



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

House probers told WBBM-TV didn't rig news show. p31

Cox-Lee affiliation proposals under heavy attack. p44

Justice Department moves to block media mergers. p46

Hill study urges drastic revamping of radio-TV. p58

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SERIAL ACG SEC  
AIR UNIT LIB  
BLDG 1405  
MAXWELL AFB  
AL  
WK EXP 1 / 9  
36112  
NEWSPAPER

IT'S TRUE!

## The Scene Tonight

IS THE MOST POPULAR TV NEWS  
PROGRAM ON TWIN CITY TELEVISION . . .  
PARTICULARLY WITH THOSE UNDER 50! \*

\*Check the facts yourself in  
either the Feb/March, 1968  
ARB, or Nielsen.

COLOR CHANNEL  
ST. PAUL • MINNEAPOLIS  
TELEVISION

# WCCO 4



CONSUMPTION

POPULATION

53%

102%

530%

245%

10%

6%

# If this man could show you how to make your advertising 10 or 20 or 30 percent more effective, wouldn't that be worth an hour of your time?

Of course it would. What he can show you are Blair's new ideas on the uses of media. Not 1966 or 1967 ideas, but 1968 ideas. Some of them radical departures, some of them concepts that are light-years ahead of any of the dry and dusty research findings you've seen in the past. The result could be to add much greater impact to

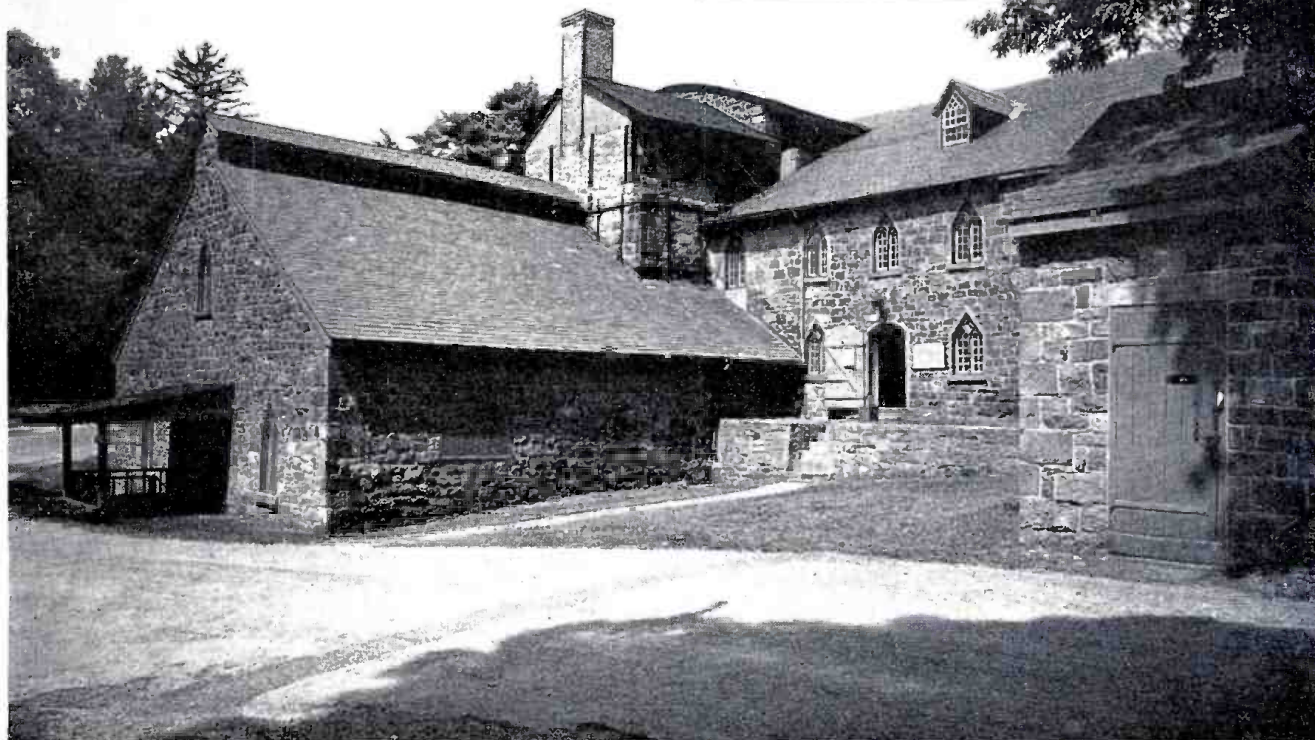
your advertising budget—without adding dollars. Who is he? His name is Mel Goldberg, and his job is to tell you how all of Blair Television's considerable research and marketing facilities bear on the evaluation (and development) of new communications methods. What he can tell you may upset a lot of old ideas, and replace them with exciting

new ones. Which is why an hour with Mel could be one of the most rewarding you ever spent. So when he calls on you, give him the time. It won't cost you a cent, but it could save you a bundle.

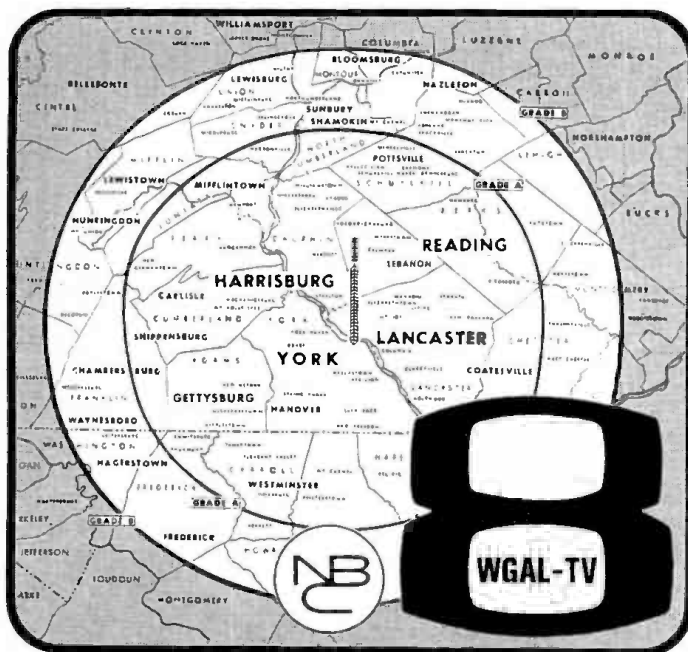


**BLAIR TELEVISION**

Both have helped  
make Pennsylvania  
famous



Near Lancaster, at Cornwall, Pa., site of the greatest open-pit mines east of Lake Superior, stands one of America's earliest furnaces which produced iron for cannon and shot from 1742 to 1883. During the Revolutionary war, Hessian prisoners were used as laborers. In 1932, it was acquired by the Pennsylvania Historical Commission.



Just as this sturdy, old iron furnace brought historical fame to the Commonwealth of Pennsylvania, so pioneering WGAL-TV has also earned it wide recognition. WGAL-TV was the first television station to be founded in its great multi-city region. Channel 8 was also first to bring full-color to its area. Today, with a high-ranking 36% color penetration\*, advertisers can depend upon WGAL-TV for consistent and rewarding results.

## WGAL-TV

### Channel 8 • Lancaster, Pa.

\*Based on Feb.-March 1966 Nielsen estimates for both metro area and ADI; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

Representative: The MEEKER Company, Inc.  
New York • Chicago • Los Angeles • San Francisco

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

## His kind of guy?

Who would head FCC if Bobby Kennedy happened to win Presidency? There's speculation in Washington that Nicholas Johnson, now junior commissioner, might be found to be in philosophical tune with RFK. Incidentally, sources close to incumbent administration now admit Nick Johnson's appointment was big mistake and would relish some way of "promoting" him out of FCC or dumping him. But in election year that isn't as easy as it was when he was "promoted" out of maritime administrator's job to FCC nearly two years ago. His FCC term has five years to go.

## Hang-Up

Who will be Lee Loevinger's successor on FCC now that he definitely will leave when his term expires June 30? Merit promotion of top lawyer in federal establishment (not FCC) thoroughly familiar with communications had been all set, and still could be, but White House is moving slowly. President Johnson usually keeps his own counsel on appointments. From inside FCC most ardent candidates are Henry Geller, general counsel, and Robert Cahill, executive assistant to Chairman Rosel H. Hyde.

## Not quite yet

Though CBS-TV has embraced idea that 30-second commercial will some day replace 60 as television's basic sales unit, it apparently isn't ready to rush pellmell toward that day. Thus far it's been edging toward it, first letting certain advertisers split their own minutes into 30's (as all networks do), more recently accepting orders allowing different advertisers to share minutes 30-30. Then, two weeks ago, President Thomas H. Dawson predicted—and said he would welcome—eventual emergence of 30 as standard (BROADCASTING, May 6). Did that mean, officials were asked last week, that CBS-TV would now accept order for single or "loose" 30's? Their reply: "No."

## Prepared to prod

FCC is cranking up for another round (its third) of shaking loose, or activating, dormant UHF construction permits. Eight permittees who have held grants year or more but have yet to make first move toward con-

# CLOSED CIRCUIT®

struction will soon be notified that commission is considering denying petitions for extension of time to construct. They will be told they may have oral argument if they want it. Those who want full-fledged evidentiary hearing will have to provide facts warranting one. Some permittees presumably will simply turn in authorizations.

## On the scene

National Association of Broadcasters is playing active role in programming inquiry being conducted by Spindletop Research Inc., one of eight research firms under contract to President's Task Force on Telecommunications (BROADCASTING, April 22). NAB currently has six men in field surveying Spindletop-provided sample of about 50 TV stations.

*Questions being asked include types of programming originated by stations (news, public affairs, etc.), how often they're aired and how much audience they get. Whatever profile emerges from survey, anonymity of stations will be protected (they'll be identified as to type of service and whether they're network affiliated) because ordinarily-confidential financial information is also being solicited. NAB will tabulate responses and provide Spindletop with summation of them by June.*

## Proof wanted

Proposed transfer of KOA-AM-FM-TV Denver to General Electric Broadcasting Co. is encountering some rough weather at FCC. But indications last week were that \$13-million deal is moving toward approval. Commission instructed staff to draft letter requesting GE to provide information backing up contention that sale will result in improvement in programming. Inference, according to some sources, is that persuasive response will clear way for approval.

## Wrapping it up

FCC Chairman Rosel H. Hyde is in Mexico on official two-day conference on Mexican-American standard broadcast-band allocations at invitation of Mexican government. Meeting apparently constitutes final phase of long-time negotiations looking toward re-

newal of agreement dealing with coordination of use of clear channels, higher powers and other broadcast-band changes in keeping with advancement of art.

*Accompanied by Wallace E. Johnson, assistant chief of Broadcast Bureau, Mr. Hyde is meeting with Mexican communications ministry. He previously had negotiated extension of North American Regional Broadcasting Agreement and Mexican and Canadian agreements with these ministries. He's expected to return to FCC at mid-week.*

## Traveler

Tom McManus, who resigned last year as vice president for foreign sales at ABC Films to form his own consultancy, is set to return to international program-sales field in top capacity. Report is he will become president of NBC International Ltd. as part of realignment recently that advanced Gerald Adler to presidency of NBC Enterprises when George A. Graham Jr. resigned that post to become associated with Gilbert Atkins. Los Angeles advertising agency (BROADCASTING, April 29).

## Who's in charge?

Senator Eugene McCarthy's campaign for Democratic presidential nomination is reportedly suffering factionalism and inefficiency from use of volunteer advertising experts from different agencies. In Indiana primary, campaign ads were placed in TV, radio and newspapers by different agencies. Diffused responsibility for campaign is fine for participatory democracy, but it plays havoc with effective advertising, say several McCarthy workers. What's needed, they believe, is not only tautly run ad effort, but more professional approach to campaigning on TV.

## Tape training

Major seminar on TV tape production is being organized by Reeves Sound Studios with backing already committed by number of leading manufacturers. It's expected to run two days and nights, cram-course style, led by experts and attended by agency and other production people at no charge. It's to be held this fall in New York.

 **Doubleday & Company,**  
**the book publishers announces**  
**3 radio stations on their**  
**best seller list.**

**KITE, San Antonio**

**KROD, El Paso**

**KRNO, San Bernardino**

**Edward Petry & Company is proud to announce we're now the place where you can purchase them.**

# WEEK IN BRIEF

House Investigations Subcommittee plays cat and mouse with CBS over WBBM-TV Chicago pot party filming, won't reveal secret testimony against station. Chairman Staggers hints real target of probe is FCC. See . . .

## NEWS-SHOW RIGGING . . . 31

Storer Broadcasting and NBC Television Affiliates oppose rulemaking for strengthening ABC-TV's competitive position; say proposal would weaken affiliates in dealing with networks, raises constitutional questions. See . . .

## COX-LEE UNDER ATTACK . . . 44

Controversy surrounding Cox-Johnson letters to Oklahoma broadcasters may have subsided, but it appears to have launched movement to curtail agency members from such future independent projects. See . . .

## FALLOUT FROM OKLAHOMA . . . 45

Justice Department memo to FCC has familiar ring to it, same arguments used to oppose ABC-ITT merger are made against transfer of KFDM-TV Beaumont, Tex., to newspaper publisher because of antitrust implications. See . . .

## JUSTICE TO BLOCK MERGERS . . . 46

Annual convention of American Women in Radio & Television hears Bonneville International's Arch Madsen stress importance of communicating ideas as most crucial communications challenge ever. See . . .

## NOT BY BREAD ALONE . . . 52

Given today's climate who can tell what might come of Robert Lowe's virtuoso study on the Fairness Doctrine. Mammoth, two-year project spawns wide-ranging ideas on all facets of broadcasting. See . . .

## IDEAS ON REGULATION . . . 58

FCC initiates inquiry to make additional syndicated and feature-film programing available to small-market TV stations, proposes rule comparable to one governing exclusivity arrangements for network programing. See . . .

## PROGRAM EXCLUSIVITY . . . 67

Senator Robert Kennedy says campaign expenditures could be cut 80% if TV were to make time available to candidates as public service, wonders how much money networks have taken in during Indiana campaign. See . . .

## KENNEDY'S FREE TV TIME . . . 70

Study for Office of Civil Defense offers system that could warn public who have low-frequency receivers capable of receiving special tone signals; system seen as possible rival to Emergency Broadcasting Service. See . . .

## EBS ON WAY OUT? . . . 75

RCA stockholders hear Robert Sarnoff predict first-quarter earnings should lead to record first half, and "an eighth consecutive year of record volume and profits"; RCA plans to acquire Tropical Radio Telegraph Co. See . . .

## RCA'S FAST START . . . 81

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## Broadcasting

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# TWO-PARTY CHOICE

THE

# W's

**WIL** (All News)

**WIL** (All Music)

**WAKY**

**WAVA** (All News)

THE

# K's

**KLVI**

**KILT-KILT/FM**

**KAAY-KAAY/FM\***

**KEEL-KEEL/FM**

**KBTR** (All News)

**KHVH\*\***

\*CP

\*\*Effective June 1, 1968

## AN ISSUE UPON WHICH BOTH PARTIES AGREE:



John Butler is the best candidate qualified to handle their national business. He'll handle yours too! Aggressively — Efficiently — Profitably!

Atlanta—Bill Jones  
404—874-1916

Chicago—Don Wolff  
312—337-6868

Dallas—Jack Kortegast  
214—742-4297

Detroit—Don Bonesteel  
313—961-3555

Los Angeles—Bill Reitz  
213—938-2923

San Francisco—Miles Staples  
415—391-7415

New York—Don Garvey  
212—889-6161



WIL-St. Louis, WAKY-Louisville, WAVA-Arlington, KLVI-Beaumont, KILT-Houston, KAAY-Little Rock, KEEL-Shreveport, KBTR-Denver, KHVH-Honolulu

JOHN C. BUTLER



& COMPANY, INC.

the everywhere, all the time rep.

205 East 42nd Street, New York, N. Y. 10017, Phone 212 — 889-6161

## Mystery witness called from audience

### WBBM-TV NEWSMAN REBUTTED AT HOUSE HEARING

House Investigations Subcommittee's Friday (May 10) session of probe into "staging" charges in WBBM-TV Chicago pot-party program featured (1) mystery witness, (2) demand that FCC rule on station's right to violate law in quest for news, and (3) ended with CBS counsel gaveling down in attempt to make final statement.

Congressman Paul Rogers (D-Fla.) bore down hard on law-violation question saying he wanted "FCC to find out if license for a TV broadcaster gives broadcaster right to go in and witness crime or commit crime under the guise of gathering the news for the public without telling the police?"

He added that Congress never intended such freedom for broadcasters. "We do not want stations breaking the law, nor should licenses be renewed if such activity takes place."

WBBM-TV's license renewal has been withheld by commission pending outcome of pot-party investigations.

As Friday session ended, former FCC chairman Newton Minow, counsel for CBS Chicago said CBS had been advised it could make concluding comments and asked to do so. Congressman John E. Moss (D-Calif.), in chair, said no, hearing was not ended, although he gave no date for resumption of proceedings.

When Mr. Minow persisted ("We have asked for public hearing and would like to be heard") Mr. Moss banged final gavel.

Subcommittee probers earlier called surprise witness who directly rebutted part of WBBM-TV newsman John V. Missett's testimony that he did not attempt to arrange pot smoker that could be filmed by CBS-owned Chicago station.

Subcommittee witness was Malcolm Spector, presently doctoral candidate in sociology at McGill University, Montreal, but resident of Evanston, Ill., near Northwestern University last fall, when Mr. Missett was engaged in marijuana-program project.

Testimony of two men were in agreement that Mr. Spector had been asked by Mr. Missett for help in getting marijuana investigation underway and also that Mr. Spector had not participated in activities that were later filmed and broadcast. But both, under oath, were in conflict on whether Mr. Missett had suggested that Mr. Spector arrange

party so it could be filmed. (Both also agreed that exploratory talks came to nothing and that Mr. Spector took no further part in development of program plans.)

Mr. Missett repeatedly stated he "at no time solicited or asked anyone to stage a party," said he explained to Mr. Spector that he wasn't asking anyone to do anything, all he asked was to film what they were doing."

Mr. Spector countered that he had clear recollection of conversation, said Mr. Missett asked him to arrange a gathering of eight or 10 mostly clean-cut kids, no real freaky ones," to be filmed smoking marijuana in his apartment. He refused, he said.

Suggestion that commission was prime subcommittee target came again Friday when subcommittee activist Representative John E. Moss (D-Calif.) said one point of concern was responsible policing and regulation by agency of government.

Friday morning session opened with CBS management given opportunity, denied them Thursday, to rebut subcommittee staff testimony concerning availability of edited-out pot-party footage. CBS denied recollection of discussion on matter; staff testimony was that CBS gave assurances that outtakes were available although they already had been destroyed.

Afternoon session fetured members of Mr. Missett's film crew who backed his testimony that none of party participants had been briefed in advance of filming.

### Golden West to Blair TV

Golden West Broadcasting - owned KTLA(TV) Los Angeles, in shakeup of its sales force, has signed Blair Television as national representative, effective immediately. Station also is naming San Francisco office manager of former rep, Peters, Griffin, Woodward Inc., as new general sales manager. He's Jim Sterling, who had been with PGW since 1965.

### ABC Radio signed

Summer campaign is being launched by Guardian Maintenance division of General Motors Corp., Detroit, on three radio networks of ABC starting week

of June 10, it was announced Friday (May 10).

Through D. P. Brother & Co., Detroit, company will carry messages on newscasts, American Contemporary, Information and Entertainment radio networks and on Howard Cosell's *Speaking of Sports* program on American Contemporary Network.

## Zimmerman succeeds Turner at Justice

Edwin H. Zimmerman, 44-year-old First Assistant in antitrust division of Department of Justice—who knows something about CATV and copyright issue—will be new chief of antitrust division, succeeding Donald F. Turner who is resigning as of June 1 to return to Harvard Law School faculty.

President Johnson said Friday (May 10) he will nominate Mr. Zimmerman to be Assistant Attorney General in charge of antitrust division.

On leave from Stanford University Law School, where he taught antitrust and securities regulations courses, Mr. Zimmerman joined Department of Justice in mid-1965 as director of policy planning for antitrust division. He was named first assistant to Mr. Turner in December of same year.

He is native of New York, attended Columbia College and Columbia Law School, being graduated in 1949. For next two years he was law clerk to New York federal district Judge Simon Rifkind and to former U. S. Supreme Court Associate Justice Stanley F. Reed. From 1951 to 1959 he was with New York law firm of Sullivan and Cromwell, leaving when he was appointed to Stanford Law School faculty.

Two years ago, speaking for Department of Justice, Mr. Zimmerman told Senate committee that CATV operators should not be held liable for copyright infringement, stressing potential for monopoly position in CATV field on part of networks, telephone companies and copyright holders.

### IN shifts to O&M

Ogilvy & Mather has acquired International Nickel Co. account worth more than \$2 million, agency spokesman confirmed Friday (May 10). Previous agency was Marschalk.

While future media plans are as yet unresolved, international Nickel now runs commercials in news pro-

## WEEK'S HEADLINERS



Mr. Bunker

**Edmund C. Bunker**, senior VP for The Interpublic Group of Companies, New York since March 1966, named executive VP for KFI Los Angeles, effective June 10. Mr. Bunker, after 12 years with CBS, served as president of Radio Advertising Bureau from 1962 to 1965. He joined Foote, Cone & Belding as VP and national director of broadcasting in June 1965, resigning to go to Interpublic the following March. Mr. Bunker succeeds **Charles E. Hamilton**, VP and station manager for KFI for 25 years, who retires July 1 but will continue with station as consultant.

**Bob Trachinger**, ABC-TV director of program development, sports division, Hollywood, and executive producer, KABC-TV Los Angeles, appointed acting director of TV operations, ABC-TV, western division. Mr. Trachinger, with network for 18 years, will be responsible for all TV engineering operations in Hollywood.

**Arthur A. Porter**, senior VP and media director, Campbell-Ewald Co., Detroit, resigns effective end of year to head Capital Enterprises Inc., outdoor advertising firm in Harrisburg, Pa., in which he holds controlling interest.

**G. Richard Shafto**, president of Cosmos Broadcasting Corp., group owner, will become chairman of executive com-



Mr. Shafto



Mr. Batson

mittee and chief executive officer on Nov. 1. **Charles A. Batson**, general manager of WTOL-TV Toledo, Ohio, will assume office of president and chief operating officer. **Carter Hardwick**, general manager of WIS-TV Columbia, S.C., transfers to WTOL-TV to succeed Mr. Batson on Sept. 1. **J. Law Epps**, gen-

eral sales manager of WIS-TV since 1954, elected corporate VP-television sales effective June 1. Mr. Shafto joined WIS as general manager in 1932, subsequently serving in many capacities, including executive VP, before being named president in 1964. Mr. Batson, who was named National Association of Broadcasters director of television in 1949, managed WIS-TV for 13 years, transferred to WTOL-TV in 1966 and was elected corporate senior VP in 1965. Mr. Hardwick, manager of WSFA-TV Montgomery, Ala., when station was bought by Cosmos in 1959, transferred to WIS-TV in 1966, was elected to board of directors in 1961 and named senior VP in 1965. In addition to above station interests Cosmos owns Cosmos Cablevision.



Mr. Hardwick



Mr. Epps

For other personnel changes of the week see FATES & FORTUNES

grams on 38 major market radio stations. Radio Advertising Bureau reports company's 1967 spot radio billings at \$879,000. Mention of new account was made at O&M's stockholders meeting.

### Calls meeting on ETV interconnection future

Key government and industry officials have been invited to meet with FCC members on implementation of Public Broadcasting Act provisions calling for free or reduced-rate interconnection services for noncommercial stations.

Invitation to meeting on May 26 was sent by FCC Chairman Rosel H. Hyde. He said that meeting would explore immediate and long-range interconnection requirements of noncommercial educational stations.

Chairman said that it would be helpful to formulate procedures establishing effective system, even though it might take some time before interconnection requirements could be determined.

Those invited to meeting are William G. Harley, National Association of Educational Broadcasters; John F. White,

National Educational Television; Vincent T. Wasilewski, National Association of Broadcasters; Frank Pace Jr., Corporation for Public Broadcasting; William E. Mott, United States Independent Telephone Association; Wilbur Cohen, Department of Health, Education and Welfare; D. E. Emerson, AT&T, and McGeorge Bundy, Ford Foundation.

### WGAA sale approved

FCC approved sale of WGAA Cedar-town, Ga., from J. Franklin Proctor to James H. Faulkner and associates for \$200,000, it was announced Friday (May 10). Mr. Faulkner owns WBCA and WSSM(FM) both Bay Minette, Ala.; WLBB and WBTR-FM, both Carrollton, Ga. and WAOA Opelika and WFRI-FM Auburn, both Alabama. He is also owner of weekly *Baldwin Times*, Bay Minette, Ala.

### Reopening denied

FCC Review Board Friday (May 10) refused to reopen KHJ-TV Los Angeles hearing record to receive evidence accrued during current civil suit against

General Tire & Rubber Co. KHJ-TV licensee, RKO General Inc., is General Tire subsidiary. Admission of evidence had been sought by Fidelity Television Inc., competing applicant for channel 9 facility (BROADCASTING, March 4, Feb. 19).

### Capital Cities-Fairchild merger assent is given

Stockholders of Capital Cities Broadcasting Corp., group station owner, approved merger with Fairchild Publications (BROADCASTING, Jan. 15) Friday (May 10) at annual meeting in Albany, N. Y. Fairchild stockholders voted for merger last Thursday (May 9), to be effective Wednesday (May 15).

Capital cities will acquire Fairchild for \$10.5 million cash and 600,000 shares of new issue of cumulative convertible preferred stock (see page 82), approved at Friday's meeting.

In other business, number of authorized shares of common stock was increased from 5 million to 5.6 million. stock option plan was approved, and directors chosen.



**WHAT'S  
WARNER BROS.-SEVEN ARTS  
DOING NOW  
ABOUT NETWORK TELEVISION?**

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**3**

**WEEKLY NETWORK SERIES  
NOW ON-THE-AIR:**

|                                                                                                                                                                                                                    |                                                                                                                                                                                           |                                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <p><b>THE FBI</b><br/>(ABC-TV,<br/>SUNDAYS,<br/>8-9:00 P.M. E.T.)</p> <p>Filmed in<br/>association with<br/>QM Productions.</p> |  <p><b>THE<br/>BUGS<br/>BUNNY<br/>SHOW</b><br/>(ABC-TV,<br/>SUNDAYS,<br/>10:30-11:00 A.M.<br/>E.T.)</p> |  <p><b>THE<br/>ROAD<br/>RUNNER<br/>SHOW</b><br/>(CBS-TV,<br/>SATURDAYS,<br/>1:30-2:00 P.M.<br/>E.T.)</p> |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

**AND,**

**Our Network Programming Department  
is currently developing properties  
for the 1969-70 network season...  
...and beyond.**

---



**WARNER BROS.-SEVEN ARTS**

TELEVISION DIVISION

200 PARK AVENUE • NEW YORK, N.Y. 10017



## **The Embassy of Bolivia**

His Excellency Julio Sanjines-Goytia,  
Ambassador of Bolivia, and Senora Sanjines-Goytia,  
in the drawing room of the Embassy ...  
another in the WTOP-TV series on  
The Washington diplomatic scene.

A CBS AFFILIATE IN WASHINGTON



Represented by TvAR

Photograph by Fred Maroon



**Ever slow down to  
600 miles an hour?**

## Jet Delta!

In the quiet interval between cities Delta gives travelers a welcome respite...a sanctuary of speed in which to relax, reflect and think ahead. Cities are merely suburbs of each other at Delta's Jet pace. And in between, Jet peace. It's wonderful!

**DELTA**



## DATEBOOK

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

■ indicates first or revised listing.

### MAY

May 13—Annual Silver Nail and Gold Key awards luncheon, sponsored by Station Representatives Association. Guest speaker: Howard Cosell, ABC sports reporter. 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 13-14—National Association of Educational Broadcasters Educational Television Stations Division and National Educational Radio Division board meetings. Kenwood country club, Bethesda, Md.

May 13-16—Annual convention and trade show, National Community Antenna Television Association of Canada. Empress hotel, Victoria, B. C.

■ May 14—Meeting, Committee for All-Channel Television Development, consisting of representatives of Electronic Industries Association's Consumer Products Division and All-Channel Television Society (ACTS). EIA headquarters, Washington.

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—National Association of Educational Broadcasters executive board and full-board meetings. Dupont Plaza hotel, Washington.

May 14-15—Annual meeting of affiliates of CBS-TV. Speakers: Frank Stanton, CBS president; John A. Schneider, president, CBS Broadcast Group. 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 in-

### 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.

clude: 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-Télévision Française, 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—American Advertising Federation fourth district convention. Speakers: John Anderson, division vice president of advertising and merchandising, Eastern Airlines; Marvin Sloves, president, Scali, McCabe, Sloves Advertising, New York; Woodrow Wirsig, president, Better Business Bureau, New York, and former publisher of Printer's Ink, and Howard Bell, president, American Advertising Federation, Lago Mar hotel, Fort Lauderdale, Fla.

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 Associates. 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.

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—Meeting of the Connecticut Broadcasters Association. Fairfield University, Fairfield.

■ May 21—Annual stockholders meeting, Bartell Media Corp., to elect directors, to authorize issuance of 250,000 shares of preferred stock, to sell five-year warrants to Weis, Voisin, Cannon Inc., and to transact other business. Drake hotel, 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

#### TVB REGIONAL SALES CLINICS

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 Mailibu.

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. Speakers include author William Buckley; Bill Leonard, CBS News vice president; Richard Block, president of Kaiser Broadcasting Corp.; Art Schreiber, assistant general manager of KYW Philadelphia; Dick Reeves of WCBS New York; Simon Goldman, president of his own station group, and Ed Hearn of the Detroit office of Radio Advertising Bureau. Sheraton-Cleveland hotel, Cleveland.

■May 23-25—Meeting of the Iowa Broadcasters Association. Speakers include Harold Niven, vice president, planning and development, NAB. Whitney hotel, Atlantic.

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. WBAF-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, sponsored 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—Annual broadcasters golf wingding, sponsored by Southern California Broadcasters Association. Lakeside Country Club, Toluca Lake, Calif.

May 27—Plenary session, Administrative

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BROADCASTING, May 13, 1968



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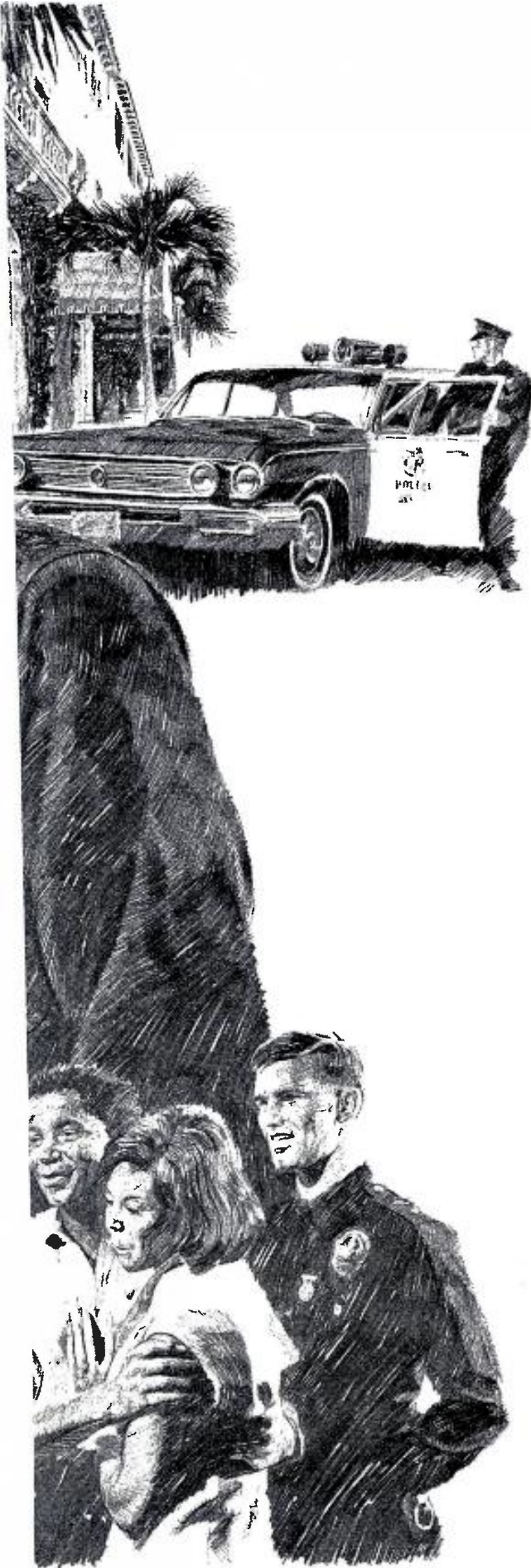
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With Webb and producer Bob Cinader at the production helm, the Saturday night half-hour action program shapes up as one of NBC's most interesting entries this fall.

Like the perennially popular “Dragnet” — which continues on NBC Thursday nights — the stories in Universal’s “Adam-12” are based on the files of the Los Angeles Police Department.

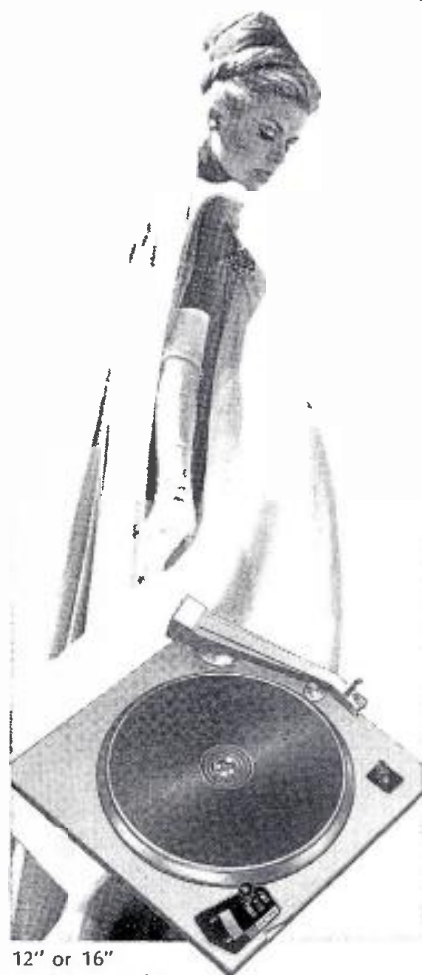
But this time the leading characters are a couple of police-car patrolmen — played by Martin Milner and Kent McCord.

Milner’s the veteran and McCord the rookie. They differ in age and in temperament. Yet when the radio dispatcher calls “Adam-12” (their car’s official designation), the two respond as one man.

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Conference of the U. S. Speakers: Chief Justice Earl Warren and Attorney General Ramsey Clark. Department of State auditorium, Washington.

May 27—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 4—Annual stockholders meeting, MCA Inc., to elect directors, to approve increase of common shares to 9,750,000, to ratify stock option and stock investment plans, and to transact other business. Sheraton-Blackstone hotel, Chicago.

June 5—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—Meeting of the South Dakota Broadcasters Association. Speakers include Thom R. Winkler, manager of the NAB radio code, and William Walker, NAB's director of broadcast management. Ramada Inn, Sioux Falls.

June 6-7—Spring meeting of Missouri Broadcasters 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 the Wyoming Broadcasters Association. Speakers include Douglas Anello, NAB general counsel, Ramada Inn, Casper.

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

■June 8—Meeting of the North Dakota Broadcasters Association. Speakers include Thom R. Winkler, manager of the NAB radio code, and William Walker, NAB director of broadcast management. Edgewater Inn, Detroit Lakes, Minn.

June 9-11—Annual summer convention of Florida Association of Broadcasters. Speakers include Vincent Waslewski, 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 12-14—Meeting of the Virginia Association of Broadcasters. Speakers include Hollis M. Seavey, assistant to vice president, government affairs, NAB. Conference Center, Williamsburg.

■June 13-15—Meeting of the Colorado Broadcasters Association. Antlers hotel, Colorado Springs.

June 14—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—Thirty-third annual Georgia Association of Broadcasters summer convention. Speakers include FCC Chairman Rosel H. Hyde; Elmer Lower, ABC News president; Representative Williamson Stuckey (D-Ga.) 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, Evanston, 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, Rehoboth Beach, Del.

■June 22-27—World Assembly, sponsored by World Association of Christian Broadcasting. Oslo, Norway.

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 National Cable Television Association convention, Sheraton-Boston hotel, Boston.

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## OPEN MIKE®

### Warm response

EDITOR: I have received many favorable comments on my article which appeared in BROADCASTING (Monday Memo, April 22). I look forward to reading your publication . . . —Jeno F. Paulucci, board chairman, Jeno's Inc., Duluth, Minn.

### He chose the Irish

EDITOR: I would like to correct a story in your April 29th issue that stated I had been dropped by CBS-TV as one

of their announcers on the National Football League telecasts.

I was selected as one of the eight announcers retained to telecast the games this year, but the contract requires that all announcers be on the scene of the games on Saturday morning. Since we will be broadcasting the Notre Dame games on the Mutual network this fall, this made it impossible for me to fulfill the CBS contract so I resigned, which is a little different from being dropped.

You might be interested in knowing I will broadcast the Detroit Lions games on radio and do the first five exhibition

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## CBS AFFILIATES

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**WFGA**  
Jacksonville/4:30-6:00 PM

**WTOP**  
Washington/4:00-5:30 PM

**KRLD**  
Dallas/3:30-5:00 PM

**WJW**  
Cleveland/3:30-5:00 PM

## NBC AFFILIATES

**WWJ**  
Detroit/9:00-10:00 AM

**KTAR**  
Phoenix/T.B.A.

**WJAR**  
Providence/9:00-10:30 AM

**WFBM**  
Indianapolis/4:30-6:00 PM

**WBAL**  
Baltimore/9:00-10:30 AM

**KHQ**  
Spokane/T.B.A.

**WGR**  
Buffalo/T.B.A.

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Los Angeles/6:00-7:30 PM

**WGN**  
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**KPLR**  
St. Louis/8:30-10:00 PM

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073UPR

EDITORS:

THERE ARE REPORTS THAT MAJOR FIRES HAVE BROKEN OUT NEAR THE CIRCUS MAXIMUS IN ROME. WE ARE CHECKING.  
RR1325

074UPR

MORE ROME WEATHER X X X UNSEASONABLE:

THE JULY WINDS BUFFETING THE CITY TODAY ARE CALLED THE WORST IN RECENT MEMORY. THE IMPERIAL WEATHER HEADQUARTERS REPORTS GUSTS REACHING 45 MILES AN HOUR.  
RR1327.

075UPR

BULLETIN

(ROME) --- MASSIVE FIRES ARE SWEEPING THROUGH AREAS OF THE IMPERIAL CITY. PRAETORIAN GUARD OFFICIALS SAY THE FIRES APPARENTLY BEGAN IN ROME'S SLUM ALLEYS NEAR THE CENTURY OLD CIRCUS MAXIMUS.

MORE RR1329

076UPR

AUDIO BULLETIN

MONITOR THE NETWORK. AUDIO IS FEEDING ACTUALITY ROME MOBS.

RR1330

077UPR

MORE FIRE BULLETIN X X X MAXIMUS.

THE FLAMES ARE BEING WHIPPED BY HIGH WINDS. THE FIRES AXZYXZYXAZ ///

THE FLAMES ARE BEING WHIPPED BY HIGH WINDS. THE FIRES ARE REPORTED ROARING THROUGH MILES OF TWO AND THREE STORY TENEMENTS... AND THE CIRCUS MAXIMUS ITSELF.

RR1333

SPLIT CANCELLED

078UPR

BULLETIN

(ROME) --- REFUGEE MOBS HAVE SWARMED INTO THE ROME FORUM... SCREAMING THAT THE DIVINE EMPEROR NERO SET THE FIRES NOW SWEEPING MANY AREAS OF THE IMPERIAL CITY. THE MOBS ARE YELLING THAT NERO STRUMMED HIS LYRE AS THE CITY BURNED.

MORE RR1336

079UPR

URGENT AUDIO ADVISORY

FOLLOWING BULLETIN CUTS WILL BE REPEATED AT 1345 PLUS ADDITIONAL MATERIAL

67. :93 A-ROME (RAW SOUND, MOB NOISE & SCREAMS) SOUND OF MOBS RACING THROUGH CITY (X X X CHANT OF DEATH TO NERO FADED)
68. :25 A-ROME (MOB VOICES) MOB CLAIMS NERO SET FIRES (X X X WHILE ROME BURNS)
69. :46 V/A-ROME (DAVE DUGAS W/MOB) FIRE SWEEPS ROME, MOBS BLAME NERO
70. :20 A-ROME (EMPEROR NERO) DENIES SETTING FIRES (X X X THOUSAND SESTERCES)

RR1339

080UPR

BULLETIN

(SUB FIRES)

(ROME) --- FIRE HAS SWEEPED THROUGH TWO THIRDS OF ROME. HUNDREDS OF CITIZENS AND THOUSANDS OF SLAVES ARE DEAD... AND THE CIRCUS MAXIMUS AND THE PALATINE PALACES ARE DESTROYED.

MORE RR1342

081UPR

MORE SUB FIRES X X X DESTROYED.

REFUGEE MOBS RAN THROUGH THE STREETS... SCREAMING THAT THE EMPEROR NERO SET THE FIRST FIRE... AND PLAYED HIS LYRE AS THE CITY BURNED. NERO DENIED THE CHARGE. THE EMPEROR RACED INTO THE CITY FROM ANTIUM BY CHARIOT AND IMMEDIATELY ORDERED THE IMPERIAL TREASURY TO DISTRIBUTE 400-THOUSAND SESTERCES TO THE THOUSANDS OF HOMELESS.

RR1344

082UPR

BULLETIN

(ROME) --- THE 150-THOUSAND SEAT CIRCUS MAXIMUS THAT CAESAR BUILT HAS COLLAPSED. THE WOODEN SUPPORTS BURNED AWAY AS GUSTY WINDS BLEW FLAMES THROUGH MOST OF THE CITY.

RR1346

083UPR

URGENT

(ROME) --- EMPEROR NERO WAS AT THE PRAETORIAN GUARDS PALATINE HEADQUARTERS WHEN IT EXPLODED IN FLAMES. NERO ALSO INSPECTED THE CHARRED RUINS OF HIS MAECENAS GARDENS. NEWSMEN SAID HE WAS SOBBING.

RR1348

084UPR

URGENT AUDIO ADVISORY  
ADDITIONAL CUTS

71. :28 A-ROME (PRAETORIAN DUCE BURRUS) DOUBTS CIRCUS WILL BE REBUILT (X X X EMPTIED THE TREASURY)
72. :40 V/A-ROME (RAY MOSELEY W/NERO) NERO DENIES CHARGES, SOBBING AS VIEWS WRECKAGE.
73. :38 V/A-ROME (RAY MOSELEY W/SOUNDS OF FLAMES) CIRCUS DESTROYED.

RR1351

085UPR

(SUB FIRES)

(ROME) --HUGE FIRES HAVE SWEEPED MAJOR AREAS OF THE IMPERIAL CAPITAL.

HUNDREDS OF CITIZENS AND THOUSANDS OF SLAVES ARE DEAD.

THE CIRCUS MAXIMUS --- BUILT BY JULIUS CAESAR--- AND THE PALATINE PALACES HAVE BEEN DESTROYED.

MOBS OF REFUGEES SWARMED INTO THE FORUM AS FLAMES LICKED AT THE SKY AND DENSE SMOKE BLACKENED THE CITY. SOME REFUGEES SCREAMED THAT EMPEROR NERO SET THE FIRST BLAZE AND STRUMMED HIS LYRE WHILE THE CITY BURNED.

NERO QUICKLY DENIED THE CHARGES... AND ORDERED THE IMPERIAL TREASURY TO DISTRIBUTE 400-THOUSAND SESTERCES TO THE THOUSANDS OF HOMELESS. THE EMPEROR RACED INTO THE CITY FROM ANTIUM BY CHARIOT... ACCOMPANIED BY HIS FORMER SLAVE GIRL CLAUDIA ACTE.

PRAETORIAN GUARD OFFICIALS SAY THE BLAZE APPARENTLY STARTED IN THE SLUM ALLEYS NEAR THE CIRCUS MAXIMUS. THE FLAMES WERE WHIPPED BY UNSEASONABLE GUSTY WINDS WHICH HAVE BEEN BLOWING THROUGH THE CITY SINCE THIS MORNING. THE FLAMES SWEEPED THROUGH MILES OF TWO AND THREE STORY TENEMENTS... AND THE HUGE 150-THOUSAND SEAT CIRCUS. IT COLLAPSED WHEN ITS WOODEN SUPPORTS BURNED AWAY.

BURRUS --- THE PRAETORIAN DUCE --- SAID HE DOUBTED THE CIRCUS WOULD BE REBUILT. HE TOLD NEWSMEN... AND WE QUOTE... "THE ARMENIAN CRISIS WITH PARTHIA AND THE REVOLT IN JUDEA AS WELL AS GOVERNMENT WASTE IN HIGH PLACES HAVE ALL BUT EMPTIED THE TREASURY."

HOWEVER --- EMPEROR NERO SAID HE WOULD CREATE A NEW IMPERIAL CITY BEARING HIS NAME. SAID THE EMPEROR... AND AGAIN WE QUOTE... "THERE WILL BE BROAD BOULEVARDS, BATHS FOR THE POOR, AND I WILL CHANNEL THE UNDERGROUND SPRINGS TO FORM A RESERVE WATER SUPPLY TO FIGHT ANY FUTURE FIRES." NERO ADDED... "THIS ETERNAL CITY SHALL BE KNOWN AS NEROPOLIS."

THE EMPEROR WEPT WHEN HE SAW THE GUARD'S PALATINE HEADQUARTERS EXPLODE IN FLAMES. A FRIEND--- THE WEALTHY ROMAN PLAYBOY CAIUS PETRONIUS --- SAID THE EMPEROR TOLD HIM THE CHRISTIANI STARTED THE FIRES. THE CHRISTIANI ARE FOLLOWERS OF A MAN PUT TO DEATH BY PONTIUS PILATE OF JUDEA.

RR1358



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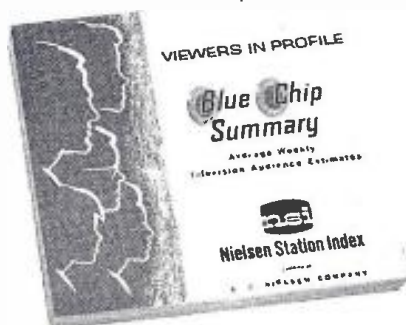
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games on television as well. This marks my 19th year of broadcasting games in the National Football League.—*Van Patrick, director of sports, Mutual Broadcasting System, New York.*

### Unmentioned

EDITOR: I was amused . . . to read ["Radio-TV for Schweppes" in April 22 BROADCASTING] inasmuch as WCKT(TV) [Miami] was not mentioned.

The Schweppes' campaign started last January consisting of ID's. The 30 seconds mentioned in the [article] started March 11 and expired last Saturday [April 20].

The bulk of the Florida budget and schedule was placed on WCKT.—*Charles H. Philips, vice president-sales, WCKT (TV) Miami.*

(The story on Schweppes (U.S.A.) Ltd. 1968 advertising budget, complete with the stations mentioned, was given to BROADCASTING by the Schweppes agency in New York. They did not mention the spots on WCKT.)

### BOOK NOTE

"The Dark Side of the Marketplace," by Senator Warren G. Magnuson (D-Wash.) and Jean Carper. Prentice Hall, Engelwood Cliffs, N.J. 240pp. \$5.95.

Senator Magnuson, as chairman of the powerful Senate Commerce Committee, has staked out large parts of the current crusade for consumer protection as his very own. With the aid of Miss Carper, formerly editor of the National Safety Council's magazine, *Family Safety*, and now a free-lancer, Senator Magnuson has provided a guidebook for other consumer crusaders and a useful glimpse into the thinking of the man who holds perhaps more legislative authority on consumer matters than any other senator or representative on Capitol Hill.

The book is divided into two parts: protection of the consumer's economic welfare and protection of the consumer's health and safety. Both areas concern all who earn their livelihood in the American marketplace and both areas are the focus of battles of particular importance to broadcasters that are now being fought on specific issues.

Senator Magnuson has been credited with shaping cigarette-packaging legislation now on the books and is in a position to approve or veto moves to extend the law to broadcast advertising. Cigarettes are the subject of the book's final chapter. He also details the movement of his committee from traditional areas into wider consumer-economics concerns.

Part of the battle has been won, he observes: "it is no longer a question of whether the consumer will be protected, but rather a question of how."

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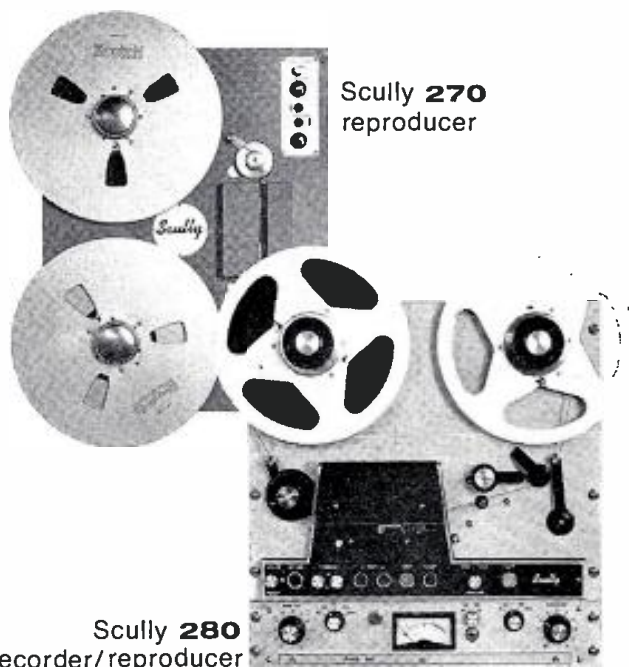
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BROADCASTING, May 13, 1968

# Are you *trying* to record this year's sound with yesteryear's **EQUIPMENT?**

**PRESERVE THE CLARITY, BRILLIANCE AND SEPARATION  
OF TODAY'S ELECTRONIC ARTISTRY WITH SOLID STATE  
TAPE RECORDER/REPRODUCERS FROM SCULLY.**

You've heard them — those beautifully mixed, overdubbed tracks that have plunked audio engineers squarely into the creative team. Your audience has heard them too — and they want them to sound right on your station. Transferring such records to tape for broadcast without losing any of their presence, impact, transparency and bite is a tall order — which the Scully 280 recorder/reproducer is beautifully engineered to fill — along with workhorse jobs like putting down news programs and taking stuff off the line for delayed transmission. Its companion piece, the 270 reproducer, can play back anything the 280 records — faithfully. Already in use in more than 450 U.S. radio stations as the basic heavy-duty recorder/reproducer, the Scully 280 has proved its reliability and dependability to the hard-nosed guys whose job it is to keep radio stations running right — as has the 270. For more information, contact your nearest Scully distributor or send to the address below for the specs, 1968 edition.



**▶ Scully**

**Recording Instruments Company**  
A Division of DICTAPHONE CORPORATION

480 Bunnell Street Bridgeport, Conn. 06607  
(203) 335-5146

Makers of the renowned Scully lathe, since 1919  
Symbol of Precision in the Recording Industry

# If these three grab you in a car They're cops.

The City, right now.

The police don't understand the now generation—and the now generation doesn't dig the fuz. The solution—find some swinging young people who live the beat scene, get them to work for the cops.

They're called the Mod Squad and you'll find them on ABC Television this fall. And if you think the idea sounds like a swipe from today's new wave, you're right. That's one way ABC outpulls every other network among people who think young.



# dark alley, don't fight.

With right-now shows that move with the times. So young-thinking Americans don't just sit and watch programs like *Mod Squad*—they live with them.

Today in television, the name of the game is think young. And with a whole new breed of young adult viewers, ABC wins hands down. Because we're not afraid to change, to be a little different, to be *unconventional*.

**ABC Television Network** 



## When a funny commercial is good, it's great!

The recent International Broadcasting Awards presented at a dinner at the Century Plaza hotel in Los Angeles drew attention to the new trend in commercials. "Funny" is in.

In the 21 categories set up for awards, commercials with an approach designed to amuse as well as sell captured 14 first prizes. Of the remaining seven awards, three went to musical jingle commercials. The only nonhumorous nonjingle commercials selected were a travel series (two awards), an automobile commercial in the "foreign" category and a public service "health" announcement.

Perhaps the proportion of "entertainment" commercials on TV and radio is not quite as high as that implied by the selections of the IBA awards committee. But it is certainly higher than ever before. This has happened despite the knowledge that a "funny" commercial that doesn't come off can be a disaster.

**Payoff** ■ Why have agencies and advertisers turned away from safe "hard sell" to the gamble of humorous commercials? That's not too hard to answer. When "funny" pays off, it pays off big. "Funny" commercials have led to the promised land of great sales increases for advertisers, increased dividends for stockholders and zooming billing for agencies.

Look at the record. Spectacular sales gains in recent months have been effected by humorous commercials for a cigarette, a headache remedy, and a stomach remedy. So effective have certain off-beat commercials been in moving merchandise that even the most conservative advertising and agency people have been having second thoughts about the situation. What keeps them awake nights is the horrible possibility that if they don't go the far-out route, their competition may do so and capture their customers.

This preponderance of humor in broadcast has not been effected in the advertising appearing in newspapers and magazines. The reason, basically, is that the kind of humor that appeals to a broad audience with a varied cultural background is much more difficult to achieve in print than in broadcast. It depends largely on visual and verbal characterization. A raised eyebrow can bring a chuckle. A finger poking into a fat stomach can result in a laugh. A cultivated English accent emanating from a bar-room bum can break people up. The situation produces the amusement, and it is difficult to set up a

situation as quickly in print.

The largest arguments over the use of humor in commercials revolve around its effectiveness in selling. This humor "nonsense" doesn't appeal to hard-headed businessmen with logical minds who feel that if the advantages of their products are stated clearly to the consumer, the consumer, logically, will buy them. The "funny" proponents combat this with the hardly debatable thesis that you can't reason with people who aren't paying attention. They assert that the problem is to get people to listen to you at all. Consumers are being bombarded by so many demands on their attention that they aren't going to hear your message unless you candy-coat it with some reward for listening.

**Sneaky Humor** ■ The humor backers go further. They state that customers are more inclined to buy from people they like than from impersonal people. Humor, they say, sneaks around sales resistance. You can get both strong attention and friendly rapport with a humorous approach, so why play it straight?

The "funny" people seem to be on top right now. But the pitfalls are many. For one thing, nothing makes a poorer impression than the commercial that tries to be funny and just isn't. So many of these go on the air that one wonders who exercised the judgment on script approval that allowed them to escape from the wastepaper basket. They are generally done on a shoestring budget by untalented people and disappear quickly in an embarrassed silence while their perpetrators aver they should have stayed with tried and true "hard sell" in the first place. Advertisers who want to go down the "funny" route with any success have to be willing to pay the price. And the hard fact is, "funny"

costs money.

**Essentials** ■ "Funny" commercials have to be written by professionals—and that means people with some show business as well as advertising background.

They have to be produced and directed by people with a knowledge of pace, good taste and a real understanding of humor, supervised by people with good advertising sense. They must be performed by actors and actresses who understand humor. They are expensive every step of the way . . . even when the production is simple. The advertiser who wants something "like" what he's seen or heard which he knows has been very successful, must be willing to pay for it.

The foregoing may sound discouraging to the small-budget advertiser. True, "funny" costs money, and he would be well advised to stay away from "entertainment" commercials unless he's willing to spend the money they cost. To repeat, making poor "funny" commercials is just pouring money down the drain.

But good ones can pay dividends far over and above what one would normally expect from a given sum of money spent on an advertising program. Small advertisers have ridden to sales glory by spending a little less on their time buys and a little more on what they say to or show potential customers during those quick 10-, 20-, 30- and 60-second periods.

In the IBA competition, only three categories were set aside for humorous commercials. The fact that this kind of commercial won in so many other categories, too, reflected how both advertisers and agencies seem to feel today about "funny" commercials . . . when they're good, they're great.



Kalman Phillips, broadcast director of MacManus, John & Adams Inc., Beverly Hills, Calif., has been in the creative end of the advertising agency business since 1952. A graduate of Columbia University in New York, he worked for 14 years with J. Walter Thompson Co., as TV director in San Francisco and copy chief in Los Angeles. He formerly was creative director of Atherton-Privett Inc., Beverly Hills, now heads MJ&A's West Coast broadcast activities.

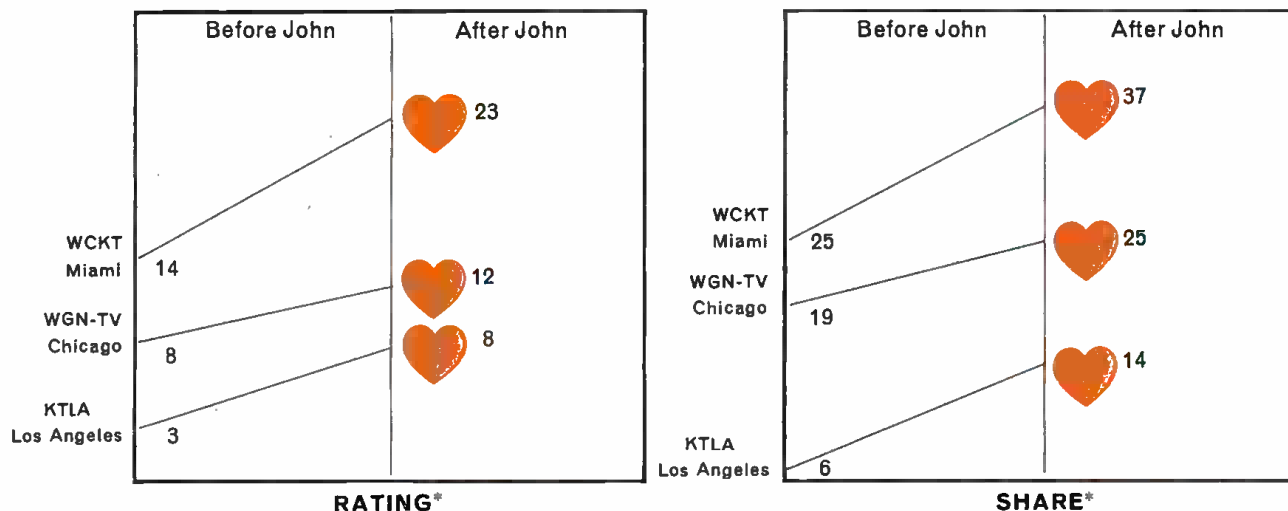
# ***At last... an unselfish test plan:***

*You don't have to buy us exclusively in the market. You don't have to make the biggest buy on the station. Our Radio Test Plan will research "before" and "after" product awareness at no cost to you, when you buy a reasonable schedule. It's our way of proving that Washington's only 50,000 watt news, information and sports station turns on people, turns on sales. Call collect: (code 202) 244-5678... let our Mr. Dobra turn you on.*

***Wtop  
turns  
on  
people***

**A POST-NEWSWEEK RADIO STATION IN WASHINGTON, D.C.** / *Represented by  
CBS Spot Sales*

# John romances the ratings



When John Gary croons, ratings zoom!

See what happened to KTLA, Los Angeles; WGN-TV, Chicago and WCKT, Miami. They loved him. Even with stiff network competition and top movies. He beat *The Tonight Show* in Chicago as well as *Lucy* in Los Angeles.

Because he's already sold, hearts will soon be beating faster in Albany, Boston, Cincinnati, Cleveland, Denver, Detroit, Duluth, Grand Rapids, Houston, Indianapolis, Jack-

sonville, Lafayette, Memphis, Palm Beach, Philadelphia, Phoenix, San Diego, San Francisco, Scranton, Seattle, Springfield, Ill., Topeka, Washington, D.C., and Wichita.

It's a love of a series. Twenty-six 90-minute color tape shows. With guest performers including Tony Martin, Edie Adams, Carol Burnett, Billy Daniels, Lionel Hampton, Johnny Mathis, Jimmie Rodgers, Kay Starr, Sheila MacRae, The Lemon Pipers, Jackie Mason, Eddy Arnold, The Buckingham, Joey

Bishop, Della Reese, Totie Fields, Erroll Garner and many, many others.

No wonder **THE JOHN GARY SHOW** got such love letters from the March 13th issue of *Variety*. "The show... appears to be hitsville. It is brisk, bright, and sophisticated, and Gary's hostmanship is smooth as silk."

Sign on John. He'll cozy up to your audiences and boost your ratings. Call 20th Century-Fox TV and ask for **THE JOHN GARY SHOW**.

Scripps-Howard/WGN Continental Productions.

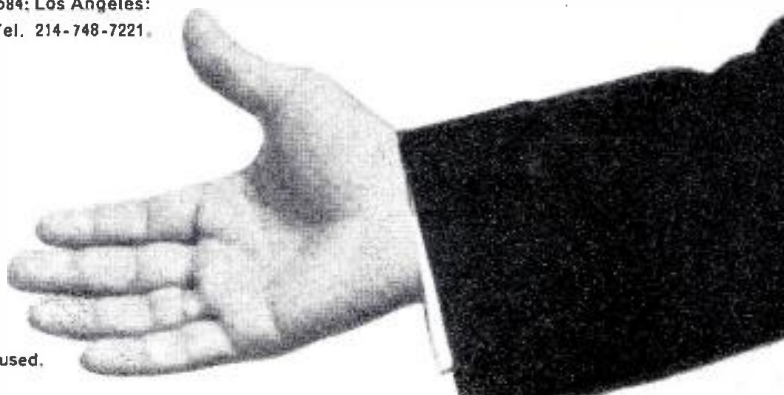


New York, N.Y.: 444 West 56th St., Tel. 212-967-5010; Chicago: Tel. 312-372-1584; Los Angeles: Tel. 213-277-2211; Dallas: Tel. 214-748-7221.

\*Before John Data—ARB Feb.-Mar. '68

After John Data—ARB Coincidentals  
Chicago 3/2/68  
Miami 4/4/68  
Los Angeles 4/7/68

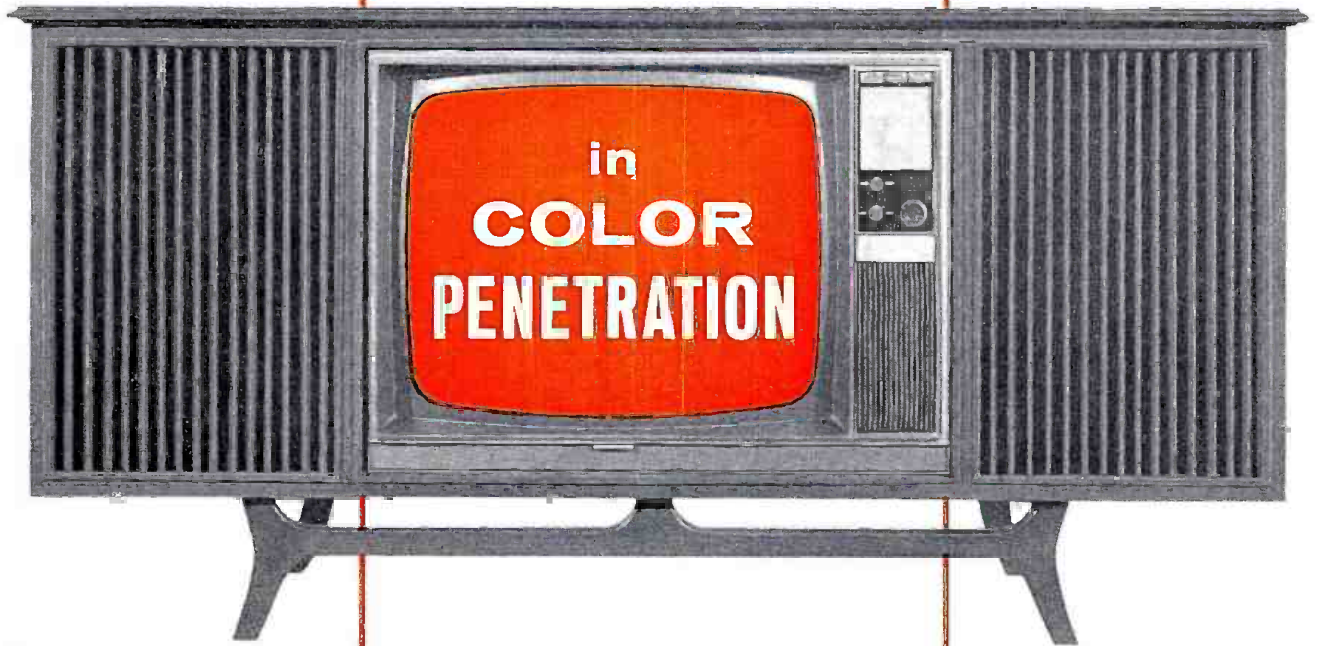
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South Bend-Elkhart and Fort Wayne

the  
**HI-RISE  
MARKETS**



Nielsen shows us nearing  
40% color!\*

Is it any wonder that  
Blair's lines are buzzing?  
Better call 'em today.

\*Nielsen Color TV Ownership Estimates, Feb.—Mar., 1968

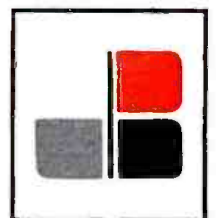


**WSJV-TV**  
SOUTH BEND-  
ELKHART **28** ABC

**WKJG-TV**  
FORT WAYNE **33** NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart  
The Elkhart Truth (Newspaper)

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



BLAIR TELEVISION

# A hunt for news-show rigging

With secret testimony unrevealed, House probers get denials down the line that WBBM-TV staged pot party; Staggers says real target is FCC

The House Investigations Subcommittee's probe into charges that CBS-owned WBBM-TV Chicago staged or otherwise misrepresented a filmed marijuana party it aired last fall emerged last week from the realm of secret sessions and behind-the-scenes staff investigations into a full-fledged open hearing. By the close of the first day's sworn testimony, key details still refused to fall into place, as the subcommittee played cat and mouse with top CBS executives, but the outlines of a grand design seemed to be emerging.

The witness list for the Thursday and Friday hearing (May 9, 10) was a surgically neat section of the particular CBS chain of command that bore direct or delegated responsibility for programming aired Nov. 1, 2 and 3, 1967, during WBBM-TV news programs. The line of descent ran all the way from CBS Inc. President Frank Stanton to Louis Glickman, electrician on the camera

crew that filmed the pot party.

The total roster of CBS personnel slated for testimony either on Thursday or Friday totaled 15. An unplanned witness—WBBM-TV legal counsel Newton Minow—was ordered sworn in (a development he regarded with surprise but acquiescence) early Thursday, raising the count to 16.

**Pattern Drawn** ■ The shape of the session was set in opening remarks delivered by Subcommittee Chairman Harley O. Staggers (D-W.Va.), and the panel's strategy was best illuminated by an argument between subcommittee officials and the CBS management. The dispute flared after the chairman read a list of charges against the station and CBS reiterated demands that it be made privy to whatever information the subcommittee had so that testimony could be responsive to the charges.

The first CBS requests, made by Dr. Stanton and restated in Mr. Minow's

statement, were first turned aside by Chairman Staggers on grounds that no one on the subcommittee was accusing CBS or the station of anything—the purpose of the quest given only as the gathering of information. But later in the day Congressman John E. Moss (D-Calif.) (who, with Representative John D. Dingell [D-Mich.], took sworn secret testimony from students or former students at Northwestern University that were said to have been involved in the filming [BROADCASTING, April 22]) replied to a further entreaty for information from Mr. Minow with the admonition: "Have patience, my friends."

**Reasons** ■ In his opening statement Chairman Staggers said the hearing had "four principal purposes." First was to ascertain whether the station had violated the Communications Act, second, whether the station had violated the Federal Trade Commission Act. Third,



The chain of command leading down to station operations at CBS-TV was summoned to Washington last week for the Investigations Subcommittee's hearing. Here, just before the hearings began, are key executives, with some of the lawyers that accompanied them: (l-r) John A. Schneider, president, CBS/Broadcast Group; Frank Stanton, president, CBS Inc.; Robert D. Wood president, CBS

Television Stations Division; Richard Jencks, CBS Inc. vice president and general counsel; Newton Minow, former FCC chairman, now in private law practice in Chicago and representing CBS owned-and-operated WBBM-TV Chicago; Albert H. Dwyer, of the CBS New York legal staff, and Edward R. Kenefick, vice president-general manager, WBBM-TV.

## A HUNT FOR NEWS-SHOW RIGGING continued

the subcommittee was looking toward the competence of the FCC in the light of "the facts and circumstances involved in the proceedings before us" (and the chairman referred again later to the FCC as a primary target when he explained that the subcommittee had no specific charges against the station). Fourth, he said, the subcommittee was probing the need for any legislative remedies that the matter may show to be warranted.

Throughout the first day's testimony, problems of semantics plagued witnesses and their interrogators. Confusion over terms and definitions was widespread and perhaps the most puzzling to CBS was the subcommittee's pro-

obtained from the American Research Bureau Inc. a special survey to measure the audience viewing the program in question," Mr. Staggers said. Violations of both the Communications Act and FTC rules may be involved, he added. "We have the responsibility of ascertaining whether a false and deceptive broadcast was telecast over a channel licensed to serve the public interest, and whether a rigged event was deceptively held out to the viewing public as a bona fide news special."

**No Trial** • Later, Chairman Staggers responded to Mr. Minow's request for "specific complaints and charges," replying: "It's not our case. We are not a court of justice . . . we are here to

committee that the investigation was in danger of becoming "an unusual and unprecedented intrusion into First Amendment areas." Even the FCC had been reluctant to pursue matters concerning the discharge of news functions by licensees, he noted.

All of the CBS witnesses heard Thursday categorically denied, within the framework of the direct or indirect connection with the filming, that the program was staged.

Appearing with Dr. Stanton as lead-off witness were John A. Schneider, president, CBS/Broadcast Group, and Robert D. Wood, president, CBS Television Stations Division. Present as needed to contribute details during questioning were Edward R. Kenefick, vice president and general manager,



Representative Dingell



Representatives Moss (l) and Staggers

testations that charges were not being levied. Chairman Staggers's opening statement summarized (without giving particulars) the "evidence already received by the subcommittee." After reciting facts about the program on which both sides were in agreement (dates and times of airing, the fact that the film for the sequence labeled what was being shown as an authentic marijuana party on the campus of Northwestern University), the Staggers statement continued:

"According to evidence already received by the subcommittee, the pot party was staged by the station. There is evidence that the party was filmed by the station in a privately owned residence and not university-controlled housing."

The statement went on to imply that perhaps ratings considerations were a factor in the film's presentation: "We have evidence that station WBBM-TV

investigate."

At the start of the hearing, Chairman Staggers made it plain that the identity and testimony of the Chicago witnesses, the subjects of the filming, would be kept confidential in accordance with promises made to them in April. Nevertheless, Dr. Stanton, in his opening remarks, asked again (he had written the subcommittee with the same request on April 30) for the panel to "publicly hear—and carefully scrutinize—the charges against the station which until now have been heard in executive session closed to the public." He added to his prepared remarks another concern stressed in his April 30 letter: Restating his conviction of confidence in WBBM-TV station management, and observing that "no information has come to our attention that this confidence is misplaced," he noted that even if his confidence was misplaced he would still warn the sub-

WBBM-TV, Robert Ferrante, WBBM-TV news director, John V. Missett, writer-reporter who arranged and led the filming of the pot party, and Mr. Minow.

Lawrence Morrone, executive producer for news, WBBM-TV, and Morton A. Edelstein, the station's city editor, were also listed for appearance Thursday, but a lagging schedule forced a postponement of their testimony until Friday (see page 9). Also set for Friday was a formal session of questions and answers directed at Mr. Missett and the three members of Mr. Missett's film crew; Robert Harris, a news writer who edited the material that was broadcast; Gerald Ashe, who was, at the time, the assignment editor who dispatched the crew with Mr. Missett, and two news producers, Donald Ramsel and Phil O'Conner, on whose programs the pot-party sequences were aired.

**Areas of Interest** • Methodical questioning by Robert Lishman, subcommit-

tee counsel, of witnesses who had operational responsibilities for decisions on the marijuana-investigation project gave hints at the areas where the subcommittee might hold trump cards.

On some questions, the questioning revealed previous testimony—most of which came from reports the FCC had gathered as part of its investigation into the staging charges—conflicting with that being given by the CBS witnesses. But these were generally on questions of details in support of but only relating to the larger questions raised at the hearing: on whether, in fact, the party was encouraged by station personnel, or whether the station was morally or legally wrong in being present during commission of an illegal act without notifying authorities (an issue raised by Representative J. J. Pickle [D-Tex.]).

**Function of Journalism** ■ On Mr. Pickle's point, Dr. Stanton was adamant. "This is the nature of investigative reporting," he said. "It is the function of journalism in a free society." Later, it was observed that if the station had been obliged to call in police, there wouldn't have been any filming. A subcommittee member countered that if there hadn't been any filming, there wouldn't necessarily have been any pot party. The hypothesis was disputed by Mr. Missett, who testified that he had been assured by the participants of the marijuana session that their pot-sharing get-togethers were a regular affair.

Questions of fact that revealed variances in testimony or suggested future revelations by the subcommittee involved the location of the party, who initiated it, what happened to the film left on the cutting room floor, was the sequence scripted (a major source of semantic difficulty), whether the participants were compensated or accommodated in any way by the station, and whether Mr. Missett obtained some marijuana of his own from the party-goers. Answers in all cases were not immediately forthcoming as counsel posed questions in some cases to those who did not have first-hand information ("Did Mr. X at any time inform you . . .").

**Hypoing Question** ■ The charge that implies hypoed ratings was answered by station manager Kenefick. He said a telephone-coincidental survey was ordered before the second day's showing of the first pot-party sequence to satisfy curiosity expressed by the sales manager on what the results might be of all the publicity the first showing engendered. (After the first showing Northwestern University fired off a news release charging that the party was not filmed on the university campus and that it was staged.)

**Where?** ■ The whereabouts of the party was the target of much questioning. The station rested its defense

for stating that the party was an on-campus affair on a Northwestern map that, it was said, included the location within a shaded area that was termed the Northwestern campus. Other questions hinted that the subcommittee had evidence that the scene for the party was technically in a nonuniversity structure, although perhaps surrounded by or adjacent to university property. (The map was not present, although Congressmen Moss and Dingell said it was supposed to have been. It was promised for Friday delivery.)

"Outages," or "outtakes," also were the subject of much questioning. Here some testimony varied. Station personnel said the film not used in the actual airing was destroyed, approximately (but by coincidence) on the same day as the program was broadcast.



Counsel Robert Lishman

Subcommittee investigators testified that destroying such footage was at variance with industry practice (at least so soon after filming) and that in a conversation held with station management several weeks later (after the film had been destroyed, according to last week's testimony) they had been assured that the outtakes were still available.

At the close of the Thursday hearing, Mr. Missett had not been called for formal questioning by Mr. Lishman, but the shape of his interrogation to come was suggested by questions to other witnesses. These probed the nature of the verifications on the fact of the party—its location, the genuineness of the marijuana, the possibility that the participants were paid or reimbursed for their activities, and the possibility that Mr. Missett obtained pot from the group—but in most cases these questions were only indirectly answered.

Mr. Missett did, however, have a chance to respond to ad hoc questions from the subcommittee members on several of the points. He denied any role in the party except as an observer, said it was the participants' idea to hold the affair and allow it to be filmed, and that no consideration was granted (except, as Representative Clarence J. [Bud] Brown Jr. [R-Ohio] pointed out, for the consideration that their identities would be protected).

**The Meaning of Script** ■ Problems about the existence of a script, it turned out, revolved around various meanings of the term: some thought of it in terms of a shooting script, others as lead-in or transitional material to go with footage already in the can, and still others as a shortened version of "transcript." Testimony was that no

shooting script, drafted in advance of the party filming, was involved.

Except for scheduling the Friday session, the subcommittee did not announce further plans in the matter.

**Further Inquiry** ■ It was hinted that CBS executives might be asked to reappear at a later date. The subcommittee now has testimony from the participants in the pot party and CBS principals. It also has the FCC files on the matter.

Except for review or reappearances of witnesses already heard, options before the subcommittee will hinge generally on use of the information already gathered. Timing of release of testimony that contravenes that given by CBS will be a major consideration. Options here range from a prompt offering of the material for comment and rebuttal by CBS or to delay until after the FCC's investigation, now set for hearing June 25.

## Seattle's King Screen eyes national scene

King Screen Productions, Seattle, a division of King Broadcasting, is setting its sights on national TV commercial production business after 18 months of filming spots almost exclusively for regional and local advertisers.

Roger Hagan, general manager of King Screen, held a screening of a short reel of award-winning commercials produced by the company in New York May 1-3 to acquaint agency executives there with the caliber of its work. In addition, King Screen has appointed Don Hughes of Plans Board Inc. as New York sales representative and Diane Michaelis as Washington sales representative, and is stepping up its calls on agencies in San Francisco, Los Angeles and Minneapolis through its home-based sales personnel.

King Screen has produced almost 100 commercials since its formation, according to Mr. Hagan, and some have been for national clients of McCann-Erickson and Kenyon & Eckhardt. He said encouragement from agencies representing national clients prompted the company's decision to expand operations out of the local-regional mold.

King Screen also has produced educational and industrial films, and special-interest TV programs for its parent company. A short documentary produced for the Sierra Club of California, "The Redwoods," won a 1968 Oscar

award, for King Screen.

The company has several programming projects in preparation, Mr. Hagan said. One is a series of six one-hour TV specials titled *The American Wilderness* and the other is a 90-minute program examining life in Cuba in the 10th year of the revolution. He said King Screen, after waiting eight months, has received permission to go to Cuba and plans to start production in June. He said several large station groups are interested in cofinancing this presentation.

## Petry to rep group in suburban New York

In what's regarded as an unusual if not radical—departure for a major station representation firm, the Edward Petry Co. is now repping a newly formed suburban radio station group called Greater New York Radio.

Made up of four radio outlets, all located in heavily populated suburban areas of New York City, GNYR is being sold to national and regional advertisers as a single radio entity on the basis of an open rate of \$99 for a one-minute commercial.

The stations and their counties are WCTC-AM-FM New Brunswick, N. J. (Middlesex), WGBB Freeport, N. Y. (Nassau), WGSM-AM-FM Huntington, N. Y. (Suffolk) and WFAS-AM-FM White Plains, N. Y. (Westchester). While some sales have already been made on

behalf of the group, they do not include WFAS in commitments until May 20 when that station officially joins the other three in GNYR.

Petry credited the creation of Greater New York Radio to Michael Nichter, the latter's national sales manager, who is a former sales manager of WVNJ-AM-FM Newark, N. J., and who had formed Michael Nichter Associates, New York, initially to rep the four stations independently.

According to Mr. Nichter, basic schedules have already been placed on Greater New York Radio by major advertisers such as R. J. Reynolds Tobacco; Bristol-Myers (Excedrin); American Oil; Shell; General Motors Colgate-Palmolive, and General Baking (Bond bread).

## Bassett lines up new suburban group

Formation of a five-radio-station Philadelphia Suburban Group was announced last week by Mort Bassett & Co., station-representation firm which will handle national sales for the new group.

The Bassett company also represents the New York City Suburban Group of six stations and said the two groups would be offered jointly as well as separately to advertisers.

In the new Philadelphia Suburban Group are WMID Atlantic City, WKDN Camden and WAAT Trenton, all New Jersey, and WEEZ Chester and WNAR Norristown, both Pennsylvania.

Suburban audiences rely heavily on the locally oriented programming of suburban stations, which "fill the 'coverage gap' left by" central-city stations. Mort Bassett, president of the Bassett firm, asserted. Officials also cited figures to show that in many ways—population, high-income families, etc.—Philadelphia's suburbia is bigger than Philadelphia is, and that the Philadelphia Suburban Group can be bought "as a single unit at only a part of the cost of your better Philadelphia stations."

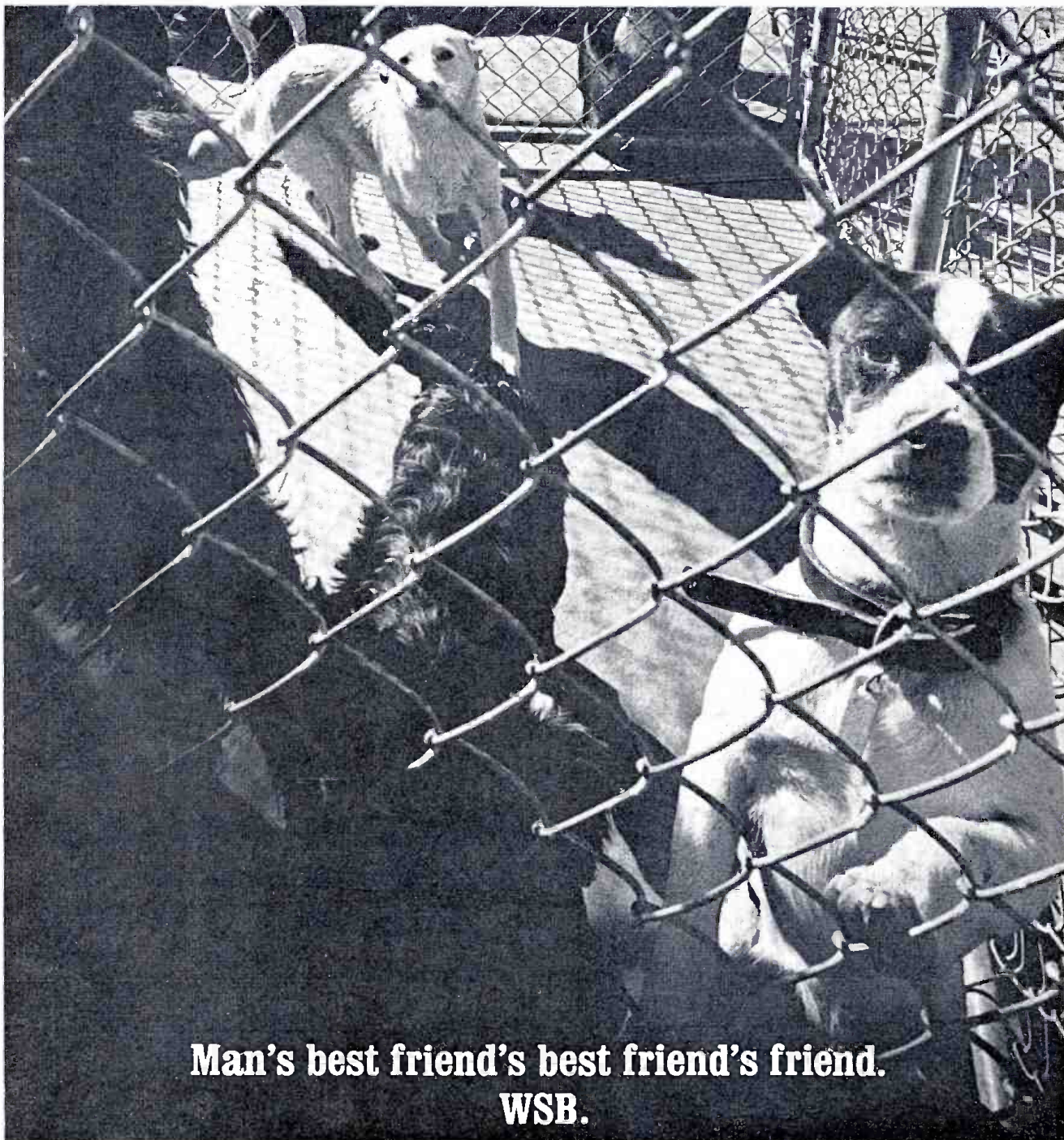
A the 12-time rate, a minute on the group is priced at \$50 in drive time (6-9 a.m., 3-7 p.m., Monday through Saturday) and \$42 in all other periods.

The comparable rate for a minute on both the New York City and Philadelphia Suburban Groups would be \$104 in drive time, \$87 in other times, Mr. Bassett reported. The New York City Suburban Group consists of WAOK Patchogue, WRRV Riverhead, WTHE Mineola, WLNA Peekskill and WRKL New York, and WGCH Greenwich, Conn.



Discussing TV film commercials produced during the New York presentation are (l to r) Bill Mattes, Cunningham & Walsh;

Bob Penfield, King Screen; Louis Kasdan, Cunningham & Walsh; Roger Hagan, King Screen.



**Man's best friend's best friend's friend.  
WSB.**

Thursday afternoon. The Atlanta Humane Society. An overflow number of temporary residents. Over 200 dogs. Unless Atlantans adopt them, the dogs will have to be destroyed.

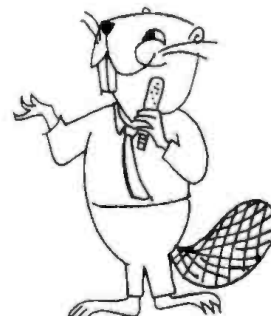
Friday morning. WSB Radio appeals to the public. Save the dogs!

Monday morning. 210 happy dogs have new homes. And the Society has hundreds of dollars in contributions. Three listeners send checks for \$100 a piece. Another example of WSB speaking, and Atlantans responding. They do this not only by buying homeless dogs but also by purchasing

millions of dollars worth of WSB-Advertised products and services.

Would it be punishing a pun too much if we said, WSB is a "doggone" great radio station?

**WSB RADIO**  
am 750/fm stereo 98.5 ATLANTA  
ABC affiliate Represented by Edward Perry & Co., Inc.



COX BROADCASTING CORPORATION STATIONS: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOX AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU (TV), San Francisco-Oakland; WHIC-TV, Pittsburgh

## Appellants argue FCC lacks fairness power

The FCC has usurped Congress's role in the cigarette-smoking health controversy, and its cigarette-fairness-policy ruling last year should be overturned, broadcasters and the Tobacco Institute said last week. The policy requires time to be made available to answer tobacco advertising.

In reply filings in the U. S. Court of Appeals for the District of Columbia, the last documentations before argument, the National Association of Broadcasters, WTRF-TV Wheeling, W. Va., CBS and NBC charged the FCC with assuming jurisdiction in a field that Congress had told federal agencies to stay out of.

NAB and WTRF-TV also noted that only last month the U. S. Supreme Court had struck down a Dallas licensing plan for motion pictures as vague; the FCC's fairness doctrine also falls into that category, the two petitioners maintained, permitting "erratic" administration.

## David cites radio's value to utilities

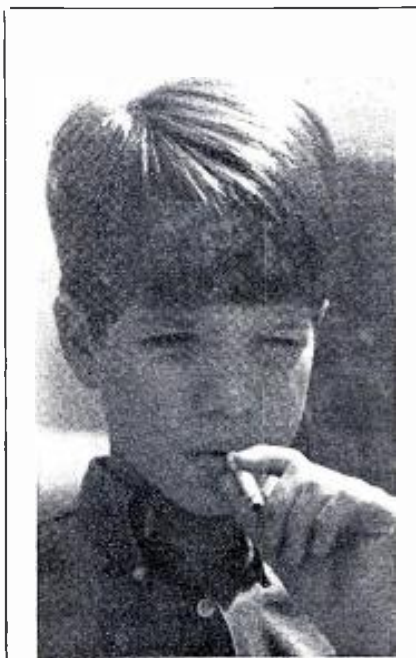
Radio's growth in 1968 will set all-time records, Miles David, president of the Radio Advertising Bureau, predicted last week.

In a speech prepared for delivery Friday (May 10) in New York at the annual convention of the Public Utilities Advertising Association, he also hailed radio as "the newest advertising medium, in terms of rapid growth, creative enthusiasm and consumer interest."

Mr. David cited "dramatic" increases in radio spending by major advertisers in 1967 (BROADCASTING, May 6), growing "excitement" over radio among agency creative people and public enthusiasm reflected in mounting set sales as evidence that radio is being treated as a "new" medium.

He said it also has a problem in "some ad executives" who grew up in television and either can't or won't reassess their attitudes toward radio, and he urged the utility executives to keep pressure on their agencies "so they will stay up to date on the incredibly rapid progress of radio."

Mr. David also noted that women frequently listen to radio while using old appliances or sweltering in homes that aren't air-conditioned and pointed out that these are situations in which point-of-use radio messages can be most effective.



### Remember your first?

Another round in the war on cigarette smoking has begun with distribution by the U. S. Public Health Service of a new series of television spots dealing with the young smoker. Emphasizing pictures rather than dialogue, the new announcements in one version show a child struggling with his first cigarette and, in another version, a father with a cigarette while wondering aloud why his children smoke. The films, produced by Galfas Productions, New York, are the latest response to last year's FCC ruling that stations which accept cigarette commercials must also devote significant air time to warnings against the hazards of smoking.

## Agency appointments . . .

■ Botsford, Constantine & McCarty, Los Angeles, and Lee & Associates, public relations company, appointed by California Table Grape Commission to handle a national advertising and promotion effort for California table grapes. First-year budget has been set at \$300,000, with future allocations to be in excess of \$1 million. Campaign is planned for all media.

■ Lewis & Gilman Inc., Philadelphia advertising and public relations firm, has been appointed to provide financial and corporate public relations for the S. E. Massengill Co., Bristol, Tenn., manufacturer and marketer of pharmaceutical products.

## Tinker sets up team to handle Rocky's race

Jack Tinker and Partners, New York, has been named advertising agency for Governor Nelson Rockefeller's campaign for Republican nomination for the Presidency.

Tinker, one of the Interpublic Group of Companies, handled Mr. Rockefeller's bid for the New York governorship in 1966. The agency also handled the advertising for the successful campaign for New York's \$2.5-billion transportation bond issue in the fall of 1967.

Thomas Losee, an executive vice president of McCann-Erickson, also an Interpublic agency, has been appointed advertising director for the Rockefeller campaign. He has worked with the candidate since 1958 when Mr. Rockefeller first sought the New York governorship.

The agency management group for the campaign will include Dr. Herta Herzog for research, Eugene Case and Robert Wilvers for creative; Myron McDonald for planning; and Clifford Botway for media. All are "partners" at Jack Tinker, and all, with the exception of Mr. Botway, worked on the 1966 Rockefeller campaign.

## Campbell-Ewald realigns its New York operations

The New York branch of Campbell-Ewald is the agency's latest office to undergo reorganization.

James W. B. Marshutz, vice president and director of TV-radio, has been appointed manager of the New York division. He succeeds C. Stanton Hedrick, one of four executives said to have been "let go" by the agency. The others are Steven Herz, vice president and creative director; Malcolm B. Ochs, vice president and director of media research; and Bob Bodenstein, executive art director.

Cornelius Quinn, broadcast creative director, takes over Mr. Herz's duties as creative director. The other positions have not been assigned, an agency spokesman said.

With the loss of the \$4 million Boeing account last year, the New York office billings dropped to about \$6 million. The branch now handles six accounts plus area Chevrolet operations.

Campbell-Ewald sold its western division Jan. 1 (BROADCASTING, Feb. 26) and reorganized its corporate structure in Detroit last year (BROADCASTING, Dec. 18, 1967). Total agency billing for 1967 was estimated at \$125 million, with radio-TV billings at \$41.7 million.

# Listen to this! WOC, Davenport has appointed Blair Radio.



WOC was one of the original stations licensed by the F.C.C. to go on the air west of the Mississippi.

Today, this pioneer station in the west has appointed the number one broadcast representatives, John Blair & Company, to represent it nationally. Serving the Iowa-Illinois Quad-Cities market, WOC blankets this two-state, ten-city area of 350,000 people. WOC also provides additional coverage in eight outlying counties. John Blair & Company is anticipating a great upswing for WOC in the following months. WOC. The station you'll really be hearing from.



BLAIR  RADIO

## BAR network TV-billing report for week ended April 28

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended April 28, 1968 (net time and talent charges in thousands of dollars)

| Day parts                        | ABC                 |                      | CBS                 |                      | NBC                 |                      | Total minutes week ended April 28 | Total dollars week ended April 28 | 1968 total minutes | 1968 total dollars |
|----------------------------------|---------------------|----------------------|---------------------|----------------------|---------------------|----------------------|-----------------------------------|-----------------------------------|--------------------|--------------------|
|                                  | Week ended April 28 | Cume Jan. 1-April 28 | Week ended April 28 | Cume Jan. 1-April 28 | Week ended April 28 | Cume Jan. 1-April 28 |                                   |                                   |                    |                    |
| Monday-Friday Sign-on-10 a.m.    | \$ .....            | \$ 145.8             | \$ 57.3             | \$ 1,374.9           | \$ 336.0            | \$ 5,797.1           | 67                                | \$ 393.3                          | 1,205              | \$ 7,317.8         |
| Monday-Friday 10 a.m.-6 p.m.     | 1,287.9             | 20,779.5             | 2,669.9             | 52,969.2             | 2,176.9             | 39,211.5             | 978                               | 6,134.7                           | 15,326             | 112,960.2          |
| Saturday-Sunday Sign-on-6 p.m.   | 816.6               | 20,227.0             | 665.2               | 17,991.6             | 514.3               | 7,971.1              | 247                               | 1,996.1                           | 4,172              | 46,189.7           |
| Monday-Saturday 6 p.m.-7:30 p.m. | 298.2               | 5,574.0              | 513.1               | 10,527.9             | 466.8               | 11,545.0             | 93                                | 1,278.1                           | 1,457              | 27,646.9           |
| Sunday 6 p.m.-7:30 p.m.          | 69.0                | 2,308.4              | 150.0               | 4,101.1              | 192.6               | 3,630.4              | 20                                | 411.6                             | 358                | 10,039.9           |
| Monday-Sunday 7:30 p.m.-11 p.m.  | 4,958.4             | 91,024.2             | 5,670.3             | 113,007.6            | 6,224.3             | 110,219.2            | 444                               | 16,873.0                          | 7,285              | 314,251.0          |
| Monday-Sunday 11 p.m.-Sign-off   | 298.7               | 6,129.1              | 29.0                | 663.6                | 417.9               | 7,362.1              | 75                                | 745.6                             | 1,222              | 14,154.8           |
| Total                            | \$7,728.8           | \$146,188.0          | \$9,754.8           | \$200,635.9          | \$10,348.8          | \$185,736.4          | 1,924                             | \$27,832.4                        | 31,025             | \$532,560.3        |

### Business briefly

**General Telephone & Electronics Corp.**, New York, will sponsor one-hour color special *Vladimir Horowitz at Carnegie Hall*, on CBS-TV Sept. 22 (9-10 p.m.) at an estimated cost of \$450,000. GT&E, through Doyle Dane Bernbach, also sponsors network's *CBS Playhouse* of original dramas. The Horowitz program is a one-hour tape of the concert the pianist gave at Carnegie Hall last February and marks Mr. Horowitz's first recital on television.

**Bishop Industries Inc.**, State Pharmaceutical Division, Union, N. J., is doubling number of TV spots in New York for its Plus White, a toothpaste-plus-mouthwash-in-one. The product appeared two months ago in New York, Philadelphia, Baltimore and Washington. The first venture into radio spots will also be made in the Philadelphia area. Spade and Archer Inc., New York, is agency.

**Whitehall Laboratories**, Division of American Home Products Corp., through William Esty Co., both New York, has added a 24-week schedule for its BiSoDol antacid alkalizer to its current advertising lineup on CBS Radio's *Arthur Godfrey Time*, making it the largest single advertiser in terms of dollar volume and number of products advertised on the program. Other products advertised and their agencies are Anacin (John F. Murray, New York), Dristan (William Esty Co., New York), Sleep-Eze (Carl Ally, New York), and InfraRub (Cunningham & Walsh, New York).

**Bonanza Air Lines**, Los Angeles,

through MacManus, John & Adams, Beverly Hills, this month has started to promote its new Mexican service to La Paz, Mazatlan and Puerto Vallarta with a \$100,000 advertising campaign. The promotion, which will run until June 9, includes radio spot announcements on 27 stations in Arizona, Nevada, Utah and California.

**The Gillette Safety Razor Co.**, Boston, through Doyle Dane Bernbach, New York, will introduce its new "knack"

razor with a summer promotion aimed at the young market. Commercials will be shown on ABC-TV's movies and *American Bandstand*; NBC-TV's movies, *The Dean Martin Show* and *Run for Your Life* as well as sports events. Spot radio is also planned.

**The Mennen Co.**, Morristown, N. J., has purchased a 12-week schedule in NBC Radio's *Emphasis* and *Monitor* for Quinsana foot powder. Grey Advertising, New York, placed order.

**Arlington Hat Co.**, New York, manufacturer of novelty and western hats, is expanding a television schedule for its Spinner Topp beanie to include children's programs in New York, Boston, Los Angeles, Philadelphia and Pittsburgh, with additional cities to be added soon. Helitzer Advertising, New York, is Arlington's agency.

### Deluge brings Zsa Zsa

A "deluge of requests" has brought Zsa Zsa Gabor back to AAMCO Transmissions television commercials.

Miss Gabor, star of the 1967 campaign, has signed a 52-week contract with the Bell Agency, house agency for AAMCO. Initial plans call for two 60-second and two 30-second "Zsa Zsa" commercials to be integrated into the February-launched "slice of life" campaign. The spots will be placed locally through dealers at a ratio of one "Gabor" to four "slice of life."

AAMCO Transmissions Inc., King of Prussia, Pa., reports its advertising budget for 1968 totals \$10 million.

### WWJ checks ads

WWJ-AM-FM-TV Detroit has initiated a policy of rejecting all commercials that might aggravate racial tensions in that city by alarming or inflaming some segments of the population.

Examples of commercials ruled unacceptable include one utilizing the continuing sound of machine-gun fire as background in selling an "exposé" dealing with Detroit's experience last July; another for a tear-gas revolver "with the look and feel of the real thing" and complete with 40 rounds of ammunition; and commercials for more conventional products which needlessly employ raucous production techniques.

Station General Manager James Schiavone urged other stations, particularly those in racially tense areas, to adopt a similar policy.

# Who has appointed Blair Radio? WHO, Des Moines ...that's who!



Iowa's number one radio station has appointed the number one broadcast representatives, John Blair & Company, to represent the station nationally. According to "Circulation Pulse, 1968," WHO's daytime "Prime Market Area" includes 79 Iowa counties. Whether it's food, drug or gasoline sales, WHO covers Metro Des Moines *and* the vast Iowa Market. WHO, Des Moines—the Voice of the Midwest—heard in more homes and automobiles than any other Iowa station.



BLAIR  RADIO

# CARD PARTY

Is a new first-run  
game show available for fall.  
But,  
CARD PARTY is not  
available in

- 1 NEW YORK
- 2 LOS ANGELES
- 3 PHILADELPHIA
- 4 BOSTON
- 5 DETROIT
- 6 SAN FRANCISCO
- 7 CLEVELAND
- 8 WASHINGTON
- 9 CINCINNATI
- 10 BUFFALO
- 11 COLUMBUS
- 12 KANSAS CITY
- 13 SCRANTON
- 14 BIRMINGHAM





CARD PARTY, Taft Broadcasting's exciting new property, has already been sold to Metromedia Television (it's in production at WNEW-TV, New York) and Kaiser Broadcasting. These three groups have locked it up in their 14 markets. Everywhere else, it's available.

CARD PARTY is created by Nicholson & Muir who could rest on the incredible success of their "Newlywed Game" — but you can't keep a good team down and they've come up with enough new, fresh ideas to make this one even bigger.

CARD PARTY will make it in daytime, primetime, even tonite, because it's got too many surprises, too much suspense and more than enough fun to miss!

CARD PARTY has Art James as host, is a five-times-a-week, half-hour show that you can strip in at will, and it's on color videotape. CARD PARTY is distributed by

**WOLPER TELEVISION SALES**

A Metromedia Company  
485 Lexington Avenue  
New York, New York 10017  
212 682-9100

## Abundance is creating a buyers' market

The new American task is learning how to manage today's abundant society. McCann-Erickson's Paul Foley told a luncheon meeting of the Advertising Club of Los Angeles last week. Despite poverty pockets that shouldn't exist, American society grows more bountiful every year. By the 1980's, M-E's chairman of the board, president and chief executive officer predicted, the average American will be enjoying a fifth freedom—the freedom to live the good life.



Mr. Foley

Production will then be the servant of the consumer, Mr. Foley said, and advertisers will be fighting for a share of mind. Enormous marketing dividends will accrue, he feels, to those marketers who truly believe that advertising can persuade people into action.

Mr. Foley defended persuasion as a constructive alternative to coercion. "Persuasion as a social force is just beginning," he pointed out, "and we are its professionals."

McCann's top man urged the more than 100 advertiser, agency and sales representatives gathered at the Sheraton West hotel to be true believers in persuasion. "There's a great day coming for all of us if we do," he indicated.

## Also in advertising . . .

**Lower budgets** ■ Travel Research International Inc. reported last week that resort and tourist advertising expenditures in the measured media by the 50 U. S. states dipped in 1967 to \$7,148,000 from \$7,165,000 in 1966. Television accounted for 4% of the 1967 expenditures, compared with 6% in 1966, while radio spending jumped to 2% from 1% in 1966.

**Agency name change** ■ Gross, Cappel, Pera & Rockey, San Francisco advertising and public relations agency, will change June 1 to Gross, Pera & Rockey. The new title includes the names of the three principals currently active in the agency—Board Chairman Len Gross, President Warren K. Pera and Executive Vice President and creative director Martin Rockey. Earl Cappel, whose name is dropped with the change, died six years ago.

**Acerbic spokesman** ■ Joe Pyne, who has made his living talking tough on

radio and television, reportedly is hiring out as a commercial spokesman. According to an announcement by Bill Bailey Communications, Los Angeles-based packager of commercials for local markets, Mr. Pyne has agreed to film spots for local retail advertisers on a market-by-market basis. Bailey Communications will provide a package that will include film production and talent—namely Mr. Pyne. The TV-radio talk personality's services, which it's said will emphasize the personal approach, is being offered on a first refusal basis to current advertisers of his syndicated television program now in 85 markets.

**Basketball-football renewal** ■ Four advertisers have agreed to sponsor play-by-play football and basketball broadcasts over KVI Seattle. It marks the third consecutive year that the broadcast sponsorship of the University of Washington sports contests have been sold out as early as spring. Sponsors for the play-by-play coverage are Humble Oil (McCann-Erickson), Northwest Ford Dealers (J. Walter Thompson), Western Airlines (BBDO) and Household Finance Corp. (Needham, Harper & Steers). Pre- and post-game shows will be sponsored by Dag's Drive-In Restaurant (David Stern Advertising) and Glaser Beverages/Seven-Up (Kraft, Smith & Lowe).

## Rep. appointments . . .

- KTLA(TV) Los Angeles: Blair Television, New York.
- WKLR Toledo and WNIO Niles, both Ohio: Greener, Hiken Sears, New York.
- KHVN Honolulu: John C. Butler Co., New York.

## American Tobacco for fee

The fee system for compensating advertising agencies, as contrasted with the traditional media commission system, received a pat on the back last week from the American Tobacco Co., New York. In the company's annual report to stockholders, president and chairman Robert B. Walker observed: "The company's fee system for compensating its advertising agencies, which dates back to January 1965, becomes more efficient each year and since its inauguration has resulted in a savings of \$5,653,000." Agencies operating under the fee system are BBDO, N. W. Ayer, Sullivan, Stauffer, Colwell & Bayles and Norman, Craig & Kummel.

## Burger King goes national with BBDO

The Burger King Corp., Miami, a wholly owned subsidiary of the Pillsbury Co., last week appointed BBDO, New York to handle its national advertising for its chain of 390 roadside restaurants. The budget is approximately \$4 million, of which about \$2.6 million is in broadcast.

BBDO is the first national agency for Burger King. Heretofore, Hume-Smith-Mickleberry, Miami, had handled placement of advertising for Burger King, and it will continue for the chain's individual licensees for local advertising.

Howard Walker, vice president, marketing, Burger King, said the rapid growth in the number of restaurants (85% are franchised), the desire and need to use network television and a projected expansion in the advertising budget to more than \$14 million in less than five years indicated the use of the facilities of a major national agency.

## Petry compiles primer on rep activities

Edward Petry & Co. has prepared a 42-page booklet, *The Role of The Representative*, intended primarily to explain the functions of a national sales representative to journalism students specializing in the broadcast field.

The booklet, prepared by Robert L. Hutton Jr., vice president, television promotion of Petry, focuses on television station representation and covers in some detail the activities of these organizations. With particular emphasis on the services Petry offers its station clients, the volume covers the range of employment opportunities and describes the functions of a representative.

Petry plans to send copies to deans and chairmen of the schools and departments of journalism in universities throughout the country and make them available to interested students. Petry also believes the booklet will prove valuable to its client TV stations in the indoctrination of new personnel.

## Gert Bunchez opens rep firm

Gert Bunchez has resigned as sales manager for KMOX-FM St. Louis to open her own national and regional rep office at 7730 Carondelet Ave., that city. Operating as Gert Bunchez and Associates, the firm will function as station representative and broadcast consultant to radio stations for sales, promotion and programming. Stations nationally represented by the company include WIL-FM St. Louis, KFMX-FM San Diego and KFMJ Tulsa, Okla.



it's kid city.

We produce and broadcast more kid shows than any other TV station around. And we do it well. For instance, our Bozo Show has 3 clowns, a ringmaster, a 13-piece band and a live studio audience of 200 hollering kids.

**WGN**  
TELEVISION - CHICAGO

***There's no TV station like our TV station.***

# Cox-Lee proposals come under attack

**Storer, NBC stations say proposals, if adopted,  
would weaken affiliates in dealing with networks**

Storer Broadcasting Co. and the NBC Television Affiliates have told the FCC that the proposals of two commissioners for strengthening the competitive position of ABC Television run counter to law and policy and should not be adopted. The petitioners also urged the commission to reject a proposed freeze on changes in affiliations and network-program clearances pending a decision on the proposed rule changes.

Storer and the affiliates group's letters followed publication of reports that Commissioners Kenneth A. Cox and Robert E. Lee had offered three alternative proposals for equalizing competition among the networks in major two-VHF markets, as well as for strengthening UHF television (BROADCASTING, May 6). Each of the alternatives would impose restrictions on the freedom of stations and networks to negotiate affiliation and program-clearance agreements. The commissioners also proposed a moratorium to prevent further "deterioration" of ABC's position while the proposals were under study.

The proposals, in the form of a notice

of inquiry and proposed rulemaking, were discussed at the commission meeting last week, for the second week in a row. But no action was taken. The item was put over for four weeks, presumably because the commission will not have a full complement of members present for a meeting until June 5.

Commissioners Cox and Lee drafted their notice after receiving a plea for help from Leonard Goldenson, president of ABC, who expressed concern about losing VHF affiliates in major two-VHF markets (BROADCASTING, April 22). ABC already trails CBS and NBC in the number of VHF affiliates it has in those markets. Mr. Goldenson noted that ABC had lost to NBC one station that once cleared a substantial amount of prime time for it, wsoc-TV Charlotte, N.C., and was in the process of losing two primary affiliates to the same network, wspd-TV Toledo (a Storer station) and wldw-TV Dayton, (owned by Avco), both Ohio.

## **Proposals Would Reverse Policy**

Both Storer and the NBC affiliates said the Cox-Lee proposals would reverse

long-standing commission policy aimed at strengthening the affiliate in its dealings with a network.

"While declaring freedom of program choice to be a nondelegable licensee responsibility with respect to all programming generally," wrote Warren C. Zwicky, vice president and Washington counsel for Storer, "the commission has given it special emphasis in the area of station-network relations.

"Thus, the 1941 chain regulations were adopted expressly to free licensees from affiliation terms which restricted their freedom of action in serving the public interest."

But the Cox-Lee proposal, Mr. Zwicky said, would insulate ABC from competition and deny to wspd-TV and other similarly situated stations the freedom to exercise their best judgment in making programming decisions.

"Ironically," he added, "it would force ABC affiliates to violate a rule that was adopted to protect licensees—the rule limiting network affiliation terms to two years."

Both Mr. Zwicky and Bernard Koteen, counsel for the NBC Television Affiliates, said any rule attempting to compel stations to carry ABC programs rather than those they prefer from another network at least raises the question of censorship, which is expressly barred by the Constitution and the Communications Act. Mr. Zwicky was categorical on the point—the proposal "poses a clear-cut example of censorship," he said.

**Possible Court Case** ■ The Storer counsel, whose letter appeared to lay the groundwork for a speedy court appeal in the event the commission follows the Cox-Lee recommendations, also saw the proposed rules as violating other constitutional provisions—among them, the right of due process, by requiring some stations to devote their property—against their will—to the benefit of a third party (ABC).

Both attorneys also said that a freeze on affiliation switches or in network program clearances would be a violation of the Administrative Procedure Act, prohibiting adoption of substantive rules without prior notice or comment.

Mr. Koteen raised the question as to whether the reported proposals are needed to help ABC. He noted that Mr. Goldenson, in a quarterly report to shareholders dated April 26, reported "an upward trend," with prime-time availabilities on the television networks for the second quarter "virtually sold out" and with second-quarter sales for the owned and operated television stations "substantially ahead of last year's level at this time."

**ABC's Finances** ■ Mr. Koteen also noted published reports indicating that

## **Breakdown of networks' P&L figures for '67**

ABC's five owned-and-operated television stations provided the income to enable ABC to show an \$11.2 million profit for television operations last year, despite a loss in network operations. CBS and NBC, in the black in both categories, reported total profits, respectively, of \$77.2 million and \$71.8 million.

The figures are contained in the memorandum Commissioners Kenneth A. Cox and Robert E. Lee submitted to their colleagues along with their proposals for strengthening ABC's competitive television position with respect to CBS and NBC (BROADCASTING, May 6).

The ABC network produced revenues of \$263.9 million, but showed

expenses of \$281.1 million, for a loss of \$17.2 million. ABC's owned stations, however, had a profit of \$28.4 million, on revenues of \$72.9 million and expenses of \$44.5 million.

CBS reported network profits of \$41.8 million, on revenues of \$361.8 million and expenses of \$320 million. CBS-owned stations showed a profit of \$35.4 million, with revenues of \$95.7 million and expenses of \$60.3 million.

The NBC network had revenues of \$327.7 million and expenses of \$296.4 million, for a profit of \$31.3 million. NBC's owned stations reported a profit of \$40.5 million, on revenues of \$94.7 million and expenses of \$54.2 million.

ABC last year realized an operating profit of some \$12 million from its television network and five owned television stations combined (the network lost \$17.2 million while the owned stations earned \$28.4 million in profit) (see page 48). CBS and NBC, however, reported profits in both categories. CBS profit from the TV network was \$41.8 million; from the five owned stations, \$35.4 million. NBC's profit figures were, respectively, \$31.3 million and \$40.5 million.

Even if ABC is "suffering from some deep-seated malady," Mr. Koteen said, the cure is not to be found in the prevention of a handful of affiliation switches. "As we understand it, none of the proposed changes in affiliation away from ABC is the consequence of any network compensation greater than the stations are now receiving from ABC," he said. "Rather they flow from individual station judgments as to the competitive programming in question."

"This is a problem only ABC, not the commission, can solve," he said.

**Worried About Licenses** ■ Messrs. Zwicky and Koteen expressed concern over Mr. Goldenson's request that the commission warn ABC affiliates in the major two-VHF markets that they face license-renewal hearings if they switch to NBC or CBS. He specifically asked that the license-renewal applications of WSPD-TV and WLWD be called up immediately for hearings.

Mr. Zwicky said WSPD-TV's affiliation with NBC, which is to take effect on June 15, 1969, is consistent with existing rules and violates no policy. "Any commission action which affects the WSPD-TV license, where no rule or policy has been violated, would be unlawful, arbitrary and discriminatory," he added.

## FCC takes second look at Areawide transfer

FCC has applied the brakes to its unprecedented action approving transfer of control of four commonly owned AM and FM stations on the condition that the new owner sell them within six months (BROADCASTING, April 1).

The case involves transfer of Areawide Communications Inc., through its parent, Red Owl Stores Inc., to Gamble-Skogmo Inc. Areawide is the licensee of KRST-AM-FM St. Louis Park and WEBC Duluth, both Minnesota, and WNAX Yankton, S.D.

The commission said that in approving the transfer it had relied on the applicant's representation it was not aware that purchase of Red Owl stock by Gamble-Skogmo required prior commission approval.

## Fallout from Oklahoma query

### Budget Bureau asked if new law is needed to stop independent questionnaires

The controversy surrounding the survey of Oklahoma broadcasters by FCC Commissioners Kenneth A. Cox and Nicholas Johnson may be dying down. But it appears to have launched a movement aimed at circumscribing the freedom of members of any government agency to undertake such independent projects in the future.

Senator A. S. Mike Monroney (D-Okla.) wrote Budget Director Charles J. Zwick last week asking whether present law adequately covers situations in which "individual agency members, acting on their own without agency sanction, seek to collect information from a substantial number of members of the public, or whether further legislation might be required."

He referred to the Federal Reports Act, which requires that agency requests for information from the public be submitted to the Budget Bureau for clearance. FCC Chairman Rosel H. Hyde—and the two commissioners—have stated that the survey is not an agency matter. And legislation may be necessary, for the bureau says that the law does not apply, since the survey was not an agency action.

The commissioners have said that the survey is designed to help them develop a picture of the broadcast service in Oklahoma. They will use the results in an effort to persuade the commission to strengthen its license-renewal process (BROADCASTING, April 15).

**Pure Motives** ■ Senator Monroney said he was certain that Commissioners Cox and Johnson acted with the "highest motives and objectives." But, he added, "I am at the same time most apprehensive about the possible danger and unnecessary burden on the public that could result if this practice should become widespread throughout the government."

"I believe that Congress had this danger and burden in mind when it enacted the Federal Reports Act."

Word that the law does not apply to the survey was contained in a letter to Chairman Hyde from Dr. Raymond T. Bowman, assistant director of sta-

tistical standards in the Budget Bureau. He wrote the chairman following the bureau's inquiry into whether the commissioners' survey violated the act.

But he also advised the FCC to adopt procedures that will provide the information its members need without causing the kind of "misunderstanding" that followed the Cox-Johnson survey.

The question is a delicate and difficult one for the bureau. Dr. Bowman's letter has not been made public, but it's understood it expresses concern over the misunderstanding that the survey has created among Oklahoma broadcasters. Bureau officials are known to feel that, regardless of the intent on the part of the two commissioners, the broadcasters would feel compelled to reply to letters written on commission stationery and bearing the signatures of two commissioners.

Another bureau official, Edward T. Crowder, assistant director for clearance operations in Dr. Bowman's office, has spoken of the "misunderstanding to which [the survey] has given rise and the danger inherent in any general acceptance of the principle of unofficial data collection by agency officials." He made the statement in a letter notifying the Advisory Council on Federal Reports of the bureau's letter to Chairman Hyde. The council, which is the business community's liaison with Budget, had complained about the survey.

But balanced against these feelings, reportedly, is the reluctance on the part of bureau officials to "censor" letters of agency members seeking information they say they need to do their job.

**Problem Avoidance** ■ Thus, short of an amendment of the Federal Reports Act as Senator Monroney has suggested, the bureau's position was to urge the commission to take steps to develop procedures that will avoid such problems in the future. Dr. Bowman offered to discuss the matter with Chairman Hyde.

Senator Monroney entered the dispute after the broadcasters in his state expressed concern about the questionnaires they received from the commissioners. Their concern was heightened by the fact that their license renewal applications were pending.

After two meetings with the senator, the commissioners wrote clarifying letters to the broadcasters, advising them that they were under no legal obligation to respond to the survey questions, and assuring them that any information they provide would not be used in reviewing their license-renewal applications or be placed in commission files (BROADCASTING, May 6).

Senator Monroney last week indicated that he was satisfied that the Oklahoma part of the controversy is closed, but declined to comment on the Cox-Johnson clarifying letters.

# Justice moves to block media mergers

## FCC HEARING URGED IN SALE OF KFDM-TV TO BEAUMONT NEWSPAPERS

Owners of powerful newspapers and television stations that seek to merge in the same market may expect trouble from the Department of Justice, though not necessarily in court on antitrust grounds. The department will try to head off such acquisitions in hearings before the FCC on the ground that the public interest would not be served.

The department indicated as much last week in the memorandum it filed in opposition to the proposed transfer of Beaumont Broadcasting Corp.'s KFDM-TV Beaumont, Tex., one of three television stations in the metropolitan area, to the Enterprise Co., publisher of the only two daily newspapers in that city.

Antitrust chief Donald F. Turner, in a letter to FCC Chairman Rosel H. Hyde on March 8, had urged the commission not to pass on the transfer application without a hearing. He said a department investigation had revealed "serious" antitrust questions, and added that the department would participate in a hearing if one were held (BROADCASTING, March 11).

The memorandum contains the arguments backing up the contention in Mr. Turner's letter. It also asks that the requested hearing be held on two principal questions—whether the proposed transfer would be inconsistent with the standard of public interest, convenience and necessity, in that it would:

- Result in an undue elimination of competition and increase in concentration of ownership in mass communications media in the Beaumont area, and
- Unnecessarily eliminate an independent editorial voice in the area, in violation of the commission policy of favoring a diversification of ownership of mass media.

**First Since ABC-ITT** ▪ The case is the first one involving broadcasting interests in which the department has become publicly involved since its opposition to the proposed ABC-International Telephone & Telegraph Corp. merger. That sale, although approved by the commission, fell apart after Justice asked court review of the decision and ITT exercised its option to cancel the agreement (BROADCASTING, Jan. 8).

However, the department is known to be checking into other proposed broadcast-station sales to newspaper-connected interests. (The sale of WFMT[FM] Chicago to WGN Continental Broadcasting Co., which is under common ownership with the *Chicago Tribune* and the *Chicago American*, was one. The department, however, eventually de-

cided against trying to block it.) Accordingly, the department's memorandum is likely to be read with interest by communications lawyers not directly involved in the Beaumont case.

The department, in anticipation of an argument likely to be made against its intervention, acknowledges that the proposed sale would not be immune from antitrust prosecution. But, it added, "We are presenting our views to the commission at this time . . . in the belief that appropriate consideration of these [antitrust] points by the regulatory agency may negate any future necessity of an antitrust action."

It argues that its analysis leads to the conclusion that the proposed sale would violate Section 7 of the Clayton Act, which prohibits acquisitions which may tend to lessen competition or create a monopoly.

**Commission Has Other Grounds** ▪ But it adds that it is "neither appropriate nor necessary that the commission make

a determination of an antitrust violation." Rather, it says, the commission "can and, we submit should," rely on the antitrust analysis as a basis for concluding that "the proposed license transfer does not qualify under the commission's public interest standard."

Indeed, at one point the department asserts that the "broad public interest standard applied by the commission may well prohibit combinations of control on the basis of probable competitive effects not amounting to a violation of the antitrust laws." The department made the same argument in opposing the ABC-ITT merger.

In the Beaumont case, the department says, the proposed transferee, the Enterprise Co., "has by far the dominant share of newspaper circulation and advertising revenues," while KFDM-TV "has the highest advertising revenues of the three television stations," in what the department considers the pertinent market. This is the Standard Metropolitan Statistical Area which encompasses Jefferson and Orange counties and which is within the grade-A contours of the three Beaumont television stations. The department said the SMSA, with a population of 306,000, accounts for "the majority" of the newspapers' readers and the stations' audience.

**Shares of Revenues** ▪ The memorandum notes that Enterprise Co.'s daily and Sunday *Enterprise* in 1966 reported \$3 million in advertising revenues or 31% of the \$9,800,000 in such revenues earned in the SMSA. KFDM-TV had advertising revenues of \$1,200,000 (with profits of over \$400,000), or 12% of the total. The station accounted for 43% of all TV advertising in the two-county area. In terms of local advertising revenue only (\$7 million), the shares of the Enterprise Co. and KFDM-TV are respectively, 37% (\$2,600,000) and 5% (\$367,772).

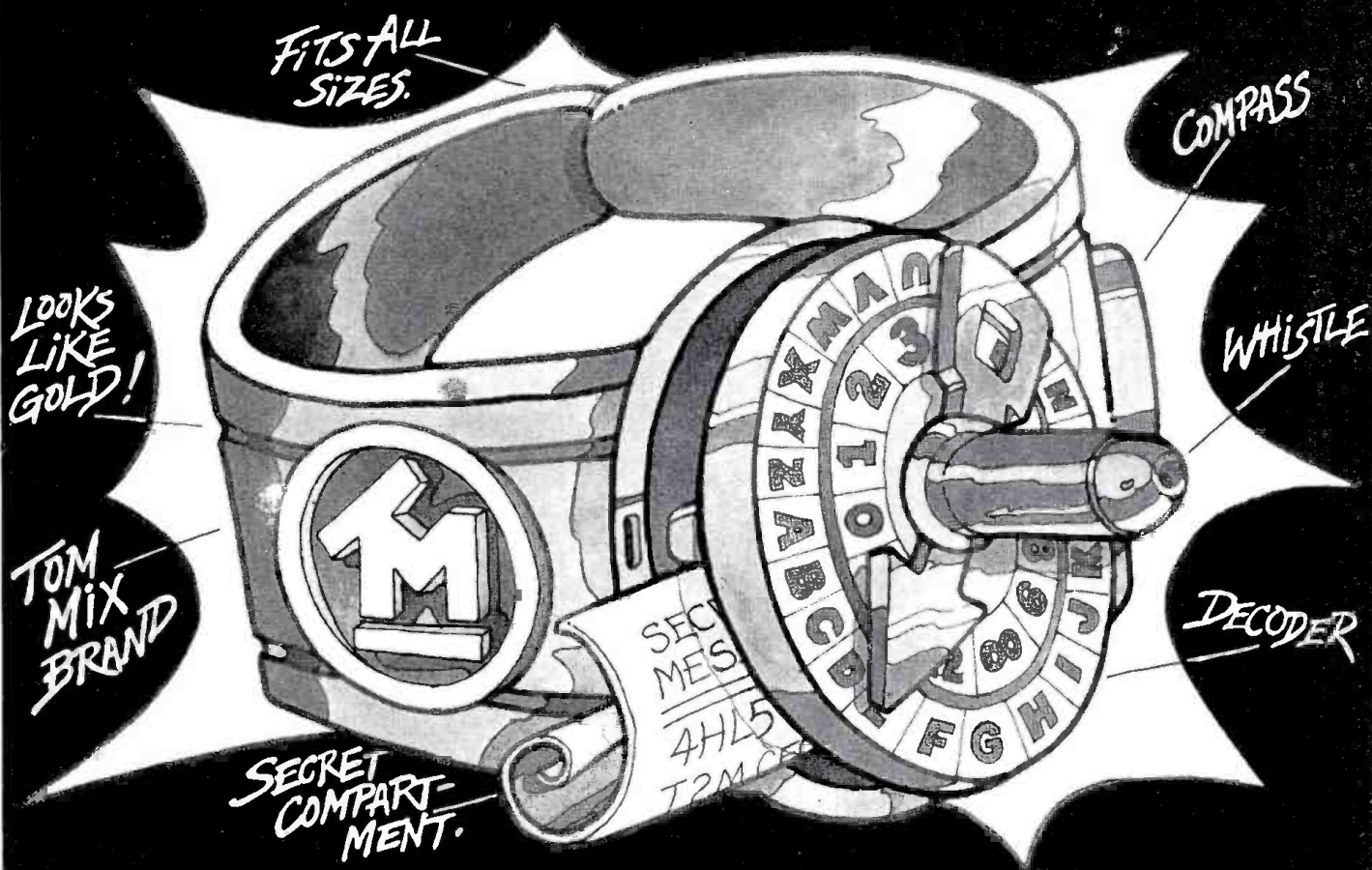
The memorandum notes that in one case the Supreme Court has held that a merger combining 30% of the market in one firm is presumptively unlawful, and that in another the "undue percentage" was lowered to 20%-25%. "In other concentrated markets the acquisition by a leading company of a smaller company which increases the larger company's market share only slightly will be enough to have probable substantial anticompetitive effects," the memorandum adds.

Other media in the SMSA include KBMT-TV Beaumont and KJAC-TV Port Arthur and 14 AM and FM stations. The only other newspaper service is

### WGN takes control

WGN Continental FM Co., a subsidiary of group owner WGN Continental Broadcasting Co., assumed control of WFMT(FM) Chicago effective April 29, it was announced by Ward L. Quaal, president of the parent firm. WGN Continental purchased the FM outlet for about \$1 million from Bernard Jacobs who will continue to serve under a lifetime consulting agreement. The sale had been approved by the FCC last March. Mr. Quaal said present WFMT program and commercial policies will be retained.

Late last month, a group of Chicago listeners filed an appeal against the FCC's approval of the transfer, charging that the acquisition adds to the domination by the *Chicago Tribune* of the media of communications in the city (BROADCASTING, April 29). Mrs. Burton Joseph, wife of a Chicago attorney, acknowledged that she and other devout listeners to the good music station had initiated the protest and were underwriting the appeal.



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provided by the *Port Arthur News*, which circulates chiefly in Port Arthur and distributes 54 copies in Beaumont, and the *Orange Leader*, which circulates mainly in Orange and distributes 32 copies in Beaumont.

**Tops In Circulation** ■ The memorandum also notes that the Enterprise newspapers and KFDM-TV lead their competition by a considerable margin in circulation, as well as revenues. The combined circulation of the two papers is said to be four times larger than the circulation of Enterprise Co.'s closest competitor in the two-county SMSA; they face no "significant competition" in Beaumont.

KFDM-TV's share of the viewing audience in the same area was 47.7% as of March 1967, according to a survey the station submitted to the department. Data compiled by American Research Bureau in November 1967 indicates the share had reached 50%, according to the memorandum.

The department says that the same factors showing that the sale would lead to a reduction in competition can be relied on to demonstrate that the transfer would raise "serious questions" under the FCC policy of fostering diversification of ownership of mass media.

In arguing that the FCC's policy of diversification of ownership of mass media must be weighed against the proposed transfer, the department notes that an applicant's newspaper ownership has in some cases been decisive in the commission's consideration of applications. And the department has a pertinent case to cite:

"The Enterprise Co.'s newspaper affiliation was the major factor relied on by the commission in denying its application for the construction permit for station KFDM in protracted comparative proceedings initiated 14 years ago," the department notes. That is the proceeding that led to the grant to Beaumont Broadcasting.

At stake for Beaumont in the proposed transfer is a \$5.5 million purchase price. Principal owners of the channel-6 facility are the family of Daerold A. Cannan Sr. (55%) and C. B. (Blakey) Locke, president (26%).

## WIND asks for suit dismissal

WIND Chicago last week asked the Cook County Circuit Court to dismiss Howard Miller's \$5-million damage suit on the ground the suspended disk jockey had failed to fully utilize other media means such as those of his craft union. WIND also claimed Mr. Miller failed to prove damage to his reputation when the station took him off the air because of remarks made in the Martin Luther King assassination aftermath (BROADCASTING, May 6).

# ABC gains full radio allotment

## FCC approves purchase of KXYZ-AM-FM Houston despite proposed rule

ABC has acquired its full quota of 14 radio stations.

The FCC last week approved the sale of KXYZ-AM-FM Houston by Lester Kamin and associates to ABC at a time when it's searching for a way to strengthen the competitive position of ABC-TV (see page 44).

The transfer application was filed two months before the commission proposed a rulemaking that would limit station acquisitions to one of a kind per market, and established an interim policy freezing such transfers (BROADCASTING, April 1). But Commissioner Nicholas Johnson said he would condition the sale on compliance with the proposed rule.

KXYZ-AM-FM is licensed to Kxyz Inc., owned by Public Radio Corp. Public Radio is owned by Mr. Kamin (55%), Max Kamin (30%) and Billy Goldberg (15%). Consideration is 20,000 shares of ABC stock, which closed last Thursday at 59¼, making it a \$1,185,000 deal at present prices. The sale also provides that ABC will assume obligations not to exceed \$1.5 million.

KXYZ is full time on 1320 kc with 5 kw; KXYZ-FM is on 96.5 mc with 100 kw. ABC now owns AM-FM-TV's in New York, Los Angeles, Chicago, Detroit and San Francisco and AM-FM's in Pittsburgh and Houston.

The commission vote was split with Chairman Rosel Hyde, Commissioners Robert E. Lee and James J. Wadsworth voting for it; Commissioner Robert T. Bartley dissented; Commissioner Kenneth A. Cox abstained; and Commissioner Nicholas Johnson concurred and dissented in part. Commissioner Lee Loevinger was absent.

In a statement Commissioner Johnson noted that no local or regional concentration of control over mass media was involved in the sale, nor would ABC's "national power," he said, be "significantly affected" by the acquisition. (The commission must be "on guard," he warned, against concentration of control and the "national power of major-market group owners.")

As a network, "ABC's principal political power," and its control over opinion and information, he said, is that of national program supplier not major-market station owner "in powerful states." Acquiring these facilities won't

have the impact on "ABC's position in the marketplace of ideas," he claimed, that a comparable acquisition would have on the position of a major-market multiple owner "not in the network business."

The commissioner further noted that the commission must be "mindful" of ABC's competitive position with CBS and NBC. Stations are a "significant source of additional network income, even if they are not a significant source of additional political power," he said. "I believe there are numerous means long available to ABC and the commission to meaningfully and appropriately improve ABC's position."

(The commissioner was one of three who dissented to the ill-fated ABC-ITT merger. In December 1966 he questioned ABC's need for ITT financial assistance, noting that with ABC on a par with the other networks, "what little price competition" that presently exists among the networks would disappear [BROADCASTING, Dec. 26, 1966 et seq.]).

But Commissioner Johnson said he would condition the sale so that ABC should select whichever of the two stations it wanted, since "it is neither necessary nor desirable . . . to further exacerbate the pattern" of single owner control in major markets. "Certainly a network, with its full complement of stations," he said, "is in the best possible position to comply" with the commission's proposed "one-to-a-customer" rule.

## Mercury, Evans drop sale of UHF CP's

The new climate at the FCC on the sale of television construction permits, and its concomitant threat of hearings, has claimed its first victim. Last week, petitions were filed with the FCC asking for the dismissal of applications asking approvals for the transfer of ownership of three Mercury-group UHF permits to Evans Broadcasting Corp. (BROADCASTING, Nov. 6, 1967).

The notification to the FCC said that the contract between the present permittee holders, Albert G. Hartigan and others, and the proposed buyer, Thomas M. Evans, New York financier and industrialist, had expired as of April 30, and that Mr. Evans had declined to exercise his right to extend it.

Involved in the proposed transfers were WUHF-TV (ch. 61) Hartford, Conn.; WBAU-TV (ch. 49) Buffalo, N.Y., and WNTU-TV (ch. 33) Norfolk, Va.

Evans Broadcasting Corp. was to be owned jointly by Mr. Evans and by the present owners, with Mr. Evans paying \$150,000 for his 50%. He also held an



option to acquire another 30% interest for \$360,000, but this was not to be exercised for three-and-a-half years after the first station started program tests. He also agreed to finance equipment purchases of up to \$900,000 for the Buffalo station and up to \$800,000 each for the other two stations. He also agreed to underwrite initial losses of up to \$600,000 for each city. Mr. Evans is personally buying KNDL-TV (ch. 30) St. Louis (also a CP) for \$34,500 plus assumption of liabilities.

**Hearing Called** ■ Last month, the commission informed Mr. Hartigan that it could not grant the transfers without a hearing (CLOSED CIRCUIT, April 29). Although the commission gave no reason for this action, it has become more sensitive to the sale of construction permits since the House Commerce Committee raised a fuss about the sale of five Overmyer UHF permits to AVC Corp.'s U. S. Communications Corp. AVC paid \$1 million for 80% interest in each permittee, and holds an option to acquire the remaining 20% interests for an estimated \$3 million. Also AVC advanced \$1.5 million to D. H. Overmyer for his warehousing operations and had promised to lend him the same amount if needed. The transaction, approved by the FCC on a 4-to-3 vote, aroused the attention of the

House Commerce Committee and resulted in one-day session with the FCC justifying the grant and committee members, including Chairman Harley O. Staggers (D-W. Va.), criticizing the action (BROADCASTING, Dec. 18, 1967). Since then, a House Investigations Subcommittee investigator, Arnold Smith, has been studying pending FCC cases involving the sale of construction permits (CLOSED CIRCUIT, April 29).

## Jerrold buys CATVs in Texas, New York

Jerrold Electronics Corp., Philadelphia, a major manufacturer of CATV equipment and a multiple CATV owner, has bought two CATV complexes, one in Texas and one in New York—breaking the drought in major CATV sales that has existed for the last six months.

Acquired has been Southwest CATV Inc., owner of CATV systems in Texas's Rio Grande Valley, with a potential of 65,000 customers, and Telihoras Corp., operating cable firms in Cortland and Wellsville, N. Y., with a franchise for Penn Yan, also New York. The New York systems have a potential of 14,000 subscribers. Also acquired is a micro-

wave system, carrying TV signals from San Antonio to the Rio Grande Valley cable systems.

The Texas group was bought from Lester Kamin and associates. Mr. Kamin and his group have just sold KXYZ-AM-FM Houston to ABC (see page 48). Holding warrants for stock in the Texas systems was International Telephone and Telegraph Corp. The New York systems were acquired from William B. Harrison and associates. No price was disclosed for either deal.

Jerrold, now owned by General Instrument Corp., Newark, N. J., also announced the commencement of construction of its CATV systems in Petersburg, Va., and in Middlesboro, Ky.

The acquisitions bring to 25 the number of operating and franchised CATV systems now owned by Jerrold.

## Changing hands . . .

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

■ WKDN-FM Camden, N. J.: Sold by William R. Compton and associates to Family Stations Inc., headed by Harold Camping. Scott L. Smith and associates for \$500,000. Buyer is licensee of KEAR (FM) San Francisco, KEER (FM) Sacramento, and KECR (FM) El Cajon, all California, and WFME (FM) Newark, N. J. Mr. Smith and wife are 33.3% owners of KEWQ Paradise and KEQR Chico, both California. WKDN-FM is on 106.9 mc with 18 kw. The sale of WKDN Camden to Tommy Roberts, a sportscaster, last February for \$775,000 is still pending FCC approval (BROADCASTING, Feb. 19).

■ WPRA Mayaguez, P. R.: Sold by Andres Camara and associates to Richard J. and Samuel Friedman and associates for \$340,000. Messrs. Friedman have interests in WMDD-AM-FM Fajardo, P. R. Samuel Friedman is an attorney. Founded in 1937, WPRA is a full-timer operating on 990 kc with 1 kw.

■ KKAM Pueblo, Colo.: Sold by Willard W. Garvey to William H. Moore III and James Gordon Douglas III and others for \$240,000. Mr. Garvey is owner of KKTU (TV) and KKFM (FM), both Colorado Springs. KKAM, established in 1928, is on 1350 kc with 5 kw days and 1 kw nights. Broker: Hamilton-Landis and Associates.

■ KEED Eugene, Ore.: Sold by Glen M. and Helen N. Stadler to John W. Mowbray, Charles J. Wedes and James H. O'Neil for \$201,000. Mr. Mowbray has CP for AM in Burier, Wash. He is employed by KIRO-TV Seattle. Mr. Wedes is performer and Mr. O'Neil is program director on KIRO-TV.

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■ **KXRQ-FM Sacramento, Calif.:** Sold by Dale W. Flewelling to Lawrence Gahagan for \$63,150. Mr. Gahagan is president and 27.7% owner of KPGM (FM) Los Altos, Calif. KXRQ-FM began in 1959 and operates on 98.5 mc with 3.5 kw. Broker: Hamilton-Landis and Associates.

**APPROVED** ■ *The following transfer of station interest was approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 85).*

■ **KXYZ-AM-FM Houston:** Sold by Lester Kamin and others to ABC Inc. in exchange for 20,000 shares of ABC stock, valued at approximately \$1 million plus assumption of obligations not to exceed \$1.5 million (see page 48).

## FCC's Johnson lauds Chairman Hyde

FCC Commissioner Nicholas Johnson, who has frequently been a sharp critic of the commission, appeared last week as an advertiser of its strengths. And Chairman Rosel H. Hyde who, along with other commissioners, has been scorched by some of Commissioner Johnson's blistering dissents, found himself not only defended but rhapsodized as an "ideal man" for his job.

But Commissioner Johnson, in remarks prepared for delivery Friday (May 10) at a luncheon meeting of the Federal Communications Bar Association, didn't overlook matters that have long troubled him at the commission. He referred to them, collectively, as "the scandal of the forgotten public interest."

His defense of the commission and of Chairman Hyde was in response to an article in *BROADCASTING* which, he said, constituted "a personal attack" on the chairman, "charging him with a lack of leadership . . . and with a failure to control 'mutiny' among his commissioners." The article dealt with the present crop of troubles besetting the commission, and referred to the independent programing survey of Oklahoma broadcasters by Commissioners Johnson and Kenneth A. Cox.

**Lack of Understanding** ■ Commissioner Johnson said the article demonstrated a lack of knowledge of how a multi-member agency works and "a rather shocking lack of good taste and respect for one of this government's long-term public servants." (This came as a mild surprise to some readers of his advance text who recalled the commissioner's dissent in the commission's initial 4-to-3 decision to approve the

ABC-International Telephone & Telegraph Corp. merger. Commissioner Johnson said then that the majority's approval, in which the chairman participated, "makes a mockery of the public responsibility of a regulatory commission that is perhaps unparalleled in the history of American administrative processes.")

He said "the great strength" of the commission is that each member has a vote which he must exercise independently. "The system not only contemplates, but depends upon, his independence—so that the commission will have its own system of checks and review built into it."

"No man," said Commissioner Johnson, "has been more understanding of the need to hold to personal positions of conscience than Chairman Hyde himself—and in cases where my 'going along' would have eased his life considerably."

**Ideal Man** ■ Commissioner Johnson said that the FCC chairman carries a heavy load of sometimes conflicting and difficult responsibilities, and that the present chairman "is, in many ways, an ideal man for the job."

Then he launched into his tribute to the 68-year-old chairman who has been in communications regulation for 40 years: "He has personally participated in

as much of the history of communications as any living man . . . He is kindly, tolerant and patient. He has a capacity for hard work. He can listen . . . He can play upon the other six of us like a symphony orchestra, working to produce as much harmony as possible . . . Underlying all he does is a reservoir of good cheer and humor. . . ."

But all is not well at the commission. He referred to such matters as:

■ "The award or renewal of valuable public rights to the only applicant—without adequate investigation."

■ "The resolution of vital issues based on nothing more than the arguments of the contending monolithic economic interests."

■ "The discussion of those issues in cryptic, conclusory language, or, even worse, in prolix boilerplate that is even more successful in keeping the public's business from public view."

For the commissioner, these add up to "the scandal of the forgotten public interest." And he called on communications attorneys to help remedy the situation.

He said they should take on the responsibility of volunteering to "represent the public interest before regulatory agencies in the same way that you represent indigents' interests before the courts."



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# Broadcasting does not live by bread alone

Madsen cites challenges at AWRT convention;

NAM's Parker: radio-TV already looks past sales charts

Radio and television broadcasters must operate by communicating more than entertainment alone. They must transmit important ideas and significant information to help people survive in today's troubled and complex times and to motivate them to intelligent action. This was the message that Arch L. Madsen, president of Bonneville International Corp., brought to the 17th annual convention of the American Women in Radio & Television.

Speaking to some 600 delegates at the annual meeting (May 1-5), held in Los Angeles, Mr. Madsen pointed out that with commercial broadcasters facing the most crucial communications challenge ever, the entertainment part of radio and TV must be secondary. Instead he emphasized the importance of communicating ideas. "We live in a millennium of communications technology—but our successful application of this technology in the communications of mankind's primary values and principles, borders the dark ages," Mr. Madsen, a broadcaster for more than 30 years, said. He claimed that despite a \$20-billion investment in communications tools,

broadcasters still "live on islands of ignorance surrounded by seas of prejudice."

**The American Concept** ■ Mr. Madsen stressed several times that the primary work of broadcasting in this country is to move merchandising. But, he said, in other parts of the world broadcasting's principal role is to sell ideological concepts.

"The American business society," he said, "has a responsibility to see that American economic principles are known throughout the world." Yet Mr. Madsen does think that present day radio and TV programming and audiences are reflecting a new social responsibility. "I believe there is a marked tilt in radio and TV programming toward the greater use of broadcast communications for informational, significant discussion programs," he said.

During the course of his talk, Mr. Madsen, whose Salt Lake City-based Bonneville International Corp. controls five international short-wave facilities as well as having interests in or owning 14 AM-FM-TV outlets across the country, invited the AWRT to extend its

membership throughout the Western Hemisphere and to affiliate with the Inter-American Association of Broadcasters. Mr. Madsen's remarks were made during a panel discussion on "New Dimensions in Programming," in which all participants emphasized the urgency of broadcasting's need to provide more serious communications.

Describing efforts to achieve an adequately funded public television system in the U. S., Dr. Lee DuBridge, president, California Institute of Technology and former member of the Carnegie Commission on Educational Television, said that programs dealing with the important issues of the day are the big challenge for the future. He called for "in-depth presentations and discussions which can contribute enormously to a more widespread understanding by the citizens of this country of the issues which concern them and with which they must deal."

**Young Leadership** ■ Norman Felton, president of Arena Productions, Hollywood-based company responsible for *The Man From U.N.C.L.E.*, among other programs, declared himself optimistic about the future because "there is something in the air in regards to young people." He predicted that when young leadership takes its place in the medium, television will be changed into a "truly unique" communications form "from the reporting of news to the presentation of drama."

Mr. Felton was not so sanguine in his evaluation of critics of television who charge the medium has spurred racial revolution by showing have-not things they can't buy. "May I ask if these critics would keep the ability of the nation to produce consumer goods a secret from minority groups or those in reduced economic plight?" Mr. Felton asked. "Is it all right to let them know we have bread and Coca-Cola but not cake and Chryslers?"

Daniel Parker, chairman of the board of Parker Pen Co. and also chairman of the National Association of Manufacturers, speaking as "an individual businessman observing your industry from the sidelines," said that an increasing number of broadcast advertisers are recognizing the broader responsibility of looking beyond the sales charts. "A part of this responsibility," he said, "is to support the people who are striving to get shows of value on the air."

William Dozier, president of Greenway Productions, co-producer of *Batman*, was moderator of the programming panel.

**Strides in Technology** ■ An earlier panel was on technological advances in communications and was moderated by John Paul Goodwin, chairman of the board of Goodwin, Dannenbaum, Littman & Wingfield Inc., Houston. In his brief opening remarks, Mr. Goodwin gave some indications of the social

## Corwell to take top slot next year

Marion Corwell of Dearborn, Mich., producer, writer and performer of and for TV programs distributed nationally by the Henry Ford Museum and Greenfield Village, has been elected president of the American Women in Radio & Television for 1969-70. She will succeed as president, Mary Dorr of Santa Monica, Calif.

Election was at the business meeting during the annual AWRT na-



Miss Corwell

tional convention in Los Angeles.

Additional officers elected to serve with Miss Corwell are Bettie J. McMillen, advertising director, Communication Arts Inc., Nashville, as Southern VP. and Ellen Wadley of CBS News Bureau in Washington, as Midwest area VP. Patricia L. Nealin, director of film, WGN-TV Chicago, elected secretary-treasurer. Marianne B. Campbell, director of community affairs, Avco Broadcasting Corp., Cincinnati, elected director-at-large, East Central area. Judith Lane, women's director, KIRO-AM-FM-TV Seattle, elected director-at-large, Western area. Cappy Petrash, feature editor of NBC's *Monitor* weekend program, elected director-at-large, Northeast area.



L to r: Mr. Madsen, AWRT president Mary Dorr, Mr. Parker.



L to r: Mr. Felton, Dr. DuBridge and Mr. Dozier.

revolution wrought by radio broadcasting.

Thomas W. Sarnoff, staff executive vice president, NBC West Coast, one of the three panelists speaking under the title of "The Sky's the Limit," pointed out that the development of communications will go beyond the sky and into the universe. He predicted that "before the end of the next decade manned satellites, hovering over fixed points on earth, will serve as spatial switchboards to route telephone, radio and television and other information from country to country, continent to continent, and from earth to space vehicles and to the planets beyond." He also suggested that the combination of satellites and electronic computers will change the primitive communications center that the home is today into "a highly sophisticated electronic information center."

Eventually, he believes the new communications technology will make possible the distribution of programs by satellites first to stations, then to untended transmitters and finally, in some instances, directly to the home.

The use made of the new technology will be the key to the future, Mr. Sarnoff concluded.

**No Limits** ■ Charles E. McKittrick Jr., vice president and western regional manager of IBM's data processing division, Los Angeles, said that the combination of computers and communications will provide the greatest single technological advancement in history. The limit in the future, he explained, "is purely our own imagination."

Dr. Fred Adler, vice president of the Aerospace group of Hughes Aircraft, Culver City, Calif., offered a glimpse of the opportunities of new communications technologies. He said the opportunities are "vast and exciting," with the Syncom satellite concept providing "the greatest potential." Through the use of slides, Dr. Adler showed the various ways advancing satellite technology can enrich the future of the world. One of the things he claimed the

future would bring is a "network of education" through the use of satellite communications.

In one of the principal non-panel addresses of the convention, author Irving Stone gave an unequivocal endorsement to words and writers as the saviors of the future. "In the beginning there was the word," he said, "and in the end there will be the word. What happens to the world in-between will depend on the word."

He called writers the "last hope" for civilization because a writer doesn't belong to any group and is almost a "dispossessed person." For these reasons of objectivity, the writer "has the best chance to get at solutions," he contended.

During the convention, Leonard H. Marks, director of the U.S. Information Agency, Washington, spoke on the challenge of communicating with other world members. He issued a dramatic invitation to Communist China to send news media to this country to cover the current political campaigns (BROADCASTING, May 6).

**Other Activity** ■ Miss Supinda Charkrabhand of Bangkok, Thailand, and Mrs. Nguyen Thi Thai of Saigon, South Vietnam, were guests of honor at an AWRT luncheon. The women are broadcasters in their countries and, as guests of AWRT's Educational Foundation, are making a two-month tour of the U.S. Art Linkletter was master of ceremonies of the luncheon. Mr. Linkletter's business partner, producer John Guedel, was the keynote speaker for the convention, speaking on the theme of "Century of Communications." California's Governor Ronald Reagan also spoke to the delegates.

At the concluding session of the convention, Mary Dorr, free-lance broadcaster of Santa Monica, Calif., was installed as new president of the AWRT. Mrs. Dorr succeeds Krin Crawford Holzhauser of Goodwin, Dannenbaum, Littman and Wingfield, as president (for next year's officers, see page 52).

## Study backs Pueblo CATV

Counters arguments on importation made by two Colorado TV's

Studies performed by independent research firms for opposing parties locked in an FCC hearing often assume an air of objectivity—although, in reality, the studies rarely (if ever) disprove the contentions of the firms which commission them.

Such a professed study is one commissioned by Pueblo TV Power Inc., which proposes to import Denver signals into Pueblo, Colo. The CATV proposal has been opposed by KRDO-TV Colorado Springs, and KOAA-TV Pueblo, which want the commission to hold a hearing on the requests.

The Pueblo TV study was prepared principally to refute a voluminous one commissioned by the stations and compiled by Robert L. Coe and James G. Saunders of Ohio University's Center for Research on Broadcast Management and Economics. Mr. Coe is a former vice president of ABC (BROADCASTING, March 18).

The Coe-Saunders study purported to show that the commission's assumption in requiring evidentiary hearings for CATV's proposing to import distant signals into the top-100-TV markets, and not the smaller ones, is a false one, at least as it applies to the Colorado Springs-Pueblo market, ranked 138th.

The study was originally designed to bolster the stations' opposition to distant signal requests made by Vumore Video Corp. for its Colorado Springs operation. But it is also being used to

oppose Pueblo TV's carriage proposals.

**Foster Study** ■ Now Pueblo TV has commissioned one of its own, the so-called Foster study, prepared by Foster Associates Inc., a Washington based independent economic research and consulting firm.

Pueblo TV claims that while its study makes no attempt to match the Coe-Saunders study "pound-for-pound, it constitutes an Augustan contribution to the arts of polemics and dialectics: it substitutes brevity for prolixity, objectivity for subjectivity . . . and truth for myth."

It is brief, about 28 pages. But it was also prepared by or under the direction of Edward Shafer, a vice president of the research firm. He is also an executive vice president of Pueblo TV. "In this capacity," the study notes, "he has been instrumental in the planning and the organization of [Pueblo TV's] CATV effort. Mr. Shafer has made a number of visits to Pueblo and Colorado Springs and has completed detailed market studies relating to CATV penetration in both communities."

**Alleged Deficiencies** ■ Not surprisingly, the Foster study finds the Coe-Saunders study "replete" with alleged errors.

One of them allegedly is the result of a specially commissioned American Research Bureau survey in Bakersfield, Calif.—a below-top-100 market served by three stations and CATV. That survey was cited by Coe-Saunders to "prove conclusively" that CATV was "instrumental" in causing a loss of TV audience to the stations in the Bakersfield market.

Foster says the use of that data to forecast events in Colorado Springs-Pueblo "is completely without foundation" because ARB qualified the data as "below ARB minimum standards" and noted it was to be used "as indicative only." Foster further claims that there are numerous examples of "oversight, carelessness and improper statistics" used in the study as well as conclusions, based on unsupported assumptions, about potential television audience losses and the viability of independent UHF faced with CATV competition.

The Foster study may well have been an academic exercise, however. Last month the commission rejected the Coe-Saunders study and permitted the Vumore operations. The commission said the study didn't supply "adequate support" for those allegations made by KOAA-TV and KRDO-TV. The import of the commission's decision was that it expects a more persuasive showing from small-market TV's before it will designate below-top-100 market CATV proposals for hearing (BROADCASTING, April 15).

## CBS-TV affiliates meet in L.A. this week

### FLEXIBLE SCHEDULE ARRANGED TO PROMOTE 'DIALOGUE'

The outlook for television—from its economics to its role in a political year—will dominate this week's CBS-TV Affiliates Association meeting in Los Angeles.

Also commanding substantial attention will be programing, which occupies most of the first day of the May 14-15 annual meeting. Michael Dann, senior vice president, programs, will preside over the programing presentation, which includes the screenings of *Blondie*, *Lancer*, *The Good Guys* and *Hawaiian Five-O*, all four among new series next fall for which films have been made. In addition, the network's sports program lineup will be detailed by William C. MacPhail, vice president, sports.

In a departure from recent years, most sessions will attempt to infuse what network spokesmen last week termed a running "dialogue" between network officials and station executives. In place of firm scheduling, a "flexible" program has been arranged to permit as much time as possible for panels, discussions and question-and-answer periods. All of the sessions will be closed.

Among the more formal events are the luncheon speeches. Dr. Frank Stanton, president of CBS Inc., is expected Tuesday (May 14) to present an optimistic report on TV's economic outlook and to renew his appeal for a suspension of equal-time requirements for presidential and vice presidential candidates from the primaries to election day (CLOSED CIRCUIT, May 6); on Wednesday, John A. Schneider, president of CBS Broadcast Group, is slated to deliver the luncheon address.

**Campaign coverage** ■ In addition to the expected reference by Dr. Stanton to the political year, there are to be discussions of CBS's election-convention coverage. Though attention on this will give affiliates ample opportunity to air grievances, it's doubted that the compensation factor in convention-election coverage will give rise to serious dispute in view of CBS's substantial modification of its original plans to waive compensation (CLOSED CIRCUIT, April 29; BROADCASTING, May 6).

Among the network's key departmental executives who will be on tap during the discussion periods are Thomas H. Dawson, the TV network's president; Richard S. Salant, CBS News president; Mr. MacPhail; John P. Cowden, vice president, information services; Frank M. Smith, vice president, sales; Richard Jencks, CBS Inc., vice president, general counsel; William B. Lodge, vice president, affiliate relations and networking; William H.

Tankersley, vice president, program practices, and Carl S. Ward, vice president, affiliate relations.

A portion of the Wednesday afternoon session has been set aside for Mr. Salant's introduction of CBS News personalities to the affiliates. A banquet that night will feature entertainment and appearances of CBS's roster of stars, including among others, Jonathan Winters, Tommy Smothers, Pat Paulsen, Bobbie Gentry, Andy Griffith, Ken Berry and Jim Backus.

## FCC reaffirms its UHF policy

The FCC went out of its way last week to emphasize its determination to aid UHF television. In an order affirming a review board decision, the commission said that its policy of fostering development of UHF counts for more than the policy permitting VHF stations to provide the best possible service to the largest number of persons.

The decision, on a 4-to-2 vote, affirmed the review board's denial of a petition by WSFA-TV (ch. 12) Montgomery, Ala., for a rehearing of a proceeding that culminated in an award of a construction permit for channel 38, Columbus, Ga., to Gala Broadcasting Co.

The board had turned WSFA-TV down on the ground that it was not a party to the proceeding, that its petition was dilatory and that no reason had been given as to why it could not have participated earlier.

WSFA-TV, in its petition, had argued that its application for modification of facilities was mutually exclusive with the Gala application. The VHF station's application had been separately set for hearing on the question of impact on present or proposed UHF stations.

The commission, in ruling on the appeal, agreed with the board's disposition of the case. But then it modified the order to point up its feelings about UHF:

"Even if the applications were mutually exclusive [and it said WSFA-TV had not alleged facts establishing that they were], the commission contended, WSFA-TV "would not be entitled to request a rehearing.

"The commission has a long-established public policy of encouraging the growth and development of UHF television stations," the commission added, noting that the policy was a basis for



## BESIDES PRESTIGE, WHAT DID FULL-COLOR NEWS GIVE WFBM-INDIANAPOLIS?

### A SPONSOR WAITING LIST.

In April 1967, WFBM-TV in Indianapolis changed to full color for all local news.

Station Manager Don Menke says, "We are in a favorable sponsor position." News Manager Bob Gamble was even more graphic. "Advertiser interest in news is at an all-time high."

Gamble tells why WFBM decided to switch to color in the first place. "We figured we couldn't afford not to go to color. It's an important new dimension

in broadcast journalism, and if you're going to do your job right—sooner or later you have to add that dimension."

Gamble knows whereof he speaks about doing a job right. For two years running, WFBM has been chosen The News Film Station of the Year by the highly respected National Press Photographers' Association. Do they shoot color exclusively? "All the footage is in color. We just don't shoot black-

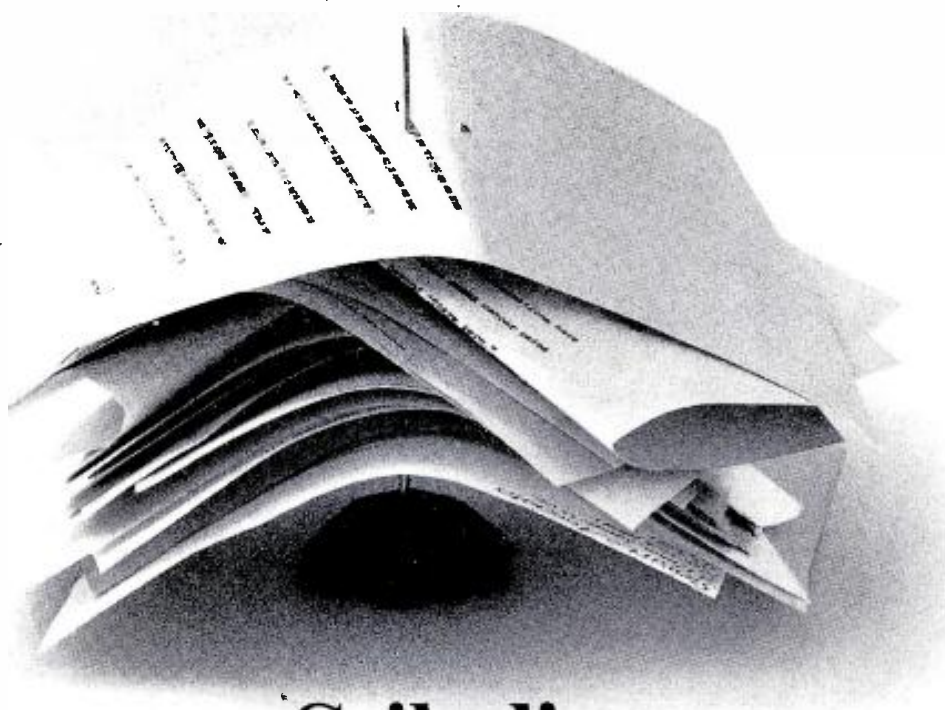
and-white anymore."

A Kodak engineer helped WFBM set up for color processing with the Kodak ME-4 chemicals. They are pre-packaged—everything is a snap. Kodak engineers are as near as the phone to answer questions. Sooner or later everyone's local news will be in color. Why don't you make it sooner? Contact Kodak.

**Kodak**

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## **Spiked!**

You wince at the wasted staff time when you have to spike a story. The cost of that time must be included in the price of your newspaper or magazine if you are going to stay in business.

You've paid for the effort, but you still have to spike some stories because they don't quite measure up or something better pushes them aside. That's how you maintain that invisible ingredient called "quality" in your publication.

We produce medical products for doctors to prescribe. We "spike" many, many more prospects in the laboratory than ever get on the pharmacist's shelf.

Medicines that are to work and cure disease have to fight their way past our "spike." We have no choice but to reject those that don't measure up no matter what the research cost. That's how we maintain that invisible ingredient called "quality" in our products.



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the designation order in the WSFA-TV case.

The issues in that proceeding "preclude any consideration of whether WSFA-TV's or Gala's application would better serve the public interest, the commission said. "since the paramount policy of fostering UHF service would more than offset the policy of permitting VHF stations to provide the best possible service to the largest number of persons."

The commission majority in the decision consisted of Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Kenneth A. Cox and James J. Wadsworth. Commissioners Robert T. Bartley and Nicholas Johnson dissented.

## NAB recommends rating cures

Continued concern over alleged inequities by the ratings services in the way they represent below-top-100 markets is leading the National Association of Broadcasters secondary-market television committee to seek specific improvements in the service reports. The committee also seeks to extend certain provisions of the FCC's CATV rules to all TV markets, regardless of size.

Meeting in Washington last week the committee voted to ask NAB to formally request that the commission extend provisions of the top-100-market CATV rule to below-top-100 markets. The rule requires CATV's to seek a waiver of the evidentiary hearing requirements if they want to import distant signals into the top-100 markets.

The committee also formally opposed the commission's proposed "one-to-a-customer" rule on broadcast ownership (BROADCASTING, March 25).

As expected, the ratings services continue to get committee attention. Last year the committee approved sending letters to all below-top-100 market TV stations asking them for information that would help NAB's research department explore ways in which the services could better serve the secondary markets (BROADCASTING, July 17, 1967).

Those answers and a list of specific comments were presented to representatives of A. C. Nielsen Co. and the American Research Bureau. The services reportedly maintained that they can't provide the service at the cost desired by the secondary TV's. Hamilton Shea, Gilmore Broadcasting Group, Harrisonburg, Va., committee chairman, said the committee feels procedures can be improved "substantially" in many secondary markets, and it asked NAB's research department to study those TV responses, "with the goal that specific procedural improve-

ments might be developed and suggested to the services."

The committee also held a luncheon meeting on Tuesday (May 7) with four members of the FCC—Chairman Rosel H. Hyde, and Commissioners Robert T. Bartley, Kenneth A. Cox and Nicholas Johnson.

## FCC, Justice, Hill on D.C. meet agenda

Antitrust and monopoly policy in communications industries is the theme of a conference to be held May 28-29 at the Mayflower hotel, Washington.

The meeting is sponsored by the Federal Bar Association and the Bureau of National Affairs Inc.

Among the speakers: Chairman Rosel H. Hyde, and Commissioners Lee Loevinger, Kenneth A. Cox and Nicholas Johnson, and Henry Geller and Bernard Strassburg, general counsel, and chief, common carrier bureau respectively, from the FCC; Donald F. Turner, Robert A. Hammong and Lionel Kestenbaum, from the Department of Justice; Senator Philip A. Hart (D-Mich.) and Representative John D. Dingell (D-Mich.), from Capitol Hill.

## No word on WAST(TV)

Officials of Sonderling Broadcasting Corp. said last week they had "no comment" on reports that Sonderling was negotiating for acquisition of WAST(TV) Albany, N.Y., from Glen Alden Corp. for \$8 million (CLOSED CIRCUIT, May 6). Sonderling owns WLKY-TV Louisville, Ky. and 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.

## Media reports . . .

**Impact of stars** ■ TvQ, a subsidiary of Computer Applications Inc., New York, has begun a new annual service to measure audience opinion toward about 275 TV performers. Such studies have been conducted by TvQ on a custom basis since 1957.

**Classy study** ■ WMCA New York has published a new study showing the Characteristics of Listenership Among Suburban Shoppers (CLASS), covering consumer behavior and demographics. The study was conducted for WMCA by Marketing, Products and People Inc. at four suburban shopping centers in the metropolitan New York area.

## Broadcasters told to seek urban solutions

Broadcasters were challenged to find methods to communicate with uneducated and underprivileged persons living in big-city slums as a means to ease the nation's urban crisis. J. Leonard Reinsch, president, Cox Broadcasting Corp., said last Tuesday (April 7) that "communications technology has the opportunity to perform its greatest service in this area."

In his call for greater local involvement, Mr. Reinsch cited a University of West Virginia study (by graduate student Thomas H. White) that found 100% of the ghetto residents interviewed received news largely from TV, supplemented by radio (20%), but that only 3% gathered news from newspapers (BROADCASTING, Oct. 16, 1967). The top-25 metropolitan areas in which 35% of the population reside are served by 430 radio and 113 TV stations, he said, and produce 65% to 70% of total TV revenues.

In his address before the Frank H. Neely conference on "Impending Technology: Its Challenge to Livable

Cities," Mr. Reinsch said the "knowledge explosion" that is widening the breach in our society can be overcome through TV, which "is without equal as a tool of information and education. . . . We do not normally think of commercial television as an educational force because its basic function is to entertain," he said, but it has extended knowledge, ideas and customs into the nation's poverty areas.

Mr. Reinsch said that computer-based instructional systems using TV sets equipped with teleprinters will soon be available to allow students to supplement their education at home. And with the advent of broadband cable, he said, the home information center will become a reality. "The TV set will become more than a passive device: it will serve as a communications terminal capable of sending as well as receiving information," he said.

The conference was held at the Georgia Institute of Technology in Atlanta, the headquarters city of Cox Broadcasting.

# One man's ideas on regulation

In extensive study that ranges over all facets of broadcasting, Senate aide proposes diverse changes that could restructure entire industry

A wide-ranging, overflowing melange of suggestions and proposals for the future of broadcasting and program regulation has been released by the Senate Commerce Committee, and broadcasting would never be the same if subjected to the outpouring of ideas, suggestions, recommendations and thoughts—almost psychedelic in their extensive variations.

There seems to be slim chance that any of the proposals ever will be adopted, but in the climate of today, you never can tell.

The report is the 22-month effort of Robert M. Lowe, at the time a special counsel on the staff of the Senate committee. His virtuoso performance is entitled "Fairness Doctrine," but in its far-flung consideration of that subject, Mr. Lowe touches all bases—some old, some new, but all ingenious.

Item: Tax broadcasters on gross revenues to induce public-service programming.

Item: Classify stations by the amount and quality of public-interest broadcasting, with those carrying little or no such programs paying high taxes.

Item: Issue licenses in perpetuity, but have periodic audits, revoking licenses when broadcasters are found not to be living up to their program proposals.

Item: Sell licenses to the highest bidders.

**Delayed** ■ The 602-page study with appendices was undertaken in 1965 at the behest of Senator John A. Pastore (D-R. I.), chairman of the committee's Subcommittee on Communications. It actually was completed on Aug. 30, 1967, but was held until last week because of the need for editorial revision and statistical and computer editing. Also a reason for the delay, it's said, is that Senator Pastore has been ill since last December and only recently returned to his duties on Capitol Hill.

The report was made public in an April 30 transmittal to FCC Chairman Rosel H. Hyde in which Senator Pastore asked for that agency's comments and views.

In the report itself, and in Senator Pastore's letter to Mr. Hyde, it is made clear that the study and the conclusions

and recommendations are those of Mr. Lowe himself. In both instances, also, the point is made that the viewpoints are those of Mr. Lowe "and not necessarily those of other staff members or of any member of the committee or the Senate."

Mr. Lowe, however, gives credit for help to committee staff counsel Nicholas Zapple and Daniel A. O'Neal.

Mr. Lowe says that he attacked the project first by reviewing the law, congressional hearings and reports, the literature on the subject, by personal contacts with the FCC, the broadcast networks, the National Association of Broadcasters and the National Association of Educational Broadcasters, and the views of nonindustry people. All

fairness cases at the FCC from Jan. 1, 1965 to June 30, 1966 were reviewed. Two questionnaires were disseminated, one to syndicated program producers and the other to all broadcast licensees (see page 60).

**Pay for Use** ■ Mr. Lowe's premise is simple: The radio spectrum is a natural resource. Broadcasters who are given the right to use the spectrum pay for it by broadcasting in the public interest. The carriage of programs dealing with public issues is part of public interest, and such programs by their nature mean the presentation of both sides of controversial issues. Fairness therefore is built in as part of the price for the use of the spectrum.

Mr. Lowe expresses no high opinion of the FCC. He holds no brief for the commission's history or its ability to regulate in the fairness field, terming its activities vague, contradictory and complex.

"In any event," he says, "we have concluded that the FCC, as a comprehensive device for protecting and defending the public interest, has been largely inadequate. . . . It has been a timid legislator and ineffectual policeman [largely due to] the ambiguity of its central responsibilities. The visual field with which the FCC is required to view broadcasting is a dichotomy. One confronted with the responsibility for narrow vision while simultaneously adopting a broader view is likely to end up cockeyed."

To bolster his low opinion of the FCC, Mr. Lowe quotes from the 1949 Hoover Commission report, from the 1958 Senate Commerce Committee report and from the 1960 Landis report—all notably critical of the FCC.

In advancing his theses, Mr. Lowe follows two paths: On the one hand, he assumes that program content of broadcast stations should be regulated. On the other, he takes the approach that no program regulation should be invoked. In each case he suggests alternative approaches, and in some instances, alternatives within alternatives.

If program standards are desirable, he states, then Congress should enact guidelines. Since the only program standard enunciated by the FCC today,

## A look at Lowe



Mr. Lowe

Robert M. Lowe, the author of the 20-month fairness-doctrine study, is a 41-year-old Arkansas lawyer. He began the Senate Commerce

Committee study in November 1965 and completed it in August 1967, when he moved to his present position as consultant on telecommunications policy, Department of Transportation. His other government experience was as news secretary for Senator J. W. Fulbright (D-Ark.) from October 1960 to December 1962.

Mr. Lowe, a graduate of the University of Arkansas law school in Fayetteville in 1953, practiced law in Texarkana, Ark., until 1960. After leaving Senator Fulbright, he went back to his practice in Texarkana until he returned to Washington for the fairness study.

which follows the action of the pre-FCC Federal Radio Commission (1927-34), is that broadcasters must devote a reasonable amount of time to the discussion of public issues, this should be promulgated by Congress.

As a variation from the present practice of requiring all licensees to program public issues, Mr. Lowe suggests that perhaps some form of station classification may be desirable. This would range, he poses, from stations (1) licensed to broadcast entertainment programs only, (2) licensed to program hard news but prohibited from editorializing or commentary, (3) licensed to broadcast news and public affairs including commentary, but forbidden to editorialize, and (4) licensed to broadcast the full range of news commentary, editorials and public affairs.

If this approach is taken, Mr. Lowe suggests that minimum standards be adopted for staffing and equipment for each class, allowing for variables depending on market size, operating format, competitive factors and gross revenues.

Since the first classification of station would provide no "socially desirable" payment for its occupancy of the spectrum, Mr. Lowe suggests that a "user" fee be apportioned, like a percentage of its gross revenues, with the funds being used to help develop a noncommercial system.

**Fairness and Ads** ■ Still discussing program-content regulation Mr. Lowe throws out a gamut of ideas:

■ Where commercials do nothing but sell a product, the fairness doctrine should not be invoked. Where they attempt to influence the audience on a public issue, fairness should come into play.

■ Arguments for exempting hard news programs from the fairness test are contradictory. If good news reporting is inherently fair, because that is the nature of above-average journalism, then the requirement to be fair is no burden. On the other hand, if broadcasters adopt professional standards for news reporting, there's no need to exempt news reporting from the fairness requirement.

■ Commentary, however, is another matter and should come under the fairness umbrella. Perhaps commentary should be required to be separated from news. Or perhaps commentary should be required to be identified as such.

■ The Communications Act, perhaps, should be amended to forbid the broadcast of false, misleading or defamatory materials, if done with knowledge or reckless disregard of truth. Perhaps it should be made mandatory for stations to notify and furnish transcripts and offer time for reply on defamation. Perhaps, however, it would be best to leave this problem to private suits in the fed-

eral courts; if charges are proved true, then there is no defamation.

■ Section 315 of the Communications Act, which now requires that equal time be provided all candidates for a political office where one of them uses a station's facilities, might be revised to require equal time to present all sides of a controversial public issue. And, to take care of a peculiar broadcast problem, perhaps an exemption should be provided for broadcast performers who become candidates so that Section 315 doesn't apply if they appear on the air in their professional broadcast capacity.

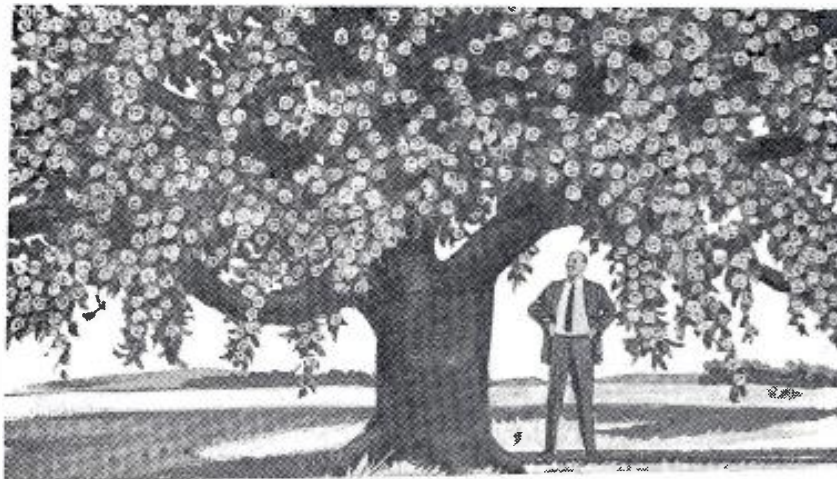
■ Instead of term licenses, as now,

how about unlimited licenses, subject to periodic inspection and with the broadcaster paying a fee based on percentage of gross revenues for the inspection, just as national banks do?

■ When a station broadcasts a controversial issue, perhaps it should also be required to broadcast instructions to the public on how to complain, how to secure time to respond to the viewpoint, or register a contrasting opinion.

■ On the so-called "open mike" programs, perhaps the time-delay devices used by a majority of stations using this format should be made mandatory.

**Subsidy, Penalty** ■ If it is agreed that



**YOU MAY NEVER SEE A ROSE TREE 40" THICK\*—**

**BUT... Sales Can Be Rosy in the 39th Market with WKZO-TV!**

A rose without a thorn—that's the Grand Rapids-Kalamazoo and Greater Western Michigan market served by WKZO-TV.

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alone, for instance, four new plants have recently created 7,200 new industrial and service jobs. They brought over 18,000 new people to town and added another \$25,000,000 to retail sales. That's just Kalamazoo; the same sort of growth is taking place all over the market!

If you like the heady fragrance of climbing sales—now and later on—sow your selling seed via WKZO-TV. Your green-thumbed Avery-Knodel man can give you complete particulars on our rich soil and year-round "growing" season.

And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

\*There's one at Tombstone, Arizona.  
†ARB's 1965 Television Market Analysis.





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# Some surprises in all those answers

## SENATE SURVEY SHOWS BROADCASTERS SPLIT ON FAIRNESS, 315

Central to the data-collection effort that provides the backbone for the Lowe report (see page 58) was an eight-page questionnaire sent to all broadcast licensees.

Collection of the data, and its subsequent analysis, became an intragovernmental affair, with the Census Bureau cooperating in design of the questionnaire, the FCC assisting in the mailing and the Bureau of Standards providing computer services.

In addition to the station questionnaires, the committee staff solicited comments and information from networks, consulted the FCC's complaints file and surveyed the history of the fairness doctrine and related content-regulation issues as developed in the legislative, judicial and FCC-administration records.

The station questionnaires which were mailed Nov. 1, 1966, solicited comments and attitudes on fairness doctrine and related personal-attack problems in general, and asked for detailed information on areas shown to be the most-frequent causes of difficulty by the examination of the FCC's complaint records. These were, in order, syndicated program series, open-mike programs, station editorials, and network program series and specials.

Stations were also asked for information on broadcast hours devoted to public-service programming, man hours expended on such programs, extent of efforts to air controversial issues on such programs, notification procedures in personal-attack cases, and data on

offers of or requests received and honored for reply time.

**Some Favor It** ■ Foremost among the findings from the survey, Mr. Lowe indicates, is that the broadcasting community is far from unanimous in opposition to the fairness doctrine or Section-315 restraints. In all, 5,643 licensees returned questionnaires (of 6,787 sent), and only 20.5% (1,160) said they would like to see the fairness doctrine discarded.

Others, however, said the doctrine needed modification or clarification (1,183). But 2,767 indicated they felt the doctrine was all right as is.

Aggregate responses could obscure differences of opinion between small and large stations on the doctrine, but the questionnaire did not provide a breakdown by size of operation. Types of broadcasters were isolated, and the staff analysis showed 21% of commercial-radio respondents registering disapproval of the doctrine (20% wanted Section 315 repealed). Commercial television respondents registered somewhat more disapproval of the doctrine (25% opposed), with 27% of the telecasters advocating 315's repeal.

Television network affiliates provided a different picture: those with CBS affiliation were 27% opposed to the doctrine and 40% in favor of Section 315 repeal. For ABC: 19% thought the fairness doctrine should be discarded; 14% wanted Section 315 repealed. NBC: 30% opposed to the doctrine, 31% wanted Section 315 repealed.

Noncommercial educational broad-

casters, on the other hand, proved even less disturbed by government incursions into program regulation. Only 5.7% thought the doctrine should be discarded, while 6% favored Section 315 repeal.

Among those broadcasters in general who said the doctrine needed modification (1,183), 599 thought the doctrine "too vague." Requirements to notify or supply transcripts to those of opposing views were objected to by 187 respondents. Extending the doctrine to print media was advocated by 22.

The questionnaire asked for specific information on carriage of 53 issue-oriented syndicated program series. Station responses indicated that some widely publicized programs were not carried by as large a number of stations as had generally been reported. Stations were asked if programs were or had been carried, and, if dropped, why.

**Management Concern** ■ Some of the syndicated series had been dropped for seasons indicating station management's concern with the content of the programs, expressed in more specific terms ("not in the public interest," "one-sided," "radical") than simply lack of audience interest.

The top 10, ranked by number of stations reporting carriage at the time of survey:

*Our Changing World*, carried by 446 outlets, had been discontinued by another 177 stations. None indicated content as reason for dropping.

*The Protestant Hour* had 144 stations, another 109 had discontinued.

there shall be no direct regulation of programs, Mr. Lowe offers a number of variations, all aimed at encouraging the broadcasting of public-issues programs.

One method, he notes, is to offer incentives to broadcasters to broadcast such programs. This could take the form of direct subsidies, with money from the federal treasury offered to both commercial and noncommercial stations which could, he observes, result in dual frequency use—noncommercial in morning and early afternoon, commercial in late afternoon and evening, certainly a more efficient use of frequencies.

Or it could take the form of an indirect subsidy, ranging from a tax credit as a charitable contribution for the value of the time devoted to an unsponsored public-interest program, to a nontaxable item for the revenues taken in for a sponsored, public-issue program.

Or, he suggests, programs could be rated, from those considered socially desirable down to those least socially desirable and the last would be taxed, while the first would be tax-free.

**Bidding Plan** ■ Perhaps, Mr. Lowe continues, Congress could establish minimum qualifications for a broadcast license. The applicant proposing the best program format would get the license. At renewal time, if a new applicant proposes a better program, the license would then be given to the new licensee. If the licensee fails to meet his program promises, revocation proceedings should be instituted. If there are no renewal times, then new applications might be invited at specified intervals.

This approach, Mr. Lowe calculates, could force licensees constantly to evaluate their program service, resulting in better programs for the public.

The threat of having his license taken away by another who proposes a better program job "alone will heighten a licensee's sensitivity to the 'public interest, convenience and necessity,'" Mr. Lowe says, "while stimulating those on the outside wanting in to apply creative talent to the objective of improved broadcast service for the public generally."

Finally, Mr. Lowe suggests the market-place approach recommended over the last few years by economists: Transfer the spectrum, or the broadcast portion initially, to the public domain and let licenses be sold to the highest bidder. Or, as a variation, frequencies could be leased to broadcasters, with payment to the federal government, but with the lessees required to meet certain programming and other standards.

Mr. Lowe concludes his exercise in creative and certainly formidable brain-

Two thought the program "was not in the public interest (too liberal, too conservative, didn't like content, etc.," the report notes).

*American Security Council Washington Report* was carried by 358 respondents, been dropped by another 114. Of these, 13 indicated content as a reason for dropping.

*Life Line*, carried by 335, dropped by another 207, 32 on content.

*The Joe Pyne Show*, carried by 212, dropped by 67, 14 of these on grounds of content.

*20th Century Reformation Hour*, carried by 183, dropped by another 215, 24 on content grounds.

*Manion Forum*, carried by 175 respondents, dropped by another 249, 32 of these on content.

*Viewpoint*, carried by 167, discontinued by another 68, with seven of these giving content reasons.

*Northwestern Reviewing Stand*, carried by 145, dropped by 78, by two for content.

*Howard Kershner's Commentary*, carried by 125, dropped by another 121, 31 giving content reasons.

Another well-publicized syndicated product, *The John Birch Society Report*, ranked 12th, with carriage by 116 respondents, prior carriage by another 57, with nine of those indicating concern over content as a reason for dropping.

The series with the largest number of discontinuances on grounds of content considerations (65), *Citizens Council Forum* had, at the time of the survey, 117 outlets (ranking 11th). It had been dropped by 215 others.

**Growing Number** ■ The second-most troublesome category in the FCC's complaint records, "open-mike" telephone audience-participation programs, shows, according to the study, steady growth before 1965, with the number of sta-

tions instituting such programs beginning to grow dramatically after that year. At the time of the survey, 1,035 stations reported carrying such programs (3,673 did not), while 732 indicated they had discontinued such shows.

The questionnaire asked for means used to control on-air remarks, such as obscenity or personal attacks, on such programs. Most used (by 561 respondents), it was reported, is a tape-delay device. Least used (by 83 respondents) is the procedure of summarizing phoned-in remarks, keeping callers off completely the air.

**Less Than Half** ■ Although editorials, the study said, "are far short" of the syndicated programs and open-mike shows in generating fairness complaints, they do rank third in total number of alleged violations. A total of 2,456 said they editorialized regularly or sporadically while 2,738 never had editorialized and 384 had editorialized, but had given up the practice.

The number who do editorialize was small in the mid 1950's and increased slowly through 1960. Then starting in 1961 their numbers increased yearly, through 1966 by 171, 305, 241, 282, 261 and 266 respectively. Of the editorializing stations, 275 said they carry editorials three times a day and 81 carry them 10 times daily.

The overwhelming majority of the editorials (69.6%) are devoted to local issues with national issues a distant second (15%).

Unlike newspapers, the study found, broadcasters do not follow a "wide-spread" practice of using canned editorials. Of the respondents who did get editorials from outside sources 82 said they came from a group owner, 52 from a network, 40 from a newspaper, 95 from a nonprofit group, 78 from a syndicated editorial source paid by the

station, 27 from a syndicated source and provided free, and five from a syndicated source "which offered compensation to the station."

Of those who had never editorialized, by far the largest number (947) gave a lack of qualified personnel, facilities, time or funds as the reason. The largest number (40) of those who had discontinued editorializing gave a similar response for their decision to cease such activity.

**'Surprising' Number** ■ The staff report found that "surprisingly" 570 licensees "devoted no manpower to locally originated news and public affairs and 513 respondents said they carried no news and public-affairs programs. Additionally 1,511 (27%) said they did not broadcast any programs dealing with controversial public issues.

These figures reflect, according to the study, that a "dramatically large number of stations are assuming no responsibility for dealing with important public issues. . . . One can only wonder what the latter group promised to do in their last renewal applications."

Of the 4,576 respondents who do have locally produced news and public-affairs programs, 813 said they devoted 21-40 man-hours per week to such efforts and 74 had more than 800 man-hours per week spent on such programming.

Of those who program local news and public affairs, 779 said they carry between 10.1 and 15 hours a week of such programming.

Counting all news and public affairs programs, regardless of origination, 1,883 respondents programed 10 to 21 hours per week and 872 programed 21 to 31 hours per week. There were 1,338 respondents who said they carried 10 hours or less per week of such programming.

storming by calling for a congressional review of broadcasting regulation. It deserves, he says, "a fresh, penetrating scrutiny . . ." And, if Congress feels program content should be regulated, then it should articulate minimum program standards in the public interest, he says.

## Daniel calls Reardon report 'misdirected'

The future of American democracy depends upon continued adherence to the principle "that justice not merely be done, but be *seen* to be done," the managing editor of the *New York Times* declared last week.

Clifton Daniel, addressing a seminar

on Fair Trial and Free Press sponsored by the American Enterprise Institute in Washington, deplored the threat to that principle posed by the recently approved American Bar Association report on fair trial-free press. Mr. Daniel's remarks followed by one week a speech to that organization by Judge Paul C. Reardon, chairman of the ABA committee (BROADCASTING, May 6).

"In my opinion, Judge Reardon and his colleagues are using a sledge hammer to kill a gnat," Mr. Daniel said. "Their heavy-handedness may wreck the freedom of the press as well; it may shatter the very keystone of our democracy."

Mr. Daniel noted, however, that the Reardon report has not yet been translated into a working reality, and has met with opposition not only from newsmen, but also from many eminent

lawyers. He expressed doubt that its restrictions can be enforced "by lawyers against their own kind."

Mr. Daniel also took exception to Judge Reardon's criticisms of American crime reporting, arguing that no one has actually shown that pretrial publicity "actually contaminates juries." Furthermore, he added, "word-of-mouth publicity is much more pervasive and virulent, much less accurate and precise than the written word in the hands of trained and responsible journalists."

The Reardon report, he claimed, ignores the Sixth Amendment demand for a "speedy and public trial," and takes no notice of the fact that the current trend is toward less public legal action.

"The more I study the Reardon report, the more I see it as a massive misdirected effort to solve a minor unde-

## The name of the game: Make TV the riot scapegoat

Television's biggest problem in coverage of rioting is not doing that. Rather, its problem is to escape a growing if mistaken belief that the medium is helping cause the rioting by its presence and actions.

This is part of the message given last week in Chicago by William Monroe, director, NBC News, Washington. He took part in a closed academic session at the University of Chicago dealing with the mass media and the urban crisis.

Mr. Monroe noted that the riots appear to be falling into a pattern and the rules for rioting, fighting them and reporting them are all becoming clear to all participating, a sort of gamemanship. The electronic media have learned to cover them with discipline and responsibility, he said, but apparently others don't agree.

Mr. Monroe recalled a local



Mr. Monroe

Washington newspaper story of TV coverage of the April disorders there which subsequently was picked up by others including a national syndicated column and completely distorted beyond the facts. The writers, he said, ended up charging that TV news crews staged the event depicted, a totally false claim.

"Here we have a case of consistent journalistic responsibility turned into an anti-television atrocity story by newspapermen visibly enjoying the seduction of a half truth," Mr. Monroe said.

"The Kerner commission," he added, "did its homework and came up with a better critique of the media, though it's arguable in places. The commission started out thinking the media had been pretty irresponsible. After they looked into it, they changed their minds to a great extent."

Lawrence Pinkham, Columbia University, told the seminar that means must be found to let the ghetto tell its own story on a proportionate share of existing commercial television facilities, allowing the black man to control entirely what he has to say. Television must move beyond its present "limiting journalistic con-

cepts," he said, "and devote massive amounts of time to programming of, by and for the black community."

**Effect of Commercials** ■ Mr. Pinkham felt the very affluence depicted in white-oriented commercials contributes more to social disruption and racial hatred than to the public good. Public television has plenty of time to help correct the picture, he felt, but unfortunately Congress has not yet provided the money necessary to do this job.

Edwin Diamond, senior editor, *Newsweek*, also noted feelings among Negro leaders that they should be given a minimum amount of public service time on television. TV, he noted, has become the "community bulletin board."

Other speakers at the conference, including Edwin O. Guthman, national editor, *Los Angeles Times*, Martin S. Hayden, editor, *Detroit News*, and John A. Hamilton, editorial board, *New York Times*, cited how the white-oriented mass media still have not learned how to "tell it like it is" because of their natural biases and experiences.

Hiring and training more Negro journalists are only a start in the right direction, the participants said.

fined problem by attacking it in the wrong places," he said.

Mr. Daniel and Justice Reardon will meet in debate on May 16, at the initial town hall meeting of the National Press Club, Washington. The confrontation will be covered by Metromedia Television for its *Face to Face* program, produced by WTTG-TV Washington, and scheduled for broadcast there Sunday, May 19, from 7-8 p.m. and elsewhere on a delayed basis.

In related fair trial-free press developments, a circuit court judge in Charleston, Ill., has ordered news media and the public barred from a preliminary hearing in Mattoon, Ill., concerned with the murder of five children. The Illinois News Broadcasters Association unsuccessfully protested the order.

And in Boston, the Massachusetts Supreme Court has begun consideration of the first "contempt by publication" convictions to reach the court in 60 years. One case involves the power of a court to punish a reporter and his newspaper for printing the prior criminal record of a defendant. The other concerns a charge that a reporter disobeyed a judge's warning not to report a court hearing where the admissibility of certain evidence was to be determined.

## Radio should supply more political news

Radio broadcasters have been urged by FCC Commissioner Kenneth A. Cox to make increased contributions to coverage of the upcoming political campaigns and elections both in terms of numbers of candidates presented and in volume of issues discussed. He indicated that radio never has had a greater opportunity to significantly contribute to a better society than in covering the current political scene. He reminded radio broadcasters that they can present major candidates in the context of news broadcasts without having to provide equal time to splinter-party candidates.

Speaking at the University of California at Los Angeles on May 3 before the Seventh Seminar on Radio Broadcasting and Community Leadership, sponsored by the Southern California Broadcasters Association, Mr. Cox cautioned telephone-talk radio stations to beware of abuses in handling calls and pointed out to other broadcasters using telephone polls that the results of such surveys are not statistically valid samples and could be misleading to the public. Mr. Cox said that there was evi-

dence of organized groups making a concentrated effort to dominate telephone-talk shows.

The seminar, which consisted of some three hours of discussion in addition to Mr. Cox's speech, covered radio's relationship to education, government, human relations, law enforcement and transportation.

## 'ABC Evening News' completely revamped

When the wraps come off the refurbished *ABC Evening News* Monday, May 27, it may not be recognized as the same show. For a start, it was announced last week that Frank Reynolds, since 1965 *ABC News's* White House correspondent, will be going in for Bob Young as anchorman. And the entire format will have been reworked.

There will be three main segments: a lead comprising the top four-to-six spot news stories of the day; a series of three-minute commentaries by several of 15-to-30 experts, including David Schoenbrun, back from Vietnam, and political commentator Bill Lawrence; and several special focus reports on in-

dividual subjects (BROADCASTING, April 8).

The hope is to attract serious-minded non-news watchers, as well as to snare regular viewers of the CBS and NBC news shows, according to ABC executive producer Sidney Darion.

## Memories refreshed on FCC's editorial rules

The FCC is reminding broadcasters in this election year of the rules regarding editorials that endorse or oppose candidates for public office. And the National Cable Television Association has pointed out to its members that the association's code of ethics requires strict adherence to these FCC rules.

"The cablecaster has at his disposal," the code states, "a medium of communications which is capable of making a major contribution toward a better-informed electorate. . . ." Those systems having program origination capabilities, the association said, should review both the NCTA code and the FCC's rules.

In a notice sent to broadcasters, the commission noted that although the rules are currently being challenged in the courts, "they are now in effect and should be followed. . . ."

The rules stipulate: "Where a licensee, in an editorial, endorses or opposes a legally qualified candidate or candidates, the licensee shall, within 24 hours after the editorial, transmit to respectively the other qualified candidate or candidates for the same office or the candidate opposed in the editorial notification of the date and the time of the editorial; a script or tape of the editorial; and an offer of a reasonable opportunity for a candidate or spokesman of the candidate to respond over the licensee's facilities: Provided, however, that where such editorials are broadcast within 72 hours prior to the day of the election, the licensee shall comply with the provisions of [the rules] sufficiently far in advance of the broadcast to enable the candidate or candidates to have a reasonable opportunity to prepare a response and to present it in a timely fashion."

## ASCAP members charge copyright violations

Eight members of the American Society of Composers, Authors and Publishers have filed a copyright-infringement suit against KTVW(TV) Tacoma-Seattle and its president, J. Elroy McCaw, charging the station played their songs without authorization, ASCAP reported last week. It said the suit, filed in federal district court in Wash-

ington state, seeks a restraining order against future performance of the works, damages amounting to not less than \$250 for each unauthorized performance and court costs and attorneys' fees.

In addition, 11 ASCAP members have filed suit for copyright infringement against KERN Bakersfield, Calif., alleging that their copyrighted songs were performed by the station without authorization. The suit was filed in the U.S. District Court for the District of Columbia.

A similar suit has been filed by 25 ASCAP members against KWEB Rochester, Minn.

## Moss's subcommittee to continue operation

The House Freedom of Information Subcommittee, which had been scheduled to pass from existence on June 1, was resuscitated last week by a voice vote of the House. The subcommittee, headed since its inception in 1955 by Representative John E. Moss (D-Calif.), was primed for extinction after Representative William L. Dawson (D-Ill.), chairman of the parent Government Operations Committee, ordered a \$325,000 budget cut (BROADCASTING, April

29).

Last week the House approved putting back \$225,000 of that cut, enough to keep the subcommittee alive. The subcommittee has been active in stepping on administration toes in attempts to cut through government red tape and allow newsmen access to public records.

## Jughead joins singing group

A television series, which has not yet made its debut, is going to be the inspiration for a rock 'n' roll music group, a la The Monkees. The new group, The Archies, are being created for the Archie animated half-hour television series scheduled to be shown Saturday mornings on CBS-TV, starting in the fall. Don Kirshner, former music supervisor of The Monkees, has been contracted to do a similar job for The Archies. Mr. Kirshner will build a singing group to vocalize over an animated quintet shown in the series, composed of comic book characters Archie, Jughead, Veronica, Betty and Reggie. He also will produce 17 original songs to be performed by the group for the animated series. The project is a three-way joint venture among Filmation Associates, comic book publisher John Goldwater and Mr. Kirshner.

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# FCC's new look at program exclusivity

PROBLEM: HOW TO OPEN OVERSHADOWED MARKETS TO SYNDICATORS

The FCC, moving into an area where its knowledge is admittedly skimpy, has opened a proceeding aimed at making additional syndicated and feature-film programming available to small-market television stations.

At issue in the proceeding are the territorial exclusivity agreements contained in contracts between program suppliers and large-market stations that restrict small-market stations' ability to acquire nonnetwork material.

The commission proposed, as a tentative solution, a rule that would parallel one currently governing exclusivity arrangements for network programming—it would permit only those agreements granting a station exclusive use of programming within the community of its license.

However, the commission noted that, since agreements concerning nonnetwork programs need not be filed with it, there is relatively little information now available on the subject; the only solid information apparently is that there is considerable variation among such agreements, both with respect to

different markets and as between stations and programs in the same city.

**Alternatives Requested** ■ Accordingly the commission requested comments on alternative proposals. It said that, as additional information is obtained, it may develop that "a somewhat less restrictive rule" may well appear desirable, "at least for certain types of programming."

However, those advocating a less restrictive rule, or none at all, were advised to buttress their suggestions with specific factual data if they expect to have their suggestions considered.

The proposed notice of rulemaking was sparked by a resolution of the government-industry Committee for the Full Development of All Channel Broadcasting, which urged the commission to study the exclusivity practices in the distribution of nonnetwork programs to stations in small markets within the reception range of large-market television outlets.

The commission said it recognizes the "legitimate interest" of a station

purchasing a program to a degree of exclusivity in it. It also noted that, without the ability to grant exclusivity contracts, a program supplier "might not be able to command a reasonable price for his product."

**Public's Interest** ■ "But, the commission added, "there are very substantial public interests involved, which these considerations should not be permitted to thwart." The commission referred to the interest of the public beyond the reach of the original station in viewing "desirable programming," and of other stations in presenting the material.

In inviting suggestions for a "less restrictive" rule than it has proposed, the commission asked for comments on whether standards should be adopted for limiting exclusivity agreements as to distance or signal contours, or as to stations having a certain amount of signal overlap or additional audience not served by the original station. The commission also asked for comment on what those standards should be.

The commission, noting that the sheer variety of exclusivity agreements presents a problem—small-market stations have trouble even knowing what programs are available to them—also asked for comment on whether a uniform standard should be adopted so that stations would know what is available.

The commission expressed the hope that as many parties as possible—particularly television stations and program suppliers—file comments, and requested information on a number of issues covered in exclusivity agreements. These include types of programs covered, duration of contracts, geographic limits of exclusivity conditions for assignment of programs to other licensees, number of times programs may be presented in the life of a contract and distribution limitations. It also requested statistics on numbers of programs purchased by licensees but not used.

Comments are due by July 8, with reply comments due Aug. 8.

## Students get a new perspective on history

Forty young visitors to the nation's capital will share the spotlight with Vice President Hubert H. Humphrey, six midwestern congressmen and the city itself in the first of a series of "living history trips for children" to be filmed by WKRC-TV Cincinnati.

Camera crews from the station followed the children—who were selected on the basis of questions they wished to ask of their congressmen—on tours of the White House, Capitol and other points of national interest; a special address by the Vice

President at the Capitol; and a luncheon question-and-answer session at the Rayburn House Office Building. On hand to answer the children's questions were Representatives Robert Taft Jr., Donald Clancy, William Harsha, and Donald Lukens, all Ohio Republicans; Rep. Gene Snyder, Kentucky Republican; and Rep. Lee Hamilton, Democrat of Indiana.

After broadcast of the documentary, the station will distribute prints to schools in the Cincinnati area for use in civics and history classes.



Vice President Hubert H. Humphrey addresses 40 young people visiting Washington for a day-long tour. The

event will be one of the highlights of a documentary film made during the trip by WKRC-TV Cincinnati.

## Progress reported in CATV copyright talks

Attempts will be made to set up another meeting of the National Association of Broadcasters-National Cable Television Association committees on CATV copyright before the NAB board meeting June 17-21.

The NAB-NCTA committees met for

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| 19       | 20 | 21 | 22 | 23 | 24 | 25 |
| 26       | 27 | 28 | 29 | 30 | 31 |    |

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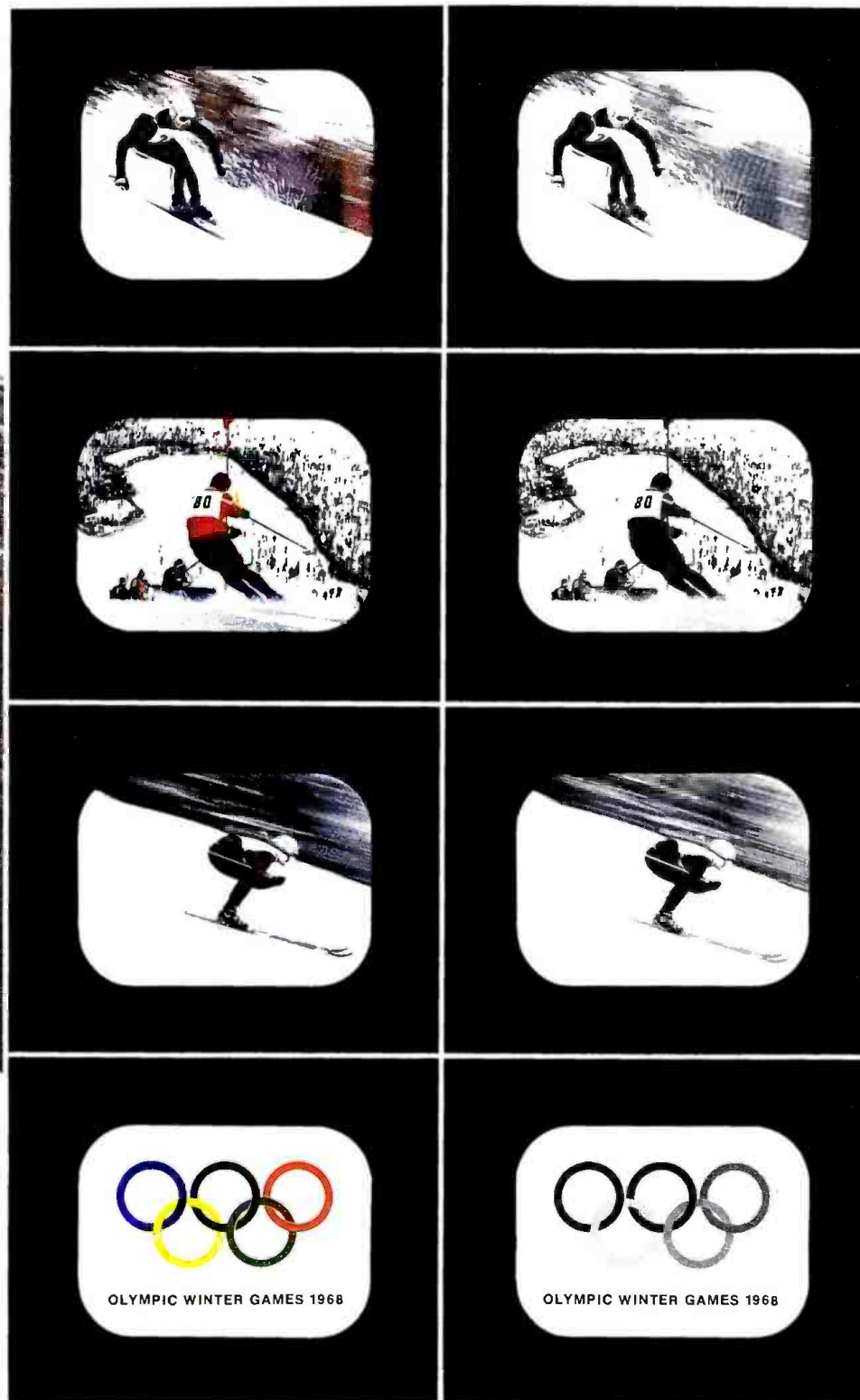
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Can you imagine how dreadful it must be if you can't see...or talk...perhaps even move...bizarre symptoms that come and go.

There is no cure for MS. But there is hope, through research, sponsored by the National Multiple Sclerosis Society.

A dollar...maybe five...or ten...from each of us could help discover that cure. When the MS Volunteer calls on you, I hope you'll remember this. Thank you.

Dear Station Manager:

Special material has been prepared for your public service use during our National MS Hope Chest Campaign. For radio, EDDY ARNOLD, ROSEMARY CLOONEY, JACK JONES and many others have transcribed both programs and spots. For television, DEBRA BARNES, who is MISS AMERICA for 1968, and whose mother suffers from MS, has joined MIA FARROW, BARBRA STREISAND and me in filming color tv appeals in varying lengths. Slides and live copy are also available. May we ask your help.

Sincerely,

  
Victor Borge  
National Campaign Chairman

Network contact:

Philip Bershad, Pub. Rel. Dir.  
National Multiple Sclerosis Society,  
257 Park Avenue South,  
New York, New York 10010 ORegon 4-4100

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the second time, in their current series, in Washington last Wednesday (May 8) and participants reported that "progress is being made." However, as in the first meeting (BROADCASTING, March 11), no conclusions were reached.

Those attending last week's session agreed that it was a good working meeting, one which explored a number of items, but that was as far as they would go in spelling out how near the two trade associations are in attempts to reach a detente on the thorny copyright question.

The CATV copyright battle has, in part, been a major obstacle in congressional action on a new copyright bill, and both Congress and the copyright office would like to see the two associations find a mutually acceptable solution.

## Paris talks draw network newsmen

Network news teams converged on Paris last week to cover the preliminary negotiations between the U. S. and North Vietnam.

Coverage from Paris began Thursday (May 9) on the eve of talks between the two warring nations. Extensive use of Atlantic communications satellites was planned to bring television reports to the U. S.

ABC had signed with the Communications Satellite Corp. to use a satellite link for 15 minutes a day. CBS News and NBC News each signed on for an hour a day. ABC's trans-Atlantic TV feed begins at about 4:45 p.m. EDT; CBS and NBC feeds then alternated in 30-minute, five-minute, and 10-minute segments until they total 60 minutes.

Coverage of the U. S.-North Vietnamese talks will be provided under a pool arrangement in cooperation with O.R.T.F., the French TV network. O.R.T.F. will provide four color cameras and two VTR's. Over-all U. S. responsibility for the pool is NBC's (BROADCASTING, May 6).

ABC-TV and ABC Radio will provide daily coverage of the Paris talks during regular news shows. TV reports received via satellite will be presented during ABC-TV's regularly scheduled evening news program. ABC spokesmen say the network will be prepared to present news specials whenever news developments warrant them.

**Springtime in Paris** — CBS-TV's half-hour evening news program anchored by Walter Cronkite began originating from Paris on Thursday and will continue to originate there until at least May 17. Thursday's initial satellite transmission reportedly was marred by loss of audio. Introductory copy for news



Mr. Alvord



Mr. Cross



Miss Galvin



Mr. Kinard



Mr. Oliver



Mr. Stewart



Mr. Weissmann



Miss Young

## CBS Foundation sends eight back to school

Eight newsmen have won CBS Foundation News Fellowships for one year of study at Columbia University during 1968-69.

The winners of the fellowships are Kenneth B. Alvord, news editor, WBTW-TV Charlotte, N. C.; Clarence H. J. Cross, associate producer of special events, CBS News, New York; Nancy Martha Galvin, producer-trainer, WGBH-TV Boston; J. Spencer Kinard, news manager, KSL Salt Lake City; James Brounley Oliver Jr., legislative correspondent-bureau chief, WTAR Norfolk, Va.; William D. Stewart, news reporter, WCAU-TV Philadelphia; Ivan Weissman, staff writer, WCBS New York.

and Elizabeth L. Young, program director, WAMU-FM, The American University, Washington.

The foundation, which through CBS Inc. makes educational, cultural and philanthropic contributions, established the news fellowships in 1957. Fellowship grants average \$8,000 each.

Eligible for a year of study are news and public affairs employees of CBS News; CBS-owned stations; stations affiliated with CBS Radio and CBS-TV; staff members of non-commercial educational stations, and teachers of courses in radio and television news and public affairs at colleges and universities.

segments from elsewhere in the world is wired to CBS in Paris and the visual segments themselves are inserted in the Cronkite show in New York. A half-hour special anchored in New York was presented May 10 at 11 p.m. EDT.

CBS Radio is providing news coverage directly from Paris, and network spokesmen say its *World News* show will originate from Paris as long as events warrant. It is the first time that *World News* has originated outside of the U. S. in its 30-year history.

NBC-TV, as reported earlier (BROADCASTING, May 6), will present nightly coverage of the Paris talks on its regular news shows and during a 30-minute news special scheduled for 11:30 p.m. EDT each night as long as news warrants. NBC Radio is also providing coverage from Paris, and on Friday (May 10) presented a 25-minute radio special

at 8:05 p.m. EDT.

Mutual Broadcasting has beefed up its Paris operation to cover the talks. Reports from the city will be included in regularly scheduled newscasts and news specials will be presented as developments justify.

## NBC-TV signs Flip Wilson

The signing of comedian Flip Wilson to a long-term exclusive development contract with NBC-TV was announced last week by Mort Werner, vice president in charge of programs and talent for the network. Mr. Werner said that NBC-TV plans to develop a special starring Mr. Wilson that will serve as the pilot for a projected series. The comedian has made appearances on the NBC-TV *Tonight* series, *Rowan and Martin's Laugh-In* and the *Dean Martin Show*.

# Bobby Kennedy bids for free TV time

## PRESIDENTIAL ASPIRANT SAYS CAMPAIGN COSTS WOULD BE CUT 80%

A suggestion that politicians be given free television time as a public service was advanced last week by one office seeker who reportedly has few money problems.

Senator Robert F. Kennedy (D-N.Y.), a candidate for the Democratic presidential nomination, said last Tuesday (May 7) that politicians could "cut down 80% of our [campaign] expenditures if television wasn't so expensive. If television made all of this time available to all of us as a public service then there wouldn't be any great expense in a political campaign. And, at least make it available at cost would seem to be a major step by the television networks and the television stations, instead of in a political campaign to have the idea of making a profit. . . .

"I think that they should make the time available for free, but if they're not willing to do that at least to make it for cost, because it would be tremendously helpful. . . . It would be interesting, for instance, how much the networks have made from this political campaign . . . how much money they've taken in on it," he added.

Senator Kennedy's remarks were made in response to a question posed during a CBS News special following the Indiana presidential primary. Mr. Kennedy was asked if charges that the senator had "bought" the Indiana primary had any effect on the election.

**Heavy Investment** ■ Mr. Kennedy answered "no" to the question. He said that his expenditures were not out of line and that they ranged between \$550,000 and \$600,000. It was then that he raised the issue of TV's time charges. Some observers said later that the senator's comment on TV time costs served as an effective riposte to the correspondent's question.

Whatever was behind Mr. Kennedy's remarks, network officials appeared perplexed by the senator's comments.

For one thing, the networks themselves carried no political messages into Indiana, several top executives said; campaigning during the primary was strictly a local affair, bought and sold locally. Networks do not set local prices or practices, they said.

For another, network news chiefs have long urged the Congress to suspend the FCC's equal-time provisions during presidential election years. "We offered free time to major candidates in 1960 and we're prepared to do it again—as a public service," said one network executive.

It was also pointed out that TV news

coverage of presidential election years has never been profitable. "I don't know of any network making money by covering the primaries, the conventions, or the elections," said one executive.

**Exposure Bonus** ■ TV newsmen also said that in the normal course of reporting events, TV provides major candidates with more free public exposure than the campaigner could ever buy.

Moreover, it was pointed out that TV's cost as a campaign tool was proportional to its effectiveness. Said one executive: "The old-fashioned whistle stop may have been cheaper but TV's cost per thousand is much better."

The effectiveness of the senator's C-P-M apparently left little to be desired,



Senator Kennedy

for despite the expense, Mr. Kennedy, through Papert, Koenig, Lois Inc., his ad agency, laid on a campaign which earned him 42% of the Indiana vote. His opponents were Senator Eugene McCarthy with 27% of the vote and Indiana governor Roger Branigin with 31%.

ABC-TV called Senator Kennedy the winner at 8:36 p.m. EDT. A five-minute special was presented at 9:55 and another at 10:55. A 15-minute summary of the day's election was presented at 11:30. ABC Radio covered the primary on its regularly scheduled news programs on all four networks.

ABC will present special five-minute reports and a 15-minute summary on Tuesday evening (May 14) at 11:30, covering that day's Nebraska primary. The exact schedule of the five-minute

reports has not been set.

**Fast Trigger** ■ CBS-TV was the first network to call the Indiana winner: Walter Cronkite broke into *Daktari* at 8:26 p.m. EDT and announced that the network's computer estimated Senator Kennedy to be the victor with 44% of the vote. The Indiana polls closed at 8 p.m. EDT.

CBS's estimate was further refined during a special bulletin at 9:40 p.m. Then, a half-hour color special was presented at 10 p.m., during which Senator Kennedy made his remarks about the high cost of TV time. Mr. Cronkite anchored the half-hour special from New York.

CBS-TV tomorrow night (May 14) will present a half-hour special (two feeds, one at 10 p.m. EDT, another at 10:30) on the Nebraska primary. The network also will pre-empt regular programming as events during the evening warrant.

During the evening of the Indiana primary, CBS Radio presented a half-hour special at 10:30 p.m. EDT. Tomorrow night CBS will present a quarter-hour special radio program on the Nebraska primary at 10:45 p.m.

While CBS claimed credit for being the first news organization to project a winner in Indiana, NBC News said that at 8:25 p.m. EDT David Brinkley reported that Senator Kennedy had a substantial lead and if it was maintained, he would win the Democratic primary. NBC's first projection that he would indeed win the election came at 8:35 p.m. An NBC-TV hour special beginning at 8 p.m. and pre-empting the *Jerry Lewis Show* was broadcast from Indianapolis, as was last Tuesday evening's regularly scheduled Huntley-Brinkley show. Two short analyses of the election were presented and a 12-minute special report was then presented at 10:48. Throughout the evening NBC News presented crawl bulletins, as did the other two network news organizations.

NBC Radio's *News of the World* originated from Indianapolis last Tuesday with five-minute summaries of the Election broadcast every half-hour starting at 8:15 p.m. and continuing to 11:45 p.m.

**Movie Spots** ■ Tomorrow's Nebraska primary will see NBC-TV present a half-hour special at 11:30 p.m. EDT, and three earlier five-minute reports during the course of NBC's *Tuesday Night at the Movies*.

NBC Radio's coverage will consist of eight special five-minute reports

scheduled every half-hour starting at 9:15 p.m. and continuing to 12:45 a.m. EDT. Election coverage for both NBC-TV and NBC Radio will originate from Omaha.

Mutual presented eight five-minute reports and three half-hour specials during Indiana primary day. MBS will carry the same programing load tomorrow on the Nebraska election.

Projecting tomorrow's Nebraska primary winners will take a little longer than last week's Indiana election. In Nebraska the polls close either at 9 p.m. or 10 p.m. EDT. The vote is almost all on paper ballot; the few voting machines in the state close at 10 p.m. EDT.

## Senate eyes 315 suspension

After Indiana, interest increases in getting rid of equal-time section

In the wake of last week's Indiana primary a hard-nosed drive appeared to have gotten underway on Capitol Hill to push for suspension during the presidential election of Section 315 of the Communications Act. The subject seems likely to come up when the Senate Commerce Committee meets in executive session Thursday (May 16).

Only three weeks after opting for a repeal of the equal-time section, Senator Vance Hartke (D-Ind.) last week offered a bill that would suspend that "one minor section" of the Communications Act to allow a 1968 version of the Kennedy-Nixon debates of 1960. The senator, a member of the Communications Subcommittee, charged Congress would be acting "in the best interests of the public" by suspending the section.

On the other side of the Senate chamber, Hugh Scott (R-Pa.), ranking GOP member of the subcommittee, pushed for support of his bill calling for 315's suspension so the nation can take advantage of "this unique potential for broadcast opportunities."

Senator Hartke's repeal bill (S. 2128) and Senator Scott's suspension bill (S. 3382) were offered late in April (BROADCASTING, April 29).

While the two legislators were urging their colleagues to open the airwaves to the major presidential candidates without fear on the stations' and networks' part of a score of equal-time claims, the subcommittee chairman, Senator John O. Pastore (D-R.I.), was

doing his own spade work on the problem.

Senator Pastore has written all the potential presidential candidates asking their views on a suspension of Section 315. As of last Thursday (May 9), he had received only one reply. Vice President Hubert H. Humphrey, who would like to be the Democratic standard bearer, said he is in favor of the suspension.

Senator Hartke, an annual proponent of crossing the equal-time section off the books, noted last week that because of Section 315 the nation may be "denied the opportunity" to view the major presidential candidates through television.

**Public Responsibility** ■ The Indianian said that to provide a chance for a forum such as the 1960 debates again this year "is a public responsibility which the Congress should assume" by passing the suspension bill.

Without that 1960 suspension, he said, "networks and stations would not have given freely of their precious time for the great Kennedy-Nixon debates. Without this suspension, the same privilege would have to be given to an assortment of minor candidates whose position does not warrant such expensive attention."

In urging immediate Senate action on suspension, Senator Scott had similar comments. He noted that without passage of such a bill and with possibly "10 or more minor political parties" in the field, "I do not feel that we can expect broadcasters to grant the fullest possible coverage to the Republican and Democratic nominees when to do so will be to expose television and radio licensees to costly minor-party claims for equal time." The claims of those candidates, he added, can "best be handled under the fairness doctrine. . . ."

The full Commerce Committee held hearings on political broadcasting last year, but to date has not acted on any proposals.

### Shades of Buffalo Bob

Producer Barry Lawrence, once with United Artists Television, has formed Howdoo Productions in association with Richard Rosenberg and Bernard Cowan of Toronto. The new company will produce an animated TV series based upon *Howdy Doody*, the successful NBC-TV puppet series for children in the early 1950's. First project will be a half-hour animated color series of *Howdy Doody*, aimed at the 1969-70 network season.

## News contracts no hot issue

Only one broadcaster fights AP, UPI five-year contracts at FCC oral argument

The FCC's three-and-a-half-year-old inquiry into whether the commission should impose a limit on the length of contracts broadcasters sign with AP and UPI was brought out of limbo for a one-hour oral argument before the commission last week. But in the time that has elapsed since the proceeding was initiated, little apparently has happened to stimulate interest in, let alone enthusiasm for, the proposal.

Only one broadcaster participated in the argument—South Jersey Broadcasting Co., licensee of WKDN-AM-FM Camden, N.J., whose owner, 90-year-old Ranulf Compton, has long opposed the five-year newswire contract most broadcasters sign. (Mr. Compton is selling both stations. See page 50.)

Counsel for AP and UPI restated opposition to commission regulation of the broadcast-news service relationship. They said that longer-term contracts are required to afford economical and efficient services.

The oral argument was held to give the parties an opportunity to supplement their original comments and to bring the commission up to date on developments since those comments were filed three years ago.

**Complaints Received** ■ The commission issued its notice of inquiry and proposed rulemaking on Dec. 3, 1964, after receiving a number of complaints from broadcasters concerning the news-service contracts that run two years longer than their broadcast licenses.

The commission's main concern, as expressed in the notice, is the impact of the long-term contract "on the broadcast licensee's freedom of action in news programing." The commission asked for comments on a proposal to limit the length of news-service contracts to two or three years.

The commission also sought comments on the provision in newswire contracts requiring the owner of a station, in the event he sells, to require the buyer to pick up the remainder of the contract. The commission suggested such a provision may limit a licensee's ability to exercise his programing responsibilities.

AP and UPI offer two- and three-year contracts, but at higher prices than those at which the five-year agree-

ment is available.

**Mixed Reaction** ■ The reaction of broadcasters to the commission's notice was mixed, with some urging commission action but others arguing that the commission should not inject itself in contractual matters involving them and the news services. The National Association of Broadcasters was among those reacting negatively (BROADCASTING, Feb. 15, 1965).

The fact that the wire services make shorter-term contracts available led Chairman Rosel H. Hyde to ask attorney Vernon Wilkinson, appearing for South Jersey, why a rule is needed.

"Some smaller stations have trouble getting shorter contracts," he said. "They have to pay more to get it."

"But if he [the small-station licensee] could get a shorter contract would you think a rule necessary?" the chairman persisted.

Mr. Wilkinson said yes, stating that a rule limiting the life of news-service contracts would enhance competition "in this sensitive field" in which only two companies operate. He thought increased competition particularly desirable "at a time when you require a certain amount of news" from broadcasters.

**Take Both** ■ William Rogers, the former attorney general, who represented AP, said that AP's average contract with a broadcaster calls for an annual assessment of \$3,500. He said this was not so burdensome as to prevent a broadcaster from picking up another wire service if he felt the one he had was inadequate.

Mr. Wilkinson, however, disagreed. He said that "almost half" of the 7,000 broadcast stations are "netting less than \$10,000 a year. Another \$3,500 is out of the question for most stations."

Furthermore, both argued that the commission lacks authority to regulate the broadcasters' business relationships such as those involved in news service contracts. Mr. Rogers said that if the commission can limit the length of newswire contracts, it can similarly restrict the length of contracts involving ASCAP, BMI and SESAC music, movies and sports events.

But, he said, "the Supreme Court has ruled that you can't have the right to regulate the business activities of a licensee."

## Tele-Tape buys film firm

Tele-Tape Productions Inc., Chicago, has purchased the Jam Handy Organization Inc., pioneer industrial and business film production firm. It was announced last week by principals of both companies. The cash transaction involved more than \$2 million, it was understood.

## Cleveland gets air aid

Mayor Carl B. Stokes got the cooperation last week of every radio and television station in the city for his "Cleveland: Now!" campaign "to stop the cause of riots"—a half-hour free air time for a special report to the people, and free 60-second spots urging passage of two proposals in a municipal election last Tuesday (May 8). The proposals, to establish a new port authority and city health and welfare centers, were both passed. Local businessmen have pledged \$11 million "seed money" for the effort to improve ghetto conditions. The advertising support is being continued for city council approval of an increase in the local income tax. Volunteer agency for the mayor's drive is Wyse Advertising.

Both companies will consolidate portions of their film and video-tape production departments, it was explained, even though the Jam Handy organization will continue as an individual identity in the consulting field. There will be an interlocking of directors as well as facilities. W. J. Marshall Jr. continues as chairman and chief executive officer of Tele-Tape while Jamison Handy continues as president of Jam Handy.

## High-school group protests pro games

The National Federation of State High School Athletic Associations, Chicago, has announced it is preparing an appeal to the Senate Judiciary Subcommittee on Antitrust Monopoly seeking relief from Friday night professional football telecasts. The school group charges the pro games ruin attendance at the high-school events.

The federation disclosed its intentions following the release of the American Football League's 1968 schedule showing the opening game Sept. 6 between Kansas City and Houston will be one of two Friday night TV events. The other will be the Oct. 11 contest of Buffalo, N.Y. at Miami.

The high school federation's Cliff Fagan reported a survey showing that whenever a pro game is televised on Friday night the attendance at local high school games declines by as much as 40%. He said as many as 400 local high-school games could be hurt by the Sept. 6 AFL event alone.

The school group records show almost 54,000 prep football games are played each year. Gate receipts help overcome mounting athletic costs.

"If each school lost only \$300 because of television's influence," Mr. Fagan said, "we'd have a total drop of around \$16 million."

## CBS-TV waits for forked-tongue charge

Legal hostilities had not as yet broken out last week between the owner of an Indian-reservation trading post and CBS-TV in connection with implications of price-gouging allegedly contained in a CBS News documentary.

Cartons of cigarettes at \$5 each, pounds of coffees at \$2. and \$1.30 for a dozen eggs are among the prices CBS quoted for merchandise sold at the trading post in Shiprock, N. M., that Clifton McGee, the manager, said are "just plain wrong."

Mr. McGee reportedly threatened suit unless he got a public apology from CBS, but last week a corporate spokesman said the company had received neither notification of any suit nor a request for an apology.

## Columbia U. series on WCBS-TV and 80 others

An educational series of 108 half-hour programs prepared by Columbia University, for which CBS-TV is paying production costs, will be shown on the network Mondays through Saturdays from May 20 to Sept. 21.

Half of the programs will deal with current issues in health, education and social welfare and half with developments in Latin America. Columbia faculty members have produced the series in cooperation with the U. S. Department of Health, Education and Welfare, U. S. Public Health Service, U. S. Office of Education, New York State Health Planning Council and others.

Winston L. Kirby and Lois Raeder Elias, director and assistant director of Columbia's Office of Radio and Television, are coordinators of the project.

The programs will be seen at 6:30 a.m. on WCBS-TV New York and at the same time or later on 80 stations throughout the country.

## Three newsmen hit in Vietnam

Three broadcast newsmen for U. S. organizations were wounded last week while covering combat action in South Vietnam. They represented Westinghouse Broadcasting Co. and ABC. WBC correspondent Ronald E. Milligan was

struck in the back and left leg by bullet fragments ricocheting from a U. S. helicopter gunship strafing the Cholon district of Saigon. Tran Duc Suu, a Vietnamese cameraman covering for ABC News, was wounded in the face and shoulder while covering the fighting near Hue. ABC News soundman Patrick Lett was wounded in the left hand and left side.

## Students to see ETV project on racial ills

The Ford Foundation has granted between \$200,000 and \$300,000 to the Education Development Center Inc., Cambridge-Newton, Mass., for its television course for junior and senior high school students on racial conflict in America. *One Nation, Indivisible?* The series project, announced at the National Educational Television affiliates meeting April 21-23 (BROADCASTING, April 29), will be on local educational stations May 23-29.

Also lending assistance will be NET, which will distribute the series; *Newsweek* magazine, which will provide printing and distributing facilities for accompanying printed materials, and ABC-TV, CBS-TV and NBC-TV—the commercial networks supplying documentary sequences for the programs.

Three orientation programs for teachers May 20-22 will be followed by five 25- to 35-minute programs, to be shown at times determined by the stations. Similar projects in the future are possible.

## Program notes . . .

**Development projects** ■ Kayro Productions and Universal Television, which in recent seasons have coproduced *The Munsters* and *Pistols 'n Petticoats*, have teamed up again to develop three half-hour series for CBS-TV. The three projects, as yet untitled, are being prepared for the 1969-70 season. For the upcoming season, Kayro is producing the new *Blondie* series with King Features.

**Four Star holidays** ■ Four Star International, North Hollywood, Calif., has signed Burl Ives to be the leading performer in the company's first of a projected series of television specials based on holidays. The first show, *Thanksgiving*, also will feature musician Lionel Hampton and will be written and directed by Barry Shear. It's scheduled to be taped this month on multiple locations in Southern California.

**Mel Baily duo** ■ Mel Baily Productions is producing two one-hour specials starring "Murray the K" Kaufman to be distributed by Trans-Lux Television. *The Zodiac: A Guide to Love and . . .*, relating love and marriage to astrology,

is the first of three proposed specials dealing with astrology. *The International Rock 'n' Roll Test* will present a history of rock and roll using the categories of performers, songs, dances, fashions and composers, sound and lyrics.

**Dramatic developments** ■ S. Mark Smith has been named story executive of *Prudential's On Stage*, a series of five 90-minute contemporary original dramas which will premiere on NBC-TV this fall. The Prudential Insurance Company of America, Newark, N. J., through Reach, McClinton & Co., New York, is the advertiser.

**Merger and expansion** ■ Qualis Productions, Hollywood, producer of *The Monroes* series for 20th Century-Fox Television and ABC-TV, announced a merger agreement with Interlude Films, Hollywood, producer of commercials, shorts, documentaries, public service and educational films. Qualis also announced plans for expanded production: two television series, a television special and two motion pictures.

**Flying machines** ■ The Tactical Air Command's third record album in its spot radio series on aviation history is now available. *Almanac* includes 13 60-second and eight 30-second spots plus six promos with music covering the era between two world wars when men dared new heights in fragile flying machines. Two more volumes spanning the jet and space age will follow. Inquiries should be addressed to TAC (OIP-A), Radio/TV Section, Langley Air Force Base, Va. 23365.

**RPI series** ■ *Voices of RPI*, a series of radio programs depicting the human side of a technological university has been produced by Rensselaer Polytechnic Institute. The series is composed of five-minute interviews with Rensselaer students, faculty and administrators. These interviews reflect the wide range of interest and activities in schools such as Rensselaer which are often falsely thought of as strictly technical schools.

**Ho is here** ■ *Singer Presents Hawaii-Ho*, a color special starring noted Hawaiian performer Don Ho, will be shown on NBC-TV Monday, May 27, 9-10 p.m. NYT. This is the fourth in a series of one-hour specials developed and produced by the Singer Company. J. Walter Thompson Co., New York, is the agency.

**Sports package** ■ In what amounts to possibly the longest association between a university and a radio station on the Pacific Coast, KCBS San Francisco has signed to carry Stanford University football and basketball games for the 13th consecutive year. The CBS-owned radio station will broadcast the entire 1968-69 season of

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## KNBC(TV) expands evening news service to 2½ hours

Local news, increased by many stations in recent years, has taken an even more pronounced turn to longer-form programming at KNBC-TV Los Angeles. Since April 15, the NBC-owned station has been presenting two hours of locally produced news in the late afternoon and early evening hours wrapped around the network's Huntley-Brinkley half-hour. *KNBC News Service*, as it's called, runs for two-and-a-half-hours, five days a week.

The station is not presenting one continuous news program; it's not meant to be watched for 150 consecutive minutes. The news service is geared, instead, to a tune-in and tune-out audience.

**Multiple Service** ■ There are three program segments of 20-minutes each between 5-6 p.m. Each segment has a separate anchorman: Robert Abernethy, Tom Brokaw and Jess Marlow. The first segment, from 5-5:20, tries to cover all news, though basically the emphasis is local. The second segment, from 5:20-5:40, covers national and international events. The third segment, from 5:40-6, is local. Each segment has sports coverage and only the second segment doesn't include a weather report.

NBC-TV's *The Huntley-Brinkley Report* comes on at 6 p.m. KNBC used to program the show at 7, preceded by an hour of locally produced news. From 6:30-7, the station now

has a half-hour look at local news with full sports and weather reports. From 7-7:30 it runs national and international coverage as well as local stories.

"As the title denotes, we're not a program, we're a news service," explains Robert Mulholland, West Coast news manager for NBC-TV. "We hope to change viewing habits. We're not putting out programming where we say you must tune in at a certain time. We say: 'Watch when you can'."

Mr. Mulholland, who went to the West Coast last July from Washington where he was an associate producer for *The Huntley-Brinkley Report*, says the concept for the *News Service* was the result of conversations with Robert T. Howard, KNBC general manager and NBC vice president, and William Rubens, director of marketing services for NBC-owned television stations division. Research developed by Mr. Rubens indicated that there is an early afternoon market for news in Los Angeles. There also was evidence that people in Los Angeles come home from work over a wide period of time in the afternoon and evening.

NBC-TV newsmen at KNBC (other than weather and sports, news at the NBC-owned stations is provided by the network's news division) spent six weeks of intensive planning before they came up with a feasible way of providing the new

service. Six persons—three writers, a producer, a film editor and assistant film editor—were hired for the expanded coverage. Two producers blend the five program segments into one service. Steve Fentress, once with KMOX-TV St. Louis, is senior producer, and Bill Hill, another alumnus of *Huntley-Brinkley*, is executive producer of all news.

**Added Costs** ■ The additional hour a day of news is costing about \$7,000 a week. This is the entire cost, those making the estimate point out, and does not necessarily mean \$7,000 more than it used to cost to produce the hour that occupied the 5-6 p.m. slot. Bob Mulholland feels that it will be at least a year before it pays off.

What has been embarrassing is that many people and some newspaper critics are apparently watching the entire service. "We're going to drive them away if they do that," Mr. Mulholland concedes. "It's just not meant to be watched that long."

*News Service* is going to change a lot of viewing habits, Mr. Mulholland believes. He says the concept is entirely flexible and segments can run longer than 20 minutes if the news of the day warrants such a change. He's also convinced that the technical knowledge gained from producing so many different news programs in a continuous block will be valuable to NBC News and may be the springboard for expanded local news in other markets.

10 football and 23 basketball games. Humble Oil & Refining Co. will sponsor half of all play-by-play. Pepsi-Cola Bottling Co. and Hyatt House Corp. share sponsorship of the remaining half of every Stanford University sports broadcast.

**Medical film available** ■ "A Changing View of the Change of Life," a film on medical discoveries about menopause, is available on a free-loan basis to commercial and educational TV stations. The 28-minute color film was produced by Wilson Research Foundation through Association Telefilms, New York.

**Americana** ■ Alan Sands Productions, New York, has acquired distribution rights to *Perspective America*, a radio series of 130 five-minute episodes, narrated by Bob Clarke of the King Family show. Each episode highlights a different aspect of America's heritage.

**Holiday specials** ■ Producer Bill Coleran, in partnership with Fred Weintraub, is planning to turn out a series of holiday television specials starring the Serendipity Singers. The first program, aimed for Christmas presentation, will be taped at the F.A.O. Schwarz toy store in New York. The second program is scheduled as an Easter special, which will be taped at Palisades Amusement Park in New Jersey. The third program will be a Halloween special.

**Four Star futures** ■ Four Star International has made an exclusive agreement with John Newland's Palomino Productions to develop feature film and TV shows. Mr. Newland has immediate plans for a new one-hour or two half-hour weekly "period spook story," *Gothic Place*.

**Audie Murphy on radio** ■ Woroner

Productions, Miami, has signed Audie Murphy, World War II hero, to serve as host of 260, four and one-half minute radio shows, *Beyond the Call*. Each segment will be devoted to a Congressional Medal of Honor winner.

**Teen-Age Fair plans** ■ Teen-Age Fair Inc., Hollywood-based subsidiary of Filmways Inc., is preparing four TV specials and a half-hour youth oriented series. The projected series, *The Happiness Machine*, is based on an electronic entertainment computer being devised by producer Al Burton and artist Tom Sewell. A pilot for the project is expected to be filmed this month. The four specials, two half-hours and two one-hours, are in various stages of development. One 30-minute program, *Harpers Bizarre—on Location*, is committed to Bristol-Myers and will be filmed in late August around Vancouver, B. C.

## Is EBS on the way out?

Study for Office of Civil Defense offers system that could warn public through low-frequency receivers

A research firm under contract to the Office of Civilian Defense has recommended a possible rival to the broadcast industry's Emergency Broadcasting Service. It would be a government-owned, public radio warning network, operated by OCD.

OCD officials last week said they weren't buying it, not yet anyway.

The \$350,000 report, consisting of a nine-volume documentation of a three-year investigation, is by Systems Development Corp., Santa Monica, Calif. The basic study recommends the establishment of a low-frequency, voice-and-teletype OCD network for war emergency communications between OCD and federal, state, county and local government officials. The proposed system, called Decision Information Distribution System (DIDS), would also be used to activate civil-defense sirens.

SDC also points out that the DIDS network could be used for alerting the public, provided the public would have low-frequency receivers that can be activated by a special tone signal from DIDS transmitters.

The SDC report, after noting that such a warning system would reach 92% of the population, suggests that the coverage could reach 99.4% of the population by "acquiring" automatically 44 selected AM radio stations. This is what brought consternation to broadcasters and FCC officials.

The implication that OCD was considering the establishment of a competing national public-warning system was downgraded, however, by OCD officials. Hubert A. Schon, deputy director of civil defense, which is part of the Department of the Army, said flatly that the SDC report is only a study and cannot be considered official OCD policy because no such policy has been decided.

**No Plan Now** ■ Ren F. Read, assistant OCD director in charge of technical services, was even more explicit: "OCD does not at the present time have any plan to establish a public warning system." The present EBS system, he added, is operating and is capable of ably performing its function of getting information to the public. OCD, he said, is only interested in getting a DIDS network into operation.

Both Mr. Schon and Mr. Read ac-

knowledgeed, however, that their office is studying new methods of reaching the public, in the case of a war emergency, in the shortest possible time. They implied they would be remiss in their duties if they did not investigate all such ideas.

OCD has purchased 1,000 low-frequency receivers and 1,000 standard AM receivers, as well as 100 siren activators in a \$295,000 contract with Westinghouse Electric Corp. and Bendix Corp. OCD plans to use the low frequency receivers in conjunction with a year-long pilot test of the DIDS system with a transmitter to be established in the vicinity of Winchester, Va., about 90 miles west of Washington.

**AM Sets** ■ There is no plan to use the AM receivers at the present time, OCD officials say.

The DIDS program, which has been

under study since 1964, would establish a nationwide radio communication network serving OCD and its field offices and other officials adding up to about 5,900 locations. The cost of this program has been estimated at almost \$40 million.

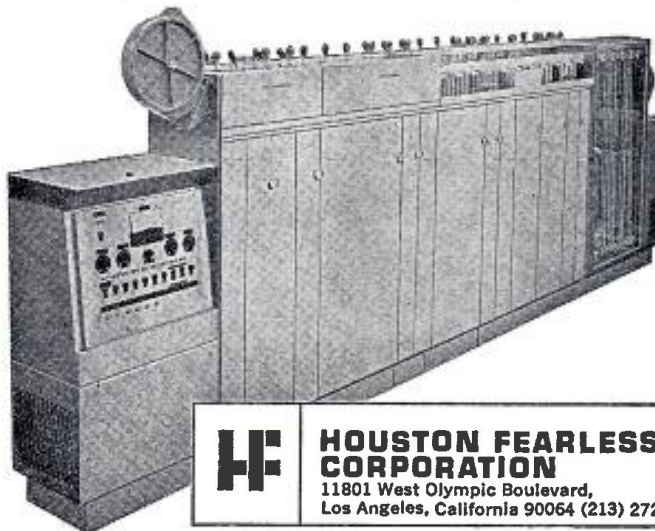
Activation of the DIDS network would be accomplished in 30 seconds, according to the SDC study, based on an alerting signal from the National Warning Center at Fort Collins, Colo. The DIDS network would operate on four 9-kc channels between 60 kc and 200 kc.

Suspensions of broadcasters and FCC officials to the goal of OCD was heightened not only because of the purchase of the AM receivers, but because the SDC report bluntly suggests that the DIDS system be enlarged to become part of a national Radio Warning System.

The present EBS system, established in 1963 after the demise of Conelrad, now numbers 2,760 standard radio stations capable of reaching virtually all radio listeners on a 5-minute timetable. As part of a program for instituting a system of automatic alerting of the

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public, the FCC's office of Emergency Communications has been engaged in a test of specially designed circuits in standard AM receivers that could be activated on tone signals from regular broadcast stations. During a test earlier this year, some receivers failed to respond properly to the activating signal (BROADCASTING, Feb. 5). This problem is still being studied.

## SMPTE meet draws 2,000

Members hear Gregory Peck  
testify young people dig  
film 'like nothing else'

Technical advances in television—especially in the portability of equipment—were among the highlights at last week's 103rd conference and exhibit by the Society of Motion Picture and Television Engineers. The non-profit organization of engineers, scientists, technicians and executives in television, motion pictures, instrumentation and high-speed photography held six days of meetings at the Century Plaza hotel in Los Angeles (May 5-10).

The semi-annual convention was attended by some 2,000 SMPTE members from three continents who inspected 85 exhibit booths featuring new products of 54 leading manufacturers and suppliers of professional television and motion picture equipment. A total of 113 technical papers were presented, with 38 papers—more than were devoted to any other field—dealing with television developments. The television papers covered such subjects as simplified color cameras, high-resolution fluorescent TV screens, the design and use of a color slow-motion video recorder, and a device that gives the semblance of color on a black and white TV set.

The convention opened with the informed word from actor Gregory Peck, the keynote speaker, that movie and television film "turns young people on like nothing else." Film, whether on TV or the theaters, Mr. Peck said, is to the youth of today more meaningful than all the arts of the past combined. "The average high-school graduate has seen 500 feature motion pictures, 15,000 hours of TV, but has spent only 11,000 hours in the classroom," he estimated. "The experience of being alive, communicated by means of the moving image and sound, is his bag."

In his report to the convention,

SMPTE President G. Carleton Hunt, who also is president of Deluxe Laboratories, announced that the organization's membership has climbed close to 7,000. He made special note of the "tremendous increase" in the number of papers in the field of television.

**Exhibit Selection** ■ Exhibits at the convention ranged from 16 mm sound cameras to color TV cameras, from camera blimps to home video-tape recorders. International Video Corp., Mountain View, Calif., which won the award for the best display at the equipment exhibit, showed a broadcast version of its three-videcon color camera. The exhibit of Berkey-Color Tran Inc., Burbank, Calif., featured a newly designed portable focusing fixture using a double-ended tungsten-halogen quartz lamp for application in movie or TV studios or for field locations. Gordon Enterprises, North Hollywood, Calif., demonstrated an "instant dailies" system that combines film and video tape to reduce the number of camera takes required. Tungsten-halogen lamps for TV film lighting were on display at the booth of Sylvania Electric Products Inc. of Danvers, Mass. General Electric Co., Nela Park, Cleveland, also exhibited lamps for TV and movie studio applications, while Radio Corp. of America, Burbank, showed a three-track magnetic recorder-reproducer and four-position production mixer.

Eastman Kodak Co., Rochester, N. Y., introduced three new types of motion picture films. The Eastman new color reversal intermediate film, for in-lab use, is designed to produce sharper, finer-grain 35 mm and 16 mm motion picture prints with improved color reproduction. Its principal initial application will be for domestic TV syndicators and theatrical and TV film-makers involved in foreign markets.

Eastman's new color high-speed 33 mm negative film is for the benefit of cinematographers. Reportedly it will provide them with greater flexibility in low-light situations. Eastman's new color inter-negative film, also for in-lab use, allows for continuous processing with color print film without changing development time.

**News film** ■ Five sessions on television were held during the week. During one, Sheldon Nemeyer, manager, equipment, laboratory and sound services, NBC newscast, presented a paper entitled "The detection and elimination of processing induced noise on magnetic-striped film." In his presentation, Mr. Nemeyer described how it's now possible to detect and eliminate clicks and rumble on news film as well as on all magnetic sound film used in television.

Edward C. Hippe, equipment planning engineer for ABC, described the development of what he claimed was the first practical hand-held camera. He

explained how the camera expands and extends TV coverage of sports events and political conventions.

Mr. Hippe's cohort, Max Berry, equipment planning manager of ABC, described color slow-motion equipment developed by Ampex Corp. under ABC's sponsorship. He called the equipment a major step forward in the broadcasting of sports events.

A new electronic process that produces color pictures on a black and white receiver was detailed by James F. Butterfield, inventor of the system, and president of Color-Tel Corp., Los Angeles. The effect, he pointed out, is created by recording a series of white impulses on the black and white video tape or film. This supposedly causes the eye to react as if it were actually seeing color.

A new television slide film projector whose 120-slide capacity is said to triple that of most existing equipment for TV studios was introduced by William F. Fisher, RCA design engineer. The projector is used with a TV film camera in reproducing color or black and white transparencies in the television system.

In all there was an estimated \$2 million worth of newly developed equipment on display at the convention. The equipment exhibit also featured a special historical display of motion picture cameras, projectors and other film equipment dating back to 1900.

## Census to measure UHF, battery radios

The 1970 census will include questions on UHF-equipped sets and on battery-operated radios, according to the Census Bureau. Neither question was included in the 1960 census.

Five percent of the households in the 1970 census will be asked if they own either one or two or more television sets, and if any sets they own are equipped to receive UHF broadcasts.

The same 5% sample will be asked if they have a battery-operated radio, including car radios, transistors and other battery-operated sets. FCC Commissioner Robert E. Lee long ago asked for a census report that would show how people can be reached when the power is off in emergencies (BROADCASTING, June 9, 1958).

There are 67 subjects with over 120 questions on the 1970 form. The form is to be pretested May 15 in Dane county (Madison area), Wis. and in the South Carolina counties of Sumter and Chesterfield. A similar form was tested in New Haven, Conn., and north Philadelphia, Pa. last year.

The 1960 census also asked radio-TV

## New system puts color in B&W commercials

Color-Tel Corp., Sherman Oaks, Calif., demonstrated its method of producing color on black-and-white television sets, designed for commercial use, in New York last Thursday (May 9).

A series of commercials, transmitted on color and black-and-white sets, showed the uses of Color-Tel in individual segments of the advertisements, such as the product package, or product name, while the rest of the scene remained black and white.

The process involves recording a series of light impulses on tape or film that correspond to "color codes" in the signals sent from the eye to the brain. The effect is a flashing image, with various colors produced by different rates of pulsation.

Each Color-Tel sequence in the commercial is prepared with the art

work or photographs mounted on film animation cells. The cells are filmed frame by frame, or, in the case of taping, are recorded with a special electronic editing device. The sequences are then matted into the rest of the commercial photographically or electronically. Production costs are said to be slightly higher than for a color monochrome commercial.

James F. Butterfield, inventor of the process and president of Color-Tel, explained that the colors do not have the saturation or brightness of color television or Technicolor film and that primary colors reproduce best. His development is patented in the U.S. and other countries.

Color-Tel Corp. has appointed Wakeman-Walworth Inc., New York, to handle sales and advertising.

questions of 5% of the households. These were questioned if they owned one TV set or two or more sets. They were also asked if they had any radios (not including car radios).

No questions on color TV or FM radio are scheduled for the 1970 census, and none were included in the 1960 census.

## Program service rates under review by AT&T

AT&T has established a task force to make extensive marketing and cost analyses in preparation for restructuring of TV-radio program-transmission rates.

AT&T's Richard B. Nichols, chairman of the task force, discussed plans for his group with broadcast industry representatives at a Washington meeting called by the FCC.

The restructuring project is the result of a commission hearing examiner's initial decision in the Sports Network Inc. case that present rates discriminate against part-time users of program-transmission service (BROADCASTING, Feb. 5).

Mr. Nichols said his task-force members will talk to broadcasters over the next several months, seeking their views. He will meet with a broadcasters' group again next month, on a date not yet set, to bring representatives up to date.

AT&T plans to file rate revision by February. Exceptions to the initial decision in the SNI case are due by April

1. That is also the date on which proposed rate increases for program transmission announced in January (BROADCASTING, Jan. 29) are scheduled to become effective.

In a related development, AT&T was asked to relate the scope of the task-force study to testimony of company witnesses in the commission's ongoing top-to-bottom inquiry into AT&T rate structure.

Joseph Kittner, representing ABC, CBS and NBC in the proceeding, made the request of Harold Cohen, counsel for AT&T. Mr. Kittner said it would be helpful to know which positions taken by the witnesses on cost and marketing matters will be subject to change and which will remain the position of the company.

He said there would be no point in cross-examining the witnesses on points that may be changed as a result of the task-force study.

## Second show for light camera

Norelco's new six-and-a-half pound color TV camera, unveiled at the National Association of Broadcasters convention last month (BROADCASTING, April 8, 15), will be demonstrated "continuously" at the convention of the Armed Forces Communications and Electronic Association in Washington. Tuesday through Thursday (May 14-16), according to officials. The camera, an experimental model, will be demonstrated at the North American Philips Co. exhibit in the Sheraton Park hotel.

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# Minicamera runs well in Derby test

## CBS WILL USE IT AT POLITICAL CONVENTIONS

CBS-TV tested its new portable, wireless color camera in coverage of the Kentucky Derby on May 4, and officials reported the quality of its pictures, both live and taped, was indistinguishable from that produced by regular cameras.

Edward L. Saxe, the network's vice president in charge of operations and engineering, said that "we inter-cut back and forth between this and regular cameras" and that "professionals" watching the screen couldn't tell the difference.

He also said the new camera was only "one of a series of systems" being developed by CBS to offer the industry "a new plateau of quality and operational flexibility at reduced costs."

The camera, called the CBS Minicam Mark VI, was developed by CBS Laboratories (BROADCASTING, April 1, et seq.). It is said to weigh about 51 pounds (camera head is 18 pounds including zoom lens and viewfinder; backpack is 33 pounds including microwave transmitter, power supply, data link and receiver and digital control sys-

tem). It operates with or without cable (in wired operation, a single quarter-inch cable is used and nine pounds of backpack can be removed).

"This camera," Mr. Saxe said, "represents a major step forward in broadcast technology since, unlike miniature black-and-white and color cameras of the past, it not only provides picture quality fully equal to that of the normal larger studio cameras but also provides television with flexibility heretofore available only with hand-held film cameras."

It is also "believed to be the only truly wireless camera able to work directly with a portable video-tape recorder since it produces a standard National Television Systems Committee color picture," Mr. Saxe asserted. "Other portable cameras require that additional processing be done before the signal can be monitored or broadcast."

The Minicam Mark VI prototype was used in both wireless and cable modes for both live and tape coverage of the Derby.

CBS-TV expects to have five of the cameras in use in coverage of the Democratic and Republican presidential nominating conventions this summer, according to Mr. Saxe.

CBS Labs spokesmen said the camera would be marketed by the labs' professional products department and that marketing plans, now being developed, would be announced in mid-summer. They declined to estimate price but said it would be "competitive."

## Electronic exports exceeded '67 imports

While the U.S. suffered a balance of payments deficit of \$3.6 billion last year, electronics exports exceeded imports by a wide margin, according to the Commerce Department. Exports of electronic products in 1967 were \$1.5 billion, compared to imports of \$801.3 million.

Electronics exports last year rose 24% from the 1966 level of \$1.2 billion. At the same time, the rate of electronics imports declined sharply, from 47% in 1966 to 11% last year. Total imports were \$721 million in 1966.

The surplus of electronics exports over imports occurred against a background of a favorable balance of U.S. merchandise trade in 1967. However,

the Department of Commerce reported last month that the surplus of merchandise exports over imports disappeared altogether in March.

Shipments of radio and television broadcast transmitters and audio equipment; radio and microwave communications systems and equipment, with parts and accessories; and electronic computers, parts and accessories, accounted for 54% of the total electronics exports. They increased 39%, from \$574 million to \$799.6 million.

Television receivers and chassis shipments dropped 13% in 1967, from \$40 million to \$34.8 million, reflecting lower sales to Canada, Mexico and Ireland.

Sales of electron tubes were up 7% last year, from \$72.7 million in 1966 to \$77.6 million in 1967. Television picture tubes accounted for 25% of total electron tubes and showed a 21% increase, up from \$16 million in 1966 to \$19.3 million in 1967.

The European Economic Community was the leading market for television picture tubes in 1967, with exports to that area amounting to \$7 million. Other principal markets were West Germany, \$6.1 million; Canada, \$5.8 million, and the United Kingdom, \$1.5 million. The principal markets for receiving tubes were Canada, \$3.6 million; the European Economic Community, \$2.2 million; Mexico, \$1.2 million, and Italy, \$1 million.

## Technical topics . . .

**Camera production** ■ Cohu Electronics Inc., San Diego, has started production of the 3200 series self-contained Plumbicon television camera. The unit is designed for use in remote and studio broadcasting or in closed-circuit television. Cohu's new camera weighs only 32 pounds with viewfinder. Its base price, with viewfinder, but less tube, lens and cable, is \$3,375.

**Land-mobile support** ■ The telecommunications committee of the National Association of Manufacturers has voted to approve a recommendation of the Land Mobile Communications Council that various services using land-mobile frequencies support the Allocation Research Council, which is studying the feasibility of having the lowest seven UHF television channels reallocated for land-mobile service (BROADCASTING, April 1).

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## Ad Council sets up new primary targets

In past years it's been a zip code or a Smokey the Bear campaign. But the events of national crisis in recent months pervade the upcoming advertising campaigns to be conducted by the Advertising Council.

They provided a somber note to an otherwise resplendent dinner held as part of the council's 24th annual Washington conference last week. And they were unexpectedly underscored by the dinner's keynote speaker, Secretary of the Interior Stewart L. Udall, who pinpointed areas in which the U. S. has failed to progress.

Albert L. Cole, council chairman, announced that the campaigns will focus on problems in the cities, training the hardcore unemployed, and underprivileged teen-agers.

The "Crisis in Our Cities" campaign, handled by Ketchum, MacLeod and Grove, will attempt to provoke "a vivid awareness" of the problems in U. S. cities, and suggest specific actions that would promote a constructive response.

The "JOBS, National Alliance of Businessmen" campaign, handled by Grey Advertising, will attempt to enlist the immediate support of the business community to provide training and employment for the hard-core unemployed.

The "Youth Opportunity" campaign, handled by Marschalk Co., will encourage communities to provide training, cultural activities, education and jobs for underprivileged teenagers.

## Drumbeats . . .

**Achievement awards** ■ The 18th annual Sidney Hillman Foundation award for outstanding achievement in the field of mass communications was presented May 1 to Jay L. McMullen for his CBS-TV documentary *The Tenament*. Harold and Lynne Mayer won a special award for their National Educational Television program *The Way It Is* which originated on WNDT(TV) Newark, N. J.-New York. The Sidney Hillman Foundation was created by the Amalgamated Clothing Workers of America in honor of the union's first president. Jacob S. Potofsky, current president of the union and the foundation, presented the awards.

**Image excellence** ■ Robert W. Sarnoff, president and chief executive officer of RCA, has been presented the 1968 National Design Center Award for "Excellence in Corporate Design." The award cited Mr. Sarnoff's "leadership in

advancing the art of industrial design in corporate life through the use of modern graphics, interiors, advertising, packaging and all other forms of communications in portraying a favorable impression of industry to its many and various publics." Accepting the award, Mr. Sarnoff said the new RCA "image" reflected more closely RCA's diversified activities (BROADCASTING, Jan. 22).

## KFOR uses phone system for crime prevention

KFOR Lincoln, Neb., in cooperation with local police, has begun "Operation Crimestop," in which citizens are urged to call the Crimestop number if they see suspicious persons or incidents in the neighborhoods where they live, work or visit. The caller does not have to identify himself.

KFOR is broadcasting reminders to listeners throughout the day. In addition, the station is distributing thousands of wallet-sized cards with the Crimestop telephone number printed on them.

## '21st Century' wins Albert Lasker award

An Albert Lasker Medical Journalism Award has been given to CBS News for "Man-Made Man", a program in *The 21st Century* series, broadcast March 26, 1967 on CBS-TV and rebroadcast July 16.

The program was written by Fred Warshofsky, science editor of the series, produced by Isaac Kleinerman, directed by Sidney Meyers and reported by Walter Cronkite. Burton Benjamin is executive producer of the series.

The \$2,500 prize was to be presented at a luncheon Friday (May 10) at the St. Regis hotel, New York. CBS News announced that it would contribute the award in equal shares to the American Heart Association and the National Kidney Foundation.

*The 21st Century* series is sponsored by Union Carbide Corp., through Young & Rubicam, both New York.

Winners in the magazine and newspaper categories were Matt Clark of *Newsweek* magazine and Carl Cobb of the *Boston Globe*.



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## TV may show committees in Commons

### TRUDEAU ADVISES CAB TO EXPERIMENT WITH COVERAGE

Prime Minister Pierre Elliott Trudeau, addressing the 42d annual meeting of the Canadian Association of Broadcasters in Montreal last week, suggested experimental TV programs might be advisable in the committees in the House of Commons while again stressing his reservations about granting TV immediate entry into the House.

Speaking to the convention in his first formal speech since becoming prime minister, Mr. Trudeau said Commons's committees are handling more and more of the work load that used to be carried by the full Commons. He said perhaps television could be tried, starting with committee coverage.

Mr. Trudeau admitted he has some reservations about televising Commons sittings, but said he has no objection in principle to such coverage.

**Poor Programming** ■ Much of the business of the Commons is routine and tedious. In his view, Mr. Trudeau said, some good members are not orators, while some popular orators are not very useful members. He expressed the fear that too much TV exposure might "encourage oratory at the expense of constructive discussion or legislation." He said the difficulties of televising the House of Commons might be cleared up through a series of experimental programs.

The prime minister said he approves of the way TV and the press can draw public attention to important issues. But he said it would be "unhealthy to democracy" if they were the only agents outside the government giving criticism and policy advice.

On the other hand, he stressed the need for constant vigilance against the pressure from many members of the public and from certain politicians "for political censorship and direct control of the program content of broadcasting."

Mr. Trudeau warned that although television can be used as "the greatest instrument of public communication ever devised," it can also be used to promote "sensationalism and demagoguery; it can wantonly ridicule our political institutions and debase the traditions and values of our society." On the whole, he said, "I believe that television is improving our politics."

**Golden Eggs** ■ Mel Cooper, CKNW New Westminster, B.C., talked about the "golden year for radio" as far as advertising earnings were concerned. He said about 65 of the top-100 na-

tional advertisers had boosted their radio advertising budgets in 1967. "For instance, Coca Cola increased their radio advertising budget by 39% and General Motors raised theirs by 31%. Both spent over \$1.5 million each."

Mr. Cooper said there were almost 17-million radios in Canada, of which 65% are battery operated. He noted Canada has an average 59,000 potential listeners for each radio station based on population ratio, compared with 33,000 listeners for each U.S. station.

Lynn Christian, Dawson Communications of Oklahoma City, stressed the future of stereo in FM radio in Canada. He also talked about the "phenomenal" increase in FM audiences in Canada since 1961. He said: "Ontario now has 40% FM home penetration and Quebec, Manitoba and British Columbia all are well over the 30% saturation point."

A spokesman for the CAB said about 450 members had registered at the convention from private radio and television stations across Canada.

## Standard fiscal year fought by Canadians

The Canadian Association of Broadcasters has expressed opposition to a proposed new regulation that would set a standard financial year for all radio and TV stations starting Sept. 1. The new regulation also provides for a standard form for supplying the financial and other information that the Canadian Radio-Television Commission and the Dominion Bureau of Statistics require.

CAB's president, S. Campbell Ritchie, said the association felt the proposal would be another drain on station money, time and energy that could be devoted to providing better programs. Most stations, he said, set their fiscal years according to various commitments they have in their business dealings and would be reluctant to change.

Mr. Ritchie said stations, already burdened with paper work for tax purposes, keeping logs for the CRTC and with records for groups charging them for performing rights, would now be asked for a standard reporting time and a mass of additional statistical information that did not seem essential.

Mel Goldberg, CRTC counsel, charged the financial information now submitted

by stations has "overlaps, hangovers and lags" because stations have varying fiscal years. He said it would be helpful to both the industry and the regulatory agency if a meaningful comparison of one station's operations with another could be made.

## Armed Forces may be automated network

The Pentagon is studying a plan to automate the Armed Forces Radio Networks. A statement issued last week said that the study will "determine whether such a system would reduce operating costs, improve the quality of broadcasts and simplify training." If the plan is adopted, most programs would emanate from Armed Forces Radio and Television Service in Los Angeles and all news broadcasts from the Armed Forces News Bureau in Arlington, Va.

No decision has been reached, but U. S. military officials in Frankfurt, Germany, reported that senior officers in Europe are fighting the plan because of its "inherent threat of centralized news management and censorship." Automated news, the officers claim, would "interfere with local commanders' control over their troop information policy." According to an AFN source, however, "it appears the Pentagon intends to ram it down our throats regardless of the outcome of the study."

## Abroad in brief . . .

**Importing experts** ■ Lord Hill of Linton, who switched from the Independent Television Authority to become chairman of the BBC last September (BROADCASTING, Aug. 7, 1967), is bringing in a team of U. S. efficiency experts to advise him on streamlining the management of the BBC.

**NHK budget** ■ On March 30 the National Diet approved the budget of revenues and expenditures and business plans for Nippon Hoso Kyoikai (Japan Broadcasting Corp.). Tokyo. Total budgetary appropriations for fiscal 1968 amount to \$281.2 million, an increase of nearly \$4 million over the preceding year. The increased income from revised subscription fees is only \$750,000. Under the revised subscription fee system, the subscription fee for color sets will be \$1.30 a month, while the fee for monochrome sets will be 88 cents a month. The fee for radio reception only has been completely abolished.

## Rank to sell rental function to Rediffusion

Rank Organization Ltd., London, has announced it has tentatively agreed to sell its television-rental business to Rediffusion Ltd. for about \$8.4 million.

Rediffusion, a holding company, has operations in the manufacture and rental of television sets and the trans-

mission of programs. It will receive a total of 62,000 subscribers, 39,000 of which will be "relay" subscribers, who are served as a group in hotels or large apartment houses.

The agreement will complete Rank's program to sell off its rental television business. The company has already sold Granada Group Ltd., a rental-television business consisting of 102 shops and 113,000 individual subscribers, for \$9.8 million.

## FINANCIAL REPORTS

## RCA off to fast start in '68

Sarnoff tells shareholders year should break record; company plans to acquire Tropical Radio Telegraph

RCA's first-quarter earnings augur a record first half, shareholders were told during the company's 49th annual meeting, held last week in Indianapolis, Ind.

And as if to assure even larger earnings in the future, RCA later followed its optimistic projections with the announcement that it will acquire the Tropical Radio Telegraph Co. from United Fruit Co.

Robert W. Sarnoff, RCA president and chief executive officer, told the shareholders meeting that the company's profit momentum, building on a record first quarter (BROADCASTING, April 15), would lead to "an eighth consecutive year of record volume and profits."

**Big Year for NBC** ■ Also, he reported, 1967 was NBC's most successful year in sales and profits. "The 1968-69 NBC television network-nighttime schedule was recently announced, and sales for the coming season have been running ahead of its competitors," he said.

RCA's annual report for 1967, released earlier this year (BROADCASTING, March 4), did not detail NBC's earnings performance for the year. The network is a wholly owned subsidiary of RCA.

Mr. Sarnoff told shareholders that "color television continues to set the entertainment pace. . . . RCA has been the industry leader in color since we pioneered its introduction. We continue to maintain a wide margin over our major competitors in share of market."

He noted that RCA color sets are built to meet official tests of X-ray levels. Public awareness, he said, of possible radiation has had no discernible effect upon industry sales.

(Admiral Corp. reportedly has experienced a drop in the demand for its color sets. Company officials last week said they did not know the cause of a slight drop in demand late in the first quarter.)

**Other Areas** ■ Mr. Sarnoff also expressed optimism in other key areas of RCA's operations. The company expects to ship this year computer equipment with a retail sales value of a quarter-billion dollars. Commenting on RCA's computer and computer-related business, Mr. Sarnoff told shareholders that the company's "entertainment business is likely to be challenged for intra-company supremacy in the years ahead by the products and services of the business we call information systems. This is the part of our activity that basically includes computers, data processing and graphics. In the broadest sense, it also involves education and publishing," he said.

Mr. Sarnoff said the RCA Service Co. had increased its first-quarter sales: that the Hertz Corp. (car rentals) continued to maintain a healthy lead; that government business continues to provide about 18% of the corporation's total volume, and that RCA continues to be a major supplier of circuits and components to the electronics industry.

RCA Global Communications, he said, had a strong first quarter and continued to maintain industry leadership despite a two-month strike in 1967.

Later in the week, RCA announced it would acquire the Tropical Radio Telegraph Co., a wholly owned subsidiary of United Fruit Co., subject to approval by the directors of both corporations. Tropical furnishes commercial telegraph and telephone services

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## Adam Young employees get a stake via stock

Adam Young (right), president of Adam Young Radio Inc., New York station rep, presents key salesmen with the first shares of company stock being offered under a company incentive plan. Employees are (l to r): Stanley I. Feinblatt, Thomas P. Cawley, Vincent T. Fetsch, James P. Smith, vice president and general sales manager for radio. Jerry Lyman, Chicago office of Adam Young, and Bill Wallace, Los Angeles, also received shares.

Employees of both Adam Young Radio and Adam Young-VTM Inc., TV station rep, will be offered stock representing 49% of the total of the company equity.

Citing the high personnel turnover in the rep business, Mr. Young called it an "opportunity for the men to participate in their own achievements. . . . What better incentive can there be than to give people the opportunity to fight for their own business?" he asked.

principally in Central America and serves as overseas correspondent of RCA Communications in Honduras, Nicaragua and Panama. The transaction will involve the exchange of 150,000 shares of RCA common stock for all Tropical common.

## Teleprompters' quarter sets income record

A record first-quarter income was reported last week by Teleprompter Corp., New York based cable-television, master-antenna and closed-circuit systems operator. Revenues of \$2,013,726 and earnings of \$232,422, or 23 cents a share, were reported at the annual stockholders meeting in New York Tuesday (May 7), as compared with first-quarter 1967 revenues and earnings of \$1,973,289 and \$112,562, or 14 cents a share.

Irving B. Kahn, chairman and president of Teleprompter, cited growth in CATV as the prime reason for increased revenues. Teleprompter recently acquired franchises for four systems in Florida and one in Trenton, N. J. Negotiations for two more are in progress, it was disclosed.

Eleven directors were re-elected to the board: Mr. Kahn, John D. Couturie, Paul Garrett, Milton H. Hendler, Charles C. Kieffer, Herbert Krasnow,

Monte E. Livingston, Kenneth W. Moroney, Walter E. Pudney, H. J. Schlafly and J. D. Wrather Jr.

In other business, stockholders approved an authorization to increase the number of common shares from 1.5 million to 4 million, authorized a new class of 500,000 preferred shares and approved an employee share purchase plan.

For the three months ended March 31:

|                    | 1968*     | 1967**    |
|--------------------|-----------|-----------|
| Earnings per share | \$0.23    | \$0.14    |
| Revenues           | 2,013,726 | 1,973,289 |
| Net earnings       | 232,422   | 112,562   |
| Shares outstanding | 994,000   | 826,000   |

\* Unaudited figures

\*\* Restated to conform to 1967 audit results.

## Capital Cities plans preferred stock issue

Capital Cities Broadcasting Corp. has filed a statement with the Securities and Exchange Commission seeking registration of 599,947 shares of 50-cent cumulative preferred stock. The group broadcaster has entered into an agreement with Fairchild Publications Inc. calling for the merger of Fairchild into Capital Cities on Wednesday, May 15 (BROADCASTING, April 22).

According to terms of the merger, each share of \$1 noncumulative Fairchild preferred stock is to be exchanged for five-twelfths of a share of Capital

Cities preferred, and each share of Fairchild common is to be exchanged for 1.118 shares of Capital Cities preferred—for the total of 599,947 shares being registered.

Recipients of the largest blocks of the preferred stock are Edgar W. B. Fairchild with 163,950 shares and Elizabeth F. Martindale with 117,138 shares.

## Company reports . . .

Cowles Communications Inc., publisher and group station owner, reported a loss in income in the first quarter of 1968. For the three months ended March 31:

|                              | 1968**     | 1967*      |
|------------------------------|------------|------------|
| Net income (loss) per share  | \$(.16)    | \$(.21)    |
| Revenues                     | 38,279,000 | 35,432,000 |
| Net income (loss)            | (566,000)  | (719,000)  |
| Number of shares outstanding | 3,593,150  | 3,408,150  |

\* Restated to include excess of costs and expenses over revenues of "Suffolk Sun" and company's equity in operating results of two foreign publications.

\*\* Include operating results of Modern Medicine Publications Inc., Dental Survey Publications Inc. and Lancet Publications Inc., acquired Dec. 30, 1967.

John Blair and Co., New York, station representative firm, reported an almost 10% hike in revenues but slightly lower earnings for the first quarter of 1968, which ended March 31:

|                    | 1968      | 1967      |
|--------------------|-----------|-----------|
| Earnings per share | \$0.48    | \$0.51    |
| Revenues           | 7,124,000 | 6,533,000 |
| Net earnings       | 513,000   | 555,000   |
| Shares outstanding | 1,064,580 | 1,092,218 |

Note: All of 1967 figures have been restated to include operations of Alden Press Inc. (acquired Nov. 15, 1967) on a pooling of interests basis. Also figures for both quarters reflect full consolidation of the accounts of American Printers and Lithographers Inc., 51% owned by Blair.

MCA Inc.'s earnings in the first three months of 1968 ended March 31 were the highest in history, it was announced last week by Lew R. Wasserman, president.

|                  | 1968       | 1967       |
|------------------|------------|------------|
| Income per share | \$0.99     | \$0.90     |
| Net income       | 4,816,000  | 4,389,000  |
| Gross revenue    | 56,831,000 | 56,341,000 |

## Financial notes . . .

■ Ogilvy & Mather International Inc. has declared a quarterly dividend of 12½ cents per share, payable on May 31 to stockholders of record May 10.

■ CBS Inc. directors have declared a cash dividend of 35 cents per share on common stock, payable June 7 to stockholders of record May 24. They also declared a cash dividend of 25 cents per share on CBS preferred, payable June 28 to shareholders of record May 24.

■ Storer Broadcasting Co. declared a quarterly dividend of 25 cents per share, payable on June 10 to stockholders of record May 24.

## BROADCAST ADVERTISING

Thomas D. Heath, George Hamm, Martin H. Snitzer and John J. Kinsella named VP's in charge of client service at Leo Burnett Co., Chicago. John F. Tukey, John H. Wiley, Hall Adams Jr. and Victor P. Shaner named account supervisors. A. K. Eddy, William P. Youngclaus III and L. B. Buchanan Jr. named brand supervisors.

John H. McQuade, assistant treasurer, and David Sumner, copy supervisor, both with BBDO, New York, named VP's.

Len Sass, sales development representative with NBC-TV, New York, joins Needham, Harper & Steers, that city, as network supervisor in network relations and programming department. Henry F. DeBoest Jr. and Todd W. Kaiser join NH&S, Chicago, as account executives. Mr. DeBoest was advertising and PR director at First National Bank of Chicago. Mr. Kaiser had been with Leo Burnett Co. there.

James Marshutz, VP, division manager of broadcast, Campbell-Ewald Co., New York, named divisional manager of New York office. Willard Klose, member of advance planning creative group, named VP, director of training.

John J. Del Greco, with Avery-Knodel, New York, named assistant TV sales manager.

Robert W. Walters named associate media director at North Advertising, Chicago.

Louis A. Severine, account executive in national sales office of Westinghouse Broadcasting Co., joins WABC New York as national sales manager.



Mr. Del Greco

### Collins in Florida runoff

LeRoy Collins, former president of National Association of Broadcasters, governor of Florida and undersecretary of commerce, faces May 28 runoff primary to be Democratic senatorial candidate from Florida. As of Wednesday (May 8) Mr. Collins had received 49.6% of vote and Florida Attorney General Earl Faircloth had received 45.9% of vote. Winner will oppose Representative Edward J. Gurney (R-Fla.) for Senate seat being vacated by George Smathers (D.)

Garth Jones and Gene Moore, both account supervisors, and Richard Burton, executive art director, all with Cunningham & Walsh, New York, elected VP's.

Robert D. Crothers, VP and account supervisor for Norman, Craig & Kummel, New York, named VP, account management for Olshan, Smith & Gould, that city.

Robert Ceroni, assistant treasurer, J. Walter Thompson Co., New York, appointed business manager, Metro TV Sales, that city.

Richard P. Kale, with The Katz Agency, New York, appointed to newly created position of director of special sales. Frank J. Leoce, radio sales manager for Avery-Knodel, New York, joins The Katz Agency's radio-West sales staff, that city.

John A. MacLeod, account executive, and Ronald A. McLean Jr., account supervisor, both with Young & Rubicam, New York, named VP's and account supervisors.



Mr. MacLeod



Mr. McLean

John E. Carr Jr., president and general manager, National Gas Co. of Missouri, Sikeston, Mo., and Heetro Gas Corp., Quincy, Ill., named manager of advertising and sales promotion, Union Texas Petroleum Division, Allied Chemical Corp., Houston.

Justine Leonard, with Fromstein Associates Advertising, Milwaukee, named VP in charge of media.

Charles W. Reinhart, with Chirug & Cairns, New York, elected VP.

Jim Miller, assistant art director with Kenyon & Eckhardt, New York, appointed art director.

Anthony C. Gill, art director with Vogue magazine, and Allan L. Small, art director, and Melvin M. Stein, copywriter, both with Doyle Dane Bernbach, New York, join LaRoche, McCaffrey and McCall, that city, in respective similar positions.

Richard E. Yancey joins WUBE Cincinnati as general sales manager.

Glenn W. Maehl, national sales manager for KTVU(TV) Oakland-San Francisco, appointed general sales manager.

Rita Ferrell, media director for McRae and Bealer, Atlanta, joins Rafshoon

## Texas CATV names crew

Texas CATV Association has elected as officers for 1968-1969: Mel Z. Gilbert of Snyder, president; Jay O'Neal of Austin, VP; Johnny Mankin of Tyler, executive secretary; Glenn Scallorn of Del Rio, executive director, and Ed Dart of Dallas, associate director. Elected directors: Ben J. Conroy Jr. of Austin, Bob Eddins of Brownwood, Maurice Nixon of Mineral Wells, Don Patten of Port Lavaca and Bob Rogers of Tyler.

Advertising, that city, in similar position.

Martha Powers, VP and associate creative director with Norman, Craig & Kummel, New York, joins Reach, McClinton & Co., that city, as associate copy director. H. William Wiles, marketing manager with Revlon Inc., joins Reach, McClinton as account supervisor.

Dick McCrillis, account executive for KTIM-FM San Rafael, Calif., named sales manager for KCBS-FM San Francisco.

Marlin D. Schlottman, sales manager, WGGY Minneapolis, appointed manager of sales, WKYC Cleveland.



Mr. Krueger

Ron L. Krueger, assistant director of audience development for television, The Katz Agency, New York, joins Harrington, Righter & Parsons, that city, as director of program services.

Ron Frangipane, composer, arranger and conductor, joins Tintinnabulation, New York television commercial-music producer.

Howard Bailey named sales manager of KFBK Sacramento, Calif., succeeding Joe Ramay, named head of sales and programming.

Leonard Levin, executive producer for Logos Teleproductions, Arlington, Va., joins W. B. Doner and Co., Baltimore, as radio-TV producer.

Herbert J. Ackerman, VP and creative supervisor with Grey Advertising, New York, joins Konheim Gould & Ackerman (formerly Konheim/Gould) agency, that city, as partner.

Sanford Roth, VP-creative director, Johnstone Advertising, New York, joins Ogilvy & Mather, that city, as art group head.

## MEDIA



Mr. Johnson

**Merrill C. Johnson**, VP and general manager of WGL Fort Wayne, Ind., retires May 31 with no plans announced. **Leonard E. Davis**, account executive and sports director, succeeds him.

**Dr. Kenneth L. Milstead**, with Woodard Research Laboratories, Herndon, Va., and retired as assistant to commissioner of Food and Drug Administration, joins National Association of Broadcasters Code Authority as science associate in Washington office. **Stephen L. Bluestone**, legal officer for New York State Mental Information Service, New York, joins Code Authority office in that city as assistant editor.

**Lawrence W. Bruff** has resigned as executive director of International Radio and Television Society, New York. Mr. Bruff and his family will reside in Virginia Beach, Va. He has "no immediate business plans."

**M. William Adler**, multiple CATV owner, named executive director, Television Communications Consultants, newly formed division of multiple cable owner, Television Communications Corp., New York.

**William T. Martin**, general manager of KSMB(FM) Lafayette, La., joins KLNH-TV, that city, as executive VP and general manager.



Mr. Taylor

**F. Chase Taylor Jr.**, program director for WROC-TV Rochester, N. Y., named assistant general manager.

**William G. Hill Jr.**, program manager of KOCO-TV Oklahoma City, named VP and general manager of KBMT-TV Beaumont, Tex. Both are Liberty Corp. stations.

**Ted Dela Court** joins WQXT and WWOS(FM) Palm Beach, Fla., as station manager.

**Verne Brooks** appointed station manager of WDXN Clarksville, Tenn.

**Carroll W. Bradford**, station manager for WEEX-AM-FM Easton, Pa., resigns with no plans announced.



Mr. Davis

**Daniel Clay** named director of information systems for Cox Broadcasting Corp., Atlanta group owner. **William Carroll Denio** named manager of data processing.

## PROGRAMMING

**Don Joannes**, western division sales manager for Paramount Television Enterprises syndication division, named to head company's eastern sales division, with responsibility for TV syndicated sales operations in 20-state area.

**Tony Graham**, program manager of KFWB Los Angeles, named to similar position with WBZ Boston, succeeding **Pat Shanahan**, appointed to newly created position of operations manager. Both are Westinghouse Broadcasting stations.

**Mort Zimmerman**, assistant director of RKO General TV group operations, appointed director of station operations for group's KHJ-TV Los Angeles.

**Nicholas G. Frunzi**, operations manager with WDVR(FM) Philadelphia, joins WPBS(FM), that city, in newly created position of operations manager.

**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 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.

## FANFARE



Mr. Aden

**William C. Aden Jr.**, manager of sales promotion for CBS Enterprises, New York, named to newly created position of director, creative services.

**Norman Roslin**, advertising manager for WNBC - AM - FM New York, joins WOR-AM-FM, that city, as director of advertising and promotion.

**Jack Gelzer**, manager of sales services, WGR-AM-FM-TV Buffalo, N. Y., named manager-promotion and sales service.



Mr. Dawson

**Joseph R. Dawson** named promotion manager of WIS-TV Columbia, S. C.

**Del Benjamin**, promotion manager for KCAU-TV Sioux City, Iowa, joins WTCN-TV Minneapolis-St. Paul in similar position.

**Garland B. Bassford III**, news assistant, *Wall Street Journal's* Silver Spring, Md., bureau, joins WBAL-TV Baltimore as press relations representative.

**Anne Marie Borger**, director of press and public relations for Theater of Living Arts, Philadelphia, joins department of public information of noncommercial WHYY-TV Wilmington, Del.

## EQUIPMENT & ENGINEERING

**Robert Dressler**, director of advanced systems for Raytheon Co., Lexington, Mass., joins Riker Video Industries, New York, as president and chief executive officer, succeeding **Mario Alves**, who resigns with no plans announced.



Mr. Dressler

**John W. Wentworth**, manager, engineering educational programs, RCA product engineering, Camden, N. J., named director, educational systems engineering. **Dr. Joseph M. Biedenbach**, assistant dean for administration of Indianapolis campus of Purdue University, succeeds him.

**John D. Gannetti**, research engineer in special projects laboratory of Syracuse University Research Corp., Syracuse, N.Y., joins Craftsman Electronic Products, Manlius, N.Y., as chief engineer of products development.



Mr. Gannetti

**Robert Trachinger**, executive producer for KABC-TV Los Angeles, appointed acting director of TV operations. ABC-TV western division.

**Don Parker**, chief engineer for WBZ Boston, appointed to similar position at KFWB Los Angeles. Both are Westinghouse Broadcasting stations.

**Sam Perry**, VP of marketing for Filtron Co., Flushing, N. Y., manufacturer of radio frequency filters, named executive VP.

**Marion M. Rimmer**, with Arizona Photo Center, Phoenix, joins Berkey-

Colortran, Burbank, Calif., as northwestern marketing manager.



Mr. Betchen

**Maury Betchen**, works manager of Jerrold Electronics Corp.'s Philadelphia plant, named manufacturing manager for Jerrold Corp., that city.

**Ray McInturff**, with WSPA-TV Spartanburg, S. C., joins engineering staff of non-commercial WTVI(TV) Charlotte, N. C.

## NEWS

**Edward J. Klym** of WJAC Johnstown, Pa., elected president of Pennsylvania AP Broadcasters Association.

**Allan Perkinson** joins news staff of WIOD Miami.

**David Miehler Jr.**, film editor and writer with WJDX-AM-FM and WLBT (TV) Jackson, Miss., named news director.

**John Henry Russell**, station manager for KTRG Honolulu, joins KGMB, that city, as news director. **Scott Stone**, as-

sistant city editor of *Honolulu Advertiser*, joins KGMB as editorial writer and special correspondent.

**Jack Frazier**, with KDOT Scottsdale, Ariz., named news director.

**Bernard Johns**, trainee at WMAL Washington, named reporter-photographer in news department of WMAL-TV.

**Michael Stanley**, newsman at WCAU Philadelphia, joins WBBM Chicago. **John Hultman**, with WWJ Detroit; **Carole Simpson**, with WCFL Chicago, and **Burleigh Hines Jr.**, with *Chicago Daily News*, also join WBBM. Both WCAU and WBBM are CBS-owned stations.

## DEATHS

**George Hay**, 72, originator of *Grand Ole Opry*, died May 9 at his Virginia Beach, Va., home. He began in radio as radio editor for *Memphis Commercial Appeal*, first went on air for that newspaper's WMC in 1923, worked for WLS Chicago, joined WSM Nashville in 1925. In 1927 he coined the name, *Grand Ole Opry* for program that was extended to national network radio. He retired from WSM and *Opry* in 1956.

Two daughters survive.

**Merle M. McCurdy**, 56, newly appointed consumer counsel for Department of Justice, died of heart attack May 5 at Cleveland airport. He is survived by his wife, Rosetta.

**Edward L. Davis**, president, Showcase Productions of Texas, Dallas, musical commercial and promotion producers, killed in plane crash May 3 near Dawson, Tex. Before joining Showcase Production Mr. Davis had worked for Pepper Studios, Memphis; Ziv-United Artists, Atlanta, and World Broadcasting System, Dallas. He is survived by wife, Peggy, and two daughters.

**James Marlow**, 64, AP reporter and news analyst died of partial blockage of carotid artery May 2 at his desk in Washington bureau. Mr. Marlow joined AP in New Orleans in 1937. He is survived by wife and daughter.

**Charles R. Eggleston**, 23, UPI photographer, **Bruce Pigott**, 23, and **Ron Laremy**, 31, both Reuters news service correspondents, and **John Cantwell**, 29, *Time* magazine correspondent, killed by Viet Cong on outskirts of Saigon.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 1 through May 8 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

**Terre Haute, Ind.**—Alpha Broadcasting Co. Seeks UHF ch. 66 (782-788 mc); ERP 900 kw vis. 180 kw aur. Ant. height above average terrain 1,028 ft. ant. height above ground 1,054 ft. P.O. address: Box 894 Terre Haute 47708. Estimated construction cost \$999,663.56; first-year operating cost \$290,340.00; revenue \$300,000. Geographic coordinates 39° 13' 58" north lat.; 87° 23' 49" west long. Type trans. RCA TTU-30A. Type ant. RCA TFU-427. Legal counsel Booth and Lovett; consulting engineer Edward F. Lorentz. Principals: George A. and Martha L. Foulkes (jointly 50.15%) et al. Corporation has in excess of 30 stockholders. Mr. and Mrs. Foulkes jointly own WAAC Terre Haute.

**\*Marquette, Mich.**—Board of Control of Northern Michigan University. Seeks UHF ch. 13 (210-216 mc); ERP 315.4 kw vis. 63.39 kw aur. Ant. height above average terrain 1,115 ft. ant. height above ground 1,098 ft. P.O. address: 317 Cafritz Building, Washington 20006. Estimated construction cost \$817,500; first-year operating cost \$180,305; revenue none. Geographic coordinates 46° 19' 17" north lat.; 87° 53' 28" west long. Type trans. RCA TT-25-FH. Type ant. RCA TW-15-A-B. Legal counsel Marcus Cohn; consulting engineer W. J. Kessler. Principals: Northern Michigan University is a

public institution of higher education, governed by its board of control. Ogden E. Johnson is interim president. Applicant is licensee of \*WNMR-FM. Ann. May 6:

##### FINAL ACTION

**\*Hastings, Neb.**—Nebraska Educational Television Commission.—Broadcast Bureau granted UHF ch. 29 (560-566 mc); ERP 272 kw vis. 54.4 kw aur. Ant. height above average terrain 1,204 ft.; ant. height above ground 1,239 ft. P.O. address: 1600 R Street, Lincoln, Neb. 68508. Estimated construction cost \$606,650; first-year operating cost \$20,950 plus; revenue none. Geographic coordinates 40° 46' 18" north lat.; 98° 05' 36" west long. Type trans. GE TT-57A. Type ant. GE TY-97A. Legal counsel Dow, Lohnes & Albertson, consulting engineer Jansky & Bailey, both Washington. Principal: Jack G. McBride, general manager and secretary. Action May 3.

##### OTHER ACTIONS

■ Review board in San Francisco. TV broadcast proceeding. Docs. 16678-16831.

granted motion for extension of time filed on Apr. 30 by Reporter Broadcasting Co., and extended to May 27 time within which to file exceptions and briefs in support thereof to initial decision released April 4. Action May 2.

■ Review board, on May 3 in Moline, Ill., TV broadcast proceeding. Docs. 17993-17994, denied petition to enlarge issues, filed March 4 by Moline Television Corp.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Jay A. Kyle on May 1 in Gainesville, Fla. (Minshall Broadcasting Co., and University City Television Cable Co.) TV proceeding, granted request by Broadcast Bureau and extended time to May 9 for filing proposed findings of fact and conclusions of law, and to May 22 the time for filing replies (Docs. 17609-10).

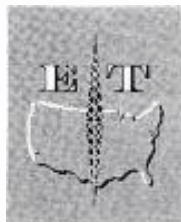
■ Hearing Examiner H. Clifford Irion on May 1 in Elmira, N.Y. (WENY Inc.) TV channel 36 proceeding, ordered reinstatement of hearing date of May 2 (Doc. 17926).

■ Hearing Examiner Forest L. McClennan on April 25 in Jacksonville, Fla. (Florida-

## EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



Georgia Television Co., Community First Corp., The New Horizons Telecasting Co. and Florida Gateway Television Co.) TV channel 12 proceeding, denied petition for special relief by Florida Gateway requesting that hearing be completed on comparative aspects of proceeding and initial decision based thereon be issued prior to taking of evidence on issues to determine insofar as it relates to qualifications of Florida-Georgia Television to be broadcast licensee, whether TV facility which now operating in Jacksonville has been used or is now being used in furtherance of anticompetitive activities with respect to distribution of first-run motion picture films; and in light of evidence adduced with respect to issue, whether Florida-Georgia should be disqualified or, if not, whether comparative permit should be assessed against it in proceeding (Docs. 10834, 17582-4).

■ Hearing Examiner Forest L. McClenning on May 1 in Fort Smith, Ark. (KFPW Broadcasting Co., and Broadcasters Unlimited) TV channel 24 proceeding, set certain procedural dates, and continued to July 22 hearing scheduled for May 27 (Docs. 18046-7).

#### RULEMAKING PETITIONS

Fort Smith, Ark., KFPW Broadcasting Co.—Requests institution of rulemaking looking toward following change in present television table of assignments on channels 5 and 24; requests channels 5, 24 and 40. Ann. May 3.

Marquette, Mich., Northern Michigan University—Requests that table of television assignments be amended as follows: on channels 6, 13, and \*19; requests channels 6, \*13 and 19. Ann. May 3.

#### Existing TV stations

##### FINAL ACTIONS

WCFT-TV Tuscaloosa, Ala.—Broadcast Bureau granted CP to change ERP to 182 kw vis., 36.3 kw aur. Action April 29.

WGCT(TV) Miami, Fla.—Broadcast Bureau granted mod. of CP to change ERP to 597 kw vis., 118 kw aur., change type trans. and mod. of CP to extend completion date to Dec. 30. Action April 30.

WURD(TV) Lawrence, Ind.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 24. Action April 24.

KPLM-TV Palm Springs, Calif.—Commission has waived Sec. 73.685 of rules and granted application filed by Pacific Media Corp. for modification of CP. Pacific Media proposes to use different directional ant. system in order to provide maximum lobe vis. ERP of 309 kw with ant. height of 630 ft. from trans. site on Edom Hill approximately six miles northeast of Palm Springs. Action May 1.

KEMO-TV San Francisco—Broadcast Bureau granted mod. of license covering change in name to U. S. Communications of California Inc. Action May 6.

KID-TV Idaho Falls, Idaho—Broadcast Bureau granted mod. of license covering change in name to KID Broadcasting Corp. Action April 24.

WSCO-TV Newport, Ky.—Broadcast Bureau granted mod. of CP to change name to U. S. Communications of Ohio Inc. Action May 6.

■ FCC denied petition by WNJU-TV Linden, N. J. for reconsideration of a grant to Trans-Tel Corp. to modify CP of WXTV (TV) Paterson, N. J. Action May 1.

KMOI(TV) Minot, N. D.—Broadcast Bureau granted CP to change ERP to 214 kw vis., 42.7 kw aur., increase ant. height to 680 ft., make changes in ant. structure. Action May 1.

WPHL-TV Philadelphia—Broadcast Bureau granted mod. of CP to change ERP to 2,450 kw vis., 368 kw aur., specify type ant. Action April 30.

WECCO-TV Pittsburgh—Broadcast Bureau granted mod. of CP to change name to U. S. Communications of Pittsburgh Inc. Action May 6.

KVTV(TV) Laredo, Tex.—Broadcast Bureau granted mod. of CP to change ERP to 87.5 kw vis., 17.4 kw aur., change trans. and studio location to On Rio Grande between Fort McIntosh and City Park, Laredo, change ant. structure, increase ant. height to 920 ft. and mod. of CP to extend completion date to Nov. 2. Action May 2.

KJDO-TV Rosenberg, Tex.—Broadcast Bureau granted mod. of CP to change name to U. S. Communications of Texas Inc. Action May 6.

WVNY-TV Burlington, Vt.—Broadcast Bureau granted mod. of CP to change ERP to 302 kw vis., 45.4 kw aur., change type trans., type ant., increase ant. height to 2750 ft. Action April 30.

KNDU(TV) Richland, Wash.—Broadcast Bureau granted CP to change type trans. and change studio location to 3312 West

Kennewick Street, Kennewick, Wash. Action April 30.

KNDU(TV) Yakima, Wash.—Broadcast Bureau granted CP to change type trans. Action April 30.

\*WVVU-TV Morgantown, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 1. Action May 1.

KFIZ-TV Fond du Lac Wis.—Broadcast Bureau granted mod. of CP to change ERP to 582 kw vis., 58.2 kw aur., change type ant., make change in ant. structure, increase ant. height to 630 ft. and mod. of CP to extend completion date to Oct. 30. Action April 30.

##### OTHER ACTION

■ FCC's Inquiry into charges that report on marijuana party broadcast over WBBM-TV Chicago, was staged, scheduled to begin in Chicago on May 14 has been postponed until June 25. Action May 1.

##### CALL LETTER ACTIONS

■ Elgin Television, Elgin, Ill. Granted WFNT(TV).

■ Illinois Broadcasting Co., Springfield, Ill. Granted WPNG(TV).

#### New AM stations

##### FINAL ACTIONS

■ FCC dismissed protest filed by "What the Bible Says Inc." applicant for Henrietta, N.Y., AM station, after commission turned down appeal from review board action. Action May 1.

■ Commission gives notice that Feb. 27 initial decision proposing dismissal of application for CP for new AM station to Norman W. Hennig, Tucumcari, N.M. for being in default became effective April 17 pursuant to Sec. 1.276 of commission's rules (Doc. 17175). Ann. May 3.

Sweet Home, Ore.—Santiam Broadcasters Inc. FCC granted 1370 kc, 1 kw-D, P.O. address: 2660 Belmont Street. Estimated construction cost \$30,268.96; first-year operating cost \$31,300; revenue \$31,200. Principals: Dennis J. Celorie, president (30%), Kenneth S. Groves, secretary-treasurer (45%) and Richard J. Groves, vice president (25%). Mr. Celorie is program director at KWSF-AM-FM Eugene, Ore. Mr. Kenneth S. Groves has dealership in hearing aids, building rentals and farm. Mr. Richard J. Groves is working in sales for E. R. Squibbs & Sons. In same action, FCC denied opposition by KGAL Lebanon, Ore. 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 April 30 by East St. Louis Broadcasting Co. and extended to May 10 time within which to file responsive pleadings to petition to enlarge issues filed by Metro-East Broadcasting Inc. on March 20. Action May 1.

■ Review board in Lorain, Ohio, AM broadcast proceeding, Docs. 16876-78, granted motion to correct transcript filed on April 22 by Lorain Community Broadcasting Co. Action May 6.

■ Review board in Bayamon, P.R., AM broadcast proceeding, Doc. 16891, granted petition for extension of time filed April 19 by Broadcast Bureau, and extended to date of 15 days after release of this order, time for filing exceptions to initial decision released February 27. Action May 2.

##### ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on April 26 in St. Louis (Great River Broadcasting, Inc.) AM proceeding in Docs. 17210-15, 17217, 17219, granted request by Home State Broadcasting Corp. and ordered that engineering exhibits on the KDUL issue shall be exchanged May 17 in lieu of April 26; and notification of witnesses and future hearing dates to be set at May 14 hearing.

■ Hearing Examiner Charles J. Frederick on April 29 in Bridgeton, N. C. (V.W.B. Inc.) AM proceeding, on examiner's own motion rescheduled May 1 hearing to May 2 (Doc. 17560).

■ Hearing Examiner Charles J. Frederick on April 29 in Bridgeton, N. C. (V. W. B. Inc.) AM proceeding, on hearing examiners own motion, rescheduled for May 2 hearing scheduled for May 1 (Doc. 17560).

■ Hearing Examiner Millard F. French on April 30 in Sallisaw, Okla. (Little Dixie Radio Inc.) AM proceeding, granted petition by Little Dixie for leave to amend application to submit additional information concerning one of its principals (Doc. 17918).

■ Hearing Examiner Forest L. McClenning on April 29 in Jenkins, Ky. (Cardinal Broadcasting Co.) AM proceeding, ordered that all exhibits to be offered in affirmative presentations shall be exchanged among parties and copies provided the hearing

examiner on June 3; and continued hearing from May 14 to June 10 (Doc. 18035).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 29 in Springfield, Mo. and Gilmer, Tex., and Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co., and Giant Broadcasting Co.) AM proceeding, ordered that dates and procedures governing the hearing shall be as set forth on record at April 29 prehearing conference and scheduled hearing for June 17 (Docs. 17921-3).

#### Existing AM stations

##### FINAL ACTIONS

KPLY Crescent City, Calif.—Broadcast Bureau by letter of April 29, notified KPLY that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements.

WAVZ New Haven, Conn.—Broadcast Bureau granted license covering change in DA-pattern nighttime. Action April 30.

WSUX Seaford, Del.—Broadcast Bureau by letter of April 29, notified WSUX that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements.

WRIZ Coral Gables, Fla.—Broadcast Bureau granted license covering auxiliary trans. Action April 30.

WTAI Eau Gallie, Fla.—Broadcast Bureau granted license covering new station. Action April 30.

WINT Winter Haven, Fla.—Broadcast Bureau granted license covering changes. Action April 30.

WXPO Eatonton, Ga.—Broadcast Bureau granted CP to increase power to 1 kw; condition. Action April 30.

KTOH Lihue, Hawaii—Broadcast Bureau granted license covering changes in trans. Action April 30.

KBOI Boise, Idaho — Broadcast Bureau granted mod. of CP to increase ant. height: conditions. Action May 3.

KWIK Pocatello, Idaho—Broadcast Bureau granted CP to change from 1240 kc, 250 w-U to 1240 kc, 250 w, 1 kw-LS: condition. Action May 3.

KSGM Chester, Ill.—Broadcast Bureau granted license covering auxiliary trans. Action April 30.

KCOG Centerville, Iowa—Broadcast Bureau granted license covering changes. Action April 30.

KWWL Waterloo, Iowa—Broadcast Bureau granted CP to make changes in nighttime DA pattern, and MEOV. Action May 7.

WLOU Louisville, Ky.—Broadcast Bureau granted license covering changes in auxiliary trans. Action April 30.

WVOC Battle Creek, Mich.—Broadcast Bureau granted license covering CP which authorizes changes in directional ant. system and number of towers. Action April 30.

WMIQ Iron Mountain, Mich.—Broadcast Bureau granted mod. of license covering change in name to F. Russell Radio Corp. Action May 3.

WKPM Princeton, Minn.—Broadcast Bureau granted CP to change from 1300 kc, 500 w-D, to 1300 kc, 1 kw-D, make changes in ant. system: condition. Action May 6.

WJXN Jackson, Miss.—Broadcast Bureau granted CP to change from 1450 kc, 250 w, U to 1450 kc, 250 w, 1 kw-LS U; conditions. Action May 2.

■ Commission gives notice that March 14 initial decision, proposing grant of CP to Natchez Broadcasting Co., Natchez, Miss., to change operating facilities of WMIS from 250 w, unlimited time, to 1 kw, D, and 250 w, N, became effective May 3, pursuant to Sec. 1.276 of rules (Doc. 17626). Ann. May 8.

KMMO Marshall, Mo.—Broadcast Bureau granted CP to increase ant. height. Action May 7.

WHN New York—Broadcast Bureau granted mod. of CP to make change in DA system. Action May 7.

WHDL-AM-FM Olean, N. Y.—Broadcast Bureau by letter of April 29, notified WHDL-FM that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to make equipment performance measurement at yearly intervals.

WKAL Rome, N.Y.—Broadcast Bureau granted license to use former main trans. as auxiliary. Action April 30.

■ Commission gives notice that March 6 initial decision, proposing grant of CP to increase daytime power for standard broadcast station WFNC Fayetteville, N.C. became effective April 25 pursuant to Sec. 1.276 of commission's rules (Doc. 17633). Ann. May 3.

WWDR Murfreesboro, N. C.—Broadcast

Bureau granted CP to change from 1080 kc. 500 w D. to 1080 kc. 1 kw D. increase ant. height; condition. Action May 6.

**WHYL Carlisle, Pa.**—Broadcast Bureau granted license covering installation of auxiliary trans. Action April 30.

**WHP Harrisburg, Pa.**—Broadcast Bureau granted CP to increase MEOV. Action May 7.

**WTIV Titusville, Pa.**—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only and license covering changes. specify type trans. Action April 30.

**WICE Providence, R. I.**—Broadcast Bureau granted license covering use of main daytime trans. as main daytime and alternate main nighttime trans. Action April 30.

**WKXV Knoxville, Tenn.**—Broadcast Bureau granted license covering auxiliary trans. Action April 30.

**WLBL Auburndale, Wis.**—Broadcast Bureau granted mod. of license covering change in name to State of Wisconsin-Educational Communications Division. Action April 30.

**WISN Milwaukee** — Broadcast Bureau granted license covering use of main daytime trans. as alternate-main nighttime trans. Action April 30.

**KMER Kemmerer, Wyo.**—Broadcast Bureau granted CP to change from 950 kc. 1 kw-D to 950 kc. 5 kw-D; condition. Action May 3.

#### OTHER ACTIONS

■ Commission has amended order released April 15 scheduling oral argument on renewal of license of WNJR Newark, N. J. to allow WNJR and Broadcast Bureau, parties to proceeding, 10 additional minutes each, from 20 to 30 minutes, to present oral argument. Action May 1.

■ FCC granted petition by Onslow Broadcasting Corp., licensee of WJNC-AM-FM Jacksonville, N. C. for extension of time to May 13 to respond to petition by Brown Broadcasting Co. for leave to amend application reflecting current modifications of financial proposal. Onslow urged that additional time was required to respond and that counsel is faced with unusually heavy workload at present time. Action May 1.

■ FCC upheld ruling by FCC chief hearing examiner setting Chillicothe, Ohio as site to hold hearings on renewal of licenses of WCHO Washington Court House: WCHI Chillicothe, and WKOV Wellston, all Ohio. Ruling was opposed by Broadcast Bureau. Action May 8.

#### ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on April 30 in Calhoun, Ga. (John C. Roach, for CP) (Gordon County Broadcasting Co. [WCGA] for renewal of license) AM proceeding, upon motion of Broadcast Bureau, extended from May 6 to May 29 time to file proposed findings of fact and conclusions of law, and from May 17 to June 10 for reply findings (Docs. 17895-6).

■ Hearing Examiner Isadore A. Honig on May 2 in Mankato, Shakopee, River Falls, and Waseca, all Minnesota. (Southern Minnesota Supply Co. [KSMM], Progress Valley Broadcasters Inc. [KSMM], Wisconsin Radio Inc. and The Waseca-Owatonna Broadcasting Co.) AM proceeding, scheduled certain procedural dates, postponed hearing to July 9, and ordered that parties shall be bound by the procedural dates set (Docs. 18075-8).

■ Hearing Examiner David I. Kraushaar on April 26 in Vinita and Wagoner, both Oklahoma (Vinita Broadcasting Co. for renewal of license for KVIN and for CP for FM station, and Wagoner Radio Co. for renewal of license of KWLG), denied joint request of applicants to direct Broadcast Bureau to make available certain documents for inspection and copying, excepting those documents offered by Broadcast Bureau for inspection and copying on date and at time mutually agreeable to all counsel (Docs. 18085-7).

■ Hearing Examiner H. Gifford Irion on May 1 in Laurel, Miss. (Voice of The New South Inc. [WNSL]) AM proceeding, scheduled hearing for May 28 (Doc. 17634).

■ Hearing Examiner Jay A. Kyle on May 1 and May 2 in Bowling Green, Ohio (WMGS Inc. [WMGS], and Ohio Radio Inc.) AM proceeding, by separate actions, granted petition by WMGS Inc. for leave to amend application and denied petition by Ohio Radio Inc. for discovery of documents as to WMGS Inc. (Docs. 16290-91).

■ Hearing Examiner Chester F. Naumowicz Jr. on April 25 in Macon, Miss. (J. W. Furr [WMBC]) AM proceeding, granted petition by Broadcast Bureau and extended time to May 9 for filing proposed findings (Doc. 17444).

■ Hearing Examiner Elizabeth C. Smith on April 30 and May 1 in Mobile, Ala. (Azalea Corp., WGOK Inc. [WGOK], People's Progressive Radio Inc., and Mobile

Broadcast Service Inc.) AM proceeding, by separate actions, scheduled further prehearing conference for May 1, and continued to May 7, evidentiary hearing now scheduled for May 6 (Docs. 17555-8).

#### FINE

■ FCC ordered KCOH Houston to pay forfeiture of \$2,000 for violation of Sec. 1304 for broadcasting lottery information. Action May 1.

#### CALL LETTER ACTIONS

■ KQCY, Plumas Broadcasting Co., Quincy, Ill. Granted KPCC.

■ Intermountain Broadcasting Co., Jackson, Ky. Granted WEKG.

■ WPHN, Janie Ruth Broadcasting Co., Liberty, Ky. Granted WKDO.

■ Lawrence City Broadcasting Corp., New Castle, Pa. Granted WBZY.

■ KOSA, Odessa Broadcasting Co., Odessa, Tex. Granted KOZA.

#### New FM stations

##### APPLICATIONS

**Mena, Ark.**—Jack R. Reeves, Earl M. Jones and William A. Reeves, d/b as Mena Broadcasting Co. Seek 101.7 mc. ch. 269, 3 kw. Ant. height above average terrain 62.25 ft. P.O. address: Box 150, Mena 71953. Estimated construction cost \$13,478; first year operating cost \$6,000; revenue \$6,000. Principals: Earl M. Jones, Jack R. Reeves and William A. Reeves. Mr. Jones is partner in department store. Mr. William A. Reeves is farmer and cattleman. Mr. Jack Reeves has no other business interests indicated. Ann. May 2.

**Valdosta, Ga.**—Christian Radio Fellowship Inc. Seeks 101.1 mc. ch. 268, 30 kw. Ant. height above average terrain 310.15 ft. P.O. address Box 398, Orange Park, Fla. 32073. Estimated construction cost \$41,275.71; first year operating cost \$20,500; revenue \$20,000. Principals: Thomas Jackson Tidwell, president, and others. Applicant is nonprofit organization and therefore has no capital stock. Ann. May 2.

**Flora, Ill.**—Doyle Ray Flurry. Seeks 97.7 mc. ch. 249, 3 kw. Ant. height above average terrain 159 ft. P.O. address: 3001 Elisha Avenue, Zion, Ill. 60099. Estimated construction cost \$12,255; first-year operating cost \$6,000; revenue \$10,000. Principals: Doyle Ray Flurry (100%). Applicant has application for new AM in Flora, Ill. pending before FCC. Ann. May 3.

**Bangor, Me.**—University of Maine. Seeks 90.9 mc. ch. 215, 13.35 kw. Ant. height above ground 369 ft. P.O. address: John W. Dunlop, Alumni Hall, Orono, Me. 04473. Estimated construction cost \$50,055.15; first-year operating cost \$52,000; revenue none. Principals: Laurence M. Cutler, president of board of trustees, et al. Ann. May 6.

**Marshall, Mo.**—Missouri Valley College. Seeks 89.7 mc. 10 w. Ant. height above average terrain 51 ft. P.O. address: Missouri Valley College, Marshall, Mo. 65340. Estimated construction cost \$2,150; first-year operating cost \$500 to \$1,000; revenue none. Principals: M. Earle Collins, president, et al. Ann. May 6.

**Rochester, N.Y.**—Auburn Publishing Co. Seeks 103.9 mc. ch. 280A, 3 kw. Ant. height above average terrain 300 ft. P.O. address Metcalf Building, Auburn, N.Y. 13021. Estimated construction cost \$42,600; first-year operating cost \$48,000; revenue \$24,000. Principals: Frederick R-L Osborne, vice president, William O. Dapping, secretary-treasurer (each 33.3%) et al. Ann. May 7.

**Nanticoke, Pa.**—Wyoming Valley Broadcasting Co. Seeks 92.1 mc. ch. 221, 3 kw. Ant. height above average terrain minus 392 ft. P.O. address: 88 North Franklin Street 18701. Estimated construction cost \$25,415; first-year operating cost \$40,000; revenue \$20,000. Principals: Mitchell Jenkins, president, Roy E. Morgan, secretary, Leon Schwartz, vice president, and Edna W. Morgan, treasurer (each 25%; Messrs. Jenkins Morgan and Schwartz hold stock jointly with their wives. Applicant is licensee of WILK Wilkes-Barre, Pa. Ann. May 7.

**Walterboro, S.C.**—Walterboro Broadcasting Co. Seeks 100.9 mc. ch. 265, 3 kw. Ant. height above average terrain 182 ft. P.O. address: Box 833, Walterboro 29488. Estimated construction cost \$6,850; first-year operating cost \$10,520; revenue \$11,225. Principals: Robert S. Taylor, president-secretary (90%) and others. Mr. Taylor is also 90% owner of WALD Walterboro and 62.25% owner of WLOW Aiken, S. C. Ann. May 6.

##### FINAL ACTIONS

**Wichita, Kan.**—Mr. D's Radio Inc. Broadcast Bureau granted 103.7 mc. ch. 279, 28 kw. Ant. height above average terrain 255 ft. P. O. address: 3357 West Central, Wichita

67203. Estimated construction cost \$33,500; first-year operating cost \$12,000; revenue \$12,000. Principal: Lowell D. Denniston, president (100%). Mr. Denniston is sole owner of KEYN Wichita and of retail grocery chain. Action April 30.

**Potsdam, N. Y.**—St. Lawrence Radio Inc. Broadcast Bureau granted 99.3 mc. ch. 257, 3 kw. Ant. height above average terrain 153.5 ft. P. O. address: WPDM Potsdam 13676. Principal: David A. Kyle, treasurer (23.09%) et al. Applicant is licensee of WPDM Potsdam. Action May 6.

**Ashland, Ore.**—Oregon State Board of Higher Education. Broadcast Bureau granted 90.1 mc. ch. 211, 10 w. Ant. height above average terrain 41 ft. P. O. address: Box 3175, Eugene Ore. 97403. Estimated construction cost \$2,827.25; first-year operating cost \$1,000; revenue none. Principals: H. A. Bork, vice chancellor, Dave Allen, director of broadcast activities. Action April 29.

#### OTHER ACTIONS

■ Review board in Boulder, Colo., FM broadcast proceeding, Docs. 17029-30, granted petition for extension of time filed on May 2 by Environmental Science Services Administration and extended to May 8 time within which to file exceptions to initial decision, released April 5. Action May 6.

■ FCC sustained ruling by FCC chief hearing examiner denying Miami (Fla.) Broadcasting Corp. petition to hold part of hearing for new FM station in Miami. It denied appeal by Miami Broadcasting, which is competing with Mission East Co. in current Washington hearings for ch. 298, Miami. Action May 6.

■ Review board in Pleasantville, N. J., FM broadcast proceeding, Docs. 18005-06, granted to extent indicated and denied in all other respects motion to modify and enlarge issues, filed March 7, by WMD Inc. Action May 2.

#### ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on April 30 in Reno (Brian E. Cobb) FM proceeding, designated Examiner James D. Cunningham to serve as presiding officer; scheduled prehearing conference for May 22, and hearing for June 12 (Doc. 18135) and on May 2 in Hardinsburg, Ky. (Blancett Broadcasting Co. and Breckinridge Broadcasting Co.), FM proceeding, by separate actions, granted motion filed by Breckinridge Broadcasting Co. and reopened record and received into evidence documents submitted with Breckinridge and Blancett pleadings, and again closed record; and by examiner's own motion extended time, from May 6 to May 16, for filing proposed findings, and reply findings to May 27; further ordered no further extensions of time for post-hearing filings with presiding office shall be authorized (Docs. 17856-7).

■ Hearing Examiner Thomas H. Donahue on April 24 in Athens, Tenn. (Athens Broadcasting Co. and 3 J's Broadcasting Co.) FM proceeding, ordered record closed (Docs. 17617-8), and on April 25 ordered dates governing filings of proposed findings shall be that provided by Sec. 1.263 of rules, and requests for additional time may be made through appropriate motion (Docs. 17617-8).

■ Hearing Examiner Thomas H. Donahue on April 26 in Vidalia, Ga. (Radio Vidalia and Vidalia Broadcasting Co.) FM proceeding, granted motion by Vidalia Broadcasting and continued prehearing conference scheduled for April 29 to May 27. (Docs. 18014-5).

■ Hearing Examiner Charles J. Frederick on April 25 in Pompano Beach, Fla. (Almardon Inc. of Florida and Sunrise Broadcasting Corp.), FM proceeding, ordered all procedural dates set aside pending commission action on third application on file since before order of designation; also ordered that applicants need not commence publication until commission acts on third application. Examiner will order further procedural dates upon Commission's action (Docs. 18020-1).

■ Hearing Examiner Isadore A. Honig on April 30 in Portland, Ind. (The Graphic Printing Co., Glenn West, and Soundvision Broadcasting Inc.) FM proceeding, on examiner's own motion, scheduled further prehearing conference for May 9, in connection with procedural arrangements for presentation of evidence regarding recently added financial issue effecting application of Glenn West as well as other matters that may arise during conference (Docs. 17915-7).

■ Hearing Examiner H. Gifford Irion on May 1 in Salem and Vinton, both Virginia (WRIS Inc., and Roanoke-Vinton Radio Inc.) FM proceeding, granted motion by WRIS Inc. and waived Sec. 1.594(a)(1) of rules (Docs. 18061-2).

■ Hearing Examiner David I. Kraushaar on April 25 in Miami (Miami Broadcasting Corp. and Mission East Co.) FM proceeding,

## SUMMARY OF BROADCASTING

Compiled by BROADCASTING, April 30, 1968

|                    | ON AIR             |      | TOTAL              |  | NOT    |      | TOTAL              |  |
|--------------------|--------------------|------|--------------------|--|--------|------|--------------------|--|
|                    | Licensed           | CP's | ON AIR             |  | ON AIR | CP'S | Authorized         |  |
| Commercial AM      | 4,178 <sup>1</sup> | 10   | 4,188 <sup>1</sup> |  | 91     |      | 4,279 <sup>1</sup> |  |
| Commercial FM      | 1,790              | 37   | 1,827              |  | 247    |      | 2,074              |  |
| Commercial TV-VHF  | 496 <sup>2</sup>   | 9    | 505 <sup>2</sup>   |  | 13     |      | 518 <sup>2</sup>   |  |
| Commercial TV-UHF  | 118 <sup>2</sup>   | 31   | 148                |  | 158    |      | 307 <sup>2</sup>   |  |
| Educational FM     | 326                | 12   | 338                |  | 37     |      | 375                |  |
| Educational TV-VHF | 68                 | 6    | 74                 |  | 2      |      | 76                 |  |
| Educational TV-UHF | 55                 | 25   | 80                 |  | 30     |      | 110                |  |

## 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 <sup>1</sup> | 1,768    | 614 <sup>2</sup> | 322     | 123     |
| CP's on air (new stations)     | 14                 | 45       | 40               | 14      | 30      |
| Total on air                   | 4,185 <sup>1</sup> | 1,813    | 653              | 336     | 153     |
| CP's not on air (new stations) | 84                 | 253      | 170              | 35      | 32      |
| Total authorized stations      | 4,269 <sup>1</sup> | 2,066    | 824 <sup>2</sup> | 371     | 185     |
| Licenses deleted               | 0                  | 0        | 0                | 1       | 0       |
| CP's deleted                   | 0                  | 3        | 3                | 1       | 0       |

<sup>1</sup> Includes two AM's operating with Special Temporary Authorization.

<sup>2</sup> Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

denied motion filed by Miami Broadcasting Corp. for an order permitting inspection and copying of certain investigative reports allegedly in the possession of Mission East. The motion was untimely filed and a sufficient showing of "good cause" as required by rule 1.325 has not been made (Docs. 17401, 17403).

■ Hearing Examiner Forest L. McClenning on May 2 in Waukegan and Des Plaines, both Illinois (The News-Sun Broadcasting Co., Edward Walter Piszczek and Jerome K. Westerfield, and Maine Township FM, Inc.), FM proceeding, granted petition by Broadcast Bureau and extended time to May 16 for filing proposed findings of fact and conclusions of law, and to May 31 time for filing reply findings (Docs. 13292, 13940 and 17242).

### RULEMAKING PETITIONS

KNOX, Ind., Kankakee Valley Broadcasting Co.—Requests institution of rulemaking proceedings to amend FM table of assignments to add ch. 257A. Ann. May 3.  
New Castle, Ind., Newcastle Broadcasting Corp.—Requests institution of rulemaking looking toward following change in present FM table of assignments: on ch. 273b, requests ch. 273b and ch. 232a. Ann. May 3.

### RULEMAKING ACTIONS

■ FCC amended following FM table of assignments to show changes for 11 communities. New assignments are: Hollister, Calif., ch. 228A; Vero Beach, Fla., ch. 228A; Marion, Ill., ch. 296A; El Dorado, Kan., ch. 257A; Great Bend, Kan., ch. 282; Hutchinson, Kan., ch. 275; Wichita, Kan., ch. 236; Liberty, Ky., ch. 288A; Dexter, Mo., ch. 272A; Livingston, Tex., ch. 221A; and La Crosse, Wis., ch. 240A. Ann. May 2.

### DESIGNATED FOR HEARING

Lincoln, Neb. Cornbelt Broadcasting Corp. and KFMQ Inc.—Broadcast Bureau designated for consolidated hearing applications for FM stations, Cornbelt Broadcasting Corp. to operate on ch. 270 (101.9 mc), ERP 50 kw ant. height 205 ft.; KFMQ Inc., to operate on ch. 270. (101.9 mc), ERP 100 kw, ant. height 150 ft. Action April 30.

### Existing FM stations

#### FINAL ACTIONS

\*KUAC(FM) College, Alaska—Broadcast dual polarized type ant., change frequency Bureau granted CP to install new type trans., from 104.9 mc, ch. 285 to 104.7 mc, ch. 284. ERP 10.5 kw, ant. height minus 100 ft. Action May 3.

KMUZ(FM) Santa Barbara, Calif.—Broadcast Bureau granted mod. of SCA to change equipment and programming. Action April 30.

■ FCC denied request by Joseph M. Arnoff and Maurice H. Gresham, db/as San Fer-

nando Broadcasting Co., for special temporary authority to continue operation of KSFV(FM) San Fernando, Calif. Action May 1.

KFOG(FM) San Francisco—Broadcast Bureau granted license covering changes. Action April 30.

KUDU-FM Ventura, Calif.—Broadcast Bureau granted license covering changes, specify type ant. Action April 30.

KOSI-FM Denver—Broadcast Bureau granted license covering new station, specify type trans., studio location as 1565 Elmira Street. Action April 30.

KGMB-FM Honolulu—Broadcast Bureau granted license covering new station. Action April 30.

WPAG-FM Ann Arbor, Mich.—Commission has waived mileage separation requirements of Sec. 73.207 of rules, and granted WPAG-FM mod. of CP to change trans. site and decrease ant. height. The station operates on ch. 296 (107.1 mc), with ERP of 3 kw and proposes to change trans. site to that of companion station WPAG, and side-mount FM ant. on center tower of WPAG directional ant. system. Also, ant. height will be decreased from 300 ft. to 256 ft. Proposed change in site will make WPAG-FM short-spaced to WWWW(FM) and WGPR(FM) both Detroit. Action May 1.

KTWN(FM) Anoka, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 57 kw, ant. height 320 ft.; condition. Action May 7.

WOMG(FM) Greensboro, N. C.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 1019 Warehouse Street, Greensboro, make change in ant. system. Action May 7.

WDOK(FM) Cleveland—Broadcast Bureau granted license covering changes, specify type trans., type ant. (main) and license covering use of former main trans. for auxiliary purposes only. Action April 30.

WBBW-FM Youngstown, Ohio—Broadcast Bureau granted CP to install circular polarized type ant., make change in ant. system, change ERP to 14.5 kw, ant. height 280 ft.; condition. Action April 29.

WPGM-FM Danville, Pa.—Broadcast Bureau granted mod. of CP to change ant. trans. location (same site), change type trans. Action April 30.

WBRE-FM Wilkes-Barre, Pa.—Broadcast Bureau granted license covering changes. Action April 30.

\*WHMD(FM) Marinette, Wis.—Broadcast Bureau granted mod. of license and CP to change name to State of Wisconsin-Educational Communications Division. Action April 30.

\*WHA-FM Madison, Wis., \*WHAD(FM) Delafair, Wis., \*WHRM(FM) Wausau, Wis.;

WHSa(FM) Brule, Wis.; State of Wisconsin-Educational Broadcasting Division—Broadcast Bureau granted mod. of licenses covering change in name to State of Wisconsin-Educational Communications Division. Action April 30.

\*WHWC(FM) Colfax, Wis.; \*WHHI(FM) Highland, Wis.; \*WHLA(FM) Holmen, Wis.; WHKW(FM) Chilton, Wis.; State of Wisconsin-Educational Broadcasting Division—Broadcast Bureau granted mod. of license covering change in name to State of Wisconsin-Educational Communications Division. Action April 30.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WJTB(FM) Boston, Mass. to Oct. 14; WRNS(FM) Kinston, N. C. to Oct. 18; WDIA-FM Memphis to Aug. 1; WOCO(FM), Oconto, Wis. to July 14 and WFNY(FM), Racine, Wis. to June 7. Action April 30.

■ Broadcast Bureau granted licenses covering the following FM stations: WKLN(FM) Cullman, Ala.; WICH-FM Norwich, Conn.; WTHM-FM Lapeer, Mich.; WNAT-FM Natchez, Miss. and WHBQ-FM Memphis, Tenn. Action April 30.

■ Broadcast Bureau granted licenses covering changes in following stations: \*WKKW-FM Western Illinois University; WMT-FM Cedar Rapids, Iowa; KVOB Bastrop, La.; WCAL Northfield, Minn., condition; KTUI Sullivan, Mo., condition; WAKS Fuquay Springs, N. C.; \*WUAG(FM) Greensboro, N. C.; KWHP(FM) Edmond, Okla.; WMDD Fajardo, P. R.; WBBR Travelers Rest, S. C.; KUNO Corpus Christi, Tex.; WFLS-FM Fredericksburg, Va. Action April 30.

### FINES

WENC-FM Whiteville, N. C.—Broadcast Bureau by letter, notified WENC-FM that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Action May 1.

■ FCC ordered WFOB-FM Fostoria, Ohio to pay forfeiture of \$100 for violation of Sec. 73.254 of rules by failing to make equipment performance measurements at yearly intervals as required or to provide data concerning measurements. Action May 6.

### CALL LETTER APPLICATIONS

■ KCRA-FM, Kelly Broadcasting Co., Sacramento, Calif. Requests KCTC(FM).

■ WJVA-FM, Booth American Co., South Bend, Ind. Requests WRBR(FM).

■ Moberly Board of Education, Moberly, Mo. Requests \*KMTS(FM).

■ WBNO-FM, Williams County Broadcasting System, Bryan, Ohio. Requests WWMS-FM.

### CALL LETTER ACTIONS

■ \*Creative Center of Los Altos, Los Altos, Calif. Granted \*KPSR(FM).

■ Radio Corinth, Corinth, Miss. Granted WWTX(FM).

■ \*Mansfield State College, Mansfield, Pa. Granted \*WNTE(FM).

■ KSOO-TV Inc., Sioux Falls, S. D. Granted KSOO-FM.

### RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-permitting auxiliaries: WKMF Flint, Mich. and WFSM(FM) Birmingham, Alabama. Action April 30.

### Translators

#### ACTIONS

San Luis Obispo County Superintendent of Schools, Cambria, Calif.—Broadcast Bureau granted CP for new VHF-TV translator station to serve Coast Union High School, Sea Shore Community and Cambria Union Elementary School, operating on chs. 9, 70, 82, 73, 76 and 79 by rebroadcasting KQED(TV), ch. 9, San Francisco. Action May 2.

K02BZ Hayfork, Calif.—Broadcast Bureau granted CP to change type trans. for VHF TV translator station. Action April 29.

K05CM Staley and Goeder, both Colorado—Broadcast Bureau granted license covering new VHF TV translator station. Action May 7.

University of Hawaii, Naalehu, Hawaii—Broadcast Bureau granted CP for new UHF TV translator station to serve Naalehu, operating on ch. 83, by rebroadcasting KMEB (TV), ch. 10, Wailuku. Action April 29.

City of Bedford, Bedford, Iowa—Broadcast Bureau granted CP's for following new VHF TV translators station to serve Bedford.

(Continued on page 97)

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### RADIO

#### Help Wanted—Management

**Station Manager, Midwest.** Profitable suburban major market, expanding group. Open now. Complete information, requirements, and objectives first letter. Box D-371, 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.

**Absentee owned Colorado C&W** needs general manager to provide daily tender loving care. Station profitable; provides opportunity for go-getter through liberal incentive plan including possible ownership. Send complete information, requirements first letter. 923 S. 26th Street, Fort Smith, Arkansas 72901, phone 501-782-7011.

#### Sales

**Sales manager** for northern Illinois small market station with option to purchase stock. Excellent potential. Box E-6, 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.

**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.

**Young salesman** ready to move into management in 150,000. 2 stn. N.Y.S. mkt. Box E-127, BROADCASTING.

**Business manager-accountant** in east. Send resume. Box E-150, BROADCASTING.

**An experienced salesman** who wants to live in a beautiful year around vacationland and work for an aggressive top-rated station with excellent sales possibilities. Station KVBR, Brainerd, Minnesota.

**5 KW ABC affiliate** in midwest college town of 38,000 wants a salesman with a proven successful sales record in radio. We will pay the right man 25% commissions, if he feels capable of grossing at least \$60,000 per year for us. Details in first letter to: Jim Smith, WAIK, 36 Park Plaza, Galesburg, Illinois 61401, telephone 309-342-3161.

**Very successful local AM/FM** wants another good salesman, send brief resume and photograph: WLNG, Sag Harbor, Long Island, New York.

**Outstanding opportunity** with #1 rated large local progressive radio station in top 50 market, mid-Atlantic seaboard area. Excellent potential. Salary and commission plan. Full company benefits . . . group station operation. Send short resume to radio station WRAP, P.O. Box 598, Norfolk, Va., Attention: S.H. Barondess. No phone inquiries, please.

**C & W sales—need two—management potential.** Call collect—319-365-9431.

### Sales—(Cont'd)

**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.

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. . . but if you find replies to a BROADCASTING classified cluttered with "sales talk" from competitors, just consider the source. They're using us for the same reason you are . . . build a business, find a better job, fill a vacancy, buy or sell something. That's why BROADCASTING Classified section is THE marketplace for everybody and everything in 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.

**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.

### Announcers—(Cont'd)

**Major top rated east coast contemporary swinger** needs mid-day personality with production talent. Rush tape and resume to Box E-94, BROADCASTING.

**Two intelligent, mature personalities** needed to bolster rising ratings at Pennsylvania medium market station. Tough competition with rockers demands experience, imagination, and ability. Salary will depend on qualifications. Send tape and resume to Box E-120, BROADCASTING.

**Immediate opening — announcer salesman** group station—MOD country—North Carolina's number one market. (919) 274-9711. Box E-152, BROADCASTING.

**Program director** with several years experience who will assume responsibility for station sound. MOR station with network and adult audience. No rock or country-western. Central Minnesota in vacation country. Box E-170, BROADCASTING.

**Major New York City radio operation** expanding staff: looking for announcers with strong MOR music and news experience. Send tape and resume to Box E-184, 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.

**Wanted by KOLT, Scottsbluff, Nebraska.** Sportscaster-salesman experience necessary. Apply by Mail with picture.

**Top rated station** has immediate openings for three positions. Announcer, news director, chief engineer. Adult station. Network. Excellent facilities. Salary depends on experience and ability. Send tape, photo, resume. KSIS AM-FM, Sedalia, Missouri.

**First phone up tempo MOR, good voice,** capable of top production. Ideal living, good working conditions, good future. Contact Gen. Mgr. Lyle Richardson, KUDE, Ocean-side, Calif.—714-757-1320. Or P.D. Mike Wynn.

**Top soul station** in Houston needs soul jocks. Send tapes and resume to Dave Jordan, KYOK, 613 Preston, Houston, Texas.

**First phone, all night jock** for #1 top 40. Tape and resume to Gary Gunter, KYSN, Colorado Springs, Colorado.

**Young and lively MOR station** seeks man of action! Combination dj-sales or production. Top pay. 1st phone even better, but not essential. Send tape, resume and salary —WAQI, Ashtabula, Ohio.

**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.

**MOR announcer** with opportunity for advancement. Play-by-play helpful. WCSJ, Morris, Illinois.

**We're 1000 watts full time** in a 250,000 market. Our 16,000 watt FM station has just gone on. We program first, sell afterward . . . news-talk-music. We're looking for a morning man, a newsmen, an engineer, or combination—minimum 18 months experience. We want hard workers looking for a future and aspiring to management in their areas. If interested, call collect, Carl Grande, WERI, 203-447-0254.

## Announcers—(Cont'd)

Hagerstown, Maryland—first phone for ABC middle of the road aggressive operation. Call the Manager, WHAG—301-739-8016.

Worth checking—announcer, third, needed by ABC affiliate half hour from Ann Arbor, East Lansing and Detroit, WHMI, Howell, Michigan.

We're adding to our staff. Needed an experienced morning announcer for board and production. Tape, picture, resume and salary requirements to G.M., WINA, Charlottesville, Virginia.

We need a good voiced, bright sounding addition for our air staff. Someone probably doing M.O.R. or adult top 40 who wants to move up. If you've got the basic equipment (voice & intelligence) we'd like an aircheck and resume as soon as possible. WIRE, Indianapolis, Ind. 46206.

Active FM in rapidly growing market needs announcer with first phone for expected approval of AM CP. Write to WLIH, New London, Wisconsin 54961.

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.

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 boring? Unique Minimax approach offers creative challenge. Mature, enthusiastic morning man needed now. Good salary, benefits, 5 day week, advancement opportunities with TV-radio-newspaper chain. Tape, resume to WSWM, P.O. Box 289, East Lansing, Mich. 48824. Do something worthwhile.

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, WTTA, Thomson, Georgia.

Wanted . . . combo morning MOR man with first, Sub. Chicago. Opening May 20. Phone 312-898-1580.

Experienced announcer for daytime announcing and production slot on one of the mid-west's finest stations. Call Manager or Operations Manager now, 308-382-5420.

C & W jock—1st phone—need immediately. Call collect 319-365-9431.

"Rock" aircheck recordings . . . top dj's . . . major market stations . . . inexpensive . . . free brochure. Command Productions, Dept. B, Box 1591, Portland, Oregon 97207.

## Technical

Chief engineer, Medium market AM/FM station. Northeast U.S. No air work. Ideal community. \$150/wk. Box D-23, BROADCASTING.

Assistant chief, first ticket, directional experience, no announcing. \$150.00 weekly to start. 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.

Ground floor opportunity. New system about to start in southwest New England. Immediate openings for chief engineer and system manager. Excellent growth for men with some experience. Rush resume including salary requirements to Box E-110, BROADCASTING.

Chief engineer for 5,000 watt 4 tower directional AM. 24 hour operation. FM CP granted. Medium midwest market. Modern equipment, successful station with AM-FM sister stations. Send full details first letter to Box E-129, BROADCASTING.

Chief engineer beautiful, peaceful small-market Ohio quality AM-FM. Good pay with extra benefits. Send resume and salary requirements to Box E-188, BROADCASTING.

Immediate opening for chief engineer, capable of limited air trick. Must be qualified to handle directional operation and do preventive maintenance. Send tape and detailed letter to Gen. P. Loffler, KGEZ, Kallispell, Montana 59901.

Experienced chief engineer directional AM-FM stereo. Air shift 2 days per week. Ideal living, good working conditions, good future. Contact Gen. Mgr., Lyle Richardson, KUDE, Oceanside, Calif.—714-757-1320.

Midwest 125 miles north of St. Louis. Engineer—first phone—AM/FM/TV. Good opportunity for engineer for summer relief for college students or for full-time employment. Contact Jim Martens, Chief Engineer, WGEM Radio & TV, Quincy, Illinois, 62301 or phone area code 217-222-6840.

Technical opening for experienced chief or well trained qualified engineer for chief, WJAZ, Albany, Georgia.

Chief engineer for 5 kw full-time station. Must "take over" complete engineering responsibility including FCC proofs, studio & transmitter maintenance, remote control and night directional operation. Day off air shift required. Contact General Manager, WJPS Radio, Evansville, Indiana. Position now open.

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.

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.

Engineer, 1st class ticket. Must maintain transmitter. Announcing useful, not necessary. Upper midwest. Excellent hunting, fishing, boating. Call 608-269-3307.

## NEWS

Broadcast journalist . . . addition to top rated midwest radio news team. Experience as broadcast newsmen and reporter necessary. Top pay for top man. Box D-280, BROADCASTING.

Sharp radio newsmen for midwest radio/TV. Must have experience, desire to learn television. Tape, photo, and resume to Box E-28, BROADCASTING.

Newsmen 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.

## News—(cont'd)

Capital city in mid-west needs young, ambitious newsmen to head up small staff. Excellent opportunity to learn and advance from contacts made. Send resume to Box E-101, BROADCASTING.

Reporter-airman to 5 broadcast journalists who cover a 350,000+ metro market. Immediate opening for the right man with college and/or experience to earn top salary and fringe benefits and join top rated ABC affiliated news department. Rush tape and resume to Morry Alter, News Dir. KSTT, 1111 East River Dr., Davenport, Iowa.

Immediate openings: News director to assume complete responsibility for news operation. Also daytime announcer. Bright MOR format—experience necessary. Contact Terry Dorsey, WDBQ, Dubuque, Iowa—319-583-6471.

Suburban New York station needs newsmen 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.

Broadcast engineer/instructor, California Junior College, ideal community. Teach radio production and workshop; also maintain and repair radio and television broadcast equipment. One month vacation. Salary to \$13,000 or more, depending upon education and experience. Excellent fringe benefits. Box E-134, BROADCASTING.

We are looking for a heavy production man. This job requires more than just slipping music in behind a voice track. You must be a production junkie. Send tape, resume to Gene Okerlund, KDWB Radio. Box 7-630, St. Paul, Minnesota 55119.

Copywriter—creative, straight and production copy ability desired by top adult station in market. Contact Carl Hallberg, Mgr., WDBO, Orlando, Fla.

Production—annr. Creative production ability and good air sound are necessary to fill opening at leading adult station in important Florida market. CBS affiliate. Contact or send experience, background and complete information to Carl Hallberg, WDBO, Orlando, Fla.

Program director/chief announcer—immediate opening, 1st class license, tape and complete requirements including salary requirements first letter. WEAU, 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.

## 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.

Station managers — northeast preferred, broad experience sales, programing, promotions, currently VP-general mgr. publishing firm, desires return to broadcasting. Box E-48, 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.

## Situations Wanted

### Management—(Cont'd)

There is a difference! Indeed there is! . . . between a "position" and a job! Without downgrading all of the "elegance" and little niceties that go with a "position," let me say that jobs—most of them real "tuffies"—have been my specialty for the past quarter-century. Now I want another! I'm 45 . . . vigorous—imaginative—versatile—dependable. This claim is adequately documented. I've just sold a 5 kw AM—5th-rated in a 17-station market . . . I'm ready for a new bronco to break—but can sit very well, too, astride one already at the gallop! I know all phases of radio management . . . It's been my life. Not interested east of Colorado . . . I like the west . . . will consider investment, plus \$18,000 minimum salary. Box E-95, BROADCASTING.

Highly successful PD and air personality at one of America's largest. Ready for management opportunity. Sales and programing knowledge. Prefer south. High type young businessman with best references. Box E-106, BROADCASTING.

Strong on local sales, adept with reps. Outstanding 12 year pro available. Best references. Seeks manager, sales manager opportunity, radio or TV. Box E-157, BROADCASTING.

Husband and wife team, both pros. We'll make your station the station in your area with professional know how plus community and social involvement. Prefer small to medium market. Box E-163, BROADCASTING.

Multiple station owner. Running from station to station putting out brush fires? Degree, experience—all phases. All levels. Can put desired results on probable rather than just possible basis. You enjoy more profit, fewer headaches. For resume write Box E-168, BROADCASTING.

Opportunity to invest and manage in small to medium market. Fifteen years in sales with management experience. Imagination. Integrity. Sound business practices. Prefer midwest. Box E-171, BROADCASTING.

Gen. mgr. . . excellent on sales, collections, public relations, programming, sports, news, and all phases of radio . . . experienced net, middle road, top forty and talk . . . first phone . . . twenty years experience. 17 in management. Age 45, married, available immediately . . . Box E-178, BROADCASTING.

Employed executive, mid-forties, desires change. Experienced local, regional, national sales and management. Proven record invites comparison. Will relocate. Seek permanency with reputable group, station, or allied field. Please nothing smaller than 5 kw full time. If you want increased sales and profits, let's talk. Replies confidential. Box E-181, BROADCASTING.

Attention midwest owners or groups: Presently employed, but looking for new challenge. 37 with 16 years experience. 13 as general manager. First phone. Network type voice. In past four years have increased billing at present station from \$160,000 to nearly \$300,000. Will consider any offer over \$25,000 plus ownership opportunity. Box E-182, BROADCASTING.

Experienced in all phases of inside station operation. Interested in managerial position. like to buy part ownership. Dick Teubner, 402-721-2326.

Assistant manager desires manager position in upper midwest. Sales ideas and programing experience will make you money. Call 717-243-1741, evenings.

## Situations Wanted

### Sales

Outstanding salesman, late twenties, married, college degree, management potential, military obligation completed. Want central midwest location. Box E-118, BROADCASTING.

Young, anxious to learn salesman wants chance to grow with management that can show him how. College trained. Box E-141, BROADCASTING.

## Announcers

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.

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.

Announcer/dj. Experienced, dependable, aggressive (persistence 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 R&B jock, 1st phone, 10 yrs. exp. Available immediately. Production, news, etc. Combo. Box E-25, BROADCASTING.

Award winning college graduate desires summer replacement position as radio-television announcer and/or production manager. Box E-82, BROADCASTING.

Some light announcing experience, heavy sales experience, prefer disc jockey work, service completed. 3rd endorsed. N.J., Pa., Conn., N.Y. area preferred. Box E-97, BROADCASTING.

MOR-dj-newscaster-write-gather news-daily homemaker show with home economist. NBC affiliate. Desire to relocate to Florida. Air check/tape on request. Box E-98, BROADCASTING.

Newspaper sports professional wants job in radio or television, announcing, producing or directing. Could do informative talk show. Short on experience but you will find me valuable employee. Strong on basketball play-by-play and can learn others. Box E-99, BROADCASTING.

Morning man: 15 yrs happy, informal adlib and MOR music formats. Good news delivery. Dependable, cooperative, permanent, reasonable salary. Box E-102, BROADCASTING.

Sports director, major college and professional play-by-play. Seeks radio-TV combo. Box E-103, BROADCASTING.

Announcer-3rd-broadcast school. MOR-grad-22-draft exempt-prefer New York state or southern New England. Call 914-472-1979. or Box E-104, BROADCASTING.

DJ, tight board, solid news, commercials, third phone. Box E-107, BROADCASTING.

Experienced play-by-play man. Interested in college town. Married looking for permanent position. Box E-108, BROADCASTING.

Female broadcaster — experienced, tight board, news, third phone, single, personable, responsible. Weekends New York area. Box E-109, BROADCASTING.

Versatile disc jockey authoritative newscaster. Rock, roll and gospel. Small or medium station. One year experience. Box E-113, BROADCASTING.

Top 40 jock, currently working-seeking advancement. Five years experience, plus sales. Veteran—married. No screamer . . . Box E-115, BROADCASTING.

Attention: New FM stations. MOR or country announcer. 3rd phone endorsed. Single, draft free, east coast 4 years FM. 2 years selling. Available 6/5/68. Tape info upon request. Box E-121, BROADCASTING.

All night show? Contemporary?? Love it!! I'll trade you my first ticket, humor, four years experience, college. Box E-124, BROADCASTING.

Humorous first-phone, four years top-forty medium market, college, wife seeks wake-up show east. Box E-130, BROADCASTING.

## Announcers—(Cont'd)

Nine years in radio as pro. dir. and sta. mgr.—wanting to settle in so. or central Calif. as P.D. or DJ. 29, Army vet. Box E-131, BROADCASTING.

Excedrin headache #1—No. 1 jock (54% evening audience) on no. 1 boss station in 50th area needs the best pain reliever: Top 40 station in top 20 market areas only. Box E-137, BROADCASTING.

Announcer experienced, single, willing to travel, mature, newscaster authoritative. Box E-138, BROADCASTING.

First phone, no experience, seeks trainee position. Announcer or technical. Age 37, prefer southeast, consider all. Box E-142, BROADCASTING.

C&W, no accent, 3 yrs exp. 3rd phone endorsed. Sports exp. Good on production. 23. dependable, service obligation completed. Not a floater. Box E-145, BROADCASTING.

Program director, top rated east coast rock station. Unhappy and want to relocate. Personality, good news and production. Sales. Nine years. College. Rock or MOR, consider C&W. Box E-147, BROADCASTING.

Female announcer AM exp. Strong on reading and writing continuity. College grad. Box E-148, BROADCASTING.

Authoritative newscaster-announcer with some college and experienced. Seeks work in New York metropolitan area. Tape, resume available. Box E-151, BROADCASTING.

DJ, authoritative newscasting, mature attitude, close board, versatile, competent. No floater/prima. Wanting sales. Box E-155, BROADCASTING.

Rhythm and blues jock available: 2 yrs experience. Box E-156, BROADCASTING.

Experienced announcer-dj, news, sports play-by-play, sales! College graduate. Box E-158, BROADCASTING.

Top-40 program director and dj . . . interested in new or up coming AM & FM stations, which will program top-40 music. I would like to get you on the right road . . . program your station, help build an image . . . I have the ability if you have good equipment and license. Let's go. Box E-159, BROADCASTING.

About two years experience, some college, third phone. Box E-161, BROADCASTING.

32, single, BA, tapeless. Copy, air mature station. Box E-162, BROADCASTING.

DJ announcer, newscaster, pleasant personality, tight board, experienced, married. Box E-169, BROADCASTING.

Draft free till November when nineteen. Some college. Announcing experience. 3rd endorsed. Box E-174, BROADCASTING.

Beginner—male, 21, married. Graduate of Midwestern Broadcasting School and Illinois Wesleyan University. 3rd class endorsed. Desire to stay in midwest. Available June 3rd. Box E-185, BROADCASTING.

Country jock, first phone. Available now with experience. Box E-186, BROADCASTING.

Professional, tight, fast, evening rock jock. Tom McMurray, 5018 N. 18th Street, #5, Phoenix, Arizona. Phone (602) 277-6393.

Talented creative personality seeks major market, MOR or rock. 515-276-4756.

No one wants me. How about you? It's my first. Jersey, 3rd endorsed. Al Beresky, 26 Huron Avenue, Clifton, New Jersey.

Newcomer in field with lots of ambition and ability. Will mold my style to your needs. If I can live on what you pay me. 3rd endorsed and "burning desire." Bruce Charles Van Brunt, 7 Federal Pl., Riverdale, N.J. (201-839-1434).

Mature sound/dj news. My sound is good, it'll work for you. Experienced tight board. Call now 914-NE-2-1911.

Radio-TV, announcer, limited experience, married, draft exempt, Broad school grad., 3 yrs. college, 3rd endorsed, will relocate. Dependable, hard worker. Paul Siragusa, 50 Chatsworth, Ave., Kenmore, N.Y.

## Announcers—(Cont'd)

Attention California! Native son needs help. Will move tomorrow to fill your announcing, writing needs. 3rd with experience. Write immediately to 7716 Amber Way—Stockton, California, 95207.

Gal, 21, 3rd endorsed, some experience in radio engineering, would like position in announcing or engineering. Available August 1st. Chiquita Gardner, 83 W. Lake St., Skaneateles, N.Y., 13152.

Female disc jockey . . . tight board . . . news gathering . . . weather . . . womans . . . traffic . . . sales . . . copy . . . 3rd phone . . . experienced . . . family. Please write: Pupil, Box 144, Kokomo, Indiana, 46901.

College junior (R-TV major/management minor) desires summer work (available June 10) with later potential in Chicago area. 3rd endorsed; interested in air work or production, news too. . . James Allen, U. Pk., Wright 1, 125; Southern Illinois University; Carbondale, 62901.

Major market! Married, first phone . . . 3 1/2 years experience . . . military status 3A . . . day or night. Write, Norm Davis, 111 Gerald Street . . . Leland, Mississippi 38756 . . . presently employed.

Experienced announcer, 28, third phone. Want permanent dj position in good, small or medium market. Want sincere opportunity with adult station that has bright, happy, MOR sound. Call 417-667-7146 after 7:00 P.M., or write, Larry Emery, 1015 Northwest St., Nevada, Missouri. 64772.

Announcer/newsmen: 3rd endorsed: available mornings; mature voice for sophisticated audiences; experienced; can edit news, write and air commercials; production; other managerial skills. NYC area. Call (212) PLaza 5-5607, 9 to 11 A.M., weekdays.

Announcer/copywriter. Deep voice. Commercials, news, better music. FM, stereo or quality music AM stations preferred. Barry Ritenour, 208 North, Buffalo. 716-853-5716.

Mature, intelligent announcer with bright commercial sound seeks MOR, production and news in Rocky Mountain or western states. Four years part-time experience, degree, broadcast grad currently USAF officer available July. Captain Roger Schneider, Box 499, Kirtland AFB, N. M. 87117.

## Technical

R&D technician with several years radio experience desires to return to radio, combo, construction, maintenance, lively production, news, Box E-8, BROADCASTING.

Chief engineer or assistant, many years experience with directional and protective maintenance, prefer south but go anywhere. Box E-47, BROADCASTING.

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.

Motivated college graduate, 27, third endorsed plus technical background, seeking opportunity with California broadcaster. Box E-112, BROADCASTING.

Northeast: Engineer with six years of maintenance background and 17 years announcing experience seeks position of challenging responsibility. \$160 per week, and worth it. Box E-146, BROADCASTING.

Self reliant chief engineer. Construction, maintenance, proofs. AM and FM stereo. Family man. Maintenance engineering considered. Box E-165, BROADCASTING.

Chief engineer, highly experienced, seeks position at quality station. Box E-175, BROADCASTING.

## NEWS

Farm director-news director—or combination. Ten years experience each. Box E-79, BROADCASTING.

Newsman—with first class license, seeks position—southern California. Married, age 28, family. Does sports play by-play. 3 years experience. Writes, gathers, and delivers authoritative newscasts. Box E-177, BROADCASTING.

More than 25 years radio-television. News director, announcer, sports, weather, commercials, interviews, some sales. Currently news #1 market. Want secure, permanent future. Married, three small children. Box E-180, BROADCASTING.

## News—(cont'd)

Program director, news director, tight morning board, play-by-play, ready to move up to medium or metro market, 3rd endorsed, college. Career Academy graduate, married, stable. Paul Feinman, 631 So. Chicago Ave., Kankakee, Illinois. 815-932-9093.

## Programing,—Production, Others

Young (27), married, American vet, with 10 years broadcasting experience desires employment in London, England. Young sound: for hard news, exciting commercials and bright happy top 40. Can write (have written for a living) newspaper or commercial broadcast copy; strong production—weak on sports. Available in August. Resume tape and photo on request. Write Box E-105, BROADCASTING.

Nebraska, or neighboring area—native desires return. Twelve years radio-television experience: Continuity, traffic, operations, semi-satellite management. First phone, 34, family man, 4 children. Box E-140, BROADCASTING.

Almunus Storz and McLendon, current PD in major market. Prefer west coast. You want ratings, check my references. Box E-164, BROADCASTING.

Mature family man. 3rd phone. 10 years successful business career. Now qualified in all phases of broadcasting. College grad, ambitious and ready to go to work for you in upper midwest market. Box E-179, BROADCASTING.

Top dj-major market-three years. Wants PD large or management small market. Fourteen years experience all phases (1st ticket). Available now: Bob White, 5894 Juvene Way, Cincinnati, Ohio 45238 or call 513-922-5831.

## TELEVISION—Help Wanted

### Announcers

Like a good job in a city near good fishing and boating? Southeastern VHF needs a booth and studio announcer with mature delivery immediately. Great opportunity for a hard worker. Send audio or video tape and a complete resume to Box E-136, BROADCASTING.

Staff announcer for mid-Atlantic VHF experienced in doing on camera commercials, news, sports and weather. Many fringe benefits—good future. Send full particulars in 1st reply, including salary and 16mm audition film. Box E-123, BROADCASTING.

### Technical

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.

Opening for man to take over technical operations of small market TV station. Must have experience in studio, video and transmitter operation. Mid-Michigan location. Box E-119, BROADCASTING.

Director of engineering. Working administrator in east. Total responsibility and authority. Good gross and income. Box E-149, BROADCASTING.

Florida—beaches, fishing and money for 2 experienced studio engineers. One position is permanent, one is vacation relief. Color experience necessary. Call Chief Engineer: 305-965-5500. Box E-154, BROADCASTING.

First phone engineer for full color Channel 5, NBC affiliate in beautiful Lower Rio Grande Valley of Texas. Contact Wm R. Yordy, CE, KRGV-TV, P.O. Box 626, Weslaco, Texas—Phone WO 8-3131.

Opening for technician with first class license. Call or write H. L. Van Amburgh, WGAN-TV, Portland, Maine, 04111, phone 772-4661.

Midwest 125 miles north of St. Louis. Opportunity for first-class licensed engineer, outstanding company benefits—NBC & ABC TV affiliation. Contact Jim Martens, Chief Engineer, WGEM Radio & TV, Quincy, Illinois 62301 or phone area code 217-222-6840.

## Help Wanted—Technical—(Cont'd)

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.

Progressive UHF CBS affiliate seeks engineers for transmitter watch and equipment maintenance. Experience with cameras and Ampex VT helpful. Color film equipment coming soon. Chance for advancement here or with growing organization. Near Purdue University. Send resume to Stevan Spehger, Chief Engineer, WFLI-TV, Box 18, Lafayette, Indiana, 47902.

Transmitter engineer for modern, color equipped, two station ETV operation. Must be strong in both operations and maintenance of VHF and UHF equipment. Opportunity for advancement. Top salary and fringe benefits. Apply Chief Engineer, WMVS/WMVT, 1015 North 6th Street, Milwaukee, Wisconsin 53203.

Immediate opening for 3 first class engineers. TV experience desirable but not mandatory. Call William Christman, Chief Engineer, WNBE-TV, ABC affiliate, New Bern, N.C., 919-637-2111. Or send details.

Openings for TV technicians with 1st phone—southern New England station. Write Chief Engineer, WNHC-AM-FM-TV, New Haven, Conn. 06510.

Maintenance technician—to work on VTR's, film and live cameras. Installing color equipment. Experience desired. First class license required. Top ETV station. Send resume with salary requirements to Chief Engineer, WTTW Channel 11, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

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.

## NEWS

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.

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.

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.

## TV—Situations Wanted—Management

"Deep in the heart of . . ." the southwest, the general manager of a respected television station finds valid reason to seek a change. But—he doesn't want to leave this area. His background thoroughly qualifies him for station management or to represent sales, program distribution or other allied services dealing with stations or agencies. Family man, widely-known, top references, for resume and/or personal interview, please write. Box E-132, BROADCASTING.

## TELEVISION—Situations Wanted

### Management—(cont'd)

Attention owners: TV executive in top 10 market seeks general manager position. 17 years experience covers all phases of television including new station, independent and network affiliation. Box E-160, BROADCASTING.

### Announcers

Top weatherman with pleasant delivery. Also good commercial and booth work. Box E-114, BROADCASTING.

Major market radio-television announcer. Veteran with Masters seeking permanent opportunity. Box E-116, BROADCASTING.

Radio-television weatherman. College, naval training. AMS member, personable major market delivery brings numbers. Box E-126, BROADCASTING.

Radio sportscaster wants start in television plus radio play-by-play. Experienced high school—Big Ten. Knowledgeable, educated, personable. Box E-133, BROADCASTING.

### Technical

Electronics lab tech. with several years radio background interested in TV. Box E-9, BROADCASTING.

Want #1 or #2 position. Progressive TV. 7 yrs color. VTR, ex-chief UHF, construction. No B.S. Box E-143, BROADCASTING.

Available: Experienced cameraman, production minded technician. First phone. Stanton Oris. 427 Anastasia, Coral Gables, Fla.

## NEWS

Professional top market radio-television newscaster (BA & MA) wants new anchorman challenge. Box E-117, BROADCASTING.

TV news producer-editor. top five market. seeks station needing experienced, young, imaginative newsmen to create top news package. Box E-167, BROADCASTING.

### Programing.—Production, Others

Eight years experience in studio production. Color slides, prints taken and processed. Box D-318, BROADCASTING.

TV major seeks summer cameraman position. Box E-122, BROADCASTING.

Sports director, eight year radio-TV veteran. Heavy on play-by-play. Box E-125, BROADCASTING.

Producer-director-cameraman-writer seeks beginning opportunity with major program and/or commercial production company: four years commercial tape and film experience plus one year ETV; M.S. candidate: for resume contact: Box E-128, BROADCASTING.

Assistant to production director for large educational film producer wishes to join ETV or commercial. Degree primarily broadcasting—also strong in management and marketing. Experienced all phases of broadcasting and film. Detailed resume must be seen to be appreciated. Married. 25. family. living in midwest. Box E-172, BROADCASTING.

Art director—need a total graphic image? Eight years experience in top markets. Production sets, promotional art, etc., resume samples on request. Box E-173, BROADCASTING.

## WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guarantee Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

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.

We need good used 1 kw FM transmitter, also 4 bay antenna tunable to 100.1 MC. Box E-96, BROADCASTING.

Used solid state VTR in good operating condition. Will consider TR4, TR22 or VR 1200A, either monochrome or color. Box E-111, BROADCASTING.

## WANTED TO BUY—Equipment

### Continued

Will trade equipment for equipment—no cash—need transmitter remote control system. No junk. Call collect 319-365-9431.

### FOR SALE—Equipment

Coaxial-cable—heliex, 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.

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.

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-generator. never used. Cost \$695. Make offer. Box E-16, BROADCASTING.

Gates Model BC-1-E. 1-KW. AM transmitter, F.O.B. Minnesota. Box E-153, BROADCASTING.

Western Electric 405B2 available for spare parts. Contact Don Hapner, WHIO, Dayton, Ohio.

Spotmaster. Scully, Crown, Langevin. Universal Audio. Amega. Audimax. Volu-max, QRK. Rusco. Rek-O-Kut. Will take trades and finance. Audiovox. Box 7067-55, Miami, Florida. 33155.

Immediately available: Large quantity TK-11. TK-30 and Marconi cameras. RCA TD-9 color pedestals with Houston-Fearless heavy duty color cradle heads. Less than one year old. \$2,850 for each set. Contact: ED RIES & ASSOCIATES. 5864 Bowcroft Street, Los Angeles, Calif. 90016 (213) 870-1553.

Mono Gold Crown 3 speed tape recorder. Two accessory transformers included. Excellent condition. \$450.00. Contact Manager, WICR. 4001 Otterbein, Indianapolis, Indiana.

Ampex 352-2 Stereo playback in excellent condition. \$875.00. KGFM, Box 937, Bakersfield, California.

RCA limiter. excellent operating order. will sell reasonable. Don Funkhouser-WSIG Mt. Jackson. Va. 22842. Phone 703-477-3128.

Six million candlepower spotlight mounted on Ford tractor trailer. Partnership dissolved forces sale. Terrific for any radio or television station advertising. Reasonable priced. Box 2589. Colorado Springs, Colorado.

## 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.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month 3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

Instant gags for Deejays—Thousands of one-liners. Gags, bits, stations breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N.Y. 11299.

"Rock" aircheck recordings . . . top dj's . . . major market "rock" stations . . . inexpensive . . . free brochure. Command Productions. Dept. D, Box 1591, Portland, Oregon.

## MISCELLANEOUS—(Con't.)

One liners! Fresh, timely and funny! Supplied weekly . . . exclusive in your market. Five dollars monthly. Send \$1.00 for sample sheet. Box E-176, BROADCASTING.

News directors—station manager: If you or your staff have ever missed a news story because you couldn't get past a police or fire line or had trouble getting into the press box at a sports event because of "inadequate" press credentials, you need our service. Radio news credentials for your staff—\$2.50 set. Write for details—Radio Press International. 2073, Tulsa, Oklahoma 74103.

## INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1130 Spring Street, Atlanta, Georgia 30308.

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.

Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lemay Ferry, St. Louis 63125. 314-892-1155.

Announcing, programming, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2803 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.

## INSTRUCTIONS

### Continued

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.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class June 17. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

## RADIO

### Help Wanted

## Short of time to Recruit People

Our staff of experienced broadcasters can help you. Use the only nationwide TV and radio recruiting firm able to effectively search for broadcast personnel in all job categories.

Call 312-337-5318  
For Search Charges.



*Nationwide  
Broadcast Personnel  
Consultants*

## 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.

Jobs, jobs, jobs, Weekly we receive calls from the top stations throughout the fifty States. Wash., Ore., Mich., Wis., Okla., Texas, La., Ala., Fla., Ky., Vir., N. J., Penn., Conn., Mass., and many more. These calls are for Don Martin trained personnel. To succeed in broadcasting you must be well trained and capable of competing for the better jobs in the industry. Only the Don Martin School of Radio & TV, with over 30 years experience in Vocational Education, can offer training in all practical aspects of broadcasting. If you desire to succeed as a broadcaster, call or write for our brochure, or stop in at the Don Martin School, 1653 N. Cherokee, Hollywood, Cal. 90028. HO 2-3281. Find out the reasons why our students are in demand!

## Help Wanted

### Management

D.C.—Md.—Va.

Dynamic firm seeks participating corporate director with fiscal or technical background. Growth potential should net substantial return and long term capital gain. Principals only.

Box E-183, Broadcasting.

## Sales

\$\$\$  
ACCOUNT  
EXECUTIVE

We have a few choice local sales positions in some of our group owned stations for experienced successful radio or television account executives who are seeking improved earnings and fringe compensation and opportunity to grow into management level responsibilities. We are an Equal Opportunity Employer. Send a complete confidential resume of your experience and earnings to:

Box E-139, Broadcasting.

\$\$\$

## 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

## Help Wanted

### Technical—(Cont'd)

#### CUSTOMER SERVICE SPECIALIST

ATC Division/Gates Radio Company has opening for energetic young engineer to fill broad responsibilities—including field installation of broadcast automation systems. Excellent over-all technical background and customer oriented personality required. Salary commensurate with ability and experience. Write or phone Andy Hector, Manager-Customer Service, ATC Division/Gates Radio Company, Bloomington, Ill. 61701, 309-829-7006.

An equal opportunity employer

## NEWS

### Wanted News Director

Major market ABC affiliate. Journalism degree. Reportorial ability most important. Build department. Management news oriented. Immediate opening.

Box E-135, Broadcasting.

## Programming,—Production, Others

### Modern Country & Western

station top 50 market, mid-west has excellent opportunity for knowledgeable programmer strong on air and production. Good salary—equal to experience and capabilities. Need details, picture and tape.

Box E-35, Broadcasting.

## 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.

## JACKSONVILLE, FLORIDA

Has a brand new 5000 watt full timer going on the air June 1st. All new equipment. Located in one of Jacksonville's leading skyscrapers.

OUR FORMAT • Modern Country Western Music with the Uptown Sound  
• Heavy Local Sales

WE NEED • A Savvy Program Director who Understands Modern Country Western Music  
• Jocks with Top 40 Production and MOR Voices  
• Aggressive News Director Who Goes Beyond Checking the Wire and Can Ferret Out the Local News  
• Newsmen Who Can Rewrite and Then Tell the Story With Authority  
• Hard Hitting Salesmen  
• Attractive Receptionist and Continuity Writer

Get your resumes and air checks in now to Stan Hagan

1435 Ellis Rd. Jacksonville, Florida 32205 Phone 904-388-1508

Here is your opportunity to join a live wire group, financially responsible and live in the land of sunshine.

## NEED HELP?

Your ad here . . .

gives you an international  
audience

For Rates See Page 90.

**Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

**RADIO**  
Situations Wanted  
Announcers

# LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.



**Columbia School of Broadcasting**  
4444 Geary Boulevard/San Francisco 94118  
(Not affiliated with CBS, Inc)

**TELEVISION—Help Wanted**

**Technical**

**ENGINEERS!!**

Major market California UHF needs complete engineering staff. All RCA equipped, full color high power.

**KTXL-TV, Sacramento-Stockton, California. 801 Ninth St., Sacramento, California 95814. (916) 447-2943.**

**WANTED . . . . .**

**CHIEF ENGINEER FOR  
SMALL MARKET  
TV-AM-FM OPERATION!**

Station has CP for 1500 ft. television tower and new AM transmitter site. Greatest hunting, fishing and boating area in the south. Wonderful opportunity for right man. Send resume, photo and approximate income requirements and availability date.

*Celestion TV and Radio, Inc. P.O. Box 1488, Lake Charles, La.*

**Programing,—Production, Others**

**Rare Opening  
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(Continued from page 88)

ford, operating on ch. 10 by rebroadcasting KMTV(TV), ch. 3, Omaha and operating on ch. 12, by rebroadcasting WOW-TV, ch. 6, Omaha. Action April 26.

Rosebud TV Club, Rosebud, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Rosebud, operating on ch. 7, by rebroadcasting KOOK-TV, ch. 12, Billings, Mont. Action May 3.

K74DJ, Zuni and Ramah, N. M.—Broadcast Bureau granted license covering new UHF TV translator station. Action May 3.

Multimedia Broadcasting Co., Burnsville, N. C.—Broadcast Bureau granted CP for new VHF TV translator station to serve Burnsville, operating on ch. 9, by rebroadcasting WFBC-TV, ch. 4, Greenville, S. C. Action May 1.

W06AG, Burnsville, N. C.—Broadcast Bureau granted mod. of CP for VHF TV translator station to change frequency from ch. 6 (82-88 mc) to ch. 12 (204-210 mc) and make changes in ant. system, also change call letters to W12AU. Action May 6.

The Spartan Radiocasting Co., Burnsville, N. C.—Broadcast Bureau granted CP for new VHF TV translator station to serve Burnsville, operating on ch. 2, by rebroadcasting WSPA-TV, ch. 7, Spartanburg, S. C. Action May 1.

Multimedia Broadcasting Co., Spruce Pine, N. C.—Broadcast Bureau granted CP for new VHF TV translator station to serve Spruce Pine, operating on ch. 10, by rebroadcasting WFBC-TV, ch. 4, Greenville, S. C. Action May 1.

The Spartan Radiocasting Co., Spruce Pine, N. C.—Broadcast Bureau granted CP for new VHF TV translator station to serve Spruce Pine and Micaville, operating on ch. 8 by rebroadcasting WSPA-TV, ch. 7, Spartanburg, S. C. Action May 1.

K13EF, Huntsville, Morgan, Bountiful and Roy, all UTAH—Broadcast Bureau granted license covering changes in VHF TV Translator station. Action May 7.

Bisbee Mountain Translator Association, Kettle Falls, Wash.—Broadcast Bureau granted CP's for following new VHF TV translator stations to serve Marcus-Evans area, Kettle Falls area, and Rice area operating on ch. 10 by rebroadcasting KXLY-TV, ch. 4, Spokane and operating on ch. 13, by rebroadcasting KHQ-TV, ch. 6, Spokane. Action April 26.

Star Valley TV System Inc., Freedom, Wyo.—Broadcast Bureau granted CP for new VHF TV translator station to serve Thayne, operating on ch. 5, by rebroadcasting KIFI-TV, ch. 8, Idaho Falls, Idaho. Action May 2.

## CATV

### APPLICATIONS

RMC Cable Inc.—Request distant signals from WNEW-TV, WOR-TV and WPIX all New York to Seneca Falls Village, Seneca Falls Town and Waterloo Village, all New York (Syracuse, N. Y. ARB 34). Ann. May 2.

United Transmission, Inc.—Requests distant signals from WLWD(TV) and WHIO-TV, both Dayton, Ohio; WTOL-TV and WSPD-TV, both Toledo, Ohio to Van Wert, Ohio (Ft. Wayne, Indiana ARB 96). Ann. May 2.

West Shore TV Cable Co.—Requests distant signals from WPHL-TV and WIBF-TV, both Philadelphia and WMET-TV, Baltimore to Silver Spring township, Monroe township, Mechanicsburg, Upper Allen township, Shiremanstown, Lower Allen township and Fairview township, all Pennsylvania. (Harrisburg-Lancaster-Lebanon-York, Pa. ARB 30). Ann. May 2.

State Cable TV, Inc.—Requests distant signals from CFCE-TV, Montreal; CHLT-TV, Sherbrooke, Quebec; WEMT(TV) and WLBZ-TV, both Bangor, Maine to Augusta, Farmingdale, Gardiner, Hallowell and Randolph, all Maine (Portland-Poland Spring, Me. ARB 63). Ann. May 2.

KlearPix of Kentucky, Inc.—Requests distant signals from WTIP-TV, Charleston, W. V.; WOSU-TV, WBNS-TV and WLWO (TV), all Columbus, Ohio; WCPO-TV and WLWT (TV), both Cincinnati, and WRLO (TV) Portsmouth, Ohio to Ashland, Ky. (Charleston-Huntington, W. Va. ARB 48). Ann. May 2.

### FINAL ACTIONS

■ FCC denied request by Clinton TV Cable Co. for reconsideration of Feb. 14 action designating for hearing petition for waiver of hearing requirements of Sec. 74.1107 of rules.

■ FCC granted petition by WSAZ-TV Huntington, W. Va., for declaratory ruling about distant signals on CATV system in its service area, to extent of saying "that carriage of distant signals by Kanawha Cable Television Co. in Nitro, W. Va., without complying with procedural requirements of Sec. 74.1107(a) and (b) of rules would not be in public interest." Action May 8.

### OTHER ACTIONS

■ Review board on May 7 in Lexington, Ky., CATV proceedings. Doc. 16990, granted petition for extension of time filed on May 3 by Berea Cablevision Co. and Gregg Cablevision Inc., and extended to May 8 time within which to file opposition to exceptions and briefs in support of exceptions filed on April 22.

■ Review board in Van Buren, N. Y., CATV proceeding. Docs. 17131-36, 17273-78, granted joint motion for extension of time filed on April 30 by New Channels Corp. and General Electric Cablevision Corp., and extended to June 18 time within which to file exceptions to initial decision released April 17. Action May 2.

### ACTIONS ON MOTIONS

■ Hearing Examiner Herbert Sharfman on April 25 in Rockford, Ill. (CATV of Rockford Inc. et al.) CATV proceeding, scheduled further prehearing conference for May 1, to discuss request of Forward Television Inc. and Winnebago Television Corp. for continuance of scheduled May 6 hearing (Docs. 17234-17241).

■ Hearing Examiner Elizabeth C. Smith on April 26 in Bessemer, Brighton, Brownville, Jefferson County, Homewood and Irondale, all Alabama (Clear Vision TV Co. of Bessemer, TeleVue Cable Alabama, Inc. and Jefferson Cablevision Corp.) CATV proceeding, continued scheduled May 21 hearing to date to be specified at further prehearing conference to be held May 21 (Docs. 18064-6).

## Ownership changes

### APPLICATIONS

WLOD Pompano Beach, Fla.—Seeks transfer of control from Helene J. Schmidt to George T. Shupert (30.16% before, 60.32% after). Principals: George T. Shupert president and others. Consideration: \$50,000. Ann. May 2.

WGN-AM-TV Chicago. KDAL-AM-TV Duluth, Minn., KWGN-TV Denver, WPIX-FM-TV New York and WICC Bridgeport, Conn.—Seek transfer of control from Tribune Co. (Illinois corporation) to Tribune Co. (Delaware corporation). Transfer calls for merger with Tribune Co., an Illinois corporation to Tribune Co., Delaware corporation, with latter to be surviving company. Each issued share of common stock of \$100 par value of transferor will be changed into four shares of common without par value of transferee. Number of authorized and issued shares will be increased from 2,000 to 8,000. Ann. May 2.

WHHT Lucedale, Miss.—Seeks assignment of license from Tri-County Broadcasters Inc. to Allen Broadcasting Co. for \$63,000. Principals of Tri-County Broadcasters Inc.: Crest Broadcasting Co. licensee of WPMP Pascagoula, Miss. (72.3%), et al. Principals of Allen Broadcasting Co.: Allen H. Embury, president (27.6%), Audrey K. Embury (13.2%), Colonel Thornton C. Peck, secretary (20.7%) et al. Mr. Embury is vice president of WGLB Port Washington, Wis. and WFSH Valparaiso, Fla. (50% ownership) Mrs. Embury is housewife and also 30% owner of WFSH. Colonel Peck is Air Force officer and owns 4.5% of CATV system in Birmingham, Ala. Ann. May 3.

WKDN-FM Camden, N. J.—Seeks assignment of license from South Jersey Broadcasting Co. to Family Stations Inc. for \$500,000. Principals of South Jersey Broad-

casting Co.: William R. Compton, vice president. Douglas M. Compton and True Giffen, secretary and assistant treasurer (each 31%) et al. Principals of Family Stations Inc.: Harold Camping, president, Scott L. Smith, vice president and Peter Sluis, secretary. Family Stations Inc. is a non-stock corporation and is licensee of KEAR(FM) San Francisco, KEBR(FM) Sacramento and KEQR(FM) El Cajon, all California and WFME(FM) Newark, N. J. Mr. Camping has controlling interests in two engineering firms, investments firm and construction company. He also has numerous other business interests. Mr. Smith is owner of automotive products distributing company and owner of office building. He is also with his wife 33.3% owner of KEWQ Paradise and KEQR Chico, both California. Ann. May 6.

KGRT and KGRD-FM Las Cruces, N. M.—Seeks transfer of control from Frank O. Papen, Edward E. Triviz, Thomas G. Morris, Howard Klein, Melvin Klein, Claud Tharp and William Lask (collectively 100% before, none after) to Martin Broadcasting Enterprises Inc. (none before, 100% after). Principal: William Gerard Martin (100%). Mr. Martin is executive vice president of Geyer, Morey and Ballard, New York. Consideration: \$262,500. Ann. May 6.

KEED Eugene, Ore.—Seeks assignment of license from Radio Wonderful Williametland Inc. to John Mowbray, James O'Neil and Chris Wedes for \$201,000. Principals of Radio Wonderful Williametland Inc.: Glen M. (60%) and Helen N. Stadler (39.2%) et al. Mr. and Mrs. Stadler are licensee of KGAL Lebanon and KGAY Salem, both Oregon. Principals: John W. Mowbray, president, Charles J. Wedes, vice president and James H. O'Neil, secretary-treasurer (each 33.3%). Mr. Wedes is performer for KIRO-TV Seattle. Mr. O'Neil is program director for KEED. Ann. May 6.

WPRM Mayaguez, P. R.—Seeks transfer of control from Andres Camara Barnece, Caridad Torrellas de Camara, Carmen C. de Garcia, Benigno Rodriguez Campoamor and Wilfredo Padilla (collectively 100% before, none after) to Radioguez Broadcasting Corp. (none before, 100% after). Principals: Richard J. Friedman, president and treasurer (25%), Ralph Winquist, vice president (10%), Samuel Friedman, secretary (25%) and others. Mr. Richard Friedman is president and has interest in WMDD-AM-FM Fajardo, P. R. Mr. Winquist is consulting engineer. Mr. Samuel Friedman is attorney and also has interest in WMDD. Consideration: \$340,000. Ann. May 6.

WIVI Christiansted, St. Croix, V. I.—Seeks transfer of control from Raymond E. and Hazel M. Higdon to Virgin Islands Broadcasting Corp. (none before, 100% after). Principals: William M. and Hope W. Carpenter, president and secretary, respectively (each 50%). Mr. and Mrs. Carpenter are each 50% owners of WUNO Rio Piedras, P. R. Mr. Carpenter is also president and 25% owner of WUNA Aguadilla, P. R. and president and 50% owner of real estate and land development corporation. Consideration: Assumption of obligation of approximately \$30,000 in notes. Ann. May 6.

WPXI Roanoke, Va.—Seeks assignment of license from Impact Radio Inc. to H. Clyde Pearson, trustee, Impact Radio Inc. to carry out bankruptcy proceedings. Ann. May 2.

WISS Berlin, Wis.—Seeks assignment of permit from Beacon Radio Inc. to Kingsley H. Murphy Jr. for \$5,500. Principal: Kingsley H. Murphy Jr., sole owner. Mr. Murphy Jr. is director of Northland Communications Inc., publisher of suburban newspaper in Minneapolis area, and director, president and owner of less than 25% interest in educational development firm. Ann. May 3.

#### ACTIONS

WRIZ Coral Gables, Fla.—Broadcast Bureau granted transfer of control from Jack Roth to Mission Broadcasting Co. for purpose of incorporation. Principal: Jack Roth (100%). Mr. Roth is owner of KONO and KITV(FM) both San Antonio, Texas. Ann. May 7.

WZOK Jacksonville, Fla.—Broadcast Bureau granted assignment of license from Radio Jax Inc. to Victory Broadcasting Corp. tr as St. Johns Broadcasting Co. for \$350,000. Principals: George W. Von Hoffman, chairman of board, et al. Mr. Von Hoffman is chairman of board and 26.7% stockholder of Von Hoffman Corp. and has interests in real estate and printing companies. Action April 30.

WAOK Atlanta—Broadcast Bureau granted transfer of control from Stan Raymond and Zenas Sears to Belk Broadcasting Co. of Georgia. Principals: Henderson Belk, president (100%). Mr. Belk is owner of Belk Broadcasting Co. of Florida Inc. licensee of WPDQ and WRLJ(FM) both Jacksonville, Fla. and a 99% owner of WIST Inc. licensee of WRNA(FM) Char-

lotte, N. C. Consideration: \$770,000. Action April 30.

WEKY Richmond, Ky.—Broadcast Bureau granted transfer of control from Arnold and Gladys Kineer (35% and 15% respectively, before, none after) to Fred and Clyde Hensley (40% and 10% respectively, before, 90% and 10%, respectively, after). Principals: Jean Hensley, president, Gladys Kineer (15%), Arnold Kineer (35%), Fred Hensley (40%) et al. Consideration: \$35,000. Action May 3.

KRIH Rayville, La.—Broadcast Bureau granted assignment of license from Aycock Inc. to Ewing Inc. for \$57,250. Principals of Aycock Inc.: C. S. Aycock, president (84.5%) et al. Principals of Ewing Inc.: F. C. Ewing, president (40%), F. C. Ewing V, vice president, Robyn B. vice president and Thomas E., vice president (each 10%) and Frances G. Ewing, secretary-treasurer (30%). F. C. Ewing is 100% owner of WGRM Greenwood, Miss. F. C. Ewing V is commercial manager of WGRM. Robyn B. Ewing is announcer and salesman for WJBO Baton Rouge. Thomas E. Ewing is program director and announcer for WGRM. Frances G. Ewing is secretary and bookkeeper for WGRM. Action April 30.

WJTO Bath, Me.—Broadcast Bureau granted assignment of license from Winslow Turner Porter Sr. to Catherine Porter, executrix of estate of Winslow Turner Porter Sr. Principal: Catherine Porter, sole owner. Action April 30.

WFST-AM-FM Caribou, Me.—Broadcast Bureau granted acquisition of negative control from Elbridge F. Stevens (50% before, none after) to Allison J. and R. Murray Briggs (each 25% before, 50% after). Principals: R. Murray Briggs, president and Allison J. Briggs, vice president (each 50%). Consideration: Assumption of approximately \$89,000 in obligations. Ann. May 7.

KGHS International Falls, Minn.—Broadcast Bureau granted transfer of control from Vernon A. Bue (25.4% before, none after) deceased to Jacqueline J. Bue (24.6% before, 50% after). Principals: Daniel D. Ganter, president and Jacqueline J. Bue, vice president. Action April 30.

KPWD-FM Plentywood, Mont.—Broadcast Bureau granted assignment of license from Plentywood Broadcasting Co. to Baker Radio Corp. for \$45,000. Principals: Eldon Mengel, president (12.9%) Russell L. Culver, secretary, treasurer and director (6.8%) et al. Assignee is licensee of KFLN Baker, Mont. Mr. Mengel is owner of appliance and furniture store. Mr. Culver is attorney. Action April 30.

WNNH Rochester, N. H.—Broadcast Bureau granted transfer of control from A. K. J. Malin (40% before, none after) to Marcia B. Malin (40% before, 80% after). No none-

tary consideration reported. Principals: Marcia B. Malin (80%) and Mrs. Anna Belinsky (20%). Mrs. Belinsky is mother of Mrs. Malin. Action April 30.

WYNA Raleigh, N. C.—Broadcast Bureau granted transfer of control from Harris Broadcasting Co. to Hugh E. Holder. Principal: Mr. Holder is vice president, director and station manager of WKIX-AM-FM Raleigh. Consideration consists of all capital stock (15,200 shares at \$1 per share) for \$50,000 plus \$120,000 note. Request waiver of Sec. 1.597 of rules. Action May 2.

WUNS Lewisburg, Pa.—Broadcast Bureau granted transfer of control from Carl E. Miller et al. d/b as Wireline Radio Inc. to Trans-National Communications Inc. (none before, 100% after). Principals of Trans-National Communications Inc.: Ellis E. Erdman, chairman and president, (24.47%), Richard D. Lynch, executive vice president, (16.58%) et al. Mr. Erdman is president, chairman and 41.01% owner of Ivy Broadcasting Co., licensee of WTKO Ithaca, N. Y., and consultant to WOLF Syracuse, N. Y. Lynch is limited partner in stock brokerage firm. Principals of Wireline Radio Inc.: W. S. Doebler, president (5.76%), H. E. Pray (6.20%), C. E. Miller, treasurer (7.04%), et al. Consideration: \$30,000. Action April 30.

KDLK-AM-FM Del Rio, Tex.—Broadcast Bureau granted assignment of license from Queen City Broadcasting Inc. to Western Plains Broadcasting Inc. for \$185,000. Principals: Gerald R. Mazur, president (100%) et al. Mr. Mazur is president and 25% owner of Southern Television Systems Corp., owner of CATVs in Cisco, Eastland and Ranger, all Texas; secretary-treasurer and 25% owner of Frontier TV Cable Co., with system in Colorado City, Tex.; treasurer and 33 1/3% owner of electrical contracting company; owner of insurance brokerage, and owner of real estate. Action April 30.

WWIS Black River Falls, Wis.—Broadcast Bureau granted assignment of license from Falls Communications Inc. to Robert E. Smith for \$51,000 plus \$4,000 for real estate. Principals of Falls Communications Inc.: Mary Ann McDonald, president (69%) and John R. McDonald (30%). Principal of assignee: Robert E. Smith (sole owner). Mr. Smith is owner of WIXK-AM-FM New Richmond, Wis. Action April 30.

KFBC-AM-FM-TV Cheyenne, Wyo., KSTF (TV) Scottsbluff, Neb., KTVS(TV) Sterling, Colo. and KVRW(TV) Rawlins, Wyo.—Broadcast Bureau granted transfer of control from Raymond F. and Marguerite P. List (5.6% before, none after) to Lillian D. Robert S., and William D. McCracken (47.5% before, 53.1% after). Principals: Robert S. McCracken, president, et al. McCracken family owns newspaper chain. Consideration: \$76,469.94. Action April 30.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 8. 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.

■ Butler, Ala.—Anco TV Cable Co. has been granted a nonexclusive franchise.

■ Jasper, Ala.—Live Line Inc., Jasper has been granted a franchise which was formerly held by Ultra-View Co. The firm plans an eight-channel system.

■ Brighton, Colo.—Mountain States Video Inc. (multiple CATV owner). Denver, has been granted a franchise for an underground system.

Winter Haven, Fla.—Television Communications Corp. of New York (multiple CATV owner) has purchased Universal Cable Vision Inc. of Winter Haven from Cowles Communications Inc., New York (multiple CATV owner) for an undisclosed amount of stock.

McPherson, Kan.—Betterview Co., Dallas and KARD-TV Wichita, Kan. have each applied for a franchise. Betterview would offer four TV's plus weather and news channels.

Northboro, Mass.—Boroughs CATV Co. of Marlboro, Mass. has applied for a franchise.

■ Marysville, Mich.—Port Huron TV Ca-

ble Co., Port Huron, Mich., has been granted a franchise.

■ Clayton, Mo.—Pulitzer Publishing Co. has been granted a 20-year nonexclusive franchise. St. Louis Cablevision Co. also holds a franchise.

Albuquerque, N. M.—Gencoe Inc. (multiple CATV owner) of Casper, Wyo.; International Telemeter Corp. of Los Angeles, General Communication Co. and Total Television, both Albuquerque, have each applied for a franchise. Total Television is a joint venture of KGGM-TV and KOAT-TV, both Albuquerque, and multiple-CATV-owner Vumore Co. Gencoe offers 36% of receipts over \$1.3 million; International offers 35% over that sum.

Salisbury, N. C.—Cablevision of Salisbury Inc., a subsidiary of multiple-CATV-owner Jefferson-Carolina Corp., Greensboro, N.C., has applied for a franchise. Firm would pay \$5,000 annual license fee or a percentage of the profits, whichever is greater. Monthly and installation fees would be \$5 and \$15 respectively.

■ Highland Mills, N. Y.—Better TV of Orange County Inc. (multiple CATV owner), Monroe, N. Y., has been granted a 5-year franchise for the Skyline area of Highland Mills. Installation and monthly fees will be \$9.45 and \$4.95 respectively.

Vinita, Okla.—HS&B Enterprises has applied for a franchise. Firm would offer an 11-channel system including a 24-hour weather service.

■ Bellingham, Wash.—Telecable of Bellingham Inc. has been granted a franchise.

■ Snohomish county, Wash.—Televue Systems Inc. (multiple CATV owner), Seattle, has been granted a franchise for the unincorporated areas of the county.

If modern marketing is some kind of science, Richard William Tully must be some kind of scientist. It stands to reason.

In 1946, when he joined Foote, Cone & Belding as a 28-year-old account research supervisor, the agency was billing about \$37 million a year out of its Chicago headquarters. Last year, when at 49 he was elected chairman of the board, FC&B was billing in excess of \$250 million a year out of its four semi-autonomous headquarters and 18 other offices in 13 countries around the world.

Leaning back in a couch in his corner office on the 35th floor of the Pan American building in New York, he seemed hardly out of breath from those linked successes. Tall, fit and handsomely gray, he seemed instead mildly interested in his own response to the opening interview question.

"Are you an intellectual?"

He paused, and measured his words: "Naturally, I'm not entirely sure what you mean by that, but as I understand the word 'intellectual,' I'd have to say that I am not."

Nevertheless, he has at least some of the credentials of an intellectual: not only a master's degree, teaching experience and the desire to "try the administrative end of teaching" after his retirement, but a reflective tendency to reserved, carefully considered statements, as well.

**Interest in Marketing** — The clouds were wrapped around his 35th floor corner windows. There was an expressionist painting of some man-like bird emerging from a shell in the middle of a desert behind his head. And Mr. Tully shifted easily from confirming his lifelong interest in science fiction to his decision to enter marketing, after two months in the hospital put him off professional football and medicine simultaneously.

He had been a pre-med major at the University of Illinois. He transferred and began commuting to Northwestern as a student of business administration. "I had thought about it and just decided that marketing seemed to be a developing field," he said. That was in the late thirties.

He graduated in 1940 and went to work for a small pharmaceutical firm, developing a marketing program for an internal germicide. He did "everything," from selling and designing labels to creating advertising and making sales presentations. Sulfa and penicillin were discovered and the product never got off the ground.

He moved over to Montgomery Ward & Co. as a fashion merchandiser and went back to Northwestern University for graduate degree. One of his projects at the school was a study on "selection and recruitment of marketing person-

## Marketing has proven to be a good choice

nel."

A Swift & Co. executive saw the study and recruited him to do long-range planning for their marketing organization. After working for a while in Swift's commercial-research department, the tempo of World War II accelerated and Mr. Tully enlisted.

He was stationed as a personnel specialist at Fort Sheridan in Illinois and was able to finish his master's degree at Northwestern. His thesis was on "scientific control of the marketing organization."

He moonlighted his first five years with Foote, Cone & Belding, teaching sales administration, marketing and research in Northwestern business school's evening division. He had "reservations" about the advertising business and felt

he might "like to teach for a living."

It didn't slow his advancement at the agency. A year and a half after he joined the agency, he was named research director, and the year after that a vice president. Three years after he started, he was elected vice president in charge of marketing and research.

His progress was interrupted for a year and a day, during which he served as an information officer in the Korean War. He had joined the reserve after World War II, never dreaming he would be called up again quite that soon.

In 1953, he was appointed account supervisor of General Foods, one of the few FC&B executives to bypass normal channels of account management.

In 1956, he was named general manager of the Chicago office. He consolidated certain media and broadcast functions, established the creative department as an independent entity and further developed the plans board. At various times he has been either a member or chairman of the operations, development, special projects, stock incentive, electronic data processing and employee relations committees.

In 1958, he was elected to the board of directors, and the following year elected to the position of senior vice president in charge of operations.

**Extended Stay** — He had settled in the East, when a temporary trouble-shooting assignment in the agency's West Coast offices turned into a six-year tour of duty.

In 1960 he was put in charge of Foote, Cone & Belding's three western offices (San Francisco, Los Angeles and Houston). He finally settled with his wife Helen, a former fashion model and dress designer, and his daughter, Carolyn, in Atherton, near San Francisco.

He was elected executive vice president in 1963, and board chairman effective Jan. 1, 1967.

He has resided in each of FC&B's four headquarters cities and continues to travel among them because he feels that "with decentralized, autonomous operating units you don't know what's going on unless you really go out and see for yourself."

He says "you get used to it," and that it's interesting to "hold multiple viewpoints."

"The Atherton house is probably closest to being our home," he says. He is based in New York now, but is in Europe at the moment.

The boy from Beaver Dam, Wis., is the chairman of a quarter-billion-dollar-a-year corporation and is able to speak "on a basis of equality" with the heads of major manufacturing firms. "I probably wouldn't be able to do that if I hadn't chosen marketing," he says.

## WEEK'S PROFILE



Richard William Tully—chairman, Foote, Cone & Belding since Jan. 2, 1967; b. Aug. 11, 1917, Beaver Dam, Wis.; BA, Northwestern University, 1940; merchandiser, Montgomery Ward & Co.; personnel specialist, U.S. Army, 1941-45; MBA, Northwestern, 1945; account research supervisor, FC&B, 1946; research director, 1947; vice president, 1948; vice president in charge of marketing and research, 1949; account supervisor, General Foods, 1953; elected director, 1958; senior vice president, 1959; put in charge of western offices, 1960; executive vice president, 1963; m. Helen M. Blidy, Sept. 21, 1940; child, Carolyn, 25, married; hobbies: fishing, golf, reading nonfiction and science fiction.

## The mini trend

**T**HE 30-second commercial now appears to be irreversibly destined to replace the minute as the basic unit of network television advertising, and the date when its destiny was made certain can be marked with some precision. It occurred on the morning of Monday, April 29, when President Thomas H. Dawson of the CBS-TV network, addressing a seminar of leading advertisers, predicted the event and said he would welcome it (BROADCASTING, May 6).

The ultimate emergence of the 30 as the basic unit may have been and probably was inevitable anyway. The trend has been running in that direction for some time, accelerated no small bit by CBS-TV. What Mr. Dawson's statement did was put it on the record that CBS is in the trend to stay. That removes any reasonable doubt about the inevitability of the outcome because it means that—assuming advertiser demand for 30's, which is increasingly evident—the other networks have no choice but to stay with it too. The momentum of competitive pressures is virtually unstoppable, as stations learned when they opposed piggybacks, for example, or as the other networks learned when they opposed ABC-TV's move to 42-second station breaks years ago.

Just when the 30 will become standard is less easily predicted. Mr. Dawson thought that "it's down the road a ways—how far, I don't know." What is perfectly clear, however, is that now is not a moment too soon to begin preparing for it, and that means setting rates. Many stations have already done so, of course.

The same Association of National Advertisers seminar that Mr. Dawson addressed also generated some guidelines to pricing. Herbert Zeltner of Needham, Harper & Steers said his talks with broadcasters and others in advertising indicated 30's will come to be priced at two-thirds to three-fourths of the one-minute rate. This, coming from the buying side, seems potent ammunition against those who claim the 30 should be no more than half the cost of a 60.

There is other ammunition in this arsenal: the study last fall for Corinthian Broadcasting, for instance, which found no real difference in the communication values of 60's and 30's (BROADCASTING, Oct. 23, 1967). Before that, numerous other studies had found 30's to be from 60-70% to 100%—and in some cases more—as effective as minutes. If the 30's take-over as the basic unit is inevitable, so should be its pricing on the basis of value, not fractions of time.

## Poor butterfly

**I**T isn't our desire to indulge in national politics, but events in the presidential campaign need ventilation.

Senator Robert F. Kennedy (D-N.Y.) has never demonstrated any great love or respect for the broadcast media, except as a necessary means to political ends. Last week, following the Indiana primaries, he used a CBS-TV news interview to whack networks and stations for the high cost of time, arguing first that they should make time available "for free," or at least "at cost." And he wondered out loud "how much the networks have made out of this political campaign?" He should know better. Such uninformed and loose talk does not become a presidential candidate.

Neither Walter Cronkite nor his colleagues had the will or the authority to answer the multi-millionaire senator, who denied he had "bought" the Indiana primaries, mentioning about \$650,000 in expenses (against a \$750,000 estimate for the time alone). There was not one word about the inhibiting effects of Section 315 and its impossible requirements for equal time under equal conditions for all candidates for the same office—crackpots included.

If Senator Kennedy had joined his more seasoned colleague, Senator Vance Hartke (D-Ind.), in Mr. Hartke's continuing effort to repeal Section 315, and thus recognize the broadcast journalist's competence to cover political campaigns on equal footing with the printed media, he might have had a basis for complaint. But so far as we're aware the senator has never shown an interest in remedial legislation or, for that matter, has never had a kind word publicly for either radio or television.

## Antique

**T**HE 602-page report emanating last week from the staff of the Senate Communications Subcommittee is of doubtful value in the current arguments about the fairness doctrine, which was the subject of the report. For one thing, the documentation on which the report is based is out of date. For another, the recommendations in the report have been clearly labeled as those of one staff member, who has left the subcommittee's employ.

Still there are some findings that may be used against the journalistically minded broadcasters who oppose the fairness doctrine, the equal-time law and other editorial restraints. Those findings ought not to go unchallenged.

The survey conducted by the staff back in 1966 found that more broadcasters had no objection to the fairness doctrine than thought it needed modification or repeal. It found broadcasters about evenly divided on whether Section 315, the equal-time law, ought to be retained or modified or repealed. The percentage of respondents advocating repeal of the fairness doctrine was 20.5%, of those advocating repeal of Section 315, 19.4%.

The staff found it surprising that so small a percentage favored repeal of the two restraints, and so do we. But we have the feeling that a qualitative analysis of the responses, not provided in the report, would show the numerical minorities are composed of stations that aggressively pursue their journalistic mission and are thus of larger influence than those that de-emphasize news and public affairs.

As evidence supporting that supposition, it is necessary only to cite the actions—taken since the survey—of the Radio Television News Directors Association, NBC and CBS in attacking the constitutionality of parts of the fairness doctrine that the FCC has adopted as rules. That so many interests would go to the expense of a constitutional challenge would indicate that significant broadcaster opinion opposes restraints. And indeed a favorable ruling in the courts could render academic just about everything said about the fairness doctrine in the subcommittee's staff report.



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## ...OF THE GUESTS

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A fast-paced variety show, DIALING FOR DOLLARS presents games, gifts, prizes, contests, money-winning telephone calls and interviews with famous and interesting people from all over the world.

With personable, experienced Jim Hutton as host, DIALING FOR DOLLARS has been a success for more than ten years and is the only show of its kind in this major market.

The format of the show makes it an ideal showcase for advertising messages, for introducing and testing new products with Jim Hutton doing the commercials and offers merchandising and promotional advantages not available from other types of shows.

KSTP-TV has recently completed a four-color brochure detailing the DIALING FOR DOLLARS show and what it can do for you. Drop a note to KSTP-TV Sales Manager Jim Blake or your nearest Petry office and we'll be happy to send you a copy.



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