive on Schlitz beer and malt liquor accounts for Leo Burnett Co., Chicago.

John D. Harrison, news and special program director with KOCO-TV Oklahoma City, joins Beals Advertising Agency, that city, as account executive.

George Nakano, art director, Young & Rubicam, New York, named director, VPI Productions, Inc., that city.

Frank M. Smith, with WCFL Chicago, joins WIND, that city, as assistant advertising and promotion manager.

Robert J. Levy, with KHOU-TV Houston as writer-producer, appointed director of advertising and promotion, succeeding **Keith H. Moon,** who resigns to accept similar position with KIRO-AM-TV Seattle.

MEDIA

J. Michael Donohew, assistant director of business affairs, CBS-TV, Hollywood, appointed director of negotiations, business affairs.

Bertrand M. Fainberg, executive with NBC-TV's talent and program administration department, joins CBS Enterprises, New York, as manager of business affairs, succeeding **Christopher F. Brady Jr.,** who resigns to join Columbia special products, division of Columbia Records.

John J. Keenan, sales manager with WJKS-TV Jacksonville, Fla., named general manager.

James E. Throneberry, account executive with KAKE Wichita, Kan., joins KUPK-AM-FM Garden City, Kan., as general manager.

W. Robert Hahn named executive secretary of Illinois Broadcasters Association, Springfield.

Bryan Cole, in operations and facilities for KHJ-TV Los Angeles, named personnel administrator, KHJ Division, RKO General Inc., succeeding **Alice Allen,** who retires.

Stan Warwick, director of programing for KGIL San Fernando, Calif., appointed general manager, succeeding **Richard D. Buckley Jr.,** named to head new West Coast office of parent Buckley Broadcasting Corp.

Cecelia E. Gauss, assistant to president of Gerity Enterprises, parent of WABJ Adrian, Mich., also named station manager of WABJ.

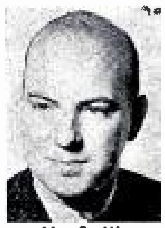
PROGRAMING

Carl Miller, western division manager, Warner Bros.-Seven Arts television division, Burbank, Calif., joins United Artists Television, Dallas, as sales representative for southwestern division.

Henry J. Guzik, TV Cinema Sales Corp., Beverly Hills, Calif., appointed midwestern division manager, Trans-Lux Television Corp., Chicago.

Frederick M. Bohen, White House staff assistant, appointed deputy director for programing, Public Broadcast Laboratory, New York.

Allan Michaels, public service and production director with WIP Philadelphia, named program director for WMMR(FM), that city. Both are Metromedia stations.


Mr. Smith

Otis L. (Jerry) Smith, eastern division sales manager with ABC Films, New York, elected VP, eastern division manager and UHF stations specialist, that city.

Lloyd H. Gaynes, executive producer and assistant program manager for WPIX(TV) New York, appointed director of daytime programs, West Coast, for ABC-TV. **Jack P. Fleischmann,** executive story editor for 20th Century-Fox TV, named executive consultant of ABC-TV's upcoming *Journey to the Unknown* series.

Daniel Rosen, with WPIX(TV) New York, named assistant program manager-executive producer.

Thomas C. Marshall, news director for WRHL Rochelle, Ill., named program director.

Hy Lit, with WIBG Philadelphia, joins WDAS-FM, that city, as VP in charge of programing. **Kae Williams,** with WDAS, named program coordinator.

William Lehman named program director of Delaware Educational Television Network, succeeding **Robert Lucas,** who resigns with no plans announced.


Mr. Moomey

Robert D. Moomey, program manager for WOWO Fort Wayne, Ind., named to similar position with WIND Chicago. **Thomas L. Brown,** executive producer with WOWO, succeeds him. Both are Westinghouse Broadcasting stations.

Jacques Fleischmann, with Reeves Sound Studios, New York, named supervisor, video traffic.

Chuck Southcott, with KGIL San Fernando, Calif., named director of programing.

Steve Dunne, actor, announcer, TV host and commercial spokesman, appointed director of sales for Hollywood Video Center, division of Western Video Industries.

Don Karnes, with WBAL-AM-FM-TV Baltimore, joins WTHE Mineola, N. Y., as program director. **Robert Scott,** with WTHE, appointed music director.

Paul T. Ernst, cameraman/director with KPHO-TV Phoenix, joins WTTV(TV)

Bloomington-Indianapolis, as producer/director.

Dario Valente, programing assistant with WOMC(FM) Detroit, named program director.

Myron Waldman joins New Dimension Films Inc., Edgewater, N. J., as executive producer.

Richard H. Raskin, news and program director for WGNY Newburgh, N. Y., appointed to newly created position of public affairs director.

Allan Strahl joins Ashley Famous Agency, New York, as agent in variety department.

Karl R. Borgerding, field representative for American Society of Composers, Authors and Publishers, Minneapolis, appointed manager of Dallas office.

William S. Lotzer, TV director with WGN-TV Chicago, named supervisor to television directors.

Jerry Moore, production manager with KHFI-AM-FM-TV Austin, Tex., named operations manager. **Gary Ricketts,** director with KHFI-TV, named production manager.

Phil Rogers, casting director for Screen Gems Inc., Hollywood, appointed casting director for Universal City Studios, North Hollywood, Calif., with responsibilities for TV series and motion pictures produced for TV.

William W. Hillier, community services director for KING-TV Seattle, joins WBZ-TV Boston as public affairs director.

Stan Harris, director with CBS-TV, New York, joins ABC-TV, that city, as producer-director.

Gary Morrell, sportscaster with KIRO-TV Seattle, named sports director.

Bill White, professional baseball player, joins WFIL-TV Philadelphia, as general sports reporter and sportscaster.

NEWS

Bell Dempsey, general manager of WZZM-TV Grand Rapids, Mich., elected president of Michigan AP Broadcasters association. **Ted Baughn,** owner and general manager of WPAG Ann Arbor, Mich.. elected VP.

Roy F. Meyer, with WITI-TV Milwaukee, joins WMBD-AM-FM-TV, Peoria, Ill., as news director.

Richard A. Sheeran Jr., with *Philadelphia Daily News*, joins KYW Philadelphia as assistant news director.

Tom Read, operations manager of KDTH and KFMD(FM) Dubuque, Iowa, named news director of KWWL-AM-FM-TV Waterloo, Iowa.

Dick Westerkamp, political reporter for WWJ-AM-TV Detroit, joins WBBM Chicago as news anchorman. **Frank Beaman,** news director at WTAX Springfield, Ill., joins WBBM as city hall and county building reporter.

Douglas Kelly joins WLOK Memphis as news director.

Fred Dressler, newsman with KBTR Denver, named special events director.

Douglas Christensen, with news department of WGNY Newsburgh, N. Y., named news director. **Robert Higgins** succeeds him.

Dick Provenson, with KNXT(TV) Los Angeles, joins news staff of KLAC, that city.

Bill Ferguson, overnight news editor with UPI, Chicago, appointed editor of UPI's national broadcast wire, that city.

Bill Dante, with WTHE Mineola, N. Y., appointed news director.

Paul Mason, newscaster with KYW Philadelphia, joins WKBS-TV, that city, in similar position.

Tim O'Donnell, writer/reporter with CBS News, New York, joins ABC News, that city, as correspondent. **George Allen,** assistant bureau chief for ABC News, Saigon, named Vietnam field correspondent. **James Whisenant,** editor on ABC News assignment desk, New York, succeeds him.

Marv Cooper joins WATC Gaylord, Mich.. as assistant news director.

Mike Lee, reporter for WFAA-TV Dallas-Ft. Worth, joins KPIX(TV) San Francisco as reporter.

Paul Reynolds, newsman with WTVT (TV) Tampa-St. Petersburg, Fla., joins WQXI-TV Atlanta in similar position.

Steve Adler, with KYA San Francisco, appointed morning commuter reporter for KSFO, that city.

EQUIPMENT & ENGINEERING


Mr. Hecht

Paul W. Hecht, assistant chief engineer with WAVY-TV Portsmouth-Norfolk-Newport News. Va., named chief engineer.

George L. Mansour, VP and director. RCA Victor Ltd., Montreal, named corporate VP and manager of television products, consumer products division. Motorola Inc., Chicago. **Richard Kraft** named product manager of color TV at Motorola. **Garth Heisig** named manager for monochrome TV. **C. Vernon Phillips** named manager of radio-audio products.

Ralph Bellenot, chief engineer for KGIL San Fernando, Calif.. named director of engineering for five stations in Buckley Broadcasting Corp. radio group.

William H. Butler, product manager-video tapes for Memorex Corp., Santa Clara, Calif., appointed to newly created position as director of product management. **Carl R. Moyer,** manager of test appraisal section magnetic tape laboratory, Ampex Corp., appointed director of quality control for Memorex.

FANFARE

Carole A. Potter, story editor with Dell Publishing Co., New York, joins editorial staff of Television Information office, that city.

Russ King, with WMMR(FM) Philadelphia, appointed to newly created position of promotion director.

Linda Durbin, copywriter and producer with WOMC(FM) Detroit, named director of station promotion and community relations.

ALLIED FIELDS

Richard Colbert, western division manager, Four Star Entertainment Corp., Los Angeles, named VP-western sales.

Marsha O'Bannon, confidential assistant to FCC Commissioner Nicholas Johnson, appointed television consultant to Carnegie Corp., Washington.

INTERNATIONAL

K. Digby Wright, with creative department of J. Walter Thompson Co. Ltd., Toronto, named VP and creative director.

Edward L. Wax, account manager for Compton Advertising, New York, elected VP and general manager of Ace-Compton, Manila.

Harold Corbett appointed chief of application and licensing bureau of Canadian Radio-Television Commission, Ottawa. **Franklin Delany** appointed assistant secretary, responsible for organization of public hearings.

Frank P. Stalley, executive assistant to VP and general manager, regional broadcasting, for Canadian Broadcasting Corp., Ottawa, appointed director of radio for British Columbia region. **William Y. Martin,** CBC's executive assistant to general manager, Caribbean project, succeeds Mr. Stalley.

DEATHS

Emil P. Vincent, 48, product manager-audio systems for Visual Electronics Corp., died April 25 in Pasadena, Calif. Former governor and convention chairman for Audio Engineering Society, Mr. Vincent joined Visual this year after being with ABC-TV and CBS-TV. He is survived by wife, Mary, son and two daughters.

Kenneth W. MacGregor, 64. NBC Radio producer-director, died in automobile accident April 25 in New York. Mr. MacGregor joined NBC in 1929, subsequently going to Benton & Bowles, WGN Chicago and William Esty Co. He returned to NBC in 1946 as senior radio producer for such series as *Henry Morgan Show*, *Ethel Merman Show*, *Bernie West's Carnival*, *The Eternal Light*, *Monitor*, *Voices of Christmas* and *Voices of Easter*. He is survived by wife, Jane, three daughters and son.

Raymon L. Hamilton, 48, account executive with Television Advertising Representatives, New York, died April 24 survived by his wife, Jane, three daughters and son.

John Rapp, 50, writer for Bob Hope TV shows, died April 26 at his Beverly Hills home. Mr. Rapp wrote radio comedy for Fannie Brice, Eddie Cantor and *The Bickersons*. In television, he also wrote for Eddie Cantor and Alan Young before starting with Mr. Hope in 1951. He is survived by his wife, Blanche, and two children.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 24 through May 1 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Anaheim, Calif.—Golden Orange Broadcasting Co. Seeks UHF ch. 56 (722-728 mc); ERP 5,000 kw vis., 1,000 kw aur. Ant. height above average terrain 1,975 ft.; ant. height above ground 186 ft. P. O. address: Suite 215, 9025 Wilshire Boulevard, Beverly Hills, Calif. Estimated construction cost $1,324,166; first-year operating cost $1,110,200; revenue $936,000. Geographic coordinates 33° 51′ 00″ north lat.; 117° 39′ 13″ west long. Type trans. GE TT-61-A. Type ant. GE TY-206-A. Legal counsel Marcus Cohn; consulting engineer Thomas J. English. Principals: Pat Boone, president, Walter Burroughs, vice president. Calvin C. Brack, treasurer (each 15%) and others, including James Francis Durante, entertainer and Fess Parker, actor (each 7.5%). Mr. Boone is entertainer, president and 70% owner of Cooga Mooga Film Productions and Cooga Mooga Products Inc. (film and TV production firm); president and 30% owner of real estate firm, and vice president and 5% owner of second real estate firm. Mr. Burroughs is president and 81% owner of management service company, president and 99% owner of loan company and director of offset printing company, and chairman of board and 74% owner of manufacturing firm. Mr. Brack is secretary-treasurer and 33.3% owner of real estate development firm. Mr. Durante, self-employed as entertainer, is 97% owner of music publishing firm. Mr. Parker, actor, is sole owner of Fesspar Productions, TV production firm and of mobile home corporation. Ann. April April 26.

Nampa, Idaho — Idaho Television Corp. Seeks VHF ch. 6 (82-88 mc); ERP 61.7 kw vis., 12.3 kw aur. Ant. height above average terrain 2,677 ft.; ant. height above ground 205 ft. P. O. address: 175 South Main Street, Salt Lake City 84111. Estimated construction cost $474,337; first-year operating cost $544,462; revenue $450,000. Geographic coordinates 43° 45′ 20″ north lat.; 116° 05′ 55″ west long. Type trans. GE TTT 15-A. Type ant. GE TY-60-D. Legal counsel Thomas N. Frohack; consulting engineer Robert M. Silliman. Principals: M. Walker Wallace, chairman and treasurer (20%), James U. Lavenstein, president (30%), Daniel T. O'Shea, vice president (29%) and others. Mr. Wallace is vice president and director of real estate brokerage and insurance agency, director of bank and major stockholder in mining and milling operation and ranch. He is also partner in cattle ranch and vice president and director of processing corporation. Mr. Lavenstein is secretary-treasurer of retail apparel company and consultant to broadcast equipment leasing company. Mr. O'Shea is vice president and 50% owner of Balboa Film Distributors Corp. and is director of oil and gas company. Ann. April 25.

OTHER ACTIONS

■ Review board in Moline, Ill., TV broadcast proceeding, Docs. 17993-94, denied petition to amend issues filed March 4 by Moline Television Corp. Action April 30.

■ Review board in Elmira, N. Y., TV broadcast proceeding, Docs. 17926-27, dismissed as moot motion to enlarge issues filed Feb. 26 by WENY Inc. and motion to strike "reply to statement of Broadcast Bureau in support of 'motion to enlarge issues'" filed on March 22 by WENY Inc. Action April 30.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on April 24 in Elmira, N. Y. (WENY Inc. and Channel 9 Syracuse Inc.) TV proceeding, granted petition by Channel 9 Syracuse Inc. to withdraw and dismissed with prejudice its application (Doc. 17927); dismissed petition by Channel 9 for leave to amend; retained application of WENY Inc. in hearing status (Doc. 17926) and cancelled scheduled hearing date of May 2.

■ Hearing Examiner Jay A. Kyle on April 22 in Boston (Patriot State Television Inc. and Boston Heritage Broadcasting Inc.) TV proceeding, granted petition by Patriot State for leave to amend application to change address of Mr. Oscar S. Gray and Dr. Sheila S. Gray and employment of Mr. Oscar S. Gray since Dec. 7, 1967 (Docs. 17742-3).

■ Hearing Examiner Chester F. Naumowicz Jr., on April 22 in Sacramento, Calif. (Grayson Television Co. and Hercules Broadcasting Co.) TV proceeding, ordered that written cases of parties exchanged may be modified, but that such modification shall be solely for purpose of updating applicant's showing, and shall not be for purpose of altering basic proposals. Modified exhibits are to be exchanged May 7; notification of witness by May 14, and hearing to commence June 4 (Docs. 17778-9).

DESIGNATED FOR HEARING

■ Commission has designated for hearing application of Red Lion Broadcasting Co., for CP for new UHF TV station to operate on ch. 49 in Red Lion, Pa. The time and place of the hearing to be specified in a subsequent Order. Action April 24.

Existing TV stations

FINAL ACTIONS

WJKS-TV Jacksonville, Fla. — Broadcast Bureau granted CP to make change in ERP to 725 kw vis., 72.5 kw aur., redescribe trans. and studio location as 9117 Hogan Road, Jacksonville, change type ant., ant. structure, increase ant. height to 980 ft. Action April 24.

WEAT-TV West Palm Beach, Fla.—Broadcast Bureau granted CP to install an alternate main trans. Action April 24.

■ Review board in Macon, Ga., TV broadcast proceeding, Docs. 17316-17, granted so much of joint request for approval of agreement, filed on July 18, 1967 by Rovan Television Inc. and Romac Macon Corp. as was previously held in abeyance; agreement submitted therewith is approved and proceeding is terminated. Action April 25.

WCIU-TV Chicago — Broadcast Bureau granted mod. of CP to change ERP to 543 kw vis., 81.3 kw aur.; condition. Action April 24.

WDXR-TV Paducah, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 380 kw vis., 55 kw aur., trans. location to 2 miles northeast of Melber, type ant., ant. structure, ant. system, and increase ant. height to 920 ft. and mod. of CP to extend completion date to Oct. 23. Action April 23.

WDAU-TV Scranton, Pa.—Broadcast Bureau granted mod. of CP to change ERP to V-750 kw, A-137 kw, type ant., ant. structure, ant. system and increase ant. height to 1,560 ft.; condition. Action April 24.

WNOK-TV Columbia, S. C.—Broadcast Bureau granted CP to change ERP to 1046 kw vis., 105.6 kw aur., change type trans., type ant., ant. system; condition. Action April 23.

KORN-TV Mitchell, S. D.—Broadcast Bureau granted CP to change trans. location to 6.5 miles south of Salem, change type vis. trans., change type ant. and ant. structure, change ERP to 100 kw vis., 11.5 kw aur., and increase ant. height above average terrain to 1,510 ft.; condition. Action April 24.

■ Review board in Memphis, TV broadcast proceeding, Docs. 17258-60, granted so much of joint request for approval of agreement

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 30, 1968

	ON AIR Licensed	ON AIR CP's	TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
Commercial AM	4,178[1]	8	4,186[1]	90	4,276[1]
Commercial FM	1,789	35	1,824	248	2,072
Commercial TV-VHF	496[2]	9	505[2]	13	518[2]
Commercial TV-UHF	118[2]	31	148	158	307[2]
Educational FM	325	12	338	37	375
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.

filed July 26, 1967 by Gamma Television Corp., Tele/Mac of Memphis, and Memphis Broadcasting Associates as was previously held in abeyance; that agreement submitted therewith is approved, and proceeding is terminated. Board member Nelson not participating. Action April 25.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for the following stations: KUAT-TV Tucson, Ariz. to Oct. 24; WIPR-TV San Juan, P. R. to Oct. 24 and KMND-FM Mesa, Ariz. to May 15. Action April 24.

■ FCC granted application of WURD(TV) Lawrence, Ind., to make changes in facilities and to change principal community it will serve from Lawrence to Indianapolis. Changes in facilities include increase in ERP to 676 kw and decrease of ant. height to 470 ft. Action April 24.

New AM stations

APPLICATIONS

Avon Park, Fla.—Avon Electronics Services Inc. Seeks 1390 kc, 1 kw. P. O. address: Box 966, Avon Park 33825. Estimated construction cost $16,140; first-year operating cost $22,879.80; revenue $29,600. Principals: Charles A. Esposito, president and treasurer (74%). **Peggy R. Cook**, secretary (25%) et al. Mr. Esposito is chief engineer, announcer and assistant manager of **WHAN** Haines City, Fla. Miss. Cook is owner of **WHAN**. Ann. April 25.

Columbia, S. C.—WCOS Inc. Seeks 1400 kc, 0.25 kw-N, 1 kw-D. P. O. address: Box 748, Columbia 29202. Estimated construction cost $140,000; first-year operating cost $180,000; revenue $200,000. Principals: George H. Buck Jr., president (99.9%). Applicant is 60.89% owner of **WJNO West Palm Beach**, Fla. and 99.9% owner of **WCOS(FM)** Columbia. Ann. April 25.

Pulaski, Va.—Dr. Stanley M. Boyd. Seeks 1510 kc, 1 kw. P. O. address: 162 Renfro Street, Mount Airy, N. C. 27030. Estimated construction cost $20,000; first-year operating cost $48,000; revenue $50,000. Principal: Dr. Stanley M. Boyd, sole owner. Dr. Boyd is dentist. Ann. April 29.

FINAL ACTIONS

Weatherford, Okla.—James J. Craddock. FCC granted 1590 kc, 1 kw. P. O. address: *Weatherford News*, Weatherford 73096 Estimated construction cost $4,525 with $12,000 to construct building; first-year operating cost $40,000; revenue $50,000. Principals: Mr. Craddock (100%) is 50% owner of *Weatherford News*. Ann. March 27.

■ Commission dismissed application by Shawnee Broadcasting Co. for new daytime AM station to operate on 1130 kc, 250 w, in Aliquippa, Pa. In same action rejected amendments filed Sept. 27, 1967 and March 4 requesting operation on 1190 kc with 500 w, directional ant., and with 250 w on 1190 kc, directional ant. Action May 1.

OTHER ACTIONS

■ Review board in East St. Louis, Ill., AM broadcast proceeding, Docs. 17256-57, granted petition for extension of time filed on April 24 by East St. Louis Broadcasting Co. and extended to May 3 time within which to file responsive pleadings to petition to enlarge issues filed by Metro-East Broadcasting Inc. on March 20. Action April 26.

■ Review board in Mt. Carmel, Pa., AM broadcast proceeding, Docs. 17411-12, granted petition for extension of time filed April 25 by K H Radio Co., and extended to May 6 time within which to file reply to comments and opposition to petition to dismiss or in alternative to remand for further proceeding. Action April 29.

■ Application of Blue Ridge Broadcasting Co., for new daytime AM station to operate on 1190 kc with 250 w at Sanford, Fla., has been accepted for filing by FCC. Commission also waived requirements of rule Sec. 1.569 concerning filing of applications for frequencies adjacent to class I-A channels. Action April 24.

Existing AM stations

FINAL ACTIONS

WNUZ Talladega, Ala. — Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1 and mod. of CP to change type trans. Action April 24.

KOY Phoenix—Broadcast Bureau granted CP to change trans. location to 36th Street, between Vineyard Road and Southern Avenue (main trans.) Phoenix, increase ant. height; conditions. Action April 24.

KDMS El Dorado, Ark.—Broadcast Bureau granted CP's to replace expired permits (main and auxiliary). Action April 29.

WWSD Monticello, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 8. Action April 22.

WSEB Sebring, Fla.—Broadcast Bureau granted CP to change trans. and studio location to 2500 South Lakeview Drive, Sebring. Action April 24.

KID-AM-FM Idaho Falls, Idaho—Broadcast Bureau granted mod. of license to change name to KID Broadcasting Corp. Action April 24.

WSSO Starkville, Miss.—Broadcast Bureau granted license covering use of former main trans. as an auxiliary day-alternative-main nighttime trans. Action April 24.

WHOK Lancaster, Ohio—Broadcast Bureau granted CP to increase ant. height, install new type trans.; condition. Action April 24.

WOHO Toledo, Ohio — Broadcast Bureau granted license covering use of former main trans. as alternate main trans. Action April 24.

KLOO Corvallis, Ore.—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action April 24.

WCPA Clearfield, Pa.—Broadcast Bureau granted CP to change trans. location to 1.35 miles from Clearfield Post Office. Action April 24.

WJSM Martinsburg, Pa.—Broadcast Bureau granted license for new station, specify type trans.; condition. Action April 24.

WEMB Erwin, Tenn.—Broadcast Bureau granted CP to make changes in ant. system. Action April 24.

KHEY El Paso—Broadcast Bureau granted CP to install new trans. at 17 miles north northeast of El Paso for auxiliary purposes only. Action April 25.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WRAG Carrollton, Ala. to Oct. 7; KCLS Flagstaff, Ariz. to July 7; WTHI Terre Haute, Ind. to July 21; WDLV Donaldsonville, La. to Oct. 15; WABK Gardiner, Me. to June 13; KSWB Seaside, Ore. to Nov. 1; WBMJ San Juan, P. R. to Oct. 1; KURB Mountlake Terrace, Wash. to Aug. 5, and WISM Madison, Wis. to Oct. 28. Action April 24.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 19 in Washington Court House, Chillicothe and Wellston, all Ohio (The Court House Broadcasting Co., WCHO, WCHI and The Family Broadcasting Co., WKOV) renewal of license proceeding, granted petition by Broadcast Bureau and ordered session of hearings shall be held in Chillicothe, Ohio (Docs. 17977-9).

■ Chief Hearing Examiner James D. Cunningham on April 22 in Canton, N. C. (Western North Carolina Broadcasters Inc.) renewal of license of WWIT, dismissed as moot petition by Western for field hearing (Doc. 17050).

■ Hearing Examiner H. Gifford Irion on April 24 in Media, Pa. (Brandywine-Main Line Radio Inc.) renewal of licenses of WXUR-AM-FM, scheduled further hearing conference for May 1 (Doc. 17141).

■ Hearing Examiner H. Gifford Irion on April 24 in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]) AM proceeding, continued to May 7 prehearing conference scheduled for April 30 (Docs. 17624-5).

FINES

■ FCC notified South Eastern Alaska Broadcasters, licensee of KJNO Juneau, Alaska of apparent liability for forfeiture of $700 for rule violations. Fourteen infractions were listed after inspection May 25, 1967. Action April 24.

■ FCC ordered Robert D. and Martha M. Rapp, licensees of WINI Murphysboro, Ill. to pay forfeiture of $4,000 for failing to observe provisions of Sec. 73.124 of rules which prohibit fraudulent billing practices. Action April 24.

■ FCC notified WIRV Irvine, Ky., of apparent liability for forfeiture of $750 for failure to employ full-time first class operator or contract for one on a part-time basis, and failure to make entries in operating log (Secs. 73.93(c) and 73.113(a)(3) of rules). In same action, commission renewed license of WIRV for short term ending August 1, 1969. Regular license term for Kentucky stations ends August 1, 1970. Action April 24.

■ FCC ordered Bi-County Broadcasting Corp. to pay forfeiture of $100 for failure to file application for renewal of license for WCRM Clare, Mich., within period specified by Sec. 1.539 of rules. Action April 24.

■ FCC ordered KBEK Elk City, Okla. to pay forfeiture of $350. Station was notified Feb. 14 of apparent liability for $500 for failure to comply with program logging rules. KBEK did not deny the violations but stated that it did not willfully or repeatedly fail to observe the commission's rules, that corrective action had been taken, and asked for cancellation. FCC believed a reduction of the forfeiture to $350 was warranted. Action April 24.

■ FCC denied application by former owners of WWGO Erie, Pa. for mitigation of $2,000 forfeiture for violations of rules. Forfeiture was assessed in June, 1967. Action April 24.

■ FCC ordered WKRZ and WDJR(FM),

PROFESSIONAL CARDS

Service Directory

both Oil City, Pa. to pay forfeiture of $1,000 and has been notified of its apparent liability for forfeiture of $4,000 for violations of rules. The commission has also notified Mrs. Olivia T. Rennekamp, licensee of station WOTR at Corry, Pa., of her apparent liability for forfeiture of $1,000 for violations of rules. Action April 24.

■ FCC ordered WRIB East Providence, R. I., to pay forfeiture of $2,000 for failure to file time brokerage contracts and for violation of the program logging rules. Action April 24.

RULEMAKING PETITION

■ FCC submitted pair of alternative proposals for class IV AM power increases in a notice of proposed rulemaking offering amendments to Sec. 73.37 of rules. Action April 24.

CALL LETTER APPLICATIONS

■ KAHR, California Northwest Broadcasting Co., Redding, Calif. Requests KBCS.

■ WMIE, Susquehanna Broadcasting Co., Miami. Requests WQBA.

■ WGKA, Strauss Broadcasting Co. of Atlanta, Atlanta. Requests WWEY.

■ Big Basin Broadcasters, Sallisaw, Okla. Requests KRBB.

■ Millard V. Oakley Broadcasting Co., Crossville, Tenn. Requests WCSV.

CALL LETTER ACTIONS

■ Redmont Broadcasting Corp., Red Bay, Ala. Granted WRMG.

■ Woods & Watkins, Garden City, Ga. Granted WNMT.

■ DeSoto Broadcasting Co., DeSoto, Mo. Granted KHAD.

New FM stations

APPLICATIONS

Van Buren, Ark.—Mr. George Domerese. Seeks 100.9 mc, ch. 265, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 711½ Main, Van Buren 72956. Estimated construction cost $24,790.80; first-year operating cost $18,000; revenue $35,000. Principal: George Domerese, sole owner. Mr. Domerese is 100% owner of KFDF Van Buren, Ark. Ann. April 25.

Pacific Grove, Calif.—Lawrence Gahagan and Darry Allen Sragow. Seeks 104.9 mc, ch. 285, 0.530 kw. Ant. height above average terrain 656 ft. P. O. address: 240 State Street, Los Altos, Calif. 94022. Estimated construction cost $27,181.50; first-year operating cost $32,000; revenue $36,000. Principals: Lawrence Gahagan (75%) and Darry Allen Sragow (25%). Mr. Gahagan is co-general manager, president of and stockholder in KPGM Los Altos, Calif. and president of and stockholder in KXRQ Inc., proposed applicant for assignment of license of KXRQ Sacramento, Calif. Mr. Sragow is graduate student at University of Pennsylvania and former newsman for WFIL-AM-FM-TV Philadelphia. Ann. April 26.

Danville, Ill.—Kickapoo Broadcasting Co. Seeks 98.1 mc, ch. 251, 50 kw. Ant. height above average terrain 500 ft. P. O. address: 602 East Green Street, Champaign, Ill. 61820. Estimated construction cost $92,532; first-year operating cost $60,000; revenue $60,000. Principals: Paul K. Bresee, president (49%), Howard Russell Bresee, treasurer (39%) and others. Messrs. Bresee are partners in investment firm, insurance company, and each have numerous other business interests. Ann. April 25.

Downers Grove, Ill.—Du Page County, Ill. School District Number 99. Seeks 88.3 mc, ch. 202, .01 kw. Ant. height above average terrain 59.2 ft. P. O. address: 935 Maple, Downers Grove, Ill. 60515. Estimated construction cost $6,771; first-year operating cost $300; revenue none. Principals: Applicant (Downers Grove Community High School) is under supervision of Illinois State Superintendent of Schools. Ann. April 26.

Oneonta, N. Y. — Ottaway Stations Inc. Seeks 103.1 mc, ch. 276, .630 kw. Ant. height above average terrain 590 ft. P. O. address: 104 Chestnut Street, Oneonta, N. Y. 13820. Estimated construction cost $22,311.60; first-year operating cost $11,852; revenue $16,800. Principals: Lyndon R. Boyd, president; Francis H. Brinkley, vice president, et al. Applicant is licensee of WDOS Oneonta, N. Y. and WOCB-AM-FM West Yarmouth, Mass. Ann. April 25.

FINAL ACTIONS

Independence, Kan. — Central Broadcasting Inc. FCC gives notice initial decision granting 101.7 mc, ch. 269, 1.6 kw. has become effective. Ant. height above average terrain 156 ft. P. O. address: 114 North Eighth Street, Independence 67301. Estimated construction cost $8,754.50; first-year operating cost $4,000; revenue $4,500. Principals: J. Nelson Rupaid, president and others. Applicant is licensee of KIND Independence. Ann. April 29.

Topeka, Kan.—Midland Broadcasters Inc. Broadcast Bureau granted 107.7 mc, ch. 299, 52.1314 kw. Ant. height above average terrain 151.55 ft. P. O. address: 700 Kansas Avenue, Topeka 66603. Estimated construction cost $35,131; first-year operating cost $21,800; revenue $24,000. Principals: Frederick P. Reynolds, president (48%), Warren F. Rhyner, vice president (32%) et al. Applicant owns KEWI Topeka and KUSN St. Joseph, Mo. Action April 24.

Pipestone, Minn.—KLOH Inc. FCC granted 98.7 mc, ch. 254, 100 kw. Ant. height above average terrain 402 ft. P. O. address: Box 512, Pipestone. Estimated construction cost $40,930; first-year operating cost $15,000; revenue $25,000. Principals: Robert E. Ingstad, president (56.67%), Mary Jean Ingstad (43%) and Glen Olson (0.33%). Applicant is licensee of KLOH Pipestone. Mr. Ingstad is principal of KKND(FM) Jamestown, N. D., KBMW-AM-FM Breckenridge-Wahpeton, Minn., KOVC Valley City, N. D., and in pending application for new FM in Wadena, Minn. He is also proposed assignee for KBAB Indianola, Iowa. Action April 24.

New Philadelphia, Ohio—The Tuscarawas Broadcasting Co. Broadcast Bureau granted 95.9 mc, ch. 240, 3 kw. Ant. height above average terrain 229.6 ft. P. O. address: 2305 North Water Street, Uhrichsville, Ohio 44683. Estimated construction cost $33,581; first-year operating cost $18,500 over and above AM; revenue $28,800. Principals: James Natoli Jr. president (93.4%), and Mary C. Natoli, vice president (6.6%). Mr. Natoli is electronics engineer for WKYC-TV Cleveland and also owns WBTC Uhrichsville, Ohio. Requests waiver of Sec. 1.519 of rules. Action April 24.

OTHER ACTION

■ Review board in Tampa, Fla., FM broadcast proceeding, Docs. 17942-44, denied motion to enlarge and clarify issues, filed Jan. 31 by WLCY Inc. Action April 29.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on April 24 in Hannibal, Mo. (Mark Twain Broadcasting Co. and Great River Communications Inc.), FM proceeding, continued to June 25 hearing scheduled for May 16 (Docs. 18017-8).

■ Chief Hearing Examiner James D. Cunningham on April 22 in Hardinsburg, Ky. (Blancett Broadcasting Co. and Breckinridge Broadcasting Co.), FM proceeding, granted request by Blancett Broadcasting Co. and extended to May 3 time to file replies to motion by Breckinridge to reopen record of hearing (Docs. 17856-7).

■ Hearing Examiner Thomas H. Donahue on April 19 in Athens, Tenn. (Athens Broadcasting Co. and 3 J's Broadcasting Co.), FM proceeding, on examiner's own motion changed "An Engineering Statement on behalf of John P. Frew and Julian N. Frew db/as 3 J's Broadcasting Co., applicant," from exhibit no. 4 to exhibit no. 5. Document was erroneously marked for identification at April 19 hearing (Docs. 17617-8).

■ Hearing Examiner H. Gifford Irion on April 24 in Salem and Vinton, both Virginia (WRIS Inc. and Roanoke-Vinton Radio Inc.), FM proceeding, continued to May 3 prehearing conference scheduled for April 29 (Docs. 18061-2).

■ Hearing Examiner Jay A. Kyle on April 22 in Gate City, Va., and Kingsport, Tenn. (Tri-Cities Broadcasting Corp. and Palmer-Dykes Broadcasting Co.), FM proceeding, granted petition by Tri-Cities and reopened record to receive exhibit no. 17 as limited and modified by rulings of examiner, and again closed record (Docs. 17575-6). By separate action, granted petition by Tri-Cities Broadcasting and extended from April 22 to May 7 time to file proposed findings.

RULEMAKING PETITIONS

KUKU Ukiah, Calif.—Requests institution of rulemaking proceedings to assign FM ch. 277 to Ukiah in lieu of ch. 228A, and to issue order to show cause to modify permit held by petitioners, to specify ch. 277 instead of ch. 228A. Ann. April 26.

KLEX Lexington, Mo.—Requests table of FM assignments be amended to include FM channel for Lexington, Mo. as ch. 292A, Ann. April 26.

RULEMAKING ACTION

■ FCC adopted stricter rule on geographic allocation of FM stations to distribute fairly diminishing resource. Rule on availability of FM channels to communities unlisted on table of assignments has been tightened to confine locations more closely to those on table. What was called "25-mile rule" now specifies 10- and 15-mile limits in which FM channels can be assigned from listed to unlisted neighboring communities. Ten-mile limit applies to class A channels and 15 miles to class B and class C. Action April 24.

DESIGNATED FOR HEARING

■ FCC denied petition by American Television Co., Fort Smith, Ark., asking commission to reconsider order designating FM application for hearing and to grant without hearing. Action April 24.

■ FCC designated for hearing application by Brian E. Cobb for FM CP in Reno on multiple ownership and financial issues. Action April 24.

Existing FM stations

FINAL ACTIONS

*KEBS-FM San Diego—Broadcast Bureau granted CP to change ant. trans. location to San Miguel Mountain, 13 miles east of San Diego center, San Diego; remote control permitted from studio location, install new ant., make changes in ant. system, change ant. height to 1,810 feet, ERP to 2 kw. Action April 24.

*WWUH(FM) West Hartford, Conn. — Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 1.80 kw, ant. height 28 ft., remote control permitted, change ant.-trans. location. Action April 24.

*WJRS-FM Jamestown, Ky. — Broadcast Bureau granted CP to change ant.-trans. and studio location to Cumberland & Popplewell Streets; increase ant. height to 185 ft. and change ant. system; condition. Action April 25.

■ Review board in Baton Rouge, FM broadcast proceeding, Docs. 17517-18, granted so much of joint request for approval of agreement, filed on Nov. 26, by Miss Lou Broadcasting Corp. and Romac Baton Rouge Corp. as was previously held in abeyance; agreement is approved to extent indicated, and proceeding is terminated. Action April 25.

WJNS-FM Yazoo City, Miss.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to approximately 0.5 mile north of extension of highways 49E and 16, near Yazoo City and increase ant. height to 300 ft. Action April 24.

KADI(FM) St. Louis—Broadcast Bureau granted mod. of license covering change in studio location to 2735 Bompart, Brentwood; condition. Action April 29.

KORK-FM Las Vegas — Broadcast Bureau granted license covering changes. Action April 26.

WCPA-FM Clearfield, Pa.—Broadcast Bureau granted CP to change ant.-trans. location to 1.35 mile from Clearfield Post Office; make change in ant. system, change ant. height to 98 ft.; condition. Action April 24.

WLSN(FM) Elizabethton, Tenn. — Broadcast Bureau granted mod. of CP to change type ant., ant. height minus 79 ft. Action April 26.

WDIA-FM Memphis — Broadcast Bureau granted mod. of CP to install new circular polarized type ant., make change in ant. system, ERP 24 kw, ant. height 181 ft. Action April 24.

KSHN(FM) Sherman, Tex.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location to 1 mile North of Sherman on Old 75, Sherman, change type trans., type ant., ant. height 265 ft.; condition. Action April 24.

■ Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc for following stations: KMND-FM Mesa, Ariz.; WBOC-FM Ocean City-Salisbury, Md., and KCFA-FM Spokane, Wash. Action April 24.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WTVY-FM Dothan, Ala., to July 1; KGMR-FM Jacksonville, Ark., to Oct. 29; KEQR(FM) Chico, Calif., to May 19; KPER-FM Gilroy, Calif., to Oct. 28; KPRI(FM) San Diego, Calif., to Nov. 7; WTHB-FM, Augusta, Ga., to Sept. 30; WELL-FM, Freeport, Ill., to May 15; *WONC(FM) Naperville, Ill., to June 7; WMHR(FM) Syracuse, N. Y., to Sept. 20; WVWB-FM Bridgeton, N. C., to May 31; WFCJ(FM) Miamisburg, Ohio, to Sept. 15; WDAD-FM Indiana, Pa., to Aug.

(Continued on page 99)

CLASSIFIED ADVERTISING

Payable in advance. Checks & Money Order only.

- SITUATIONS WANTED 25¢ per word—$2.00 minimum.
- APPLICANTS: If tapes or films are submitted please send $1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- HELP WANTED 30¢ per word—$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- DISPLAY ads $25.00 per inch.—STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

Management opportunity: Carolina station seeks aggressive young man for small market operation. Excellent salary-commission arrangement. Send full details first letter. All applications will be treated confidential. Box D-328, BROADCASTING.

Opportunity for aggressive, hardworking individual to manage in a 25-50,000 single station market. Must have knowledge of sales and programing. Excellent pay, growth potential. Resume, picture. Box D-337, BROADCASTING.

Station Manager, Midwest. Profitable suburban major market, expanding group. Open now. Complete information, requirements, and objectives first letter. Box D-371, BROADCASTING.

MOR PD, 10 thousand plus. Must be sharp administrator, creative spec prod. Group op. NY state. Box E-49, BROADCASTING.

Wanted . . . bright take charge manager for new AM-radio facility in Northern Ohio. On the fringe of one of nation's largest markets, with a 150 million dollar local market to boot. We want to get off on the right foot with the right man. Local ownership. Compensation open to negotiation based on qualifications. Box E-59, BROADCASTING.

Station manager. Strong on sales. Capable announcer. Quality music-news station, Pacific northwest. Outstanding family town. Outdoor sportsman's paradise. No smog, freeways, race problems. Send complete resume . . . references . . . starting salary required. Box E-74, BROADCASTING.

Expanding company, have AM & FM, building new AM & expecting to build another new AM in a few months. Need good men. Announcer-salesman, first class engineers and applications for station managers. Excellent salaries. Send all details to Pinkney B. Cole, General Manager, Box C, Houston, Mo. No collect calls.

Sales

Best sales opportunity in U. S. Top 50 market. Top pay and fringes. Active account list. Top pro staff. Brand new facilities. Will consider ambitious beginner. Tell all first letter. Confidential. Box D-312, BROADCASTING.

Sales representatives — for syndicated radio programs. Attractive commissions, incentive bonus plan. Replies confidential. Box D-406, BROADCASTING.

Sales manager for northern Illinois small market station with option to purchase stock. Excellent potential. Box E-6, BROADCASTING.

New 10 KW full timer in midwest capital city needs complete staff. Leading station in market. We want young, ambitious, experienced go getters to start in late May. Send complete resume with photo and tape to us. All replies confidential. Box E-13, BROADCASTING.

We operate the only R&B and mass appeal radio station in the metropolitan area of 500,000. With our type of programing we can sell anyone in the community. A salesman can make money. If interested send a complete resume and picture in first letter. Box E-41, BROADCASTING.

Kansas, one-station market. Splendid sales potential. Opportunity to build good earnings. Box E-45, BROADCASTING.

Sales—(Cont'd)

Proven radio time salesman, Southern top 20 market. Excellent pay guarantee and commission. Forward complete resume in confidence. Box E-57, BROADCASTING.

Experienced salesman for northern Illinois network station. Salary plus. Excellent account list. Sales manager's position is waiting for you if you can produce. Box E-72, BROADCASTING.

5 KW ABC affiliate in midwest college town of 38,000 wants a salesman with a proven succesful sales record in radio. We will pay the right man 25% commissions, if he feels capable of grossing at least $10,000 per year for us. Details in first letter to: Jim Smith, WAIK, 36 Park Plaza, Galesburg, Illinois 61401, telephone 309-342-3161.

Salesman/announcer—permanent. Good small market. Stock available to right man. Graham Jones, WODI, Brookneal, Va.

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.

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.

Nation's leading broadcast school with 26 offices throughout the country is looking for good student counselors. Income ranges from $15M to $40M annually. One position available in each of the following cities: Birmingham, Alabama; Hartford, Houston, Jacksonville, Los Angeles, Madison, Minneapolis, Phoenix, Pittsburgh, Portland and Washington, D. C. In depth broadcast experience required. Applicants must be married and over 25. Send resume with photo to: Wm. Anderson, President, Box 18006, San Francisco 94118.

Announcers

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 for western Pennsylvania station. Good opportunity for the right man. Forward tape and resume to Box D-304, BROADCASTING.

Announcer, with sales experience or interested in learning. $2.00 per hour for announcing plus commission arrangement. Carolina daytimer. Need dependable man interested in future opportunity. Write Box D-329, BROADCASTING.

Announcer, 1st phone, no maintenance, M.O.R., play by play helps. Raise your family on top salary. Central Illinois. Tape and resume to Box D-332, BROADCASTING.

Overworked New Hampshire station manager needs experienced announcer-salesman. Car furnished. Salary negotiable. Send resume, tape, etc. Box D-349, BROADCASTING.

Wanted—hip Negro personality for fulltime contemporary station in south. Must be R&B oriented and able to "talk that talk"—city is wide-open for the right man. Send tape, photo and resume to Box D-358, BROADCASTING.

Announcers—(Cont'd)

Medium size Midwest market top 40 station needs a good, bright sounding jock with the ability to write and produce top notch commercials and station promos. Send tape, resume and samples of copy to: Box D-364, BROADCASTING.

Top pay offered for bright experienced announcer by established full-time kilowatter in pleasant, prosperous Illinois city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, sparkling up-beat programing, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape resume and photo to Box D-369, BROADCASTING.

Maryland independent has immediate opening for experienced announcer. Good salary. Fringe benefits. Forward tape, resume now. Box E-4, BROADCASTING.

If you have the talent . . . we have the money. Midwestern chain station looking for bright, happy, alert, MOR morning announcer. Experience needed, plus ability to handle a tight board with a full commercial load six mornings a week. This full-time, network station in a metro area of 150,000 offers all company benefits. Send complete resume and tape to Box E-21, BROADCASTING.

Immediate opening for morning man. First phone not necessary. M.O.R. quality station 50 miles from Philadelphia. Salary. Talent. Hospitalization. Opportunity to grow with group owner. Voice and personality more important than experience. Write Box E-63, BROADCASTING.

Fast growing station in country's eastern top 10 market looking for a top forty personality. Tight format, no screaming, more music sound. Good on production. Immediate opening. Top salary in accordance with experience and ability. Send resume and tape to Box E-70, BROADCASTING.

Major market contemporary seeks pro! Rush tape and resume. Extra pay for first phone, no maintenance. Box E-75, BROADCASTING.

Best of booming suburban New York stations expanding. 3 immediate openings: Bright morning man—Program, Operations director—hard-digging investigative newsman with strong delivery. Prefer applicants currently employed in New England area, up-state N.Y., Long Island or New Jersey. Top pay & benefits at a dynamic attractive and influential station. Box E-90, BROADCASTING.

Montana network station needs first phone announcer. Excellent opportunity for right man to progress financially and professionally. For details, write KOJM, Havre. Montana. Phone 406-265-7841.

MOR Announcer, able to write copy, do production and work tight board. Peaceful spot to live, wonderful family community. Tape and resume required. KONG-AM-FM, Visalia, California.

Top soul station in Houston needs soul jocks. Send tapes and resume to Dave Jordan, KYOK, 613 Preston, Houston, Texas.

New—fully automated MOR 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 2329, Opelika, Ala. 36801.

WCRO, Johnstown, Pennsylvania contemporary, has immediate opening for a bright, professional morning man. Must double on news shifts and production. Also midday or afternoon drive time jock. Contact Program Director.

Announcers—(Cont'd)

Needed now—staff announcer with news gathering abilities. Small market daytimer. Call or send resume to Mike Ervin, WDUZ, Fredonia, New York.

DJ for substantial adult station, number one in market. Must have ability to grow with job. Pay dependent on experience. Excellent fringe benefits. Call or write Roy Hines, with resume and references. WKHM, Jackson, Michigan.

WNOR—Norfolk, Virginia has two openings, one for a top-flight morning personality and the other for a newsman who combines the qualities of a strong airman with that of a good reporter. Contact Bob Bruton, Operations Manager, WNOR—252 W. Brambleton Ave., Norfolk, Va. 23510, or call (703) 622-7071.

One of nation's top stations with growing chain has immediate opening for experienced dj. Good pay. Rush tape and resume to WNYR, 931 East Main St., Rochester, N. Y.

Need good afternoon announcer. We are Mutual-MOR. Call 414-682-8247. Manager WOMT.

Top rated station outstanding market acceptance, seeks smooth, creative top 40 announcer. Must have 2-3 years experience, good production ability and willing to work hard. Beautiful area, excellent living conditions. Salary commensurate with experience. Send resume and tape with picture to Don Foutz, WROV Radio, Roanoke, Virginia 24015.

Leading radio-TV operation has opening for topflight dj for radio, with some television if qualified. Send tape. WSAV Radio and Television, Savannah, Georgia.

Five kilowatt CBS middle of the road station needs good all around announcer. Excellent fringe benefits. Immediate opening. Rush tape, references, photo if available, salary requirements and availability. Fred Krell, WSGW, Mason Building, Saginaw, Michigan 48607.

Announcer—salesman. Be our morning man: inherit & expand active, growing account list. Permanent. Guarantee $165 a week to start. Creative respected MOR stations in beautiful south Florida coastal community. WSTU/WMCF-FM, Stuart, Florida.

MOR announcer, opportunity for on camera TV work. Third class license required. WTAP, 123 W. Seventh Street, Parkersburg, W. Va. 26101.

Chance to move up with new station in Delmarva. Need first ticket. Experience preferred. No collect calls. Jim Carrier—Prog. Dir., WTHD, Milford, Del. 302-422-7575.

Immediate opening for first phone all night announcer-dj at leading central New York contemporary operation. Send tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York.

Announcer for low-key, financially stable operation . . . middle of road music . . . salary open . . . send full particulars to Gene Harden, WTWA, Thomson, Georgia.

Wanted . . . combo morning MOR man with first, Sub. Chicago. Opening May 20. Phone 312-898-1580.

Technical

Chief engineer. Medium market AM/FM station. Northeast U.S. No air work. Ideal community. $150/wk. Box D-23, BROADCASTING.

Come to the sunshine. 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.

Ground floor opportunity for stable family man. Chief—combo including four hour mid-day announcing. CBS 5kw directional in coastal Florida's finest place to live and raise kids. Plus all fringe benefits with young corporation. Box D-361, BROADCASTING.

Assistant chief, first ticket, directional experience, no announcing. $150.00 weekly to start. Washington-Baltimore area. Box E-3, BROADCASTING.

Technical—(Cont'd)

Ohio major market AM-FM needs experienced engineer good on transmitters, general maintenance and administration. $10,000 + transportation and other benefits. Send all information. Box E-36, BROADCASTING.

Chief engineer for daytime directional in Northern Ohio. You're in on the ground floor. Station not on air but needs basic engineering work done in next several months. If you're qualified, you'll live and work in a fine community. Salary open. Box E-60, BROADCASTING.

Immediate opening for chief engineer, capable of limited air trick. Must be qualified to handle directional operation and do preventive maintainance. Send tape and detailed letter to Gen. P. Loffler, KGEZ, Kalispell, Montana 59901.

New, first phone needed to help chief engineer in station relocation and automation. Excellent learning opportunity. Send resume to WITL, Lansing, Michigan.

Technical opening for experienced chief or well trained qualified engineer for chief, WJAZ, Albany, Georgia.

Chief engineer for WADK, Newport, Rhode Island. Will train right man. Modern equipment. AM only. Chance for advancement. Contact Arnold Lerner, WLLH, Lowell, Mass.

Immediate opening for First Class engineer; Send resume and salary requirements to WRLH-TV, West Lebanon, N. H. 03784.

Engineer for summer relief, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 694-4146, area code 313.

Chief engineer, strong on maintenance. New FM with automation being installed to go with directional AM. WTIM, Taylorville, Illinois.

Chief Engineer for 5 kw directional AM station in western Montana. Requires good maintenance program, minimum air work. Salary open. Good working conditions and benefits. Call Shag Miller collect. 406-723-7429.

Engineer-teacher-writer wanted for position in education department of accredited, nationally known, electronics correspondence school. Must be strong in theoretical knowledge and writing ability. Degree required. Send letter of application (not a resume prepared by someone else) to Mr. Grantham, Grantham School of Electronics, 1505 N. Western Ave., Hollywood, California 90027.

NEWS

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.

Midwest top 30 market—state capital wants aggressive news director to head up four man department. News oriented group ownership. Excellent salary and fringe benefits. Box D-367, BROADCASTING.

Top rated radio news operation in midwest needs an additional man. Excellent opportunity for good man who desires to move with a growing chain. Send tape and resume to Box E-23, BROADCASTING. All replies confidential.

Sharp radio newsman for midwest radio/TV. Must have experience, desire to learn television. Tape, photo, and resume to Box E-28, BROADCASTING.

Newsman to gather, write, deliver local news. Will provide some training under competent direction to qualified applicant. Attractive N.E. medium market, CBS affiliate. Box E-67, BROADCASTING.

Best of booming suburban New York stations expanding. 3 immediate openings: Bright morning man—Program, Operations director—hard-digging investigative newsman with strong delivery. Prefer applicants currently employed in New England area, up-state N.Y., Long Island or New Jersey. Top pay & benefits at a dynamic attractive and influential station. Box E-88, BROADCASTING.

News—(cont'd)

News director—this Airmedia station has grown to need full time newsman. We want "ball of fire," 27-37, experienced in radio news gathering, writing and airing who wants to grow with Airmedia, and who will load station with taped interviews and news, making the sound of the news—the sound of WIRA. Good pay—a great future. Send resume, samples of writing and tape of presentation. Hudson C. Millar, Jr., WIRA, Fort Pierce, Florida.

Suburban New York station needs newsman to round out its energetic news staff. Must be able to gather, write and broadcast. Heavy emphasis on local news. WLNA, Peekskill, N. Y.

First opening in more than two years for aggressive broadcast journalist. Metro NYC area. Must run a beat and some airing of news. Mature news judgment a must. Opportunities great! Rush resume, tape, writing samples, Box 528, Dover, N. J. 07801.

Programing,—Production, Others

Instructor: M.S. degree required in radio-TV film: Commercial radio and teaching experience desirable, to teach basic broadcast courses and supervise FM student training station: $7200: 9 months, beginning September, 1968. Box E-69, BROADCASTING.

Best of booming suburban New York stations expanding. 3 immediate openings: Bright morning man—Program, Operations director—hard-digging investigative newsman with strong delivery. Prefer applicants currently employed in New England area, up-state N.Y., Long Island or New Jersey. Top pay & benefits at a dynamic attractive and influential station. Box E-89, BROADCASTING.

Program director/chief announcer—immediate opening, 1st class license, tape and complete requirements including salary requirements first letter. WEAW, Evanston, Illinois 60202.

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.

Copywriter — experienced. Production and straight copy ability required. Send resume, sample copy and salary requirements to Richard Lewis, WJLK, Asbury Park, N. J.

Successful modern country operation looking for a creative P.D./announcer. Quality voice. Mature attitudes. If this is you let's talk. Don Miller (703) 434-1777. WKCY, Harrisonburg, Virginia.

Major market opportunity! Need creative radio man who can write, produce and record top-notch, listenable, persuasive commercials for one of America's finest radio operations. WPBC-AM-FM and FM stereo adult radio. Stable company with excellent reputation for quality and reliability. Same local ownership-management for over 18 years. Call or write Bill Stewart, President and General Manager. WPBC, 6425 Nicollet Avenue, Minneapolis, Minnesota 55423. Phone 869-7503.

Situations Wanted

Management

Currently general sales manager, major west coast market. Desire management medium to large market. Top man with top record. Box D-357, BROADCASTING.

Attention "owners" and top ten market! 13 yr. top 40 programer wants to manage a station. I can increase your billing and ratings and my wages. Excellent references! Personal interview please. P.S.—top ten markets—need America's number 2 production man? Contact me. Box E-1, BROADCASTING.

Major market general manager for station or group H.Q. executive position that requires above average ability and effort. Reputable, capable, thoroughly experienced but under 45, and employed. Excellent value at approximately $22,000 and incentive. An ideal individual to make your property go and grow. Box E-14, BROADCASTING.

13 year professional, fully experienced all other phases, wants first step into management. Box E-18, BROADCASTING.

Situations Wanted

Management—(Cont'd)

Small market general manager available. 15 years experience all phases. Box E-32, BROADCASTING.

Station managers — northeast preferred, broad experience sales, programing, promotions, currently VP-general mgr. publishing firm, desires return to broadcasting. Box E-48, BROADCASTING.

Manager—Illinois and adjacent states preferred. Sales, news, programing oriented. Box E-50. BROADCASTING.

Program manager . . . production, promotion, news, public-service, air personality background. Ready to settle with the right organization. 12 years experience. Box E-71, BROADCASTING.

Texas or Gulf Coast. Wish position as manager of AM or AM-FM combination. Currently employed in management position. Total 12 years experience in all phases, but engineering. Would prefer opportunity for ownership. Box E-73, BROADCASTING.

Experienced manager, program & sales oriented, able to produce and motivate staff to do same, proven record of profits and ratings. Seeks station headed by progressive minded owners. Box E-78, BROADCASTING.

Young experienced working administrator, 8 years all phases medium market radio and daily newspaper management background. Married. Stable. B.S. Journalism. Excellent references. Box E-83, BROADCASTING.

Manager, young, aggressive 8 year radio pro. Announcing, sales, engineering background. 1st phone can combo. $12,500 min. Let's talk. Box E-84, BROADCASTING.

Operations manager/manage-20 years experience—sales manager, news director, program director, announcer. Prefer Pacific northwest. Box E-86, BROADCASTING.

Sales

California account executive, 31, top man present position, 11 year pro, seeks management-sales opportunity in California. Box D-319. BROADCASTING.

I sell ideas, not time. 10 years experience. 37, journalism graduate. Work straight commission. West—upper midwest markets. Piton, 2918 10th, Boulder, Colorado.

Announcers

Top forty program director with first phone. Box D-174, BROADCASTING.

Top forty pro. Equally strong behind the board and in the production room. First class license; first class skills. Box D-187, 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.

Top forty: Creative professional swinger will boost your ratings and revenue as program director. First phone . . . family . . . draft exempt. Box D-225, BROADCASTING.

Looking for progressive station not afraid to give newcomer an opportunity. Run a good tight board. Free 'n' easy style. Good commercial sound, authoritative newscasts. 3rd endorsed. Creative. Married, draft exempt. Willing to relocate. Box D-315. BROADCASTING.

Experienced dj-announcer. Versatile MOR or r&r. Tight board, authoritative newscaster. 3rd endorsed. Prefer northeast. Married, no prima donna. Box D-330, BROADCASTING.

First phone dj. Top forty. Florida medium, metro market only. Box D-333, BROADCASTING.

1st phone announcer. Mature, dependable with refs. Prefer announcing. Would consider engineering if it included TV. However no experience but can learn very quickly. Box D-372, BROADCASTING.

Announcer-dj. First phone. Wants top-40 major market, but all replies considered. Hard worker: excellent resume. Box D-391, BROADCASTING.

Announcers—(Cont'd)

Announcer/newscaster-currently #1 personality in 500M market. Young-adult oriented MOR. Solid news delivery. Mature family man. College grad. Proven audience loyalty. Seek to relocate. Avail July 1. Please include job description and salary range with requests for tape and resume. Box D-403, BROADCASTING.

Desire to relocate, college graduate, ex-high school history teacher, 26 years old, single, draft exempt, third class endorsed, full time news, MOR, play-by-play experience. Box D-405, BROADCASTING.

Seeking first position, Mature—college degree and broadcasting school training. Prefer news broadcasting and writing. Location no object. Box E-10, BROADCASTING.

Currently program director with air shift. Want medium market job. Rock or album rock. Excellent production. First ticket, some maintenance. Want chance to move into management in your organization. Married. Available mid-June. Box E-11, BROADCASTING.

Jet-set jock . . . personality, top 40, swinger, experienced, 3rd class, looking for larger market, better pay, married, mid 20's, draft free. "Will wait for right offer." Six years experience. Box E-15, BROADCASTING.

Major market, mature professional seeking the peace of a smaller market . . . that pays a decent wage. Ratings. Married. Stable. PD? Manager? ND? MOR. Box E-17, BROADCASTING.

Announcer/dj. Experienced, dependable, aggressive (persistency beats resistancy), tight board, 22, draft exempt, re-locate. Box E-19, BROADCASTING.

Warm, personable, quality announcer with first phone (no maintenance). Desires position with MOR station. Mature, friendly sound coupled with experience. Solid references, married, draft exempt, will travel for the right job. $150. Minimum. Box E-20, BROADCASTING.

Negro beginner, broadcasting graduate. Pop. MC. veteran. Will relocate. Box E-24, BROADCASTING.

Negro R&B jock, 1st phone, 10 yrs. exp. Available immediately. Production. news, etc. Combo. Box E-25, BROADCASTING.

Dependable. DJ tight board, third endorsed. Relocate. Versatile. Box E-26, BROADCASTING.

First phone, humorous top 40 personality. Four years experience, college. Now morning midwest, crave all-night east. Available June. Box E-33, BROADCASTING.

Rock dj, looking for NYC, LI, Westchester area station. Draft deferred. PT or FT, position. Some college. Box E-40, BROADCASTING.

About two years experience. Some college, third phone. Box E-42, BROADCASTING.

Novice announcer eagerly desirous of acquiring initial position with MOR station. Mature, pleasant voice—good vocabulary—1st phone—veteran. 31. Prefer western states. Box E-43, BROADCASTING.

California dj-announcer, just under one years experience. Network in Arizona, FM stereo San Francisco. Excellent knowledge of rock, MOR music. Production ability. Dependable, family man, veteran, want security. Also college, radio school grad. Excellent references. Third endorsed. Prefer to stay in California, will consider others. Box E-46, BROADCASTING.

Lord put your hand to my paper and my pen. Let someone understand I've got to get in. Even tho this is my second ad, I'm not giving up—broadcasting is my bag. Recent broadcast school graduate. You give the word, we've got a date. 3rd endorsed, with very good voice. Listen to me. I'll be your choice. Family man. Will relocate. Hurry you all don't have me wait. R&B or top 40. Box E-53, BROADCASTING.

Contemporary top 40 pro . . . creative air and production . . . five figures. Box E-54, BROADCASTING.

3rd class ticket—would like rock metro market. Service completed—play by play experience. Box E-56, BROADCASTING.

Announcers—(Cont'd)

Beginner; recent broadcasting school graduate. Seeking a start, primarily interested in sportscasting, play-by-play. Tight board, any format. Third phone endorsed. Box E-64, BROADCASTING.

R & B or top 40. Recent graduate N. Y. broadcast school. 3rd endorsed, married, kids. Anxious to start. Box E-68, BROADCASTING.

Attention east coast: DJ, tight board, news, commercials. Available now. Box E-76, BROADCASTING.

Summertime or possible permanent position in radio wanted. Experienced, educated and able. 513-521-4577. Box E-80, BROADCASTING.

Announce—sales or other phases of station. 3rd endorsed. C/W, MOR. 2 years experience. Permanent with advancement. Southwest. Box E-81, BROADCASTING.

Award winning college graduate desires summer replacement position as radio-television announcer and/or production manager. Box E-82, BROADCASTING.

Who needs a talk man? Ex-news director . . . but no reader . . . wants to go to talk format as talent or producer. Experienced, well-read. A.B., 25, sharp. Contact Ed Sacks, 309-786-7447 for interview. Box E-93, BROADCASTING.

Experienced dj. for fast paced rocker. available immediately in the northeast. Call 518-945-1559.

First phone, tired of top 40. Want MOR. Six years experience. Medium metro market. Married. V.F.W. Bill. 612-724-9067.

Finish college soon. Seek position to work through graduation and/or permanently. Details available. Box 4146, San Rafael, California 94903.

Announcer dj, newscaster. Non floater, family man. Earnest Adams, 99-08 197th Street, Hollis, N.Y. 11423.

Professional, tight, fast, evening rock jock. Tom McMurray, 5018 N. 18th Street, #5, Phone (602) 277-6393.

"Summertime blues?" Searching for experienced top 40 vacation relief? Non-violent college student with own grease pencil. Robert Collins, collect, 504-343-5460.

Combo-man, 1st phone. Mature, with talent. Experience—5 kw. Medium market. Gladly try TV. Strong news potential. Jack Sweeney, 1286 James Ave., St. Paul, Minn. 55105, 612-699-4291.

Summer relief. Third endorsed, some experience. Box 872, Central College, Pella, Iowa 50210.

Talented creative personality seeks major market, MOR or rock. 515-276-4756.

25 years experience . . . first class ticket . . . morning man specialty. I also sell . . . C&W or MOR. Will consider small station management. Desire Texas or Oklahoma. Bostic Webster, 207 Brown, Borger, Texas, call 806-BR 4-5897.

No one wants me, how about you? It's my first, Jersey, 3rd endorsed. Al Beresky, 26 Huron Avenue, Clifton, N. J.

Technical

Hardworking chief engineer available. Construction, maintenance, proofs. AM and FM stereo. No junk or dishonest stations need reply. Family man. Will consider maintenance engineering. Box D-331, BROADCASTING.

Experienced chief desires a good position at high quality station. Box D-395, BROADCASTING.

R&D technician with several years radio experience desires to return to radio, combo, construction, maintenance, lively production, news. Box E-8, BROADCASTING.

College senior, E. E. major, desires summer employment. Four years experience in college radio, third phone endorsed, specializing in audio construction, also maintenance, production, announcing. Phone 901-275-6517. Box E-12, BROADCASTING.

Chief engineer or assistant, many years experience with directional and protective maintenance, prefer south but go anywhere. Box E-47, BROADCASTING.

Technical—(Cont'd)

Engineer, 1st class phone desires to relocate. 30 years experience radio, AM-FM, stereo, SCA, background music. Supervisor, maintenance or operator. Best of references. Box E-55, BROADCASTING.

Engineer, retired military, AM studio and transmitter maintenance experience. Would like southeastern states or eastern Appalachia. Box E-62, BROADCASTING.

NEWS

Farm director-news director—or combination. Ten years experience each. Box E-79, BROADCASTING.

Newsman—can gather, write and deliver—3 yr. experience, family man. 3rd. Prefer Pa., Md., Del., N. J., Va. Available 1 week. Edmond Lott, 615 Dowington Pike, Brinton Hall-B1, West Chester, Pa. 19380. 215-692-5897.

Programing,—Production, Others

Attention California—13 years solid experience. Announcing, programing. Midwest AM, FM, TV. MOR, classics, jazz, talk. Stable family man, 36. Professional voice, instincts, attitude. Box D-359, BROADCASTING.

PD—announcer, steady, mature, 18 years radio—4 years TV. Sports play-by-play. Married, dependable. Experience all phases radio. Box E-85, BROADCASTING.

Anncr., prog. dir., news director, manager. Experience in all. Prefer mid-Atlantic states, will consider anyplace. Box E-87, BROADCASTING.

Program director-jock-newsman, 8 years in broadcasting in all formats. Major market experience. Will consider any formate or location. Frank Laseter, 301 Gordon Ave. Thomasville, Ga. 31792, area code 912-226-7911.

TELEVISION—Help Wanted

Announcers

Florida, full color NBC affiliate needs announcer for weather show, booth work and commercials. Send complete resume and video tape of weather show and commercial copy to: WPTV, 5 Cocoanut Row, Palm Beach, Florida.

Announcer-news performer. Leading southern station has opening for topflight man with authoritative news style and general performing capabilities. Send audio and video material. WSAV Radio and Television, Savannah, Georgia.

Technical

Engineer for diversified television operation including closed circuit, microwave, video and RF distribution. Supervision. Degree desired but not mandatory. First. Profit sharing and other fringes. 10 to 14 K. Box D-356, BROADCASTING.

Immediate opening in the heart of the Big Sky Country, fishing and hunting paradise. Need one transmitter and one studio engineer. Will train qualified first class man. Box E-65, BROADCASTING.

Have opening for good maintenance man particularly TK-27's, TK-43's, 1200's and associated equipment. An equal opportunity employer. Send resume to Mr. R. E. Peck, KEMO-TV, 2500 Marin Street, San Francisco, California 94124.

Openings—1st phone engineers experienced in maintenance, audio, videotape. Send resume, chief engineer, WGBH-TV, 125 Western Avenue, Boston.

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.

Opportunity for technicians with first-class licenses at expanding station now all-color and soon to construct complete new plant. Will consider at any level of experienced from beginner to expert; starting pay based on experience. Good wages, many benefits, potential advancement in group operation. Contact Bob Klein, Chief Engineer, WKYT-TV, Lexington, Ky. Phone 606-254-2727.

Openings for TV technicians with 1st phone—southern New England station. Write Chief Engineer, WNHC-AM-FM-TV, New Haven, Conn. 06510.

Technical—(Cont'd)

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.

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.

Staff engineer needed for full-color studio operations and maintenance. Salary open. Send resume to Roger Hale, Chief Engineer, WTVM, Columbus, Ga.

Television engineer, first phone license with operating experience. Excellent working conditions. Immediate opening. South central Pennsylvania. Phone 717-533-9121.

Attention first phone—the living's good in colorful Colorado. AM-FM-TV. w/2 satellite VHF's. Will train or accommodate experience Contact Mike Shafer. XYZ TV, Inc., Grand Junction, Colorado 81501.

NEWS

News anchor man for top flight news department. VHF network affiliated Florida station. Right man will move into news director slot. Send audition tape and financial requirements if possible. Box D-352, BROADCASTING.

Expanding news operation in the nation's 34th market is seeking a competent TV journalist with authoritative on-camera delivery. The man we're looking for must have credentials as a news broadcaster and must be able to develop his own stories for newscasts and documentaries. Send resume to: News Director, Box D-381, BROADCASTING.

Midwest major market TV newscaster. Write, edit, broadcast two shows a day. Send VTR, resume and salary requirements. Box D-392, BROADCASTING.

Competitive station in major eastern market needs self-starting young female newscaster with excellent camera presence and minimum 2 years on the air experience. Must be able to develop film story from scratch. Immediate opening. Send resume to Box E-2, BROADCASTING.

Young, aggressive news director with proven record in small to medium market needed immediately to build first rate news department at network affiliated California station. Extremely attractive living conditions in dynamic city. Excellent opportunity for the right man to grow with highly respected broadcast organization. Rush VTR and resume to Box E-34, BROADCASTING.

Top-rated television station in Reno, Nevada, needs aggressive young man with prior news experience. Job involves filming, writing, editing, on-air work. Opportunities for growth and salary open. Contact news director. KOLO-TV, Reno . . . (702) 786-8880.

Immediate opening. Need versatile on air personality to do primetime sportscasts, SOF interviews, VTR commercials, some booth work. Call Gary Rockey, Operations Manager, WTWO-TV, Terre Haute, Indiana (812-232-9504).

Programing,—Production, Others

Producer-director—Group owned VHF in northeast. Must have experience. Do own switching. Box E-66, BROADCASTING.

New UHF station now staffing. Creative TV cameramen and versatile production assistants needed. Contact Ray Markoff, Channel 19, 1150 W. 8th St., Cincinnati, Ohio 45203.

TV—Situations Wanted—Management

Producer-director with 15 years experience in top-ten market wishes to find employment in production management area. Present position does not allow for growth. Degree. Please write. Box D-362, BROADCASTING.

Television station manager with metropolitan and medium market television experience, available soon due to contract expiration. Desire west, northwest or southwest. Very impressive record and references. Box E-51, BROADCASTING.

Television instructor desires TV instructing or administrative position with university TV department. Available in late May. Box E-91, BROADCASTING.

Announcers

Young and aggressive, with strong background in news . . . programing and promotion. Not afraid of hard work . . . and can prove it! Box E-5, BROADCASTING.

Sportscaster. Experienced play-by-play, knowledgable analysis form the professional viewpoint as a winning coach. Veteran, Masters degree and much more. Radio and/or Television. Box E-77, BROADCASTING.

Technical

Electronics lab tech. with several years radio background interested in TV. Box E-9, BROADCASTING.

Director of engineering for small or medium market station. 15 years experience, installation, maintenance. Box E-27, BROADCASTING.

20 years around electronics—6 in broadcast. Prefer VHF transmitter maintenance in southwest. Will reply to all. Box E-29, BROADCASTING.

Summer relief: Student with first phone, ETV, transmitter experience. Car. Box E-44, BROADCASTING.

Retired Army, first phone ticket. TV studio and transmitter experience. Prefer ETV station in southeast U.S. Part time work acceptable. Box E-61, BROADCASTING.

NEWS

Experienced TV newsman, network owned station, desires reporter-news director-or newscaster position in large market. Minimum $12,500. Box D-344, BROADCASTING.

I'm your man. One of top writers. producers in television journalism. Prefer major market. Will accept vacation replacement. Box E-58, BROADCASTING.

11 years broadcast experience. 6 yrs. TV news and public affairs director, national award winner. Seeks post where outdoor recreation and conservation are important programing. Film and air knowhow. John North, 4915 Southgate Ave., Lansing, Mich. 48910 517-393-5922.

Programing,—Production, Others

Eight years experience in studio production. Color slides, prints taken and processed. Box D-318. BROADCASTING.

Bottom rung artist seeks opportunity to gain more experience. Box D-404, BROADCASTING.

TV program manager with outstanding experience in administration, network and syndicated programming, production and daily operations. Box E-52, BROADCASTING.

Five years college teaching of speech, drama; director of three drama productions a year; set designing, building, lighting. Two years radio-TV DJ, news, film; two years as sales manager; PR man, speech-writer with political candidates. One year newspaper reporter, editor; actor in 15 amateur, professional productions. Excellent voice, mature, versatile. The possibilities: News, documentaries, PR, talk shows, producer-director. John C. Duval, Box 695, Clemson, S. C., 803-654-4669.

Talented, creative broadcasting graduate available June for work in TV production-programing — film. Ambitious — willing to work my way up. Glen R. Gasser, 719 University Drive, S-104 State College, Pa. 16801. 814-238-2129.

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.

Going FM—want to buy used 3 KW transmitter and tower. KNEI, Waukon, Iowa, 319-568-3476.

Raytheon RA 5000 modulation transformer in good working condition. Urgently needed. Call or write, Manager, WTJH, P.O. Box 967, East Point, Georgia 30044, 344-2233.

Used studio equipment wanted. Turntables monoral board, cartridge machines. No junk. Description, price. M. Schell, 3317 16th St., Wyandotte, Mich. 48192.

FOR SALE—Equipment

Coaxial-cable—heliax, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 kw UHF television transmitter. Sacrifice. $6,900. Box D-339, BROADCASTING.

Audio consoles complete with re-recording equalizers, compressor, three outputs including combining networks. Complete control facilities, patch board included. Other assorted audio equipment all in good condition. 212-PL 7-8855, Box D-384, BROADCASTING.

Tower erection equipment—several late model winch trucks, gin poles and numerous other miscellaneous items. All in good condition. 919-758-1453, Greenville, N. C.

For sale, used 3 ⅛" rigid co-ax with flanges. Priced reasonably. Limited quantity. Contact Chief Engineer, Radio Station WDNC, Durham, N.C.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio, replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write VIF International, P.O. Box 1555, Mtn. View, Calif. 94040.

Broadcast crystals. New or repairs for Gates, RCA, Bliley, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eidson Electric Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Scotch audio, recording tape, lowest prices, Tape Center, P.O. Box 4305, Washington, D.C. 20012.

Towers, any type. Groundwire. Bill Angle—P. O. Box 55, Greenville, N. C. Telephone, 919-752-3040.

Bauer 707 transmitter, 1000/250 Watts. Available late June. Used as standby. Total air time less than 5 days. Full set spare tubes. Absolutely mint condition. L. H. Crumbaugh, KGER, Long Beach, Calif.

RCA 73B disc cutter with head. Good condition. $350. Will trade for full track recorder or other equipment. Audiosonic, 418 North Main, Columbia, Ill. 62236.

Add vertical polarization to your present FM antenna. 12 Gates vertical elements, $100.00 each. Box E-22, BROADCASTING.

New Moseley SCG-4-T transistor sub-carrier generator, never used. Cost $695. Make offer. Box E-16, 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.

Original-freshly-written one liners for radio. Sample . . . Box 31244 . . . Diamond Heights P.O. San Francisco, California 94131.

"Fantastic Funnies!" Hilarious! Produced funny commercials, drop-ins, bits, tape of 100 only $10. Fantastic Funnies, 5118 Dany Boy Circle, Orlando, Florida.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veteran's Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

INSTRUCTIONS—(Cont'd)

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for June 26.-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).

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition $350.00. Free job placement. Rooms & apartments $10-$15 per week. Classes begin May 20, June 24, July 29. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisening". They gotta R.E.I. school in Fredericksburg, Virginia. F.C.C. 1st Phone in (5) weeks. Tuition $350.00. Rooms & apartments $12-$18 per week. Call Old Joe at 373-1441. Classes begin May 20, June 24, July 29—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition $350.00. Rooms & apartments $12-$17 per week. Classes begin May 20, June 24, July 29. Call The Pope at WE-1-5444 or write R.E.I., 3123 Gillham Road, Kansas City, Missouri 64109.

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. 314-892-1155.

We train broadcasters . . . . The Don Martin School (America's foremost School of Broadcasting, Established in 1937) offers training in FCC 1st Class License preparation, Radio & TV Announcing covering News, Sports, Commercials, Narrative & Descriptive reading and Languages. Radio Production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & commercial writing and producing. Sales & Station Management, Television Production including Camera Operation, Floor Management, Production & Tech Directing, 16mm filming, Video taping, Audio, Lighting, and Makeup. All Courses are approved for veteran training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

RADIO

Help Wanted—Announcers

AM DRIVE TIME

Midwest Top 40 Metro needs wake up jock. Not Top 10 market but our salary scale will give you a pleasant surprise. Fringe benefits too.

Box D-31, Broadcasting.

Help Wanted—Technical

Broadcast Consulting Firm Seeks Experienced Broadcast Engineer or Technician for Position of Junior Engineer

Applicant must possess background of experience and responsibility in all phases of broadcasting and a willingness to travel. Engineering Degree Desirable.

Send Resume and References to

Jules Cohen & Associates
1145 — 19th St., N.W.
Washington, D. C. 20036

NEWS

NEWSMAN

Got gutsy voice, sock-it delivery, solid news background, ability to write well and quickly? There's a great job waiting at

WPOP, Hartford, Conn. 06111. Presentation to Chuck Crouse, News Director.

NEWS DIRECTOR
CBS—SPRINGFIELD, ILL.

30 News Awards—7 yrs.
RTNDA Murrow Award/Headliners Award

New News Room—2 Mobiles
Pension Plan/Hospitalization/Major Med.

STARTING SALARY TO $750
You know about us/Tell us about you

AUDITION TAPE-RESUME
Air Mail Special To:
WTAX, SPRINGFIELD, ILLINOIS

Programing,—Production, Others

Wanted at Leading Top 40 Station

Program director–personality. Experienced professional to take charge of program responsibilities. Major market east coast. Send tape and profile.

Box E-7, Broadcasting.

Modern Country & Western

station top 50 market, mid-west has excellent opportunity for knowledgeable programer strong on air and production. Good salary–equal to experience and capabilities. Need details, picture and tape.

Box E-35, Broadcasting.

Programing,—Production, Others

Continued

Future Program Director

Clear channel station with network affiliation seeks imaginative broadcaster to become next program director.

Looking for creative person with confidence in responsible radio and in step with today. Should have contemporary production and promotion know-how, music and news experience, administrative ability.

Unique opportunity to establish yourself with a distinguished station, preparing ultimately to succeed present outstanding program director.

Excellent fringe benefits, unexcelled facilities, good market, friendly community. Send resume to

Box D-327, Broadcasting.

Situations Wanted—Management

CONSISTENTLY TOP MONEY PRODUCER

Aggressive General Manager—ready to take charge of everything. Heavily oriented to sales and station promotion. Top references and credentials to back this up. Give me the tools and authority to do my job and we'll make money together. Minimum $15.000 plus incentive. Interview at your expense. No others need respond.

Box E-37, Broadcasting.

Announcers

Well Trained Announcers

With 3rd class endorsement. Available immediately. Tapes and resumes on request.

Midwestern, 228 S. Wabash Ave., Chicago, Ill. 60604.

SOUL BROTHER

No. 2 because everyone else is no. 1. Negro looking for my first big break. 3rd class license. Will relocate. Interested in south east or midwest. Want 5 year contract or more swinging style. Want to settle down. Available 2 weeks after contacted.

Robert (Bob) Love, 3301 Powelton Ave., Phila., Pa. 19104, phone BA 2-9351.

TOP RADIO PERSONALITY

with bright, warm approach, will move for right opportunity. Proven success top 5 markets. Currently at one of nation's finest. Desire early or mid-morning with major aggressive MOR strong personality station. Fine background in TV commercial, news and sports reporting. Excellent references. All replies confidential.

Box E-92, Broadcasting.

TELEVISION—Help Wanted

Television Staff Opportunities
New Independent—Fall Start

Applications now being accepted for the following positions:

Administrative: Comptroller, Promotion Manager, Production Manager, News Director, Traffic Manager

Programing: Art Director, Film Director, Producer-Directors, Cameramen, Floor Directors, Film Editors, Production Assistants, Artists

Engineering: Supervisors, Technicians

News: Photographers

New plant, fully color equipped. Chance to be part of a new and growing broadcast group. Submit letter and resume only to:

Placement Director, WUAB-TV
United Artist Broadcasting
2108 Payne Avenue
Cleveland, Ohio 44141
An Equal Opportunity Employer.

Broadcast Personnel
New ETV Station

Ground-floor key position openings now available for West Virginia's first public/educational TV station—WWVU-TV, Morgantown. New physical plant including million dollar color facility. High band color video tape (4) and color film (2). Transmitter is 30 kw. Applications being accepted for Studio Supervisor, Project Supervisor, Video Tape/Film, Master Control Switcher and Transmitters Operations personnel. Contact:

Mr. Jack Podeszwa, Personnel Office, West Virginia University. Morgantown. W. Va. 26506. Telephone: Area code 304-293-3179

NEWS

NEWSMEN

A midwestern full-color major group station within the top 40 market is expanding its top rated news operation. We are seeking experienced personnel to work as Reporter/Photographers and are also seeking an experienced Investigative Reporter to handle special reporting assignments in the state's capital city and prepared editorials. We are an Equal Opportunity Employer. Send a complete confidential resume to:

Box E-30, Broadcasting.

MAJOR MARKET

Television station needs street-reporter/airman. Send recent VTR audition or aircheck plus resume to:

An Equal Opportunity Employer

Box E-31, Broadcasting.

Management

ETV ADMINISTRATOR

Chief Executive Officer needed for education television association, with application for broadcast license, now producing videotapes. Supervise production and office staff, liaison with educational institutions, public relations and general administration. Excellent opportunity in scenic Western Canada. Salary open.

Apply:
Mr. T. D. Baker
Acting Superintendent
Edmonton Public School Board
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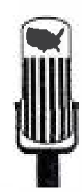

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Employment Service

MISCELLANEOUS

FOR SALE—Stations

(*Continued from page 92*)

12 and KIKK-FM Houston, to June 16. Action April 25.

OTHER ACTION

WKVM-FM San Juan, P. R.—Commission waived Sec. 73.213 of rules and accepted for filing application of American Colonial to change trans. site and facilities. Applicant proposes to sidemount FM ant. on tower supporting ant. of its TV station, WKBM-TV. WKVM-FM presently operates on ch. 289 (105.7 mc), 50 kw, ant. height minus 4 ft., and proposes to operate on same channel with 50 kw and increase ant. height to 1,120 ft. Action April 24.

ACTION ON MOTION

■ Hearing Examiner Chester F. Naumowicz Jr. on April 22 in Sacramento, Calif. (Dale W. Flewelling), revocation of license of KXRQ(FM), continued further hearing procedures pending further order (Doc. 18038).

CALL LETTER APPLICATIONS

■ WSFM(FM), WDJC Radio Co., Birmingham, Ala. Requests WDJC(FM).

■ WGKA-FM, Strauss Broadcasting Co. of Atlanta, Atlanta. Requests WWEY-FM.

■ Sound Sales Inc., Hutchinson, Kan. Requests KSKU(FM).

■ WDMS-FM, Rulon Maynard Corp., Lynchburg, Va. Requests WJJS-FM.

CALL LETTER ACTIONS

■ Thames Broadcasting Corp., New London, Conn. Granted WTYD(FM).

■ Ozark Bible College, Joplin, Mo. Granted *KOBC(FM).

■ The College of Wooster, Wooster, Ohio. Granted *WCWS(FM).

■ KZAP(FM), LIN-Texas Broadcasting Corp., Houston. Granted KILT-FM.

■ Dixie Broadcasters, Stephenville, Tex. Granted KWWM(FM).

DESIGNATED FOR HEARING

■ FCC designated for hearing application of Second Thursday Corp. for extension of time to complete construction of WSET-FM. Hearing will be consolidated with proceeding on renewal of the license of WWGM Nashville. (Doc. 17914). Action May 1.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KFML-AM-FM Denver; KQWB Fargo, N. D., and KLAK-AM-FM Lakewood, Colo. Action April 25.

FOR SALE—Stations

Translators

ACTIONS

■ FCC granted application of Herald Publishing Co. for CP for new 1-w VHF translator to serve Tallahassee, Fla. Herald Publishing Co. operating on output ch. 2 will rebroadcast of WALB-TV Albany, Ga. Action April 24.

■ FCC granted application of CBS, for two 1-w VHF translator stations to serve Northeast Gary and Valparaiso, both Indiana, by rebroadcasting WBBM-TV Chicago on temporary emergency basis. Grant was made for period ending July 30. Action May 1.

K07GS Burwell, Neb.—Broadcast Bureau granted CP for VHF TV translator station to change frequency from ch. 7, 174-180 mc, to ch. 9, 186-192 mc, change type trans., also change call letters to K09IK. Action April 25.

K79BM Alamagordo and Holloman AFB, N. M.—Broadcast Bureau granted CP for UHF TV Translators station to change type trans. and make changes in ant. system. Action April 25.

K83BK Carrizozo and Tularosa and La Luz all New Mexico — Broadcast Bureau granted CP to change type trans. for UHF TV translator station. Action April 25.

K74CY Horse Springs, N. M.—Broadcast Bureau granted CP for UHF TV translator station to change type trans. Action April 25.

K83BL Montoya and Newkirk, N. M.—Broadcast Bureau granted CP for UHF TV Translator station to change type trans. Action April 25.

■ FCC granted applications of Liberty Television Inc. and Eugene Television Inc. for new 100-w UHF translator stations to serve Bend, Ore. Liberty Television Inc. operating on ch. 21, will rebroadcast KEZI-TV Eugene, Ore. Eugene Television Inc. which requested and was granted waiver of Sec. 74.702 of rules, will operate on ch. 27 and rebroadcast KVAL-TV Eugene. Action April 24.

W79AL Dallas, Trucksville, Shavertown and Hillside, all Pennsylvania—Broadcast Bureau granted CP for UHF TV translator station to make changes in ant. system. Action April 25.

K06EK Menard, Tex.—Broadcast Bureau granted assignment of construction permit for VHF TV translator station to Menard T-V Co-op. Consideration $1,000. Action April 25.

Emery Town, Emery, Utah—Broadcast Bureau granted CP for new VHF TV translator station to serve Emery, operating on ch. 74 by rebroadcasting programs of KUTV (TV) Salt Lake City. Action April 23.

K11DG Laurier, Wash.—Broadcast Bureau granted CP for VHF TV translator station to change frequency from ch. 11, 198-204 mc, to ch. 12, 204-210 mc, change type trans. and make changes in ant. system, also change call letter to K12GM. Action April 26.

K09DA Laurier, Wash.—Broadcast Bureau granted CP for VHF TV translator station to change frequency from ch. 9, 186-192 mc, to ch. 10, 192-198 mc, change type trans. and make changes in ant. system, also change call letters to K10GH. Action April 26.

■ Broadcast Bureau granted renewal of licenses for the following VHF and UHF TV translator stations: K09GD Canby, Minn.; K13GU Aromas; K72CH Salinas; K74CS San Ardo and Bradley; K80CC Hollister and K83BJ Gonzales, all California. Action April 24.

CATV

FINAL ACTIONS

■ Petition by Willmar Video Inc., operator of CATV system in Willmar, Minn., asking commission to set aside order requiring it to provide program exclusivity for signal KCMT(TV) Alexandria, Minn., has been denied by FCC. Request for stay in proceeding has also been dismissed (Doc. 17604). Action April 24.

■ FCC denied request by Cable Television Co., owner and operator of 12 channel CATV system at Ponca City, Okla., for waiver of Sec. 74.1103(e) of rules, requiring it to provide program exclusivity for KOTV (TV) Tulsa, Okla. Action April 24.

INITIAL DECISION

■ Hearing Examiner Chester F. Naumowicz Jr. in initial decision proposed waiver of Sec. 74.1107 of rules to permit United Transmission Inc. to import distant signals for its CATV system in Galax, Va. (Doc. 17653). Ann. April 25.

OTHER ACTIONS

■ Review board in Buffalo, N. Y. CATV proceeding, Doc. 16921, granted motion for acceptance of late filing, filed April 9 by Capital Cities Broadcasting Corp. Action April 29.

■ Review board in Aiken, S. C., CATV proceeding, Docs. 17057 and 17629, denied petition for approval of agreement and termination of proceeding filed Feb. 5 by Aiken Cablevision Inc. Action April 29.

■ Review board in Lower Belle, W. Va., CATV proceeding, Doc. 17968, granted motion to dismiss for review, filed April 5, by Broadcast Bureau; petition to review order denying motion to quash subpoenas, filed March 6 by Asbury & James TV Cable Service is dismissed as moot. Action April 29.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 24 in Paducah, Ky. (Multi-Channel Cable Co.) CATV proceeding, designated Hearing Examiner Charles J. Frederick to serve as presiding officer; scheduled prehearing conference for May 13 and hearing for June 5 (Doc. 18139).

■ Hearing Examiner Isadore A. Honig on April 19 in Amherst, Greenfield, Monson, Palmer and Ware, all Massachusetts(Pioneer Valley Cablevision Inc.) CATV proceeding, cancelled hearing scheduled for May 1 and certified case to commission (Doc. 18034).

Ownership Changes

APPLICATIONS

KZUZ(TV) Phoenix—Seeks assignment of CP from Thompson Broadcasting Co. to Channel 15 Inc. for stock transfer having par value of $20,000. Principals of Thompson Broadcasting Co.: Darrow Thompson, president, Robert C. Garland, vice president, secretary and treasurer and Stanley M. Thompson, executive vice president (each 33.3%). Principals of Channel 15 Inc.: Robert S. Cutherell, president (55%), Paul C. Cabot Jr. (25%), Thompson Broadcasting Co. (20%). Mr. Cutherell is attorney and rancher. Mr. Cabot Jr. is general partner in investment banking firm, 10% owner in oil company, 10% owner in investment trust and 10% owner of retail fuel company. Ann. April 26.

KCOY-TV Santa Maria, Calif.—Seeks assignment of license from Helen L. Pedotti, Mili Acquistapace, Burns Rick and Marion A. Smith to Dale G. Moore for $75,000. Principals: Dale G. Moore, president (50%), Helen L. Pedotti, vice president (33.68%) Mili Acquistapace, vice president (10%), Burns Rick (3.425%) and Marion A. Smith (2.815%). Assignment involves 50% interest sold to Mr. Moore. Mr. Moore is 92.5% owner of KCAP Helena, 99.32% owner of KGVO Missoula, 79.36% owner of KMSO-TV Missoula, all Montana. Mr. Moore is also 98% owner of broadcasting consulting firm. Helen Pedotti is owner of ranch. Mili Acquistapace has extensive interests in farms and bowling alleys. Mr. Rick also has numerous interests in bowling alleys. Ann. April 26.

WLOD Pompano Beach, Fla.—Seeks transfer of control from Helen J. Schmidt to George T. Shupert (30.16% before. 60.32% after). Principals: George T. Shupert (60.-32%), Bernard Goodwin (30.16%) and others. Consideration: $50,000. Ann. April 25.

WNIL-AM-FM Niles, Mich.—Seeks transfer of control from Plym Co. to William S. White, trustee of Sarah Plym Campbell and Andrew Joseph Plym, Murray C. Campbell, Lawrence J. Plym, and J. Eric Plym (none before, 100% as group after). Principals: J. Eric Plym (65.7%) William S. White as trustee of Andrew Joseph Plym and as trustee of Sarah Plym Campbell (each 14.9%), Murray C. Campbell (3%) and Lawrence J. Plym (1.5%). In essence, transfer involves sale of all shares of Star Publishing Co., whereby members of Plym family will exercise control of Niles Broadcasting Co., licensee of WNIL-AM-FM. J. Eric Plym is business manager of Star Publishing Co., William S. White is partner in law firm. Lawrence J. Plym is shareholder in manufacturing company and is majority shareholder in Star Publishing Co. and yacht club. Consideration: $234,500. Ann. April 26.

WMER-FM Celina, Ohio—Seeks assignment of license from Elmer E. Schweizer and J. P. Moore d/b as Celina Broadcasting Co. to WMER Inc. for $15,000. Principals of Celina Broadcasting Co.: Elmer E. Schweizer and J. P. Moore (each 50%). Principals of WMER Inc.: John D. Kennedy, president and treasurer, Lewis Froikin, vice president and secretary and others. Mr. Kennedy is president of Kennedy Broadcasting Corp., licensee of WDRK Greenville, Ohio. Mr. Froikin is secretary of Kennedy Broadcasting Corp. and is lawyer. Ann. April 30.

KRIO McAllen, Tex.—Seeks transfer of control from Gene L. Cagle, deceased, to Jackson E. Cagle, executor (none before, trustees for Carol Cagle who has trustee of interests in KRBC-AM-TV Abilene and KACB-TV San Angelo, both Texas, and KENM Portales, N. M. No consideration involved. Ann. April 26.

WBBI-AM-FM Abingdon, Va. — Seeks transfer of control from Nelson T. and Ethel N. Barker (each 25% before, none after) to Lindy M. and Frances L. Seamon (each 25% before, together 100% after). Principals: Nelson T. Barker, president, Ethel N. Barker, vice president, Frances L. Seamon, secretary and Lindy M. Seamon (each 25%). Consideration: $30,000 and 68 shares of stock in Abingdon Bus Terminal Inc. Ann. April 26.

ACTIONS

KINY-AM-FM Juneau, Alaska—Broadcast Bureau granted transfer of control from Ketchikan Alaska Television Inc. (51.9% before, none after) to Midnight Sun Broadcasters Inc. (49.1% before, 100% after). Principals of Midnight Sun Broadcasters: Alvin O. Bramstedt, president and others. Consideration: approximately $105,000.

KFLJ Walsenburg, Colo.—Broadcast Bureau granted assignment of license from Floyd Jeter to Floyd Jeter and Lieselotte Jeter. No monetary consideration involved. Principals: Floyd and Lieselote Jetter (each 50%). Action March 29.

KCRB Chanute, Kans.—Broadcast Bureau granted assignment of license from James R. and Barbara J. Roberts to Neosho County Broadcasting Inc. for $99,750. Principals: Dale W. McCoy Jr., president (60%), W. R. Murfin, vice president (20%). Neal McCoy, treasurer and E. Glenn Strange, secretary (each 10%). Dale McCoy Jr. is employed by KAKE-AM-TV Wichita and is 10% owner of KTTR Rolla, Mo. Neal McCoy is president of two banks. Mr. Strange is owner of tractor and implement company and officer in two banks. Action April 25.

WMIN-AM-FM and WMIL-AM-FM St. Paul, Minn.—Broadcast Bureau granted assignment of CP from Wright and Maltz Inc. to Malritz of Minnesota Inc. for purpose of incorporation. Principals: Milton Maltz and Robert Wright (each 50%). Action April 29.

KBIL-AM-TV Helena, Mont.—Broadcast Bureau granted assignment of license from Capital City Television Inc. to Tim Babock and Willard L. Holter d/b as The Babcock-Holter Broadcasting Co. for $520,000. Principals of Capital City Television Inc.: Paul B. McAdam, president, Bob Magness, vice president (each 43.3%) et al. Principals of The Babcock-Holter Broadcasting Co.: Willard L. Holter and Tim Babcock (each 50%). Mr. Holter is sole owner of KLTZ Glasgow, Mont. and 75% owner of KYLT Missoula, Mont. Mr. Babcock, governor of State of Montana, is president of and has controlling interest in transportation company.

KBOM Bismarck-Mandan, N. D.—Broadcast Bureau granted transfer of control from Dale Coenen (25% before, none after) and Saul and Carole Rosenzweig (each 12.5% Co. (Richard K. Power and Robert O. Clark) before, none after) to KBOM Broadcasting (each 25% before, each 50% after). Principals: Richard K. Power, president-treasurer (50%) and Robert O. Clark (50%). Consideration: Assumption of $55,000 in liabilities.

WVOX-AM-FM New Rochelle and WGHQ-AM-FM Kingston, both New York—FCC granted transfer of control from Whitney Communication Corp. to Hudson-Westchester Radio Inc. Present licensees of New New Rochelle stations is Radio Westchester Inc., which in turn, is owned by Suburban Radio Inc., which, in turn, is wholly owned by W.C.C. Radio Inc. Buying corporation contemplates merger of two subsidiaries into W.C.C. Application is being executed by Harry M. Thayer, president of both assignee and assignor, and will be chairman of board and one of the two chief executive officers of assignee corporation following closing. In essence, Hudson-Westchester is purchasing all stock of W.C.C. from Whitcom (former name of Whitney Communications) for $800,000. In addition, prior to closing, Whitcom will transfer to W.C.C. as contribution to capital, all outstanding shares of 5% preferred stock of W.C.C. as well as notes and other indebtedness including accrued interest to Whitcom. John Hay Whitney owns, directly or indirectly, approximately 97.5% of shares of Whitcom and has majority interest and control of Corinthian Broadcasting Corp., which owns all of shares of licensees of KOTV(TV) Tulsa, Okla., KHOU-TV Houston, Tex., KXTV(TV) Sacramento, Calif., WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind. Action April 24.

KPTV(TV) Portland, Ore., WTCN-TV Minneapolis and KCOP(TV) Los Angeles—Broadcast Bureau granted transfer of control from Oregon Television Inc., WTCN Television Inc., and KCOP Television Inc., licensee corporations of above through merger of Baldwin-Montrose Chemical Co. into Chris-Craft Industries, former owner of all stock of above stations. Transfer called for Baldwin-Montrose to acquire 150,000 shares, increasing its ownership percentage from 25.7% to 35%. Principals of Baldwin-Montrose Chemical Co.: Herbert J. Siegel, chairman of board (23.46%) and others. Baldwin-Montrose, manufacturer of chemicals, plastics and foam rubber is 50% owner of Montrose Chemical of California, producer of organic insecticides, 5% owner of Paramount Pictures Corp. and 100% owenr of General Artists Corp., television film production firm. Consideration: 150,000 shares at $40 per share. Ann. April 29.

WCRQ Providence, R. I.—Broadcast Bureau granted transfer of control from Charles River Broadcasting (100% before, none after) to Radio Rhode Island Inc. (none before, 100% after). Principal of Radio Rhode Island Inc.: Alexander M. Tanger, president (100%). Mr. Tanger is sole owner of WLKW Providence and is self-employed as broadcasting consultant. Principals of Charles River Broadcasting Inc.: Theodore Jones, president and treasurer (50.06%). Richard L. Kaye, vice president (4.48%), John E. Donofrio, second vice president, and Sebastian Curcio, secretary. Charles River Broadcasting Inc. is licensee of WCRB-AM-FM Waltham, Mass., owns 100% of Charles River Broadcasting Inc. Consideration: $126,500. Action April 26.

WQOK Greenville, S. C. — Broadcast Bureau granted transfer of control from James A., Marilyn M., C. Alfred, Marilyn M. acting for Janette Mandle and Emily Ralston, James A. acting for James Allen Jr. and Charles Arthur Dick d/b as Dick Broadcasting Inc. (80% before, none after) to WQOK Inc. (20% before, 80% after). Principals of WQOK Inc.: Tecumseh Hooper, president and treasurer (100%). Frances Shelton Hooper, vice president and secretary. Mr. Hooper has no other broadcast or business interests indicated. Mrs. Hooper is housewife. Principals of Dick Broadcasting Co.: James A. and Marilyn M. Dick (each 25%), Tecumseh C. Hooper, vice president (20%) and Charles A. Dick, vice president (10%). James A. and Marilyn M. Dick each own 50% of Dick Broadcasting Inc. of Tennessee Inc., licensee of WIVK-AM-FM Knoxville, Tenn., and are also each 37.5% owners of Dick Broadcasting Inc. of Chattanooga, licensee of WMOC Chattanooga. Charles A. Dick is 10% owner of WMOC. James A. Dick is also 50% owner of bottling company. Consideration: $310,000 plus an amount equal to assets of company that are liabilities of sellers. Action April 26.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through May 1. 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.

■ Cumberland, Md.—Potomac Valley Television of Cumberland has been granted a nonexclusive franchise. City will receive $5,000 annually for a 25-year period.

■ Oxford, Miss.—National TV Cable, Inc. of Jackson, Miss. has been granted a franchise. Monthly fee will be approximately $5.

Canastota, N. Y.—Lewneida Cable TV, Inc. (multiple CATV owner) has applied for a 25-year franchise.

WEEK'S PROFILE

George Applegate Koehler—general manager, Triangle Stations Inc., since Feb. 1, 1968; b. July 23, 1921, Philadelphia; BA, journalism, University of Pennsylvania, 1942; captain, Eighth U.S. Army Air Force, 1942-45; WFIL Philadelphia special-events reporter, director of news, publicity and special events, 1945-46; WFIL-AM-TV director of promotion and advertising, 1947-1950; WFIL sales manager, 1950-53; WFIL-AM-TV execuitve assistant to general manager, 1953-55; general manager, 1955-1968; m. Jane Caputi, Feb. 20, 1944; children Eric G., 21, Gary S., 19; hobbies: salt-water fishing, water skiing, wood splitting, gardening, rope-skipping (in office), still and motion-picture photography; industry associations: Television-Radio-Advertising Club of Philadelphia, Poor Richard Club, ABC-TV Affiliates Association board of directors; civic associations: director of Salvation Army, USO, Navy League, Better Business Bureau; vice president, Methodist Hospital; trustee, Methodist Home for Aged; member, Variety Club, Union League.

Local service emphasized by Triangle group

GEORGE Applegate Koehler will become chief operating officer of Triangle Stations in June, succeeding Roger Clipp.

Mr. Koehler describes himself as "basically American, a sucker for free enterprise." He also believes in serving the public—"We can, we should, and it's profitable."

In his view there is no real contradiction between private and public gain —profitability is the proof of one form of public service and the means to another. And public service properly conceived is "only intelligent community relations."

You get the feeling, however, that if Mr. Koehler ever noticed that his two commitments were failing to dovetail, he would want to make up the difference personally. It must be his plain-spoken sincerity.

He will head the only company he ever worked for, headquartered in his home town.

After graduating from the University of Pennsylvania in 1942 he entered the Army Air Force. He was discharged as a captain with the Distinguished Flying Cross and the Air Medal with three Oak Leaf Clusters. He flew 33 missions as a B-17 pilot over Germany.

Busy Schedule ▪ After the war, he went to work for WFIL Philadelphia as a special-events reporter for one year of "90- to 100-hour weeks, four and five weeks running without a day off."

He was promoted to WFIL director of news, publicity and special events, with James Quirk, now publisher of Triangle's *TV Guide*, as his assistant. In 1947, Triangle got into TV and Mr. Koehler went over as director of advertising and promotion for WFIL-TV.

The next year, 1948, was television's first election year. Mr. Koehler "managed to get the Republican convention for Philadelphia," and WFIL-TV originated a network feed that "went all the way from Washington to New York, and west to Pittsburgh."

In 1950 he went into radio sales for three years. He worked as executive assistant to the WFIL-AM-TV general manager for two years before becoming general manager himself in 1955. Feb. 1, 1968, he was named general manager of the Triangle Stations group and Roger Clipp's heir apparent.

On a swing through the group's New York office recently, at the end of his first full tour of the stations, Mr. Koehler spoke in general terms of his plans come June.

For one thing, they will involve "judicious pre-emption of network shows" in favor of "public service that equals community involvement. We must go over from the passive presentation of public-service programing to an active involvement in community affairs. It not only does good, but has kept us [WFIL-TV] in a dominant sales position."

The station's "community involvement programing" includes local and regional sports events such as parachute jumping, sports car racing, model airplane championships and even "log-canoe racing on the Delaware."

"We try to look for the unusual in each of our markets," Mr. Koehler says. Triangle's stations include: WFIL-AM-TV Philadelphia, WFBG-AM-FM-TV Altoona and WLYH-TV Lancaster-Lebanon, all Pennsylvania; WNBF-AM-FM-TV Binghamton, N.Y.; WNHC-AM-FM-TV New Haven, Conn., and KFRE-AM-FM-TV Fresno, Calif.

WFIL-TV presents local events of more immediately commercial potential: the Gimbel's Thanksgiving Day parade and Hess Brothers' of Allentown fully sponsored annual one-hour fashion show, "which regularly gets a 40-odd share against prime-time network competition," according to Mr. Koehler.

The all-time winner in WFIL-TV special-events programing, however, is the Mummers' parade on New Year's Day. This year, sponsored by Quaker Oats, Schmidt's beer, Ford Dealers and Texize, it scored an average 68.2 share, 28.5 rating in its initial live presentation between 8:30 a.m. and 3:30 p.m. A two-hour early-fringe special, *Highlights of the Mummers' Parade*, garnered an average 60.8 share, 25.9 rating against a 19.7 share, 8.4 rating for the Rose Bowl, according to figures from Triangle.

"Triangle programs more [local] radio-television time than all the other groups put together," according to Mr. Koehler. "While the networks pursue national themes, stations must search out the exploitable chinks. More and more I think the networks themselves are trying to get the feel of the country by appointing station men like Elton Rule [ABC-TV president] and Jack Schneider [CBS Broadcast Group president]."

Retail Market ▪ Another reason for the emphasis on locally oriented programing is that Mr. Koehler believes it may be the handle that opens the tap of retail TV advertising. "It would be the single greatest commercial breakthrough in television history," he says. "Retailers are unfamiliar with the medium: they're used to the newspaper co-op pattern. They need guaranteed availabilities. They can't afford to be 52-week advertisers, but they need the time when they need it."

Yet neither immediate nor future commercial prospects was the motive behind producing and programing a show like *1747 Randolph Street*, a documentary on ghetto conditions in Philadelphia that "was produced by two men. It was well within the capability of any station." The show was a nominee for an Emmy in 1967.

Neither was commercialism the motive force behind the establishment of an emergency medical installation at the Philadelphia airport. It was the result of an editorial campaign on WFIL-TV, which was the result of Mr. Koehler's personal concern when he saw a man taken with an epileptic seizure with no first-aid unit at hand in the airport. Mr. Koehler got medical help for the man, and then followed through with the campaign.

Balance of payments

WE don't recall offhand the highest price ever paid a performer for a TV special, and we're afraid to look it up. Last week's word that NBC would pay Julie Andrews close to $1 million for one 60-minute show made us gasp; it could be positively dangerous to discover that this is not a record.

Miss Andrews is, of course, a lady of commanding talents, not the least of which—obviously—has to do with money. We would wish to take nothing away from her, but we are pleased to report, nevertheless, that the closer you examine this deal, the more sense it makes.

To begin with, the price apparently was not quite a million; the official unofficial word puts it between $750,000 and $1 million. Moreover, it covers not a single showing but two—the original and one repeat—which brings the average down considerably closer to going rates. And if normal procedures are followed, the entire bundle isn't Miss Andrews's to take home: She has to bring in the show with it. And then there is Miss Andrews's obvious appeal—popular, commercial and artistic. Her last NBC special. which was repeated twice, had the American Gas Association as sponsor on all three outings, scored way up in the ratings even on the third showing and won a clutch of awards, international as well as national.

So now the money isn't quite so breath-taking. But will the program pay its own way? Will it drive talent prices further up, or is it merely the latest manifestation of a trend that has been under way since the beginning of TV?

Whatever the answers, NBC obviously considers it a good investment. Also whatever the answers, it is a towering example of the lengths to which broadcasters will go to keep their audiences entertained; and it is all the more striking if you consider—as perhaps Miss Andrews will—that this one hour represents two to three times the total investment made (by another network, CBS, incidentally) in bankrolling the production that brought her into prominence in this country, a little thing on Broadway called "My Fair Lady."

The bite

AS certain as the cherry blossoms that bloom in the Washington spring, the question of saddling broadcasters with new discriminatory taxes arises in Congress.

It happened when the FCC appeared in closed session before the House Appropriations Subcommittee on its fiscal 1969 appropriations. The hearing transcript was released last week on the FCC's proposed budget of $21,271.000—an increase of about $2 million over this fiscal year.

The FCC, since 1964, has been collecting filing fees totaling about $4 million a year from all classes of licenses. It isn't a license fee—which broadcasters would like because it would carry with it the right to operate for a specified term and an expectancy of renewal. The filing fee itself is no burden to larger operations, but to the many small stations that barely make a living, even a $75 renewal fee can be a hardship.

What evolved at the hearing, as reported in this issue, was talk about assessment on station earnings. Chairman Hyde appropriately told the committee that tremendous policy questions are involved and that Congress—not the FCC—should make them.

But not the FCC's neophyte commissioner, Nicholas Johnson, who has made a consummate nuisance of himself in his less than two years on the agency. Drawing upon the vast experience he has amassed at age 33 (he graduated from law school 10 years ago), he ventured that broadcasters spend far more on coffee in the executive suite than they now pay in filing fees. He wants the licensees to pay all of the FCC's $21-million appropriation, contending there's no justification for making "the taxpayer" pay the cost of running a regulatory commission like the FCC. No mention, of course, of broadcasters as taxpayers themselves.

A better question would seem to be why should the taxpayers underwrite Nick Johnson's trips throughout the country to spread his anti-commercial venom when he is paid to be in Washington to help reduce the FCC's workload? According to the public record, obviously incomplete, the commissioner has made 15 trips at government expense within the past year.

The place to be

WE congratulate the advertising profession for the belated but nonetheless essential recognition of the need for setting up shop where the action is—Washington.

The American Advertising Federation (formerly the Advertising Federation of America) is moving its headquarters to Washington. And the American Association of Advertising Agencies is setting up a formidable Washington branch.

Heretofore neither organization had anyone at the decision-making level in the nation's capital. Both have learned the hard way that the anti-advertising crusade can't be handled by a commuter from New York. It's full-time work that requires constant contact on Capitol Hill and in the departments and agencies of government.

With Howard Bell, a longtime Washingtonian as director of the Code Authority of the National Association of Broadcasters, as its new president, the AAF is in a position to operate along the whole broad Washington front that it must cover—provided it is given the wherewithal. Mr. Bell has a big job of getting the money in before he can undertake the expansion needed to combat the steadily advancing anti-advertising, pro-grade-labeling forces.

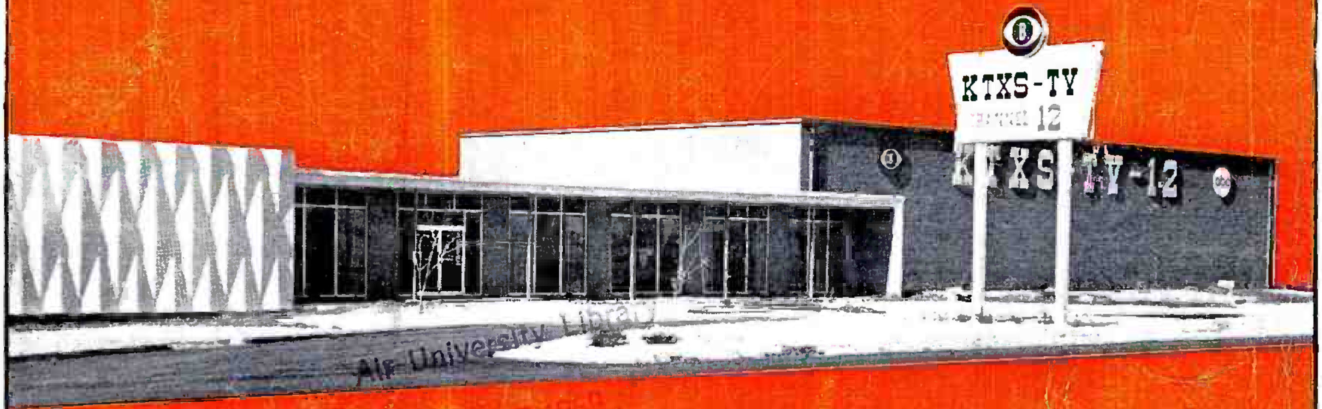
The AAAA, at its convention 10 days ago at White Sulphur Springs, named Clay Buckhout, a corporate vice president of Time Inc., as executive vice president of its new Washington office, effective when the next Congress convenes in January. It is to be hoped that the Association of National Advertisers also will see the light—and the need for its own Washington enclave, headed by an advertising statesman.

Drawn for BROADCASTING by Sid Hix

"Those biscuits I bought here yesterday . . . I opened the tube and Poppin' Fresh came out!"

NOW there is a new number 1 station in Abilene-Sweetwater

CBS KTXS-TV abc



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THE SOUTHWEST'S FINEST BROADCAST STUDIOS...

West Texas' newest and finest television station . . . An entire new operations plant with over 22,000 square feet of studios, stages, taping facilities, art production, film processing, and remote color equipment.

ABILENE-SWEETWATER'S MOST POWERFUL STATION...

Now operating at full power, with 316,000 watts. Increasing our coverage pattern to over 122,000 TV homes . . . Serving the largest area of any station in the "Big Country."

THE FINEST PROGRAMMING FROM TWO NETWORKS...

Combining the top rated shows of CBS and ABC into a powerful program schedule that is not available anywhere else in the Southwest. Supplemented by live local color programming from new KTXS-TV studios.

TOTAL COLOR...

Offering full color . . . live, film, tape, slides and network. We have complete GE color equipment from antenna to transmitter, enabling us to give you the finest in color TV.

TALLEST TOWER...

Our tower height was 568 feet above ground and is now 1,080 feet, 3,550 feet above sea level, making KTXS-TV the tallest television tower in the "Big Country."

MEMBER OF THE WEST TEXAS TELEVISION NETWORK...

KLBK-TV LUBBOCK

KTXS-TV ABILENE-SWEETWATER

KWAB-TV BIG SPRING

KLBK-AM RADIO LUBBOCK

REPRESENTED BY HR TELEVISION

KLBK-FM RADIO LUBBOCK