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NEWSPAPER

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Another spate of TV specials for next fall. p23
Hill meeting results in hope for 315 suspension. p34
Bartley proposes FCC be replaced by three agencies. p38
ARB presents TV-set ownership profile by markets. p42

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Volume 13 Bandwagon... Rolling Coast-to-Coast!

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THE CRC MONEY MAKER AND NEW WORLD PRODUCTION LIBRARIES.**

While these two professional production libraries are most valuable in the hands of "old pros", either one can make a Production Man out of that local boy who has gone ape over music. Everything your sales staff needs to produce selling radio spots is at your fingertips. Call or write CRC, Box 19726, or World Broadcasting System, Box 19246, Dallas, Texas. Phone (214) 748-8004.

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Spring
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Houston. Looking
for pretty young
gals 18 to 34 with
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day up 220% in young
mod' women! Truth or
Consequences 5:30 pm
weekdays up 201%!
Dialing for Dollars
added 41% in 9:30 am
strip and 13's Big
Movie at 6:30 pm
showed 85% plus!
And, the Friday
Night 10:30 pm
Weekend's
Best Movie
up 165
%**



Source ARB Nov. 1967 vs March 1968

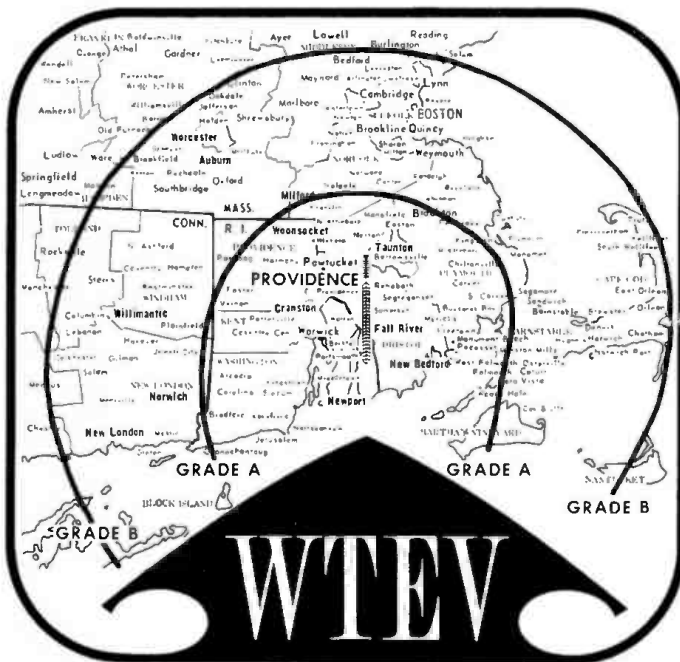
WTEV soaring to new heights in the greater PROVIDENCE area



Represented by



Television, Inc.



The new channel 6 WTEV tower, reaching 1,049 feet above sea level, has vastly increased the effectiveness of this station throughout the greater Providence area. ☐ Increased efficiency in key areas, plus more powerful coverage of its entire market, is proved by a 53%* increase in overall average audience. ☐ WTEV is on the move—soaring to new heights in service, programming, audience reach. This new WTEV is important in your sales picture.

*Based on Feb. March 1968 Nielsen estimates as compared with Feb. March 1967 estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.

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Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

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

Group transfer

Sale of WERE-AM-FM Cleveland, KFAC-AM-FM Los Angeles and WLEC-AM-FM Sandusky, Ohio, by Richard H. Miller, Paul Aiken and associates, to Atlantic States Industries Inc., parent of McGavren-Guild-PGW, for \$9 million was negotiated last week, subject to customary FCC approval. Purchasers, who operate national radio sales representation firm, now own five AM's and one FM. With acquisition of Miller group, Sandusky property concurrently would be sold. William T. Stubblefield, broker, handled transaction, which is for purchase of stock of Cleveland Broadcasting Stations Inc.

Because of FCC's one-to-a-customer proposed rule, acquisition of FM's, along with AM's in Miller group, will present complication. Waivers presumably will be sought. Present classical-music format at KFAC and good-music programming at WERE would be continued. KFAC-AM operates with 5 kw fulltime on 1330 kc (FM 92.3 mc); WERE-AM, 5 kw fulltime on 1300 kc (FM 98.5 mc); WLEC-AM 1 kw-D, 250 w-N on 1450 kc (FM 102.7 mc). Stations now owned by Atlantic States: WRYT Boston, WLOB-AM-FM Portland, Me., WNVY Pensacola, Fla., and KMAK Fresno and KROY Sacramento, both California.

Russian invention?

Delegates returning from meeting of International Radio Consultative Committee (CCIR) in Majorca, Spain, feel Russians may be working on new color-TV system. Their speculation is based on Russian objection to motion that was made to limit CCIR consideration of worldwide color-TV standards to those systems already submitted. Russian delegate insisted that CCIR books be kept open for consideration of possible new color-TV methods. Two years ago, Russia agreed to join with France in using latter's SECAM system for itself and its Eastern European allies.

Never say die

Despite senatorial rebuff, FCC Commissioners Kenneth A. Cox and Nicholas Johnson are urging more thorough staff analysis of programming by renewal applicants. They also favor setting up standards—in terms of percentages of time devoted to various

CLOSED CIRCUIT®

categories of programming. Although FCC settled renewal criteria five years ago two commissioners last week presented hefty document in their effort to persuade colleagues to tighten up license-renewal process. Document, however, contained no specific recommendations on changing renewal processing.

Project is centered on Oklahoma renewals, and document contained analysis of state and communities, in terms of industry, population, income, and of stations' programming. Most information came from license-renewal applications; only handful of Oklahoma stations responded to commissioners' controversial programming survey (CLOSED CIRCUIT, May 20). Document also contains statement that, reportedly, could be used as dissent to approval of some Oklahoma renewals or as defense of programming survey.

Second thoughts

Odds are better than even that when FCC begins final consideration of its "one-to-a-customer" rulemaking proceeding, FM will be dropped out of duopoly complex. Moreover, some members are in quandary over effect of proposed rule on UHF stations in intermixed markets. As matter of fact, whole procedure could go down drain as premature although there aren't many tears for combination AM and VHF future ownership in same markets.

This kind of reaction is being expressed even before formal comments on rulemaking which are due June 26 (National Association of Broadcasters has asked for postponement to Sept. 30). FCC, which authorized proposed rulemaking with practically no advance study or prior consideration, said its purpose was to encourage competition and avoid concentration of ownerships.

Sky station

U. S. policy on establishment of domestic communications satellite service, on which FCC initiated inquiry two years ago (BROADCASTING, March 7, 1966), is currently subject of talks among commission, State Department and President's Task Force on Telecommunications Policy. Commission's Common-Carrier Bureau has

prepared document that would provide for domestic satellite service, but in view of need for reconciling views of State, task force and commission, there are no predictions as to when national policy will be announced or what shape it will take.

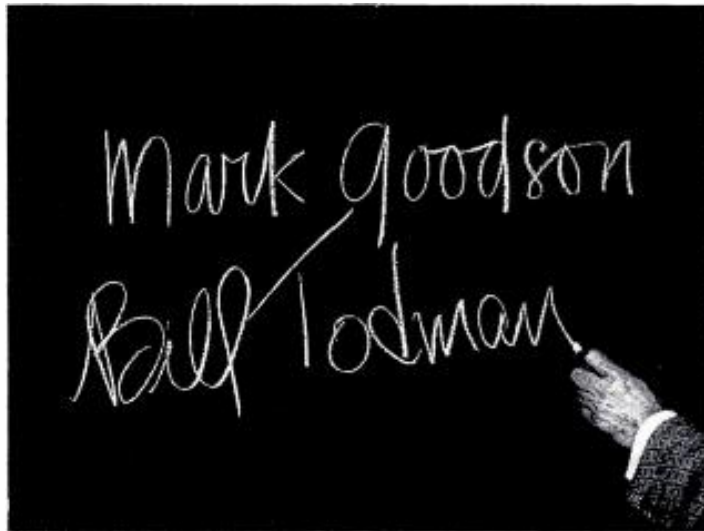
Indications, however, are that broadcasters (and Ford Foundation) who have pressed for satellite dedicated only to broadcasting will be disappointed. Observers note that Common Carrier Bureau, which is playing key role in commission end of proceeding and which is institutionally concerned with common-carrier needs, will favor multi-purpose system.

Corner cutters

Opening of new timebuying service in Chicago to negotiate spot advertising contracts directly with TV and radio stations (see page 55) reflects more than geographical spread of practice of negotiated buying. Number of New York-based companies have been offering similar services, and agency sources say use of them by agencies and advertisers appears to have grown substantially in recent months. While some agencies, especially smaller ones, welcome help of such services to supplement own overworked or in some cases nonexistent buying departments, others appear to resent them on grounds that, as one said, "they make us look bad to the client when they show him they got better deals than we could get."

Search for writers

Producer Norman Felton, whose Arena Productions is committed to turning out TV product for NBC-TV, is commissioning University of Wisconsin to find out what happens to promising student dramatists after they leave school and to pinpoint why more of them aren't going in for television writing. Second phase of research will cover professional writers now working in television and discovering how and why they took this direction. Objective of study is to discover what steps industry must take to encourage and nurture more and better writers. At least one major network TV advertiser has agreed to help Mr. Felton underwrite research, and another big company, this one sponsor of dramatic specials, is considering participation in project.



**Signing in
with a
new "What's My Line?"**

All new, in a brand-new format especially aimed at young adults! "What's My Line?"—the most successful, longest-running game show in television history—is now in production for first-run syndication.

New host: Wally Bruner, young, personable and handpicked by Goodson-Todman. New panel members: celebrity pace setters with the accent on youth-appeal. New contestants: action people involved in today's offbeat occupations. New guests: big-name stars of today.

The new "What's My Line?" is produced on video tape by the master television gamemen, Goodson-Todman: five half hours weekly, in color. Sign in please...at **©CBS Enterprises**

New York, Chicago, San Francisco, Dallas, Atlanta.

WEEK IN BRIEF

Expect a record volume of TV specials for 1968-1969 season. Estimated 435 specials are in the works with heavy emphasis at networks on nonfiction shows, more syndicated product to come from station groups. See . . .

SPATE OF SPECIALS . . . 23

CBS-TV, NBC-TV garner most statuettes awarded by National Academy of Television Arts and Sciences; ABC-TV takes six, NET four. Network newsmen are miffed at manner in which journalism was treated. See . . .

20 EMMYS EACH . . . 30

Equal-time suspension for presidential, vice-presidential campaigns may be in offing as net executives Stanton, Scott, Goldenson meet with senators. Congressman Staggers says he doesn't oppose relief. See . . .

HOPE FOR SUSPENSION . . . 34

FCC Commissioner Robert Bartley proposes radical revision of commission, says it should be replaced with two agencies regulating common-carrier and broadcasting, and third to handle allocations matters. See . . .

FCC REPLACED? . . . 38

American Research Bureau estimates there are over 15.5 million home color TV sets, representing 28% of total TV households; 19.6 million TV household have more than one TV set. See . . .

TV-SET OWNERSHIP . . . 42

AT&T's proposed rate increase for service to broadcasters will go toward narrowing gap between return company earns on its audio-visual investment, and what it earns from regular long-distance telephone investments. See . . .

WAY TO CLOSE GAP . . . 45

FCC is told by Washington federal court to hold hearing on acquisition three years ago of 40% of WCIX-TV Miami by C. Terence Clyne. Issue is subsequent technical transfer of control. See . . .

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NAB TV code board recommends code restrictions prohibiting advertising of certain personal products be removed, proposes rule concerning depiction of unsafe acts, abandons "audience-buying" provision. See . . .

EASING OF TV CODE . . . 52

Young & Rubicam is all smiles as its Excedrin commercials earn multiple radio-TV awards during American Television & Radio Commercials Festival. Other winners: Doyle Dane Bernbach, BBDO, J. Walter Thompson. See . . .

HAPPINESS IS AN EXCEDRIN . . . 54

ABC stockholders are told of \$52 million feature-film financing plan which should add to company's working capital and should sever company's last remaining links with ITT. See . . .

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Broadcasting

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GOTHAM CITY. IT'S BECOMING AN EMPIRE.



BATMAN'S GOTHAM CITY is an empire 24 markets strong. Including 9 out of the top 10.

120 Half-hour color episodes bought by broadcast groups like Capital Cities, Chris-Craft and RKO General.

BATMAN is proven programming! Look at Miami!



New York: Tel. 212-957-5010;
Los Angeles: Tel. 213-277-2211;
Chicago: Tel. 312-372-1584;
Dallas: Tel. 214-748-7221.

★ The Miami Success Story

In its first off-network exposure, Batman's 46 share tops all previous audience figures in the 4:00-4:30 PM strip in WCKT history!

		Rating*	Share*
WCKT	BATMAN	13	46
WTVJ	(CBS Soap opera)	8	29
WLBW-TV	(Adventure program)	5	18
WCIX-TV	(Local children's program)	2	7

And Batman doubled the audience of previously programmed Superman!

		ARB Feb /Mar '68 Rating	Share
WCKT	Superman	6	24

Wallace to be considered major candidate

SENATE COMMITTEE POISED TO SUSPEND SECTION 315

Senate Commerce Committee will meet for vote on Section 315 suspension for presidential and vice-presidential candidates today (May 27). Observers expect committee to report out bill similar to one in 1960 that permitted Kennedy-Nixon debates (see page 34).

Hill strategists aren't counting their votes before they're cast (at least in public) but it's known that only one senator raised fuss at May 23 meeting with network presidents. Senator Frank J. Lausche (D-Ohio) is said to have castigated all three major networks, aiming heaviest fire at NBC-TV in general and NBC-owned WKYC-TV Cleveland in particular.

Senator Lausche lost his campaign for nomination as Democratic candidate for re-election to Senate and was reported to have charged network and station with bias in overall coverage and mishandling TV appearances of him and his opponent.

Opposition to suspension move may be more substantial on Senate floor than in Commerce Committee, although it's generally expected to gain Senate passage if brought to vote. Situation in

House is more doubtful, but it's thought if sufficient high-level support is brought to bear after bill passes Senate, House Commerce Committee action and floor votes can be produced.

Meanwhile, Senate Commerce Committee leaders were sticking to story that agreement reached with network heads on formats to be offered was only that broadcasters would discuss type and number of programs with individual candidates, and programs aired under suspension would thus meet with candidate's approval.

It was reiterated that there was no discussion on blocks of time to be offered. News reports that Frank Stanton, CBS Inc. president, formally proposed specific series of three appearances—joint panel confrontation, with single appearances before and after—were denied by Hill sources.

It was generally agreed that meeting produced consensus that George Wallace, candidate of American Independent Party, be considered major—not fringe—candidate, entitled to coverage under suspension of equal-time rules.

Sees protection against CATV impact as nullified

FCC Commissioner Kenneth A. Cox says rule providing for special relief in CATV cases has been written "right out of" rulebook so far as small-market broadcasters are concerned.

Commissioner made charge in dissenting statement in case in which commission, by 4-to-2 vote, denied petitions of KRDO-TV Colorado Springs and KOAA-TV Pueblo, Colo., and permitted Vumore Video Corp. to import signals of five Denver stations into Colorado Springs.

Commission decision was announced last month (BROADCASTING, April 15), but text of commission's order and Commissioner Cox's dissenting statement were just released Friday (May 24).

Key issue in case was study presented by stations to bolster argument that CATV carriage of Denver stations' signals would have adverse eco-

nomics impact on them and hurt chances of development of UHF in their market.

Commission majority said stations made good effort to provide necessary information but that report was "insufficient to show that hearing is warranted."

With that decision, Commissioner Cox said, "majority have written Section 74.1109 right out of the rules as far as broadcasters in small markets are concerned." If "very substantial showing" stations made doesn't entitle them to hearing he added, "I think it is very unlikely that such a showing can be made."

Two million viewers

Westinghouse Broadcasting Co. estimated in five cities where its stations telecast *One Nation Indivisible* study of racial crisis in prime time Monday (May 20) two million people watched some part of 3½-hour show.

WBC said Friday (May 24) that Boston (WBZ-TV), recall survey indicated 50% of men and 40% of women

who watched TV that night tuned in to some part or all of program: in San Francisco (KPIX-TV), 50% of all adults who watched TV, saw all or part of *Indivisible* (see page 24).

Arlington services set for Paul Segal

Paul M. Segal, pioneer communications attorney, died in Washington last Friday (May 24) after long illness. He had retired from practice in 1962. Mr. Segal, 68, was native of Denver.

In 1929, two years after Federal Radio Commission was established, Mr. Segal became its assistant general counsel. He entered private practice in 1930 and in 1942 formed firm of Segal, Smith & Hennessey.

He had been deputy district attorney in Denver for five years prior to joining FRC. He was on active duty in Navy from 1942 until 1945. He was discharged with rank of commander.

Senior member of Institute of Radio Engineers, Mr. Segal had extensive engineering as well as legal background. Substantial number of television stations among original 108 "pre-freeze" authorizations, prior to 1948, were among clients in Segal office.

Mr. Segal had been counsel to Broadcasting Publications Inc., which publishes weekly BROADCASTING, monthly Television and BROADCASTING YEARBOOK, from its formation in 1931 until his retirement 30 years later.

He leaves his widow, Rena, three sons and three daughters.

Graveside services are to be held tomorrow (May 28) at Arlington National Cemetery. In lieu of flowers, family requests donations to Columbia College, New York.

Leaves Paramount TV

Seymour Louis Adler, VP of administration for Paramount Television, has settled his contract with company and will end nine-year association on July 1.

Mr. Adler was VP and general manager of KTLA-TV Los Angeles when Paramount Television was licensee of station. He has no immediate plans.

Back to network TV

Squirt Co., national soft drink firm based in Los Angeles and first-time network TV user in 1967, is coming

back to network television strong this summer. Advertiser has goal of producing more than 370 million viewer impressions in campaign that will run from June through Labor Day.

CBS-TV will be used exclusively with Squirt commercials in color appearing on at least five nighttime network shows. Business is placed through Smock/Waddell Inc., Los Angeles.

Slippage in color TV sales for first time

Color TV receiver distributor sales to retailers slumped for first time in March, by 1.7%, but cumulative total for first quarter of year was still up 16.5%.

In first quarter sales reports issued by Electronic Industries Association, black and white TV set sales for March also were down, by 5.6%, leaving minus 1.5% for first three months in that category.

All TV sales for quarter, however, remained on plus side, up 6.8%.

Home radios registered minus 12.4% for month and minus 1.0% for quarter. Auto radios, however, continued upward movement, plus 27.1% for month and plus 16.4% for first three months of year. Home radios with FM in March fell 12.9% below similar month last year, but cumulatively they were only mite below—minus 0.2% for quarter. Auto radios with FM, however, continued strong upward surge—plus 56% for month and plus 47.1% for quarter.

EIA cumulative figures for first three months of year:

	Jan.-March 1968	Jan.-March 1967
Television		
Color TV	1,353,525	1,161,461
Monochrome TV	1,349,768	1,369,895
Total TV	2,703,293	2,531,356
Radio		
Home Radios	2,626,732	2,651,980
(With FM)	(863,258)	(861,770)
Auto radios	2,501,877	2,149,914
(With FM)	(265,490)	(180,464)
Total radio	5,128,609	4,801,894
(With FM)	(1,128,748)	(1,042,234)

Campus marchers (anti) find leader

With student activists daily disrupting university campuses, announcer Mike Steckler, KTRG Honolulu, decided it was time to start his own counter-revolutionary movement Friday (May 24).

His target was student protestors at University of Hawaii engaged in five-day-old strike.

Students had occupied university's administration building and had decorated it with huge banner pro-

WEEK'S HEADLINERS

Chet Collier, president of WBC Productions Inc. and WBC Program Sales, New York, named VP for programming and production for Westinghouse Broadcasting station group in major realignment (BROADCASTING, May 20). He is succeeded by **Jerome R. (Tad) Reeves**, VP, creative services (see page xx).

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

Wometco faces hearings

FCC has set for consolidated hearing renewal applications by **WTVJ(TV)** Miami and **WLOS-TV** Asheville, N.C., owned by **Wometco Enterprises Inc.**, and pending application for construction permit of **WFGA-TV** Jacksonville, Fla., part-owned by **Wometco**.

Antwin Theaters Inc. had asked commission to deny applications on grounds that monopolistic and anti-competitive practices have been used by stations in distribution of first-run motion pictures in Dade county, Fla.

'Emmy' helps NBC

Though subject of new controversy among network news organizations (see page 30), May 19 telecast of Emmy awards on NBC-TV scored high in 30-market Nielsen ratings report covering May 13-19 period.

It was number one with 27.6 rating, helping network to take Nielsens with 16.6 rating average compared to 16.0 on CBS, 13.7 on ABC.

Reynold's Foods to Esty, D-F-S

R. J. Reynolds Foods has selected **William Esty** and **Dancer-Fitzgerald-Sample**, both New York, to handle products resigned by **Pritchard, Wood**

earlier this month (BROADCASTING, May 6).

Estimated \$2 million billings for **My-T-Fine** desserts and **Vermont Maid** syrups, both radio advertisers, went to **Esty**. **D-F-S** gets **College Inn** line, worth about \$500,000.

Esty already handles **Reynolds Tobacco's Winston Salem** brand, and **D-F-S** has **Camel** and **Brer Rabbit Molasses** accounts.

Special audience format seen required for ETV

Educational TV programing, which too often is created by and intended for intellectuals, must develop specific program services at local levels for audiences ranging from affluent to indigent, according to **Frederick Breitenfeld Jr.**, executive director of Maryland's Public Broadcasting network.

Addressing governor's conference on war on poverty in Baltimore, Mr. Breitenfeld said ETV "has made less impact on American society than the visionaries of the early 1950's had hoped." Cause of this failure, he said, was that noncommercial broadcasters had to develop programs for sophisticated audiences from whom they derived their support.

But he said public broadcasting is "going to make it" through programing for specific audiences—"this should be the great difference between public and commercial broadcasting."

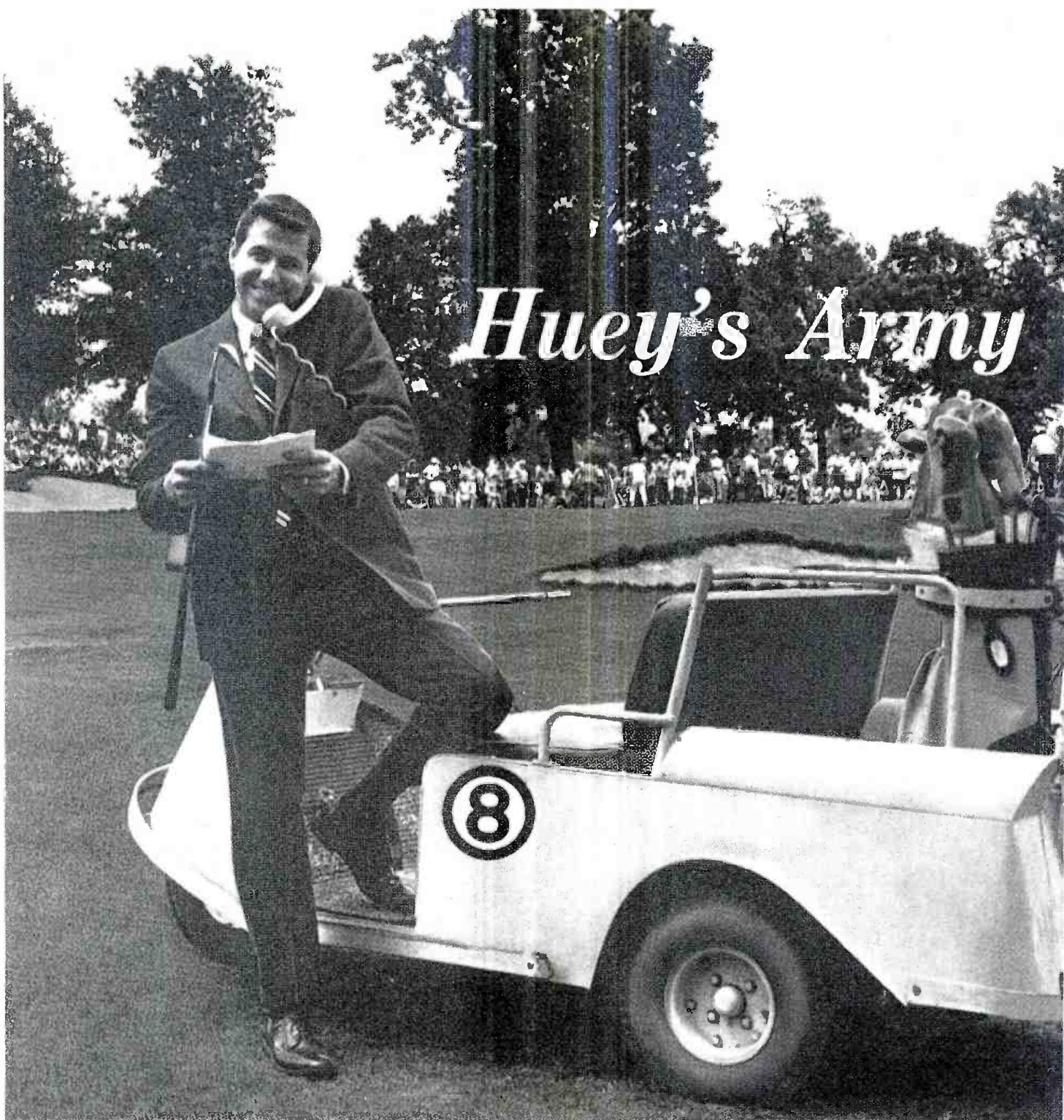
Mr. Breitenfeld also announced that groundbreaking for Maryland State Center for Public Broadcasting will be held June 5 with Dr. Milton Eisenhower, Corp. for Public Broadcasting board member, and president-emeritus of Johns Hopkins University, as honored guest.

Three-studio, color-TV facility will cost \$1,250,000, with equipment costing at least same. Center will supply programing for Maryland's proposed six-station ETV network.

War chest plan felled

Plan by Writers Guild of America, West, to amass \$1 million war chest in preparation for 1970 television and theatrical film negotiations, has been shot down.

Members of Guild voted against constitutional amendments that would raise basic dues from \$10 year to \$50 and also against continuance of one-quarter of 1% assessment. These increments would have been primary means for WGAW to raise strike fund. Guild members, however—among other constitutional amendments accepted—did approve raising initiation fees from \$50 to \$200.



Huey's Army

Ward Huey's a weekend duffer and weekday pro. He's general sales manager for WFAA-TV, and weekdays his secret as a winner is follow-through. That's where his "army" comes in, the programming, traffic, operations, promotion, accounting and sales-staff people. They're behind Ward 100%. Like in golf, at WFAA-TV follow-through is fundamental. Ask Ward...or his army.

WFAA-TV DALLAS-FT. WORTH

ABC, Channel 8, Communications Center. Broadcast Service of the Dallas Morning News, Represented by Edward Petry & Co., Inc.

DATEBOOK

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

■Indicates first or revised listing.

MAY

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, National Association of Broadcasters vice president for television. Host Farm motel, Lancaster.

May 27—Annual broadcasters golf wing-ding, sponsored by Southern California Broadcasters Association. Lakeside Country Club, Toluca Lake, Calif.

May 27—Plenary session, Administrative 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—Executive, legislative and copy-right committee meetings of the National Cable Television Association. Continental Plaza hotel, Chicago.

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 3-6—Annual convention. Electronic Industries Association. Ambassador hotel, Chicago.

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 4-5—Board of directors meeting of the National Cable Television Association. Continental Plaza 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 National Association of Broadcasters 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 Doug-

las Anello, National Association of Broadcasters 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 National Association of Broadcasters radio code, and William Walker, NAB director of broadcast management. Edgewater Inn, Detroit Lakes, Minn.

■June 9-10—Montana CATV Association annual meeting. Finlen hotel and motor inn, Butte.

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

■June 9-11—12th annual meeting of the Television Program Conference. Regency-Hyatt House, Atlanta.

June 12-14—Montana Broadcasters Association convention. Speakers include Al King, National Association of Broadcasters 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. National Association of Broadcasters. FCC Commissioner Lee Loevinger and Representative John O. Marsh (D-Va.). 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 21-22—Meeting of the Texas AP Broadcasters Association. Holiday Inn, Sherman.

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.

1968 RAB REGIONAL SALES CLINICS

June 4—Boston, Somerset hotel.

June 6—Philadelphia, Sheraton Philadelphia.

June 14—Little Rock, Ark., Marlon hotel.

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 26—Annual stockholders meeting of Standard Radio Ltd. Toronto.

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

June 27-29—Mutual Advertising Agency Network conference on "Creativity, from Accounting to Zip-Codes," Hyatt House, Denver.

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

June 29-July 2—17th annual National Cable Television Association convention, Sheraton-Boston hotel, Boston.

JULY

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

■July 8—New deadline for comments on FCC proposed rulemaking to explore possibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

■July 9—Annual stockholders meeting, Taft Broadcasting Co. Cincinnati.

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

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

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

July 16—Deadline for filing reply 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.

July 21-23—Annual summer convention of Idaho State Broadcasters Association. Speakers include Al King, National Association of Broadcasters director of station relations. Ponderosa Inn, Burley.

■July 22—New 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.

July 24—Deadline for filing reply 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.

July 26—Deadline for filing reply comments on FCC's proposed rulemaking that would permit type-acceptance and use of automated FM transmitters.

July 28-Aug. 9—Eleventh annual seminar in marketing management and advertising sponsored by the American Advertising Federation. Harvard Business School, Boston. For further information write or call George T. Clarke, director, Bureau of Education and Research, American Advertising Federation, 655 Madison Ave., New York 10021. (212) TEmpleton 8-0325.

July 30—Deadline for filing reply comments on FCC proposed rulemaking to per-

We're finished with Ella

We've just finished taping "The Ella Fitzgerald Show"—the fourth in the "Screen Gems Presents" series of six hour-long color specials. This one stars Ella and the incomparable Duke Ellington making beautiful music together... as only they can.

Other shows in the series—already completed—include "The Jane Morgan Show," "The Polly Bergen Show" and "The Julie London Show." Still in the works—"The Shirley Bassey-Noel Harrison Show" and "The Gordon MacRae-Barbara McNair Show."



Already licensed to WCBS-TV New York, WBBM-TV Chicago, KMOX-TV St. Louis, WCAU-TV Philadelphia, KTLA Los Angeles, KTVB Boise, WAST Albany, WJAR-TV Providence, WNAC-TV Boston, WMAR-TV Baltimore, KBTB Denver, WTVJ Miami, KROD-TV El Paso, WDAF-TV Kansas City, KARD-TV Wichita, KMTV Omaha, KTTS-TV Springfield, WIBW-TV Topeka, KCPX-TV Salt Lake City, WKY-TV Oklahoma City, KGMB-TV Honolulu, WALB-TV Albany, WJHG-TV Panama City, KTVE Monroe, WAIL-TV Atlanta, WMT-TV Cedar Rapids, KOVR Stockton, KGO-TV San Francisco, WWJ-TV Detroit and KFMB-TV San Diego.

Produced by Jackie Barnett... distributed exclusively by Screen Gems. 





Another Reason We Can Hardly Wait For Next Season

"THE BEAUTIFUL PHYLLIS DILLER SHOW"

Just a dozen seasons ago, she was simply a dedicated housewife who'd somehow managed to fall 18 years behind in her ironing.

Today she's simply the world's most celebrated stand-up comedienne.

And on Sunday nights this fall, she'll be starring for NBC in the full-hour comedy-variety program, "The Beautiful Phyllis Diller Show."

Over the past twelve years Miss Diller has won an army of dedicated followers, not only through television and nightclubs, but through more than half a dozen wonderfully kooky motion pictures.

On her forthcoming TV series, she'll be playing hostess to some of the most famous guest stars in show business. The weekly production will be masterminded by executive producer Bob Finkel, with Bernie Orenstein and Saul Turteltaub serving as co-producers and head writers.

It was a happy day when housewife Phyllis Diller came out of her kitchen. It will be an even happier one when "The Beautiful Phyllis Diller Show" comes into the American living room—*millions* of 'em.

NBC TELEVISION NETWORK 

IN JULY

TELEVISION



DEPARTMENT STORE ADVERTISING—It's a growing factor in television billings. A recent BAR report on 75 markets shows one-third of all department store commercials were from Sears stores. Burlington Mills, Dupont and Monsanto are urging stores to turn to TV. A spot check across the country.

WHAT DO HOUSEWIVES THINK ABOUT DAYTIME TELEVISION? To find the answers Leo Burnett & Co. has spent a number of months talking to housewives and has come up with some surprisingly unexpected answers. A by-line piece by Gene Accas, VP, Leo Burnett.

WHAT IS HAPPENING TO TELEVISION NEWS PROGRAMS? The trend is to expand to longer news segments—hour or hour-and-half programs of local news surrounding a network feed. How successful? Will there be more or fewer network feeds? More features or hard news? Sponsor reaction? The current picture with figures, ratings, quotes.

HOW DID THE NETWORKS SCORE IN COVERING THE PRIMARIES? What started out to be a very dull election year has developed into a year full of surprises with the changing list of candidates. A progress report on the techniques of covering an election.

A STATUS REPORT ON EDUCATIONAL TELEVISION—where it stands and where it's going. Financing problems. How the future looks for a national ETV system and what it means to commercials broadcasters.

OTHER FEATURES will include Focus on Finance, Focus on Commercials . . . and the monthly Television Encounter—"Do advertisers get sufficient product protection on television?"

CALL OR WRITE:

WASHINGTON
1735 DeSales St., N.W. 20036 202-638-1022
Maury Long or Ed Sellers

NEW YORK
444 Madison Avenue 10022 212-755-0610
Frank Chizzini

CHICAGO
360 N. Michigan Avenue 60601 312-236-4115
David J. Bailey

HOLLYWOOD
1680 N. Vine Street 90028 213-463-3148
Bill Merritt

Circulation: 12,000

Deadline: June 21, 1968

Rates

	1 time	6 times	12 times
Full page	\$670	\$620	\$545
2/3 page	490	460	415
1/2 page	375	350	315
1/3 page	275	265	235
1/6 page	150	140	125
Color \$150 (AAAA)			

mit type-approval of AM modulation monitors that do not incorporate indicating meters.

AUGUST

■Aug. 9-10—Rocky Mountain CATV Association meeting. Teton Village, Jackson Hole, Wyo.

August 30-September 1—1968 International Radio-TV-Press Exhibition, sponsored by International Broadcasters Society "to promote interdisciplinary dialogue within the mass communications media." The IBS Honours List will be announced at the annual honours ceremony. Hotel Het Hof Van Holland, Hilversum, The Netherlands. For information interested personnel of the radio, television and press industry should write: The Secretariat, International Broadcasters Society, Zwaluwaan 78, Bussum (NH) The Netherlands.

SEPTEMBER

Sept. 9-11—Electronics and Aerospace Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems, Institute of Electrical and Electronics Engineers. Dr. Burton I. Edelson, Communications Satellite Corp., Washington, is technical program chairman. Sheraton-Park hotel, Washington.

Sept. 13-15—Meeting of the Maine Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Sebasco Estates, Bath.

Sept. 15-17—Meeting of the Nebraska Broadcasters Association. Cornhusker hotel, Lincoln.

Sept. 16-19—35th National Premium Show. Navy Pier, Chicago.

Sept. 19-21—Meeting of the Louisiana Association of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Downtowner Motor Inn, New Orleans.

Sept. 20 — Luncheon of Pacific Pioneer Broadcasters. Sportsmen's Lodge, North Hollywood, Calif.

■Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques"—a two-day workshop in video-tape production sponsored by a group of industry suppliers, including Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. For more information, write on company letterhead to: Grey Hodges, marketing director, Reeves Sound Studios, 304 East 44th St., New York 10017. Telephone (212) 679-3550.

Sept. 27-29—Meeting of the Hawaiian Association of Broadcasters. Surf hotel, Kaval.

■Sept. 29-Oct. 2—Pacific Northwest CATV Association fall meeting. Sheraton-Portland motor inn, Portland, Ore.

OCTOBER

October 14-18—11th annual International Film & TV Festival of New York, encompassing all phases of film production. For details and applications: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

October 18-19—Annual meeting of New York State AP Broadcasters Association. Buffalo.

■Indicates first or revised listing.

TVB REGIONAL SALES CLINICS

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

June 17—Los Angeles, Sheraton Wilshire Motor Inn.

June 18—San Francisco, Sheraton Palace.

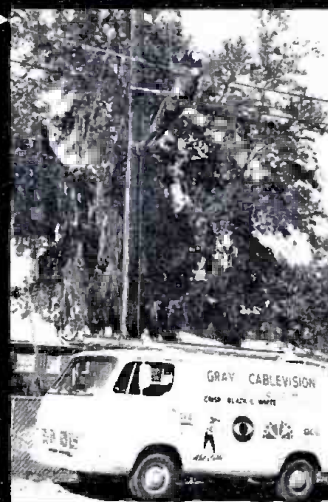
June 19—Portland, Ore., Sheraton Motor Inn.

June 20—Denver, Sheraton Maillbu.

One of the nation's newest and most dynamic conglomerates has been formed in Dixie! Gray Communications combines the vast facilities of three television stations that cover the big rich Southern markets of Albany, Georgia... Panama City, Florida... and Monroe, Louisiana... with the ever-expanding Gray Communications Cablevision Company, and one of the South's best known newspapers, The Albany Herald.

Gray Cablevision expands its service area daily ▶

WALB-TV, Albany, Georgia, plays a key role in community affairs. ▼

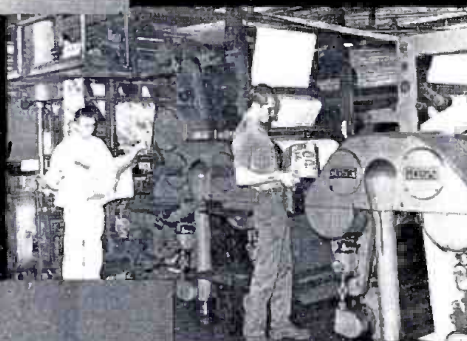


this is GRAY COMMUNICATIONS

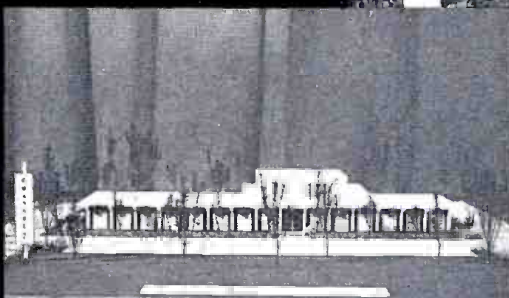
Although Gray Communications is but a few months old, the scope of its conception and the reach of its facilities already combine to create a communications system that serves areas totaling thousands of square miles.

If you have something to sell down South in the dynamic Gray markets...sell it better. Contact your representative, and Gray Communications with confidence!

Gray Communications Systems, Inc., James H. Gray, President; Raymond E. Carow, Vice President, Albany, Georgia.

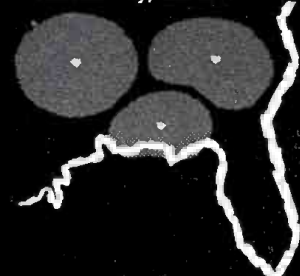


▲ The Albany Herald is the newspaper South Georgia depends upon.



KTVE, El Dorado, Arkansas—Monroe, Louisiana... newest member of the Gray Communications family. ▼

▲ Modern new \$½ million studio now building at WJHG-TV, Panama City, Florida.



GRAY COMMUNICATIONS SYSTEMS INC.

WALB-TV (10)
Albany, Georgia
Represented by Adam Young-VTM

WJHG-TV (7)
Panama City, Florida
Represented by Adam Young-VTM

KTVE-TV (10)
El Dorado, Ark.—Monroe, La.
Represented by George Hollingberry

WALB-TV and WJHG-TV
Represented in the South
by James S. Ayers, Company, Inc.
Atlanta, Georgia-Charlotte, N.C.

The Albany Herald
Albany, Georgia
Represented by
Ward-Griffith Company

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Albany, Georgia

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THE BUSINESS PIONEER OF TELEVISION AND RADIO

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 TELECASTING® was introduced in 1946.

*Reg. U. S. Patent Office
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NOVEMBER

■Nov. 10-13—California CATV Association
 fall meeting. Del Coronado hotel, Coronado
 Island.

Nov. 17-20—Annual convention of Broad-
 casters Promotion Association. Deauville
 hotel, Miami Beach, Fla.

Nov. 19-22—Forty-fourth annual National
 Association of Educational Broadcasters con-
 vention. Sheraton Park, Washington.

Nov. 22 — Luncheon of Pacific Pioneer
 Broadcasters. Sportsmen's Lodge, North Hol-
 lywood, Calif.

■Indicates first or revised listing.

NAB FALL CONFERENCES

Oct. 17-18—New York Hilton, New
 York.

Oct. 21-22 — Ambassador hotel, Los
 Angeles.

Oct. 24-25—Denver Hilton, Denver.

Nov. 11-12—Sheraton Gibson, Cincin-
 nati.

Nov. 14-15—Dallas Hilton, Dallas.

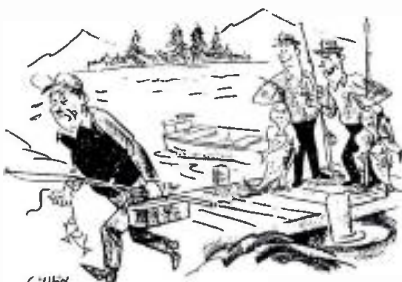
Nov. 18-19—Atlanta Marriott, Atlanta.

OPEN MIKE®

A reel true story

EDITOR: I couldn't help but notice this
 cartoon in BROADCASTING May 13.

In the case of WIBW, it isn't true.
 John King [WIBW outdoorsman] came
 in second in the 1968 U.S. Open Fish-
 ing Contest. He took me fishing once
 and I caught more fish than I ever
 caught in my life.—Thad Sandstrom,
*vice president-general manager, WIBW-
 AM-FM-TV Topeka, Kan.*



Drawn for BROADCASTING by Sid Hix
 "That's WOF-TV's fishing show expert...
 The one who tells us how to catch the big
 ones!"

Hiding the open mike

EDITOR: In your Open Mike column of
 May 6, 1968, there appears a letter from
 Ralph Engberg of San Diego concerning
 "picket fence of obnoxious-looking
 microphones." Mr. Engberg is not the
 only one who has observed this condi-
 tion. The city of Burbank [Calif.] has
 developed a solution which is both
 simple and effective. The communica-
 tions engineer has been a chief engi-

neer in the broadcast field, so after a
 couple of mike-tangled cord incidents
 the following solution was reached.

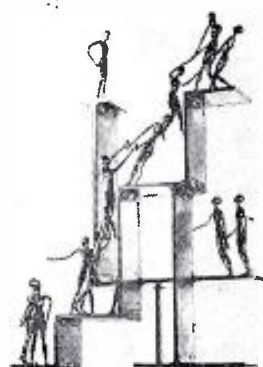
A portable broadcast mixer, line
 amplifier was obtained by the city. This
 device is used to feed any sound system
 in use plus tape recorders or broadcast
 line feeds. These are fed through isola-
 tion networks. In addition, pads are
 provided so that low impedance, low
 level inputs on portable recording equip-
 ment may be fed. The city supplies
 broadcast quality microphones.

Our only problem has been that some
 TV stations want their mikes in the
 picture to show their call letters or
 emblems. It is this last problem that
 becomes "sticky." Personally, I don't
 understand why it is necessary to have
 this identification; the program should
 speak for itself.—Robert E. Brooking,
*communications engineer, City of Bur-
 bank, Calif.*

Requests roll in

EDITOR: Thanks for the story on page
 42 (BROADCASTING, May 13) . . . on
 our latest book, "The Role of the Rep-
 resentative."

BROADCASTING is doing its usual yeo-
 man-type job of pulling requests. Only
 one day away from your publication's
 appearance we . . . received over 40
 requests for copies, including one from
 Boyd Seghers of WGN Chicago who
 wants 700 for use via Broadcasters
 Promotion Association headquarters.—
 Robert L. Hutton Jr., *vice president,*
 Edward Petry & Co., New York.



(Illustration courtesy of Betty Orr. Copyright 1968 Addison-Wesley)

TO THOSE WHO
 THINK
 FEEL
 AND CARE
 ENOUGH

Support Your Mental Health Association

What the Ray Anthony Show is made of.

Great music, fast action, girls, guests, and more girls, tempo variety — one of the most colorful and fast-moving shows you'll ever see.

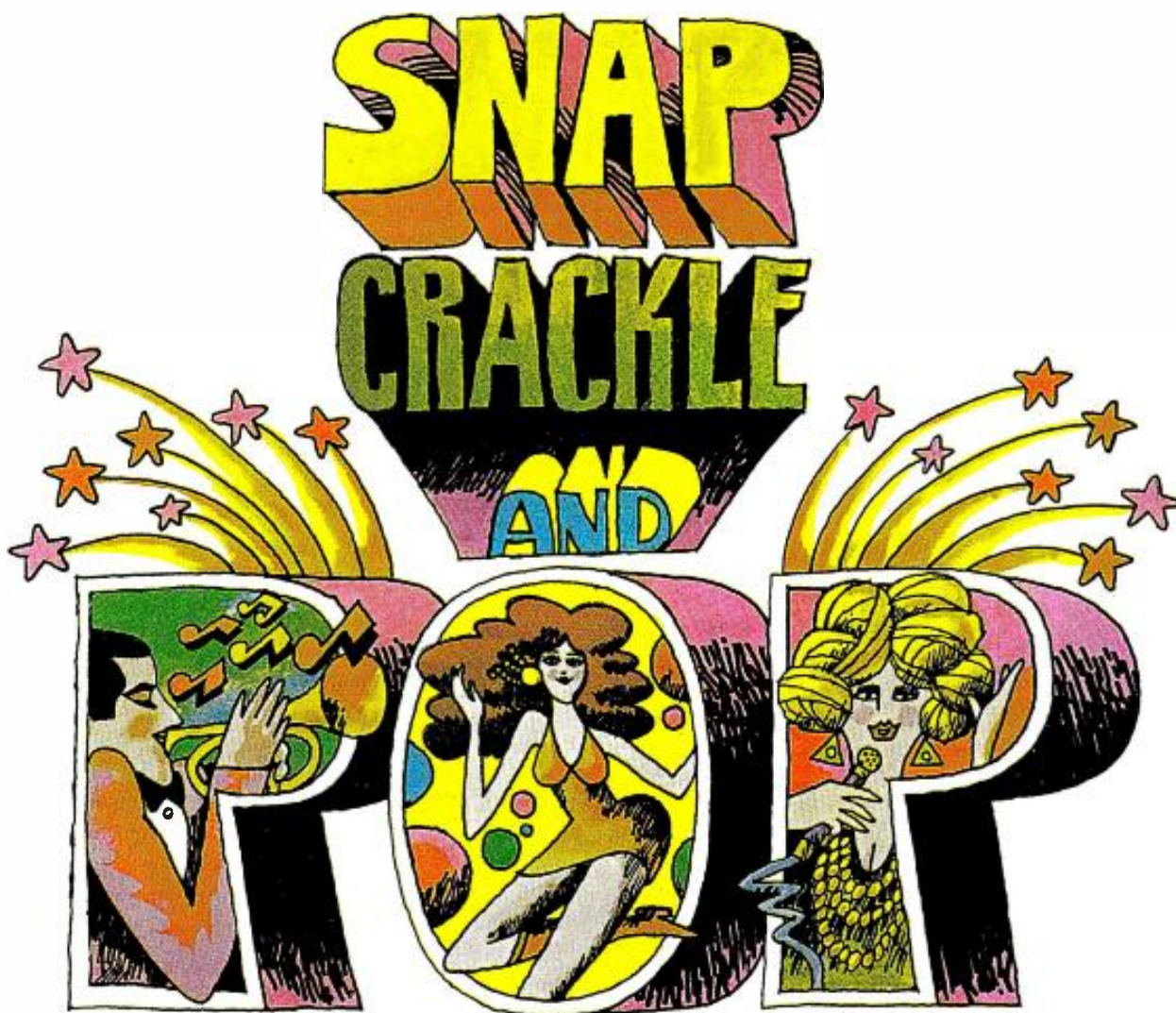
A weekly series of one hour color spectacles. Each featuring from four to six well-known stars with Ray.

Names like Brenda Lee, Jacky Mason, Wayne Newton, and Anita Bryant.

Produced and directed by Milton Lehr, in association with 21st Century Productions, the Ray Anthony Show was filmed in swinging color at the Hilton Plaza in Miami.

If you're after snap, crackle, and pop call or write Jim Hodge, Sales Manager, 21st Century Productions, 474 James Robertson Parkway, Nashville, Tennessee. Area code 615, 244-5000.

21ST CENTURY PRODUCTIONS



ALREADY SOLD: Boston—New York—Los Angeles—Detroit

BROADCASTING, May 27, 1968

Post-midnight radio proves a great untapped gold mine

Two years ago the Holiday Inn system decided to develop and sponsor a midnight-to-dawn taped radio show called *Nighttime*. Today it is on the air more station-hours, over 2,000 hours weekly, than any other nonnetwork program we know of.

Nighttime began first on WMC-AM-FM Memphis. With the recent addition of KDEN-AM-FM Denver the show now is aired on 60 stations in the U. S. and Canada. Our record company also has produced a *Nighttime* album featuring the show's hostess, Dolly Holiday.

Basically the program is soft, romantic music plus a limited number of brief commercials and comments by our hostess.

Dolly Holiday is the professional name for Dotty Abbott of Memphis, who has been in broadcasting for 15 years and was station manager of WHER Memphis, the all-girl radio station. As one of the owners of WHER I had seen her abilities as an announcer and an administrator. She was a natural choice when we were planning the *Nighttime* program.

Almost from our beginning in 1952 the Holiday Inn system has used national advertising. But this was primarily in national consumer magazines to sell Holiday Inn food and lodging and in trade publications to promote our franchise program.

Why the Change? • In 1964 the system became the first in the innkeeping industry to utilize network television (*Today* and *Tonight* on NBC-TV) and network radio (*Monitor* on NBC and Arthur Godfrey on CBS). Why then did we move to local nighttime radio?

We ventured into post-midnight radio because we think this time slot has great advertising potential. We certainly haven't dropped our print and network advertising. We use *Nighttime* as a supplement, a method of reaching another group of customers.

Our present system-wide budget for media allots approximately 50% for broadcast and 50% for print advertising. Of the broadcast portion about 15% is set aside for the *Nighttime* show, 25% for network television and 10% for network radio.

Part of what is known about late night radio has been developed in the success of American Airlines' *Music 'til Dawn* program, now in its 16th year and sponsored on 10 stations. Among other available data is an April 1967 study by WSB Atlanta for its all-night *Clockwatcher* show. The research

found that more than 27% of all adults age 18 and up had heard the radio after midnight during the previous seven days.

We have been amazed at the large numbers of potential late-night listeners. Here is an entirely new type of audience for our Holiday Inn message and at a realistic cost per exposure.

The *Nighttime* advertising cost is shared equally by the Holiday Inn system and by the local participating inns. There are now 136 inns participating.

Our program has a dozen commercials per hour. Eight of them are only six seconds in length each, telling about the system-wide Holiday Inn services such as free parking, computerized reservations, free TV or swimming pools. The other four spots per hour are each 30 seconds for the local inn.

All of the programs are taped in Memphis. Here we have already designed and will soon begin construction on one of the finest recording studios in the South. It will be part of a sophisticated electronic complex at our Holiday City headquarters. The equipment will be used for the extensive visual aids program utilized by the Holiday Inn system as well as for *Nighttime* and other radio-TV projects.

Each of the five-hour *Nighttime* programs features about 100 selections from Mantovani, Perry Como, Percy Faith, Doris Day, Peggy Lee, Robert Goulet and similar artists. Success of the show is seen not only in the tremendous amount of mail which Dolly Holiday receives but also by examples like WRKO Boston. The show was first aired there in October 1966 and by February 1967 it had captured the number-two position in that time slot.

We also hear from our innkeepers. They say their business definitely in-

creased after they began participating in the *Nighttime* program.

The local radio stations have been enthusiastic in promoting this time period. They also have given us good publicity. Many plug the show on their marquees and our own inns display messages on their signs.

There have been campaigns of billboard advertising, bus cards, postage meter stamps, newspaper ads, local periodical advertising, radio promotional spots, promotion at the sign-off of TV stations urging a tune-in to *Nighttime*. Our participating inns also use lobby easels, dining-room table tents, and promotional stickers on the TV sets in the guest rooms.

More Visits • Dolly Holiday has made appearances in 20 of the markets to visit with the local participating inns. While there she has been the subject of many newspaper, radio and TV interviews. She plans to visit four additional cities in the early summer.

Dolly doesn't announce *Nighttime*. She talks with her listeners and makes them feel that someone is staying up with them. Each month she receives about a thousand fan letters. You'd be amazed at the human tone of each. To her millions of listeners she is a personal friend, involved in their jobs, their problems, their happiness.

Dolly Holiday's friends are driving trucks, sorting the mail or operating air-line terminals. Others are in the hospital or prison. Some are even under the ocean (tapes go to ships on request) on lengthy submarine treks.

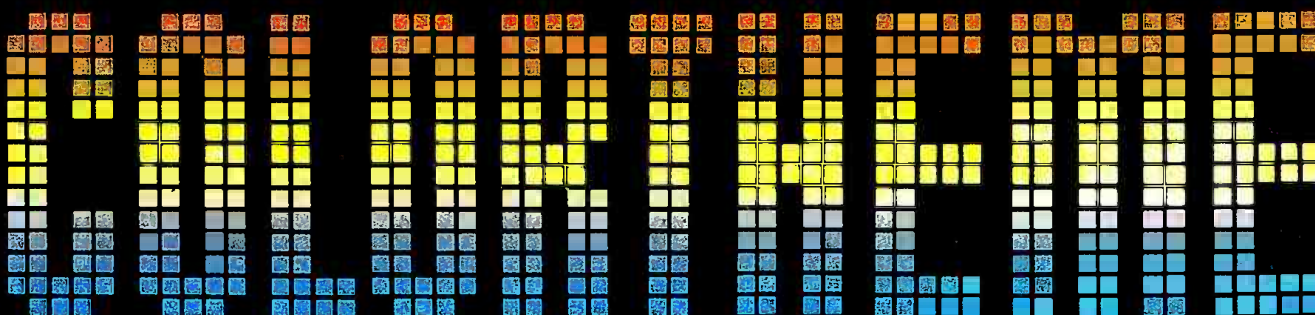
We think this personal involvement gives our commercials terrific impact. These devoted listeners feel a close friendship with both Dolly and the Holiday Inns. What more could a sponsor ask!



Kemmons Wilson is founder and chairman of the board of Holiday Inns of America Inc., parent company for what is claimed to be the world's largest motor-hotel system. There are over 950 Holiday Inns in the U.S., Canada, the Caribbean and Europe, and 200 are in planning or building stages. Mr. Wilson began his career with a popcorn machine in a Memphis theater and now heads 50 corporations. Holiday Inns' *'Nighttime'* programs is placed through Cosmopolitan Agency, Memphis.

FOR TELEVISION
TM productions, inc.
presents . . .

the
Network Look
in Local
television



COLORTHEME The ID and intro series for television. Animated customized ID's and program titles in brilliant color to give your station the look of the Networks.

COLORTHEME Animated in Hollywood by Sam Nicholson, creator of titles for Mission Impossible, Lost in Space, Time Tunnel, Tarzan and logos and promos for NBC and ABC Networks. Thematic music by Tom Merriman, Academy Award and Cannes Film Festival Award winner.

COLORTHEME A total visual and musical image for today's television. The package contains 3, 5 and 10 second animated station ID's plus news, sports, weather, documentary, special events, movie, variety shows, children's shows and color intro titles, all produced in full color including station call letters utilizing your station's own logo.

SEE WHAT COLORTHEME IS ALL ABOUT

Write for a demo reel.

TM productions, inc.

701 NOEL PAGE BLDG. • DALLAS, TEXAS 75206 • 214-368-1318

*COLORTHEME a service mark of TM Productions, Inc.

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \begin{matrix} \text{MOBILE} \\ \text{ALABAMA} \end{matrix}}$$

*PICK A SURVEY---ANY SURVEY



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Another spate of TV specials

Emphasis at networks turns toward nonfiction shows;
more syndicated product to come from station groups;
there's upbeat of advertiser interest in the form

A record volume of television specials is being prepared for the 1968-69 season, swelled by the stepped-up activity of station groups.

The networks, groups and syndicators have an estimated 435 specials in the works for presentation beginning in the fall. That total exceeds by 10 the number projected a year ago for the current season, and it was achieved despite a cutback of about 50 in the network total.

Most of the gain comes from marked expansion of the production plans of group-station owners, especially Westinghouse and Triangle. All of the anticipated network cutback is attributable to ABC-TV (for lists of planned specials, by network and by company, see page 25).

Both CBS-TV and NBC-TV expect to equal in 1968-69 the number of specials in their current seasons: about 100 each. ABC-TV plans to present "between 35 and 40," somewhat more than one-third the number being planned a year ago for 1967-68 (BROADCASTING, May 8, 1967). That totals about 235 probable network specials in 1968-69—some 50 fewer than the current season but still 25 more than in 1966-67.

Syndication Increase ■ Production of specials for syndication, however, will continue its increase from last season. Where 140 entertainment specials were projected with varying degrees of firmness then, closer to 200 specials, including more than a score of a news and public-affairs nature, are planned now.

The nonfiction trend has gone even further at the networks: A majority (123) of their specials will be news or public-affairs shows. NBC plans a 60-40 split in favor of entertainment. But CBS News projects "between 60 and 75" specials. ABC News plans 23.

At ABC, where the emphasis is on "truly special specials," according to William Firman, director of sales for news and special events, the aim is to equal the success of shows like *Africa*,

the Cousteau series and Jules Power's *How Life Begins*. The ABC specials cutback "is not related" to the company's financial problems, Mr. Firman says.

High on Newcomer ■ At CBS, there is a dual emphasis on news and culture. Bill Leonard, CBS News vice president and director of programing, could talk of nothing recently but the September premiere of *60 Minutes*, the division's magazine-format hour going on alternate Tuesdays.

"We think we do pretty well with page one and the nonfiction book, but that we slip on the magazine article, the story that is too soft and too long or short for either the daily news or

the relatively timeless documentary. This is a wide area . . .

"We found that 50% of our ideas for hour-long specials really only required, say, 20-30 minutes. A documentary can quite easily give you a little more than you really want to know about almost anything.

"We'd be disappointed if this format didn't attract more viewers than the average news hour. Now we don't know what it takes, altogether, but we know that part of it is names. and we'll have that, and what people are talking about at the time, and we'll have that, and for the rest—I'm very hopeful," Mr. Leonard said.

CBS has also done well with cultural

Xerox buys CBS's 'Black America' series

Xerox Corp., Rochester, N.Y., will spend around \$1 million to sponsor CBS News's summer series, *Of Black America*, on CBS-TV. Xerox will be working through its newly appointed agency, Needham, Harper & Steers.

The seven-program series, to be broadcast Tuesdays at 10 p.m. starting July 2, will present various aspects of the history of the American Negro. All but the second in the series will be one-hour programs.

Executive producer Perry Wolff outlined topics for the shows at a news conference May 23 in New York. The introductory program will treat the history of attitudes and discrimination, followed by a half-hour show July 9 covering the history of the black soldier. The third will include a filmed discussion between people in Africa and America on the meaning of the American black revolution to Africa. Successive programs will cover the history of Negroes in sports and music, the

institution of slavery, and the journey of three 17-year-olds from Washington to Ghana to research their heritage. The final program will present the results of a survey by the Opinion Research Corp. on attitudes of blacks and whites toward each other.

CBS News President Richard Salant estimated that the network's production and time costs would exceed the revenue brought in by Xerox's sponsorship. Mr. Salant could not predict how many affiliates would be carrying the series, but said that he had asked for a promotional and advertising campaign to exceed anything CBS has done in the past.

David J. Curtin, vice president of corporate communications at Xerox, said the company would be "as discreet as possible" in the content and number of commercials during the programs. He said the placement of the commercials and other advertising plans have not been settled.

WBC gets good reaction to 'One Nation'

Westinghouse Broadcasting Co.'s three-and-a-half-hour TV special on America's racial crisis, *One Nation Indivisible*, produced favorable press reaction, widespread public response and satisfactory ratings, where available, last week.

Thirty-three stations, including five owned by WBC, presented the program in prime time last Monday night (May 20), and, in addition, 27 outlets were scheduled to present the special on other dates in prime time. A company spokesman said acceptances are "still coming in," and he said the total number of stations that will finally carry the program "may well go to 70."

WBC, which offered the special to stations without program charge, carried only low-key commercials on its own stations and recommended that other outlets follow this approach. Sponsors on the WBC stations were: WBZ-TV Boston (Boston Five Cents Savings Bank, Pepsi-Cola, New England Telephone Co., Mitre Corp. and Boston Gas Co.); KYW-TV Philadelphia (Industrial Valley Bank, Smith, Kline & French, Philadelphia Gas Co. and McCluskey Construction Co.); WJZ-TV Baltimore (60 "subscribers" who received mentions); KDKA-TV Pittsburgh (Winchester Securities, full sponsorship); and KPX(TV) San Francisco (Pacific Telephone Co.).

WBC said that rating information by the end of the week was scanty,

but pointed out that WNEW-TV New York, an independent, received an 11 rating and a 17 share in local Nielsens for the 7:30-10:30 p.m. period. The program was third in the period, ahead of ABC but behind NBC (20 rating) and CBS (12 rating).

WLWT(TV) Cincinnati said that a special ARB coincidental study it had ordered gave the WBC special an average rating of 25 and an average share of 49 in the 7:30-11 p.m. period. A spokesman said all advertising positions in the telecast on WLWT were sold to the local telephone company, local gas and electric company, retail downtown merchants association and three banks.

WBC placed advertisements in newspapers in its station markets and Washington and New York the day after the telecast, urging readers to "do something" about the nation's racial crisis. Among the reactions to the advertisements, as cited by WBC: The National Association for Social Planning and Development asked for 1,000 copies of the ad; the Servomation Corp. in New York asked for 200 copies; the Archdiocese of Baltimore requested 3,000 ad reprints; and the League of Women Voters in Freeport, L.I., asked for 200 reprints.

The telecast won high commendation in newspapers throughout the country, according to a spokesman.

specials—the average audience for the four CBS Playhouse specials this season, fully sponsored by General Telephone & Electronics, was placed at more than 25 million people.

"The cultural specials are our babies," Mike Campus, CBS director of special programs, said. "We just need more GT&E's."

CBS cultural specials next season will include four *Playhouse*, a concert by pianist Vladimir Horowitz, a Royal Shakespeare Co. production of *A Midsummer Night's Dream*, *From Chekhov with Love*, readings of Robert Frost by Will Geer, and *Spoon River*. The Shakespeare, *From Chekhov with Love* and *Spoon River* were all "bound over from last year," according to Mr. Campus, because of production or rights delays.

Nothing Downbeat ■ Production of specials at NBC, according to John Otter, vice president for TV network sales, is "business as usual"—which, for

this specials pioneer, means significant. But Alvin Cooperman, vice president for special programs, is proudest of the five *On-Stage* specials for Prudential Life Insurance Co., contemporary dramas "of hope," according to Mr. Cooperman. "None of this downbeat stuff."

NBC plans for news specials include the January 1969 premiere of its own monthly magazine-format show, *First Tuesday*; a series of four AT&T-sponsored *Urban Crisis* specials; and four *Project 20s*.

A key principle in NBC specials development was stated thus by Mr. Otter: "We have no specials unsold, against no inventory. We never have any trouble with the market for specials because we labor with advertisers and agencies over specials; that's one reason we have so many multispecial sponsors."

Syndication Leaders ■ If Westinghouse and Triangle are leading the station groups in specials syndication this

year with a combined product (75 shows) that would have been respectable for a network a few years ago, one reason has to be cost—the ability to write off a healthy percentage of the investment against presentation on their owned stations, thereby bringing the cost to stations down to an acceptable level.

WBC Productions, which has 52 on the drawing board, will be producing all but 10 or 12 British and possibly Canadian imports itself, primarily for its own stations. "The revenue we realize from syndication is not significant," according to Chet Collier, WBC Productions president, "especially when you compare it with that from the [Mike] Douglas and [Merv] Griffin strips."

In addition to its annual 12 auto racing specials and five sports specials, Triangle Program Sales will produce six holiday musical specials with the Doodletown Pipers and 13 half-hours of rodeo championships, to be shown on Triangle stations this summer and placed into syndication in October.

Triangle is also one of the station groups involved in the continuation of a series of musical specials syndicated by Storer Programs Inc. This is *A Very Special Occasion* which has been offered in the 1968-69 season. Buddy Greco, Susan Barrett and the Family Album will participate in the first of the seven one-hour musicals the company hopes to produce this year. A total of 12 programs are scheduled for the series.

Henry Davis, Storer Programs general manager, cited "tremendous interest" on the part of regional sponsors as the prime factor for this production increase. Eight group owners have joined in the production effort, with Storer handling syndication (BROADCASTING, April 29).

Off-Network Groups ■ Independent Television Corp. will be offering as specials two groups of summertime network replacement variety series totaling 21 one-hour programs. They consist of 12 *Showtime* programs, which are now in production in London, and will replace the *Red Skelton Show* on CBS-TV this summer and nine *Spotlight* presentations, which substituted for *Skelton* in the summer of 1967.

Abe Mandell, ITC president, said these two groups of syndicated specials will be placed on the market in June for a start on local stations in the fall. He pointed out that ITC was encouraged to move more heavily into the syndicated specials area because its 90-minute tape of *The Heart of Show Business*, starring Richard Burton, Shirley Bassey and Sammy Davis Jr., among others, has been sold in more than 50 markets, including nine of the top 10.

The stars on *Spotlight* are Noel Har-

risson and Abbe Lane; Phil Silvers and Barbara McNair; Shelley Berman and Shani Wallis; Vikki Carr and Bill Dana; Tom Jones and Fran Jeffries; Trini Lopez and Georgia Brown; Paul Anka and Lana Cantrell; Robert Goulet and Lainie Kazan, and Eddie Fisher and Connie Stevens.

Set for *Showtime* are Steve Allen and Jayne Meadows; Shelly Berman and Shirley Bassey; Dave Allen and Frank Fontaine; Phyllis Diller and Frankie Vaughan; George Gobel and Georgia Brown; Eddy Arnold and Roy Castle.

CBC Specials ■ At Krantz Films Inc., New York, which is offering 24 one-hour and 90-minute color specials from the Canadian Broadcasting Corp.—including dramas, musicals, and eight one-hour programs featuring Wayne and Shuster—an executive said network cutbacks in specials this election year haven't affected the market appreciably. "The networks carry fewer specials because they have more political programming; the stations usually clear the election material," he said. Costs, he indicated, are the big factor. "Too many specials are priced too high. If you try to sell an expensive package, it better include a number of top stars."

Official Films' new special for the 1968-69 season is *Let Us Entertain You*, starring Robert Morse and young actors from a children's professional acting school. The one-hour show is a forerunner for a series, a spokesman said, but no definite plans have been made for other programs.

The special has been sold to Metro-media and is being considered by a national advertiser for showing in 50 top markets. Official embarked on this type of special with young entertainers because it felt that the show would appeal to the large 18-34 age group.

More in Sight ■ Screen Gems is in the process of completing a one-year cycle of six one-hour entertainment specials called *Screen Gems Presents*, according to Dan Goodman, vice president in charge of syndication, and indications are "strong that we will go ahead with additional production." Since offered to stations in January, he said, the programming has been sold in 30 markets, including the CBS-owned stations in New York, Chicago, St. Louis and Philadelphia.

The programming thrust is to pair well-known personalities such as Julie London and the Mickey Finns; Jane Morgan and the Doodletown Pipers; Polly Bergen and the Fifth Dimension; Ella Fitzgerald and Duke Ellington; Noel Harrison and Shirley Bassey and Gordon MacRae.

Screen Gems is expected to gross about \$100,000 on each special in the U.S. (exclusive of foreign sales) for two runs, Mr. Goodman stated. He believes there is an opportunity this

year for more syndicated specials with quality values, pointing out that they give the station a change of pace from its network shows; give the station 100% of prime-time dollars and can build "excitement" for local viewers as well as local and regional advertisers.

At Trans-Lux Television, which has 16 specials in production or development for the 1968-69 season, Richard Carlton, executive vice president, stressed that the specials market for syndication can be "attractive," providing they offer "something unique."

The syndicated specials

Syndicated specials during 1968-69, totaling almost 200, are planned by the following companies:

■ Four Star (17)—Five new holiday specials, for Thanksgiving, Christmas, St. Patrick's Day, St. Valentine's Day and Easter. Thanksgiving will co-star Lionel Hampton and Burl Ives; Christmas, Howard Keel and Ann Miller. Both will feature the Back Porch Majority; 12 *Portrait . . .* specials.

■ Independent Television Corp. (23)—Twelve *Showtime* and nine *Spotlight* one-hour programs; two-hour drama, *The Father*; one-hour drama, *Tormentors*.

■ Krantz Films Inc. (24)—Sixteen one-hour and 90-minute color specials, both dramas and musicals, produced by the Canadian Broadcasting Corp.; eight one-hour programs featuring Wayne and Shuster.

■ Metromedia Television (1)—It plans to become increasingly active in the syndication of specials. The first project is a one-hour musical program, *James Brown: Man to Man*, produced by the group's WNEW-TV New York. The special will be carried on all Metromedia outlets and will be syndicated to other stations by Metromedia Television. Other specials are planned.

■ North American Television Associates (7)—One-hour holiday specials with the King Family (follow-up to the current group of five *King Family Specials* now in syndication).

■ Official Films (1)—One-hour *Let Us Entertain You*, starring Robert Morse.

■ Producers Group Ltd. (1)—Total film coverage of May 26 Grand Prix de Monte Carlo auto race in Monaco.

■ Walter Schwimmer Division of Bing Crosby Productions (5)—One-hour *Victor Jory Presents Izaak Walton's Adventures in America*; one-hour *The Price of a Record* (Donald Campbell speedboat racing); two one-hour Ken Murray personal library films (black-and-white), *Hollywood without Makeup* and *Hollywood—My Town*, and a half-hour *The Golden Age of Golf*, narrated by Bing Crosby.

■ Screen Gems (6)—*Screen Gems*

Presents, one-hour musical-entertainment programs.

■ Storer Programs Inc. (7)—Group of one-hour musical programs, *A Very Special Occasion*, produced in cooperation with eight broadcast group owners.

■ Trans-Lux Television (16)—Four one-hour Serendipity holiday programs; seven one-hour professional skiing segments; one half-hour musical program, *Breakout*; three one-hour programs based on astrology; one-hour history of U. S. political conventions produced as light entertainment.

■ Triangle Program Sales (36)—12 auto racing half-hour programs; five half-hour sports specials; six holiday musicals with the Doodletown Pipers and 13 half-hour *Rodeo Championships*.

■ WBC Productions (52)—Packages of four each Merv Griffin and Mike Douglas holiday shows and four David Frost specials; two or three original children's shows; six-to-eight public affairs specials with Westinghouse correspondents; eight concerts by symphony orchestras in the areas of the Westinghouse stations; and 10-12 specials purchased in Britain from the British Broadcasting Corp., Granada or ITV. Others, as yet undisclosed, are planned to bring the total for the season to 52.

The network specials

According to the networks' best estimates, they will present about 235 news and entertainment specials next season, approximately 50 fewer than the total they had planned at this time last year.

■ ABC-TV is responsible for the entire cutback, primarily in the entertainment area. A total of "between 35 and 40" specials of all kinds is planned. Most of them are already sponsored: North American Rockwell will undertake six *Man and the Universe* specials on primarily public affairs themes—aerospace, the cosmopolis, the scientist, etc. 3M Corp. will sponsor a total of eight and one half hours of specials, including a repeat of *How Life Begins*; a new show from the same producer, Jules Power, and treatments of the seeing eye dog, heart attacks, and other topics.

B. F. Goodrich renewal for the Jacques-Yves Cousteau series is "expected soon," according to Bill Firman, director of specials sales. Xerox will sponsor *Deathrow U.S.A.* and Chemstrand will have a documentary on Sophia Loren.

ABC specials currently available include a production of Truman Capote's story *The Thanksgiving Visitor* by "the Christmas Memory team," Frank and Eleanor Perry and Geraldine Paige;

four Ilson and Chambers specials, two with Carol Channing and two *Guides to . . .* the single girl and the swinging bachelor; and *Around the World of Mike Todd*, produced by Mike Todd Jr. with Elizabeth Taylor.

■ CBS-TV plans about 40 entertainment and "between 60 and 65" news specials for next season.

CBS's cultural commitment will be evidenced by four *Playhouse* dramatic specials, a performance by pianist Vladimir Horowitz, a production of Shakespeare's *A Midsummer Night's Dream* with Diana Rigg, of *From Chekhov with Love* with John Gielgud, *An Evening's Frost* with Will Geer, and *Spoon River* with Jason Robards Jr.

Its specials for children will include a continuation of the *Film Festival*, four more *Young People's Concerts* by the New York Philharmonic conducted by Leonard Bernstein, repeats on the five Charley Brown specials plus a new one, and repeats of *Cinderella* and Dr. Seuss's *How the Grinch Stole Christmas*.

Personality-variety specials include those with Dick Van Dyke, Jim Nabors, Andy Griffith, Barbra Streisand, and two with Danny Thomas. Pageants will include the Miss U.S.A., Miss Universe, and Miss Teenage America beauty contests, the Emmy Awards (on a three-network rotating basis), and the Thanksgiving Tournament of Roses and Cotton Bowl parades.

Educational specials will include four National Geographics and *The Enchanted Isles*, an Emmy-nominee import on the Galapagos Islands narrated by the Duke of Edinburgh.

CBS News's specials will be spearheaded next season by its new *60 Minutes*, a magazine-format show going alternate weeks in the regular Tuesday news hour. Prior to Nov. 6, *60 Minutes* will be accompanied by four half-hour news specials per month; afterwards by one full-hour and one half-hour special per month (one half-hour being returned to stations). In addition, CBS News will have several pre-emptive specials for an over-all total of more than 60 for the season.

■ NBC-TV plans "about 100" specials of all kinds next year, including more than 65 entertainment specials.

NBC's cultural contribution will be topped by the five *Prudential On-Stage* and five *Hallmark Hall of Fame* specials. Personality-variety shows will include between six and eight Bob Hope, three Andy Williams, two Tennessee Ernie Ford and Jack Benny, and three Monkees specials, as well as one each with Jack Paar, Bill Cosby, Mitzi Gaynor, Elvis Presley, Jack Jones, Debbie Reynolds, and Julie Andrews.

Event specials include the Academy Awards of Professional Sports, the

Miss America, Junior Miss, National College Queen beauty contests, the Grammy Awards, the Tournament of Roses, the Orange Bowl, Thanksgiving Day Parade, Ringling Bros. Barnum & Bailey Circus, Christmas at Radio City Music Hall, the Ice Capades, and the Little Britches Rodeo.

Specials for children include *Barbar the Elephant*, *Alice through the Looking Glass*, *Heidi*, *The Mouse and the Mayflower*, *The Little Drummer*, *Meet Mr. Washington*, *Lions Are Free*, *Uncle Sam Magoo*, and *Pogo*.

Other NBC special include *The Supremes and the Temptations*, *Oscar and the Animators*, *Cypress Gardens Special* (hosted by Johnny Carson), *The Cowsills*, *Fabulous Funnies I and II*, *Battle of Britain* (in conjunction with the movie of the same title), *Fabulous Fashions* with Mel Brooks and Carl Reiner, *Children's Letters to God*, *Love in America*, *Hi and Lois* (based on the comic strip), *The Builders*, *Rod McKuen's San Francisco*, *Children and Parents*, *100th Anniversary of New York's Metropolitan Museum of Art*.

NBC News specials, expected to number between 35 and 40, will include a series of four *Urban Crisis* specials, the first a two-hour show, the other three one hour each. *The Sicily of Roberto Rossellini*, and the premiere in January 1969 of *First Tuesday*, a monthly two-hour news magazine.

Westin, PBL future hanging in balance

Divisions between the editorial policy board and staff of the Public Broadcast Laboratory were to come to the point of decision over the weekend at meetings of the National Educational Television board of directors.



Mr. Westin

At stake were the continuation of the laboratory into a second year of operation—the editorial board has recommended cessation of the project—and of Av Westin's tenure as executive director. Mr. Westin told BROADCASTING Thursday (May 23): "I would be forced to resign if the NET board resolved to continue the editorial board in its present form, or otherwise curtailed my authority over operations."

The disagreements between the unit and the editorial board go back to PBL's premiere presentation of Doug-

las Turner Ward's controversial play on race relations, "Day of Absence," Nov. 5, 1967. In general, the largely academic membership of the board supported less controversial and topical programming and a de-emphasis of news and public-affairs programming in favor of cultural and scientific programming along more educational lines.

The disagreements were brought to a head recently by the announcement by Dean Edward W. Barrett of the Columbia School of Journalism of his resignation effective July 1 as chairman of the editorial board (BROADCASTING, April 29) to avoid a conflict of interest in connection with Columbia's administration of the DuPont Awards.

A "compromise" proposal was made by the PBL staff to the NET directors last week under which the unit would continue with Mr. Westin reporting directly to John White, president of NET, and the board would continue as an "editorial advisory board" with considerably diminished authority.

\$50-million project set by Avco, Embassy

A production program budgeted at more than \$50 million will spearhead expansion into all facets of leisure-time entertainment, it was announced last week by Avco Corp. and Embassy Pictures Corp.

Avco President James R. Kerr and Embassy head Joseph E. Levine announced that Embassy, with the financial backing of Avco, will make a major expansion in the production of feature films, specials and program series for television, music publishing, legitimate theater, and allied fields. No details on future developments were available late last week.

Avco and Embassy recently announced an agreement whereby Avco will acquire all outstanding capital stock of Embassy for \$40 million in Avco preferred and common stock (BROADCASTING, May 6). At the time, Mr. Kerr said Embassy would be operated as a wholly owned subsidiary, and that Mr. Levine would continue as chief executive of the motion-picture and TV production company.

Mr. Levine also declared last week that Embassy's net earnings will exceed \$6.5 million in 1968, and that the company in the first four months of this year had already earned \$3.5 million.

Acquisition of Embassy by Avco further widens the latter company's operations. Avco, which through Avco Broadcasting Corp. is a group-station owner, is also involved in insurance, financial services, defense and space production, and farm equipment manufacturing.

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CBS, NBC tie in Emmy collections

HOT SHOWS THIS YEAR: 'LAUGH IN,' 'GET SMART,' 'CBS PLAYHOUSE'

The National Academy of Television Arts and Sciences gave out more than 50 statuettes for achievements in entertainment and news and documentary programs during the 1967-68 season at *The 20th Annual Emmy Awards* show, telecast by NBC-TV on May 19. CBS-TV and NBC-TV were each involved in 20 of the awards. ABC-TV trailed the other two commercial networks, being associated with only six awards. The National Educational Television noncommercial network had a part in four awards.

Among individual programs and series, the *CBS Playhouse* dramatic specials, and NBC-TV's *Rowan and Martin's Laugh-In* and *Get Smart* programs were big winners. In all, the *CBS Playhouse* received four awards, three of them for the drama. "Do Not Go Gentle Into That Good Night," and one for "Dear Friends."

Besides being singled out as the outstanding variety series of the year, *Laugh-In*, a mid-season replacement that came on in January, garnered three other awards. Two of them were for the special program telecast last fall that served as a pilot for the current series.

The long-running *Get Smart* series was the recipient of three Emmys, one as the outstanding comedy series of the season.

CBS-TV's *Mission: Impossible* was selected as the best dramatic series. The two-season-old action-adventure series thus has a perfect batting average in Emmy competition, having been similarly honored last year.

One More Time ■ The performer awards played like a rerun of former Emmy presentations. Bill Cosby, co-star of the now dissolved *I Spy* show on NBC-TV, was named the outstanding actor playing a leading role in a dramatic series for the third consecutive year. Lucille Ball of CBS-TV's *The Lucy Show*, who had received three previous Emmys during her long television career, and Don Adams of *Get Smart* were named the outstanding performers in a comedy series. Both were repeat winners from last year. Barbara Bain of *Mission: Impossible* also was chosen for the second consecutive year as best actress in a dramatic series.

In the supporting performer categories, Milburn Stone, who has played the role of Doc on CBS-TV's *Gunslinger* for the last 14 years, finally was rewarded with his first Emmy. First-time supporting player awards also went to Barbara Anderson of NBC-TV's *Iron-*

side and Werner Klemperer of CBS-TV's *Hogan's Heroes*. Veteran character actress Marion Lorne, who died earlier this month at the age of 80, was honored posthumously for her supporting actress achievement in ABC-TV's *Bewitched*.

Special awards for individual achievement were given to Art Carney of *The Jackie Gleason Show* and Pat Paulsen

A special for McGannon

Donald H. McGannon last week won the 1967-68 trustees award of the National Academy of Tele-



Mr. McGannon

vision Arts and Sciences. The president and chairman of the board of Westinghouse Broadcasting Co. was presented with the special Emmy during the 20th annual television academy award telecast (see story this page).

In presenting the award, Royal E. Blakeman, president of the academy, described Mr. McGannon as a "statesman" in broadcasting and cited him "for innovating and encouraging the development by a station group of public-service and entertainment programs of unparalleled scope and quality, and particularly for his early recognition of broadcasting's need to train and employ individuals from minority groups."

of *The Smothers Brothers Comedy Hour*, both CBS-TV programs. The traditional board of trustees award for outstanding contribution to the industry was presented to Donald H. McGannon, chairman of the board and president of Westinghouse Broadcasting Co.

New Procedures ■ A total of 18 awards were given in the special news and documentary category. For the first time this year the entries in these categories were made by the network news divisions and NET, and by a vote of a News and Documentary Nominations Review Committee. Of CBS-TV's 20

Emmys in all categories, including entertainment programs, eight were in news and documentaries. Of NBC-TV's 20 awards, five were in news and documentaries. NET won all four of its awards in these categories, while ABC-TV won one of its six awards here.

The presentations originated live from the Hollywood Palladium in Los Angeles and the Americana hotel in New York City. The show was to have been 90 minutes this year, shorter than it had been in recent previous years, but it ran some 20 minutes over. Frank Sinatra was the host on the West Coast and Dick Van Dyke presided on the East Coast.

In aggregate there were a total of 261 nominees in 43 categories. The craft and technical awards were compressed into a long list that was read at one time instead of being individually presented. Philip Morris Inc. and United Air Lines, both through Leo Burnett Co., Chicago, co-sponsored the special program. The Emmy awards is now handled on a rotating basis, with a different network telecasting each year.

Following is the complete list of awards:

Outstanding achievement within regularly scheduled news programs: CBS News correspondent John Laurence and CBS News cameraman Keith Kay—"1st Cavalry," "Con Thien" and other segments, *CBS Evening News With Walter Cronkite*, CBS-TV; "Crisis in the Cities", Av Westin, executive producer, *Public Broadcast Laboratory*, NET-TV.

Outstanding achievement in coverage of special events: News analysis, Jim Karayn, producer *State of the Union/68*, NET-TV; Frank McGee, commentator, *Satellite Coverage of Adenauer's Funeral*, NBC-TV.

Outstanding achievement in news documentaries: *Africa*, James Fleming, executive producer, ABC-TV; *Summer '67: What We Learned*, Fred Freed, producer, NBC-TV; Harry Reasoner, writer, "CBS Reports: What About Ronald Reagan?", *CBS News Hour*, CBS-TV; Vo Huynh, cameraman, *Same Mud, Same Blood*, NBC-TV.

Outstanding achievement in cultural documentaries: "CBS News Special: Eric Hoffer: The Passionate State of Mind", Jack Beck, producer, *CBS News Hour*, CBS-TV; "CBS News Special: Gauguin in Tahiti: The Search for Paradise", Martin Carr, producer, *CBS News Hour*, CBS-TV; *John Steinbeck's "America and Americans"*. Lee Men-

delson, producer, NBC-TV; *Dylan Thomas: The World I Breathe*, Perry Miller Adato, producer, *NET Festival*, NET-TV; Nathaniel Dorsky, art photographer, "CBS News Special: Gauguin in Tahiti: The Search for Paradise." *CBS News Hour*, CBS-TV; Harry Morgan, writer, "The Wyeth Phenomenon on 'Who, What, When, Where, Why with Harry Reasoner,'" *CBS News Hour*, CBS-TV; Thomas A. Priestley, director of photography, and Robert Loweree, film editor, *John Steinbeck's "America and Americans,"* NBC-TV.

Other outstanding news and documentary achievements: *The 21st Century*, Isaac Kleinerman, producer, CBS-TV; *Science and Religion: Who Will Play God?*, Ben Flynn, producer. "CBS News Special," CBS-TV; Georges Delerue, composer, *Our World*, global telecast, NET-TV.

Outstanding comedy series: *Get Smart*, Burt Nodella, producer, NBC-TV.

Outstanding dramatic series: *Mission: Impossible*, Joseph E. Gantman, pro-

ducer, CBS-TV.

Outstanding dramatic program: "Elizabeth the Queen," George Schaefer, producer, *Hallmark Hall of Fame*, NBC-TV.

Outstanding musical or variety series: *Rowan and Martin's Laugh-In*, George Schlatter, producer, NBC-TV.

Outstanding musical or variety program: *Rowan and Martin's Laugh-In Special*, George Schlatter, producer, NBC-TV.

Outstanding single performance by an actor in a leading role in a drama: Melvyn Douglas, "Do Not Go Gentle Into That Good Night," *CBS Playhouse*, CBS-TV.

Outstanding single performance by an actress in a leading role in a drama: Maureen Stapleton, *Among the Paths to Eden*, Xerox, ABC-TV.

Outstanding continued performance by an actor in leading role in a dramatic series: Bill Cosby, *I Spy*, NBC-TV.

Outstanding continued performance by an actress in a leading role in a dramatic series: Barbara Bain, *Mission:*

Impossible, CBS-TV.

Outstanding continued performance by an actor in a leading role in a comedy series: Don Adams, *Get Smart*, NBC-TV.

Outstanding continued performance by an actress in a leading role in a comedy series: Lucille Ball, *The Lucy Show*, CBS-TV.

Outstanding performance by an actor in a supporting role in a drama: Milburn Stone, *Gunsmoke*, CBS-TV.

Outstanding performance by an actress in a supporting role in a drama: Barbara Anderson, *Ironsides*, NBC-TV.

Outstanding performance by an actor in a supporting role in a comedy: Werner Klemperer, *Hogan's Heroes*, CBS-TV.

Outstanding performance by an actress in a supporting role in a comedy: Marion Lorne, *Bewitched*, ABC-TV.

Outstanding writing achievement in drama: Loring Mandel, "Do Not Go Gentle Into That Good Night," *CBS Playhouse*, CBS-TV.

Outstanding writing achievement in

Network newsmen up in arms over Emmy awards treatment

While an academy official called it disappointing and a TV executive called it the "disgrace of the Emmy awards," network newsmen let it be known last week, in no uncertain terms, that they were more than just miffed at the cavalier manner in which journalism was treated during the award ceremonies.

The National Academy of Television Arts and Sciences did present 18 news awards, but the presentations were made in such an off-hand manner—ushers brought the awards to winners as they sat at their tables; the cameras fleetingly played on the newsmen—that the broadcast journalism fraternity was up in arms.

On the day following the awards, network news chiefs complained in unmistakable terms to the academy, criticizing the treatment their efforts received during Sunday evening's (May 19) presentations.

Elmer Lower, president of ABC News, told the academy president, Royal Blakeman, that he was "deeply distressed last night with the lack of emphasis and obvious off-handed manner with which the academy treated those winners in the news categories." Mr. Lower chided the academy for the three-second treatment ABC's ambitious documentary, *Africa*, received, and for the treatment also given to the contributions of CBS, NBC and National Educational Television network. "We are

most disappointed," Mr. Lower said in a letter to Mr. Blakeman.

Richard Salant, CBS News president, in a letter to the academy, questioned the validity of the whole Emmy-award concept. Sources close to the CBS News department said Mr. Salant's private reaction to the academy's performance was a great deal more biting.

William McAndrew, president of NBC News, said he was "deeply disturbed and embarrassed with the manner in which the news awards were handled." Mr. McAndrew recalled that 1967 was full of momentous events, and that several television correspondents had lost their lives or suffered wounds in combat action.

Peter Cott, executive director of the academy, told BROADCASTING that presenting 18 awards for journalistic achievement within a 90-minute program was difficult; and that, in the first place, the academy had only reluctantly acceded to the suggestion that news awards be presented at the dinner tables rather than on stage. He said: "We were assured the news citations would be accorded due dignity and full importance, but that's not what happened."

He described the academy's reaction to its own event as "disappointed."

However, network newsmen, to a

man, rejected the academy's implicit suggestion that the fault lay with the program's executive producer. "Didn't they [academy executives] know what was going to happen on their own show?" asked a newsmen sarcastically. Mr. Lower said that he felt the decision to pay "brief attention" to the news programs "must have been made by national officers of the academy and not the executive producer."

Network news chiefs and John White of NET will get a chance to meet academy executives at a meeting scheduled for June 7. The meeting had been called a year ago to discuss the increased emphasis the academy promised earlier to place on news programs this year. Since the academy did not live up to its promise, the meeting may result in a drastic change in the awards structure as it pertains to journalism or even, as one network news chief suggested, "a complete disavowal of the academy's pretensions."

Whatever the outcome of the June 7 meeting, electronic journalists in New York, at least, are still smarting over the affair. One network news producer summed up the feeling when he remarked that "any event which pays more attention to a situation comedy that it does to network coverage of Vietnam, the racial crisis or the Arab-Israeli war has got to be questioned."

comedy: Allan Burns and Chris Hayward, "The Coming Out Party," *He and She*, CBS-TV.

Outstanding writing achievement in music or variety: Paul Keyes, Hugh Wedlock and Allan Manings, Chris Beard, David Panich, Phil Hahn and Jack Hanrahan, Coslough Johnson, Marc London and Digby Wolfe, *Rowan and Martin's Laugh-In*, NBC-TV.

Outstanding directorial achievement in drama: Paul Bogart, "Dear Friends," *CBS Playhouse*, CBS-TV.

Outstanding directorial achievement in comedy: Bruce Bilson, "Maxwell Smart, Private Eye," *Get Smart* NBC-TV.

Outstanding directorial achievement in music or variety: Jack Haley Jr., *Movin' with Nancy*, NBC-TV.

Outstanding achievement in musical composition: Earle Hagen, "Laya," *I Spy*, NBC-TV.

Outstanding achievement in art direction and scenic design: James W. Trittipio, *The Fred Astaire Show*, NBC-TV.

Out standing achievement in cinematography: Ralph Woolsey, "A Thief Is a Thief Is a Thief," *It Takes a Thief*, ABC-TV.

Outstanding achievement in electronic camera work: A. J. Cunningham, technical director, Edward Chaney, Robert Fonorow, Harry Tatarian and Ben Wolf, cameramen, "Do Not Go Gentle Into That Good Night," *CBS Playhouse*, CBS-TV.

Outstanding achievement in film editing: Peter Johnson, "The Sounds and Sights of Chicago," *Bell Telephone Hour*, NBC-TV.

Outstanding achievement in daytime programing: *Today*, Al Morgan, producer, NBC-TV.

Outstanding achievement in sports programing: *ABC's Wide World of Sports*, Roone P. Arledge, executive producer, ABC-TV; Jim McKay sports commentator, *ABC's Wide World of Sports*, ABC-TV.

Special classifications of outstanding individual achievement: Art Carney, performance, *The Jackie Gleason Show*, CBS-TV; Pat Paulson, performance, *The Smothers Brothers Comedy Hour*, CBS-TV.

Outstanding individual achievement in electronic production: Arthur Schneider, tape editor, *Rowan and Martin's Laugh-In Special*, NBC-TV.

Outstanding achievement in engineering development: British Broadcasting Corp., for "Electronic Field—store color television standards converter".

The international award: Entertainment *Call Me Daddy*, ABC Television Ltd., Middlesex, England; Documentary, *La Section Anderson (The Anderson Platoon)*, Office de Radiodiffusion Television Francaise (O.R.T.F.), Paris.

The station award: *Now is the Time*, WCAU-TV Philadelphia.

The special citation: The Other Side of the Shadow, WWL-TV New Orleans; The Other Washington, WRC-TV Washington.

Board of Trustees award: Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co.

High praise for radio-TV news

NAB's Wasilewski cites professional coverage of April civil disturbances

Broadcasters who under difficult circumstances covered the April civil disturbances received a warm pat on the back last week from Vincent T. Wasilewski, president of the National Association of Broadcasters.

Speaking at a meeting of the Illinois Broadcasters Association in Quincy, Ill., on Wednesday (May 22), Mr. Wasilewski noted that broadcasters' actions reflected "a high order of professional judgment and civic responsibility in the most difficult and demanding circumstances imaginable. In general there was a combination of penetrating reporting and restraint—an effort to honor the newsman's holy vow to get the news to people while, at the same time, being as careful as possible not to prolong or inflame the situation."

He acknowledged that "errors and mistakes in judgment" by broadcasters will be disclosed, but that those making the decisions were doing so on the basis of "incomplete, sometimes fragmentary

information" and while "trying to serve two masters at once—news and responsibility."

Radio-TV's maturity "was clearly demonstrated" during these disturbances, he said, considering that such disturbances have not been common in American life.

But, Mr. Wasilewski warned: "Much misinformation has been circulated charging radio and television with inflaming—even of fomenting—riots and irresponsibly allowing the views of radicals to be aired." Various groups, he said, have sought to impose their views on broadcasting by law, restrictions that broadcasters regard "with suspicion."

Good Marks ■ The NAB president noted that the report of the President's National Advisory Commission on Civil Disorders claimed all media had made "a real effort" to give a balanced account of disturbances that occurred in 1967. The commission further noted, he said, that it couldn't conclude "the media are a cause of riots any more than they are the cause of other phenomena which they report."

But the commission did note that media have failed to report "adequately" on the underlying causes of civil disorders and problems of race relations, he said, and that "my reaction is that broadcasting has done a great deal—perhaps more than any other single entity—but no one has done enough."

However the commission cited that whatever failings media had, they must be corrected and "improvements must come from within." In this area alone, the NAB president said, the commission did not recommend some kind of governmental action: "That is quite significant and vitally important." National guidelines on radio-TV coverage would not do, he said, because often "guidelines become towlines. The word and the concept are dangerous."

Collins turns down TV debate in Miami

Three Miami TV stations last week attempted to set up an election-eve debate between the two contenders in the May 28 Democratic primary runoff for U.S. Senate nomination. However, the debate fell through when LeRoy Collins, former president of the National Association of Broadcasters, turned down the stations' bid.

The one-hour prime-time telecast had been planned for tonight (May 27) by WLBW-TV, WCKT(TV) and WTVJ(TV) between Mr. Collins, also former governor of Florida, and Earl Faircloth, Florida attorney general.

They are seeking nomination to the Senate seat being vacated by George Smathers (D).

Mr. Faircloth said he would be willing to meet in a televised debate, but Mr. Collins begged off because of "other commitments." However, he said he would be pleased to take part in such a debate during the general election campaign against Representative Edward J. Gurney (R-Fla.), the GOP senatorial candidate. Mr. Collins presumably was anticipating a victory in the primary runoff.

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New hope for 315's suspension

Stanton, Scott and Goldenson meet with senators
to plead case on equal-time provision; Staggers
says he will not oppose move for relief

A Section-315 suspension for the 1968 presidential and vice-presidential campaigns began finally to get rolling in the Senate last week after a high-level meeting between Commerce Committee members and top network executives. And one of the major roadblocks to a suspension of the equal-time law—the reported opposition of House Commerce Committee Chairman Harley O. Staggers (D-W. Va.)—took on a decidedly less formidable aspect when Mr. Staggers told BROADCASTING that he doesn't oppose the legislation.

It was thought that the meeting with the network executives would be followed by a Senate Commerce Committee vote on reporting out a suspension bill but after the meeting ended late Thursday (May 23) no further action was taken. Later, Senator John O. Pastore (D-R. I.), chairman of the Communications Subcommittee, said that a full-committee vote could come this week or next. If approved by the committee, floor action could come by early or mid-June.

Senator Pastore said the senators were assured by three major network executives—Leonard H. Goldenson, president, ABC Inc.; Frank Stanton, president, CBS Inc.; and Julian Goodman, president, NBC—that they could “expect fairness in every respect” regarding coverage of the candidates under a suspension.

Formats of programs that would be offered under a suspension were a major topic of discussion, Senator Pastore said. (Suspension critics have charged broadcasters with a “take-it-or-leave-it attitude” on formats.) It was agreed in the meeting that there would be full discussion with candidates on acceptable formats. He added that there was no discussion in the meeting on any commitments of blocks of time that would be offered candidates by networks if a suspension was enacted.

Key Support ■ Senator Pastore would not speculate on a suspension resolution's chances either in the Commerce Committee or on the Senate floor. But he said that he personally favors the move and is willing to “rely on the integrity, maturity and sense of fairness” of broadcasters.

In addition to the network executives and Senator Pastore, others at the

meeting included Vance Hartke (D-Ind.), who had written Senator Pastore asking for action on a suspension (BROADCASTING, May 13). Commerce Committee Chairman Warren G. Magnuson (D-Wash.) conducted the meeting.

It's expected that if legislation is reported it will follow the language of the 1960 suspension that permitted the Kennedy-Nixon debates. That resolution was for the main presidential campaign only (not covering the primary races) and contained a requirement that the FCC later report to Congress on free time made available to the candidates and any fairness complaints received.

Not Opposed ■ On the other side of Capitol Hill, where it has been reported that Mr. Staggers had responded with a vigorous thumbs-down to House Commerce Committee members' requests for consideration of a suspension, the chairman reiterated that he had a full agenda for his committee and could therefore make no promises that a suspension could be considered.

But, he added, despite published reports, “I am not opposed to a suspension.” And despite his unwillingness to comment on the possibility of suspension legislation being added to his committee's schedule, he said that the possibility “should not be ruled out.”

Part of Mr. Staggers's scheduling problem centers on a concerted drive now underway to conclude essential committee business so that Congress can adjourn before the August conventions. But if Congress doesn't return after the conventions all action on suspension legislation would have to be completed before then for suspension to be effected this year.

Complications ■ Adding to the crowding of the House Commerce Committee's agenda is the possibility of further action on the Investigations Subcommittee's pending probe into charges that CBS-owned WBBM-TV Chicago staged a marijuana party that it filmed and later aired as a spontaneous event. Earlier in the week Mr. Staggers said it was his intention to proceed with hearings on the matter during the present session, despite adjournment pressures. FCC testimony is next to be solicited. The subcommittee heard station and CBS witnesses three weeks ago (BROAD-

CASTING, May 13) and took secret testimony from alleged participants in the pot party last month (BROADCASTING, April 22).

The Senate committee is in a position to move promptly on suspension legislation. It held exhaustive hearings last year on a wide range of political-broadcasting questions.

It's conceivable that the House Commerce Committee could also take action without scheduling formal hearings. The Investigations Subcommittee under the chairmanship of Mr. Staggers has taken testimony this year regarding an equal-time suspension during a series of panel hearings on the fairness doctrine and related matters (BROADCASTING, March 11).

Cameras, mikes banned by Chicago jurist

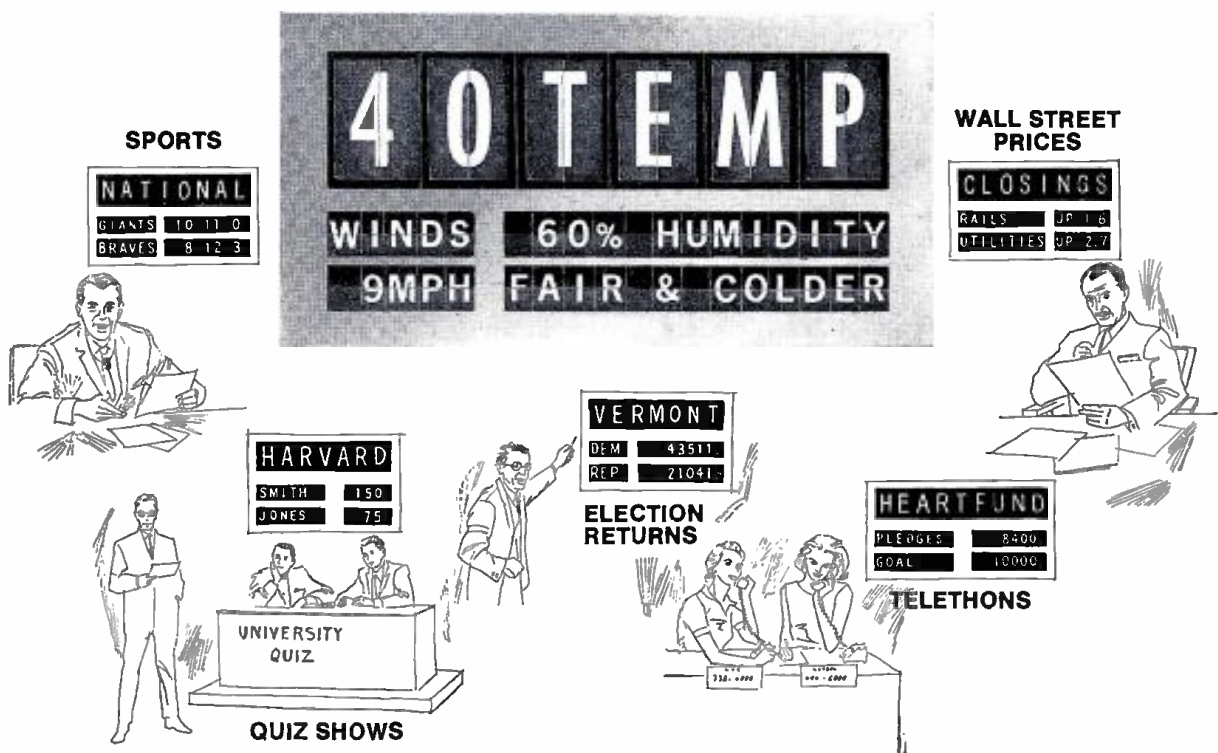
Electronic media were prevented last week from using their mikes and cameras in covering a Chicago public investigation of the causes and circumstances surrounding the April riots which followed the Dr. Martin Luther King Jr. assassination.

The mikes and cameras were excluded on the grounds they disrupt. The radio-TV reporters, however, were allowed to observe as did the print journalists, using pad and pencil if they wished.

The public hearing was held Tuesday and Thursday (May 21, 23) under the direction of the Mayor's riot investigation committee. The hearing chairman was U. S. District Judge Richard B. Austin. The hearing was held in the Chicago City Council chamber, well equipped for radio-TV coverage, since the city council meetings are regularly reported by local stations.

Tuesday morning a WBBM-TV Chicago camera crew was escorted out of the chamber under Judge Austin's order. Other local stations were present but did not attempt to enter. Thursday WBBM-TV and WMAQ-TV Chicago crews attempted to enter the chamber but were barred. Other station crews there did not attempt to enter.

Late Thursday WBBM-TV released a



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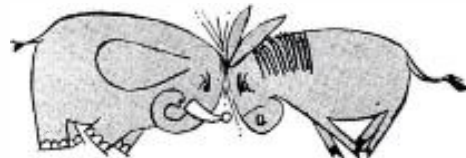
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letter on the subject from Judge Austin. He explained in part:

"It may be that one of the factors which caused the committee to arrive at this decision was the unruly and boistrous conduct they had observed on television among both witnesses and spectators who knew they were 'on camera' at other televised hearings, both in Washington and elsewhere. The committee felt that our proceedings would be more orderly if these recording devices were barred."

Taft's Rogers favors keeping Section 315

A broadcaster who favors Section 315 of the Communications Act for the protection it provides broadcasters restated his opposition to the equal-time law's repeal last week. Lawrence H. Rogers, president of Taft Broadcasting Co., Cincinnati, told a Kansas City, Mo., advertising club that the section not only aids stations in controversial dealings with candidates but also protects the public "against unfair abuses of licensee power."

While defending Section 315 he indicated, however, that he would not oppose exempting "the major presidential candidates from its full force and effect."

In a wide-ranging talk given Wednesday (May 22) before the Kansas City Advertising and Sales Executives Club, Mr. Rogers said that most of the "stirring oratory" on the subject of the First Amendment means "leave me alone to do as I please." He added "the president of CBS has been carrying on a quixotic war against the windmills labeled Section 315 since, it seems, the second war of the Spanish succession."

He also called on broadcasters and all communicators to exercise their interpretative function, not just serve as conduits "by which the aberrant behavior of antisocial minorities have become recognized as normal and acceptable."

If communicators "cannot find a way to influence the intrinsic quality of communication," he added, "then we have become a common carrier in the sense that a sewer is a common carrier."

SRO signs on conventions

No more late-comers can be accommodated for accreditation to either the Republican or Democratic conventions in August, the conventions committee of the Radio-TV Correspondents' Galleries in Washington announced last week. The deadline for filing for accreditation had been March 15 but the

A crack at Gotham

Will they love it in New York as they do in Phoenix? A long-time popular local half-hour daily program produced by KPHO-TV Phoenix, *Wallace and Company*, has been bought by WPIX-TV New York for showing on Sundays (9-11:30 a.m.), starting June 9.

The program includes comedy sketches, zany critiques of daily headlines, and satiric tunes. Performers include Bill Thompson ("Wallace"), comic Lad Kwiatkowski and composer-guitarist Mike Condello. KPHO-TV, a Meredith station, is considering national syndication, if, and when, the program passes the test in New York.

committee had been attempting to handle late requests "in a limited manner." Facilities are now "so overtaxed that we are forced, albeit reluctantly, to cut off further accreditation," the committee noted.

Has KLAC kicked Pyne off air?

There was a report last week that Joe Pyne, probably radio's best-known and most controversial talk personality,



Mr. Pyne

had been taken off the air by his home-base station for publicly picking sides in California's presidential primary. Mr. Pyne was off the air most of last week. Bob Grant, the talk personality who replaced him, told listeners during a broadcast that Mr. Pyne would not return until after the primary election is held in June.

KLAC Los Angeles, the Metromedia-owned station that carries Joe Pyne for four hours every weekday morning, says that Mr. Grant's reply to listener inquiries was supposed to be facetious. "He meant it as a joke but people took it to mean that there has been a serious muzzling of Pyne," a station spokesman explained. "Actually, Pyne is off the air because apparently he is quite seriously ill," he added.

The spokesman said that Mr. Pyne is

currently in Cedars of Lebanon hospital in Los Angeles and may not be returning to the air for some time. Earlier this year, Mr. Pyne, said to be suffering from a rare virus that has infected his lung area, was in the hospital for a period of several weeks.

FCC Rules ■ In recent weeks, as the political pot began to boil in California, Mr. Pyne reportedly was getting increasingly involved in political discussions with callers and was coming out strongly against the candidacy of Senator Robert Kennedy (D-N. Y.). Earlier this month, David Crane, program director of KLAC, had issued a lengthy memorandum to station personnel that specifically quoted paragraphs from the FCC's equal-time provision. The memo concluded that the telephone caller can say what he wants about candidate choices on the air, but that the station's talk personalities could not come out for one candidate or another.

Mr. Pyne subsequently complained on the air about this policy. He pointed out to listeners that it's Metromedia's feeling that because the FCC says a station licensee should not take the side of a political candidate that this edict, to be safe, would be extended to the air personalities. Mr. Pyne reminded listeners that he's not the licensee of the station and wondered aloud why he couldn't take a political stand. He went to say that if this is Metromedia's interpretation of the FCC rules he would abide by it. Still, he called on Metromedia to appeal the law or do something about it. As a result Mr. Pyne was said to have received a "tremendous" telephone response from listeners. It was shortly afterwards that Mr. Pyne did not appear for his regular morning program.

WBC shifts staff in programing moves

Westinghouse Broadcasting Co. announced last week a realignment of several management executives (BROADCASTING, May 20) to "accommodate" WBC's planned expansion in radio and television programing.

The group broadcaster has expansive plans for specials in the entertainment, documentary and public-affairs areas (see story, page 23) and intends to follow-up its *One Nation, Indivisible* telecast (see story, page 24) with others of similar import. All WBC stations, it was noted, also will step up their individual program production.

Key to the restructuring is the move of Chet Collier, president of WBC Productions Inc. and WBC Program Sales, to a new post of vice president

for programing and production for the Westinghouse Broadcasting Station Group. Mr. Collier will report to James E. Allen and Joel Chaseman, WBC's vice presidents for television and radio, respectively.

Along with Mr. Collier's changed status, Ray Hubbard and William J. Kaland have been reassigned. Mr. Hubbard from national television program manager to executive producer for television public affairs, and Mr. Kaland from director of program development to executive producer for radio public affairs. Richard Pack continues as senior vice president for programing and production, chairman of the program plans board and president of Group W Films.

Jerome R. (Tad) Reeves, vice president, creative services with Westinghouse Broadcasting, succeeds Mr. Collier. Robert M. Hoffman, senior vice president—marketing and research, Television Advertising Representatives Inc., in turn is Mr. Reeves's successor as vice president, creative services. WBC Productions, which Mr. Reeves will head June 1, effective date of all the changes, produces the syndicated *The Mike Douglas Show* and *The Merv Griffin Show*, among others.

Cleveland CATV gets soccer games

They haven't put on daytime quiz shows yet, or syndicated serials, or feature-length movies, but here and there cable TV systems are beginning to act more and more like full-fledged TV stations.

Take Cleveland Area TV Inc., operator of a CATV system in the Lakewood suburb of that city. It is bringing to its estimated 1,500 subscribers, at no extra charge, the full, 13-week home-game schedule of the Cleveland Stokers of the North American Soccer League.

The Lakewood CATV, owned 45% by Cox Cablevision Corp., and 55% by the *Cleveland Plain-Dealer*, signed the Stokers when CATV and soccer team officials realized that none of the Cleveland TV stations were interested in picking up the games, principally, it's acknowledged, because there was so little interest in them.

Although the Lakewood cable system is paying no fee for the rights, it is spending about \$200 per game for the pickup from Cleveland Stadium and the taping. Under agreement with the Stokers management in order not to hurt the gate, the CATV system tapes the game and feeds it to subscribers the next day.

The cable company is selling no ad-

vertising for the games, and has no plans to do so.

Greg Liptak, program director for the Lakewood CATV, said that the tapes have been offered to wvz-TV, Cleveland's noncommercial station. They were also offered, he said, to the other Cleveland area CATV system, Telarama Inc., but Telarama found that its franchise for the Shaker Heights section of the city forbade it to originate programs. Telarama is 49% owned by Scripps-Howard Broadcasting Co. (wews[TV]), affiliated with the *Cleveland Press*.

McClellan offers bill to extend copyrights

Following through on a suggestion made last month to the register of copyrights, Senate Copyright Subcommittee Chairman John L. McClellan (D-Ark.) has submitted a resolution that would extend the life of copyrights now in force. The action confirms the senator's plans to forego action on major copyright-revision legislation in the 90th Congress.

In a letter to the register, Abraham L. Kamenstein, Senator McClellan promised that he would urge the Senate to act first on the revision bill next year and that meanwhile he proposed to offer the extension legislation (BROADCASTING, April 22). The interim resolution he submitted last week (S. J. Res 172) is similar to three others that have been passed by Congress. It would keep a number of old copyrights in force that would otherwise expire under present law, so that they will remain eligible for the longer terms of protection envisaged in the revision bill, if it is enacted.

Audiences should know how station polls work

The FCC has told broadcasters to explain to the public the nature of "call-in" polls which are conducted by radio and TV stations in many areas.

The commission's position on the matter was expressed in a letter to Representative John E. Moss (D-Calif.) which was made public last week. Representative Moss had questioned the validity of such polls feeling that they could create false impressions of public attitudes which could be particularly dangerous in an election year.

The commission's letter said polls inviting listeners and viewers to telephone in their "vote" on certain public issues may not be valid due to the poll-

ing methods used. The commission stated: "... licenses of broadcast facilities should not report the results of polls they have conducted without making it clear to the public the nature of the poll, and specifically that the poll does not purport to be conducted upon a scientific basis where in fact it is not so based." It further stated that the public "... should be advised if the poll is conducted in such a manner that 'voters' may vote more than once."

Representative Moss said he was "pleased" that the FCC is aware of "the problem raised by the totally unscientific polling techniques that are being used with increasing frequency both in radio and TV. I feel, however, that unless there is a clear and responsible recognition by broadcasters of the need to clear up the problem, that further action may be required."

19 'contributors' added to news show

ABC News's new format for its early-evening newscasts, which will feature Frank Reynolds, starts today (May 27). It'll contain features and commentary on fashion, society, sports, finance, science and other fields, supplementing coverage of the day's news (BROADCASTING, April 8).

In preparation of the new style in its news, ABC last week announced 19 "contributing reporters." Others may be added to this "pool" from which the network show will draw, depending on the day's events. Several have broadcast backgrounds, among them David Schoenbrun, one-time Paris and Washington correspondent for CBS; Howard Cosell, sports commentator; Alex Dreier, radio commentator, and William F. Buckley Jr., editor of *The National Review* and host of his own syndicated TV show, *Firing Line*.

Others are: Arthur Sylvester, former assistant secretary of defense for public affairs; Stewart Alsop, columnist and Washington editor of *The Saturday Evening Post*; authors Gore Vidal, Harry Golden and Louis E. Lomax; Marya Mannes, author-critic; George Bailey, journalist; James Kilpatrick, editor of the *Richmond News Leader*; Marietta P. Tree, U.S. representative to the Human Rights Commission of the United Nations; David Halberstam, contributing editor, *Harper's*; William J. Raspberry, columnist, *Washington Post*; Victor Riesel, columnist, who specializes in labor; Malcolm Muggeridge, literary columnist, *Esquire*; David Merrick, theatrical producer, and George Plimpton, author-editor.

Three agencies to replace FCC?

Commissioner Bartley proposes separation
of common-carrier and broadcasting into two units,
new authority to handle spectrum allocations

The FCC, currently under fire from a variety of critics, has now been tagged by one of its senior members as a candidate for the dust bin of history.

FCC Commissioner Robert T. Bartley, who ranks second in seniority behind Chairman Rosel H. Hyde and with four years to serve in his current seven-year term, called last week for the construction of new machinery to regulate the rapidly growing communications industry (CLOSED CIRCUIT, May 20).

He proposes the replacement of the FCC with two independent agencies to regulate common-carrier and broadcasting services, and the creation of a new office of Telecommunications Resources Authority, within the legislative branch, to handle allocations matters.

He would transfer responsibility for regulating safety and special radio services to the Department of Transportation. He notes that those services relate primarily to mobile radio.

The plan, one of the most radical ever offered for revamping the communications regulatory machinery, was disclosed in a speech Commissioner Bartley made Thursday (May 23) before the Illinois Broadcasters Association in Quincy.

Advantages ■ The commissioner, who was first appointed to the agency in 1952 by President Truman, sees his proposal as providing for "more responsible administration of the differing functions administered by the FCC." He said the common-carrier and broadcasting fields would get closer and more expert attention from specialized commissions than they do now from one agency responsible for both.

But the driving force behind the idea is a desire to enable the communications-industry regulators to fare better in their requests for funds. "The central fact of life which leads me to suggest a reorganization of the telecommunications regulatory structure," he said, "is that the Congress refused to implement its delegations of responsibility with adequate resources in manpower and money."

He feels his scheme would help by preventing the attacks on one part of the regulatory establishment—principal-

ly that relating to broadcasting—from hurting the entire regulatory effort.

He noted that "radio and television are sitting ducks for unjust criticism by competitive media" and that, since the commission regulates broadcasting, it garners its share of bad publicity.

"But it is the whole FCC which is damned—this includes our Common Carrier, our Safety and Special and our field bureaus," he said, adding: "This criticism reaches the ears of Congress and, I believe, adversely affects the appropriations we have available to stay ahead of the dynamic growth and



Commissioner Bartley

change taking place."

Slow Growth ■ He said that although there has been a vast expansion of communications facilities and FCC regulatory responsibilities over the past 20 years—in television, land-mobile radio, communications satellites, among other fields—the commission has only 71 more employees now than it did in 1947. And many of these additional employees, he said, are occupied with new management procedures imposed on the commission.

There have been other proposals for

remodeling the 34-year-old commission, but none in recent years has taken the tack that Commissioner Bartley's does.

Former FCC Chairman Newton N. Minow, after his resignation in June 1963, suggested that the seven-member agency be abolished and replaced with a single administrator, who would make policy covering the entire communications picture and oversee regulation, and an administrative court that would hear comparative cases and perform other adjudicatory functions (BROADCASTING, July 10, 1963).

Three Parts ■ Earlier that year, Washington attorney Leonard H. Marks (who now is head of the U.S. Information Agency) and a special committee of the Federal Communications Bar Association proposed that the commission be divided into three parts—a single administrator to enforce the rules and regulations, an administrative court, and a five-man bipartisan commission to set policy.

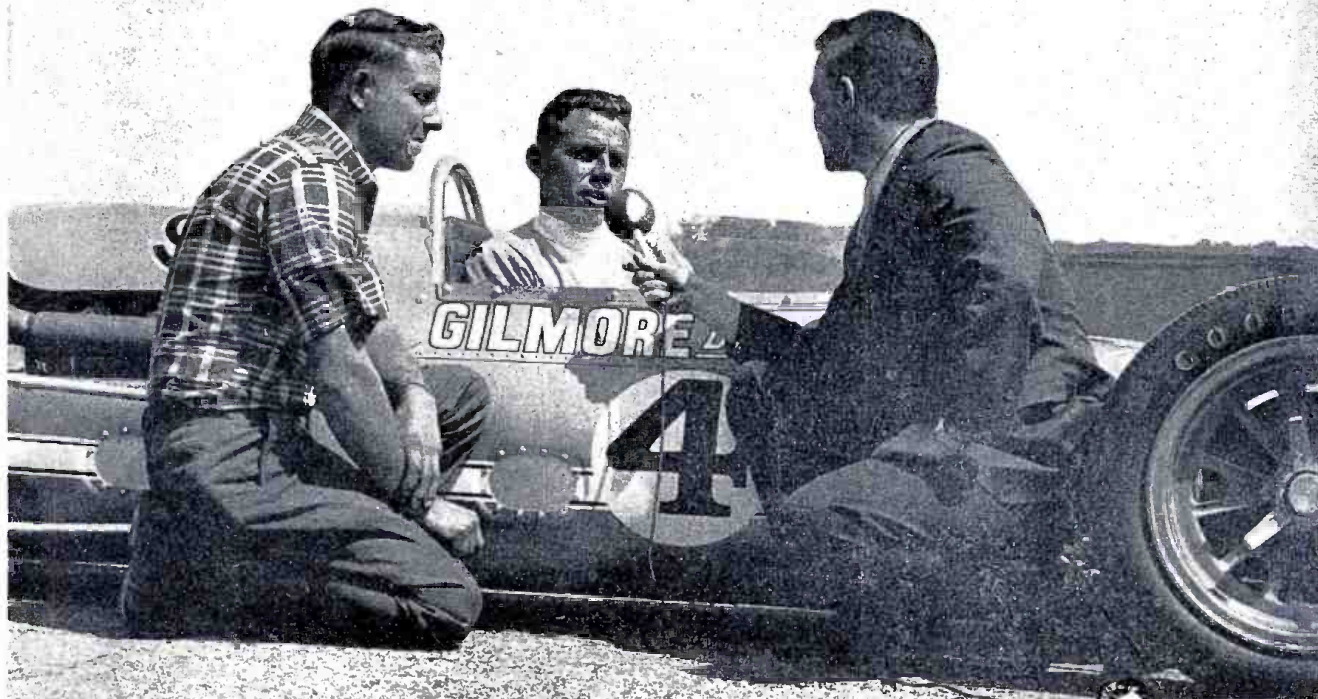
The Bartley plan would not alter the present division of authority over the spectrum between Congress, which exercises its control through the commission, and the President, who is represented in spectrum matters by the Director of Telecommunications Management. Congress, he said, should not surrender its constitutional responsibilities for the regulation of commerce; nor should the President give up his responsibilities in defense and foreign affairs.

The separate commissions proposed by Commissioner Bartley would resemble the present agency in that the members (no more than a simple majority of them from one party) would be appointed by the President and confirmed by the Senate. But the resemblance would end there.

Not only would there be five members instead of seven, but they would elect their own chairmen, and serve staggered 15-year—not seven-year—terms. They would not be eligible for reappointment, but they would draw life-time pensions of 80% of their salary.

The Telecommunications Resources Authority would be headed by a direc-

Go, Johncock!



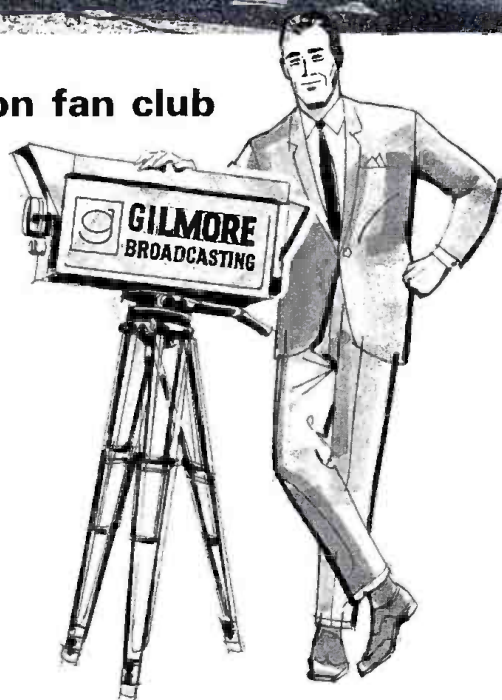
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WSVA-FM
Harrisonburg

pointed by the President with the advice and consent of the Senate for a 15-year term. He would be limited to one term but would have the same pension benefits as commissioners. Commissioner Bartley said the director should be aided by a staff of scientists, engineers, econometricians (a combination mathematician and economist) and sociologists.

Role for Congress ■ One of the more unusual aspects of the plan is that it would give Congress a direct hand in allocations matters. The director of the Telecommunication Resources Authority would be responsible for assessing the requirements for spectrum space and determining which needs it would serve the national interest to meet, so far as broadcast, common-carrier, safety and special and other nongovernment claimants are concerned. But Congress, by majority vote of both Houses, would be able to reject an allocations plan within 60 days after it was announced.

Most of Commissioner Bartley's colleagues on the commission either could not be reached for comment or declined to offer any on the speech. But Commissioner Lee Loevinger thought that parceling out responsibility for regulating the common-carrier and broadcasting industries to separate agencies would be "going in the wrong direction." He noted that the new De-

H&B's new media

The move of H&B Communications Corp., one of the nation's largest CATV systems, into broadcast ownership took a second step last week; the FCC approved its purchase of KNEZ Lompoc, Calif., for \$127,300. Lompoc is also the site of one of H&B's 47 CATV systems serving almost 110,000 subscribers in 10 states. KNEZ is full timer on 960 kc with 500 w.

H&B also has applied for channel 16 in Dubuque, Iowa (BROADCASTING, Feb. 5).

partment of Transportation was created to bring all functions relating to transportation regulation under one administrative roof.

However, he described as "excellent" the proposal for lengthening the terms of commissioners, making them ineligible for reappointment but providing them with generous pensions. The commissioner, who is scheduled to leave the commission at the end of his current term June 30, has made a similar suggestion himself. He says it would help induce top-quality people to serve

on the commission.

In Congress, which would have the responsibility for passing on any FCC reorganization plan, there had been little advance knowledge of the Bartley speech, and most members queried declined comment until they had studied it. However, Representative John E. Moss (D-Calif.), one of the commission's severest critics, said he would "look with interest on any suggestions for restructuring the FCC, particularly when expressed by a man as experienced as Commissioner Bartley."

Changing hands . . .

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

■ **KMBY-FM** Monterey, Calif.: Sold by Stoddard P. Johnston and associates to James L. Saphier for \$385,000. Mr. Johnston will retain KMBY and holds a CP for KMBY-TV. Mr. Saphier, business manager for Bob Hope, was associated with the comedian in 52.5% ownership of KOA-AM-FM-TV Denver sold in 1964 to the Denver stockholders for \$6.3 million. Mr. Saphier owns KVEC San Luis Obispo, Calif. and also is applicant for 1110 kc Pasadena, Calif., now occupied by KRLA, on interim operation. KMBY-FM is on 96.9 mc with 18 kw. Broker: Blackburn and Co.

■ **KKOP** Redondo Beach, Calif.: Sold by Southern California Associated Newspapers to former quiz show MC Jack Barry for \$200,000 (see page 49).

■ **KBBB** Borger, Tex.: Sold by Weldon W. and Weldon E. Lewis to Charles F. Small and associates, Detroit, for \$165,000. Mr. Small is a supplier of tools and accessories to automobile manufacturers. KBBB is a daytimer on 1600 kc with 5 kw. Broker: Hamilton-Landis and Associates.

■ **WDEC-AM-FM** Americus, Ga.: Sold by Charles C. Smith to Conway M. Smith for \$160,000. Conway M. Smith holds controlling interest in WTTL Madisonville, Ky. WDEC is a daytimer on 1290 kc with 1 kw. WDEC-FM is on 94.3 mc with 3 kw. Broker: Blackburn and Co.

■ **KWIP** Merced, Calif.: Sold by Robert Wiley Miller to Glenn H. Hilmer and Keith L. Stine for \$100,000. Buyers are former owners of WHOU Holton, Me. KWIP is a daytimer on 1580 kc with 1 kw. Broker: Blackburn and Co.

■ **KUWF-FM** Newton, Iowa: Sold by Mr. and Mrs. Charles L. Hamilton to Richard C. Brandt for \$15,000. Mr. Brandt owns KCOB Newton. Mr. and Mrs. Hamilton are former owners of KBAB Indianola, Iowa. KUWF-FM is on 95.9 mc with 3 kw. Broker: Blackburn and Co.

APPROVED ■ The following transfers

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68-5

of station interests were approved by the FCC last week (For other FCC activities see FOR THE RECORD, page 64).

■ WKMF Flint, Mich.: Sold by John Carroll and associates to Martin F. Beck and group for \$657,500. Buyers own WGLI Babylon, N. Y. WKMF, a full-time station, operates on 1470 kc with 5 kw days, 1 kw nights. It was founded in 1953 and is affiliated with ABC.

■ WRKT-AM-FM Cocoa Beach, Fla.: Sold by C. Sweet Smith Jr. to Edward H. Petrin, Christopher M. Young and associates for \$550,000. Mr. Petrin is a horsebreeder. Mr. Young has interests in the *Allentown* (Pa.) *Call* and *Chronicle* and weekly *New Hope* (Pa.) *News*. WRKT, an NBC affiliate and a full-time station, is on 1300 kc with 5 kw days and 1 kw nights. WRKT-FM is on 104.3 mc with 30 kw.

■ KOME Tulsa, Okla.: Sold by David Wagenvoord to Morris L. Hite and associates for \$450,000. Buyers have a 10% interest in KJIM Fort Worth with an option to acquire majority ownership. Mr. Wagenvoord controls WWOM-AM-TV New Orleans and KBRE Houston. KOME is a full-time station on 1300 kc with 5 kw days, 1 kw nights.

■ KWMT-AM-FM Fort Dodge, Iowa: Sold by American Broadcasting Stations Inc. to William B. Quarton and James W. Maurer, each 50%, for \$335,000. Mr. Quarton served as executive vice president of KWMT-AM-FM and now will become chairman and treasurer. He is also president and has interests in WMT-TV Cedar Rapids, Iowa, which is being sold to the Norton Station Group for \$10 million with WMT-AM-FM (BROADCASTING, Dec. 25, 1967). Mr. Maurer was vice president and station manager of KWMT-AM-FM and will become president. KWMT is a daytimer on 540 kc with 5 kw. KWMT-FM is on 94.5 mc with 50 kw.

■ KCUB Tucson, Ariz.: Sold by Oscar Dodek and associates to Rex L. Nicholson and associates for \$325,000. Mr. Nicholson has numerous business interests, including holdings in shopping center, mobile home park and medical center. KCUB is a daytimer on 1290 kc with 1 kw.

■ WRAC Racine, Wis.: Sold by William J. Priaulx and associates to Kirby W. O'Connor and associates for \$288,750. Mr. O'Connor is TV director and a major stockholder of WCIU-TV Chicago. WRAC, founded in 1950, is a daytimer on 1460 kc with 500 w.

■ KFAL Fulton, Mo.: Sold by estate of Robert W. Nickles to Dr. Inks Franklin, Thomas A. Barneby and associates for \$230,000. Buyers have interests in KTXR-FM and construction permit for KMTC(TV), both Springfield, Mo. KFAL is a daytimer on 900 kc with 1 kw.

■ WYPR Danville, Va.: Sold by James S. Beattie to David P. Welborne for \$225,000. Mr. Beattie is owner of WSSB Durham, N. C. Mr. Welborne is 50% owner of WNCA Siler City, N. C. WYPR is a daytimer on 970 kc with 1 kw.

■ WPIN-AM-FM St. Petersburg, Fla.: Sold by Arthur Mundorff to Ed Winton and Myer Feldman for \$165,000 plus obligations. Messrs. Winton and Feldman are the principal partners of the group that owns WOCN Miami and WAEZ(FM) Miami Beach. Mr. Feldman, an attorney, is the former counsel to Presidents Kennedy and Johnson. Mr. Mundorff will continue with the station as a consultant. WPIN is a daytimer on 680 kc with 1 kw. WPIN-FM is on 107.3 mc with 31 kw.

New studio facilities

Charles Stark, radio and television announcer and producer, has opened an audio-video tape studio at 165 Tuckahoe Road, Yonkers, N. Y. The studio is geared for rental companies with their own training programs and directors, although the staff can provide the training program service.

Theater owners still opposed to pay system

RKO General Phonevision's request to extend its period of experimental pay-TV operations in Hartford, Conn. has run into opposition. The Connecticut Committee Against Pay-TV, representing a number of theater owners in the Hartford area, filed objections to the request with the FCC last week.

The theater owners have questioned the usefulness of the continuing six-year-old experimental operations on RKO's WHCT(TV) (ch. 18) Hartford. RKO received a three-year extension in 1965 following its initial three-year authority to run pay-TV tests. The theater owners committee contended RKO's latest request lacks specific information as to how the tests will be conducted and therefore makes it impossible to determine if the public interest will be served.

It added that the information compiled so far from the tests has not been meaningful due to too small a sample of subscribers. The committee said nearly all of the test results filed with the FCC came from the first three-year period with very little information based on the most recent period.

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TV-set ownership: the latest profile

UHF PENETRATION, COLOR TOTALS GIVEN IN ARB MARKET REPORT

American Research Bureau calculates that there are over 15.5-million color TV sets in the hands of the TV viewing public, representing 28% of total TV households, and that there are more than 19.6 million multiset TV households, equivalent to 35% of TV households.

The estimates were issued last week in ARB's *Television U.S.A.*, covering the rating firm's February-March sweep. The booklet also contains penetration estimates for multiset households and UHF, all based on ARB's Area of

Dominant Influence.

New are total ADI households and a section listing counties not included in calculations of UHF percentages published earlier this year, which were based on the November, 1967 sweep.

Those with the Most — Markets with the highest color-set penetration, according to ARB, were Las Vegas and Lubbock, Tex., each with 43%, and Los Angeles 40%.

Markets with highest multiset proportions: Philadelphia, 51%; Baltimore,

50%; Detroit, 48%; Dayton, Ohio, 47%; New York, 45%.

In its listing of UHF penetration, ARB shows these percentages for those mixed markets where VHF and UHF stations are operating: Madison, Wis., 91%; Binghamton, N.Y., and Harrisburg-Lancaster-Lebanon-York, Pa., each 88%; Milwaukee, 82%; Louisville, Ky., 79%; Hartford-New Haven, Conn., 78%; Tampa-St. Petersburg, Fla., 74%; Montgomery, Ala., and Philadelphia, each 72%, and Austin, Tex., 71%.

Market Name	Total TV households	Color Projected TV households	Per cent	ADI ownership Multi-set Projected households	Per cent	UHF Projected TV households	Per cent	Metro ownership UHF Projected households	Per cent
Abilene-Sweetwater, Tex.	91,700	28,900	32	23,600	26	—	—	—	—
Albany, Ga.	12,200	2,400	20	2,300	19	—	—	—	—
Ada, Okla.	71,700	19,800	28	18,100	25	—	—	—	—
Albany-Schenectady-Troy, N. Y.	385,400	101,200	26	137,700	36	—	—	—	—
Albuquerque, N. M.	177,900	42,700	24	48,800	27	—	—	—	—
Alexandria, La.	38,800	9,100	23	11,400	29	—	—	—	—
Alexandria, Minn.	59,300	9,200	15	7,900	13	—	—	—	—
Amarillo, Tex.	136,300	46,300	34	33,800	25	—	—	—	—
Ardmore, Okla.	30,000	4,700	16	5,500	18	—	—	—	—
*Atlanta	585,300	155,100	26	201,900	34	267,200	46	192,400	54
Augusta, Ga.	132,800	34,000	26	36,400	27	—	—	—	—
*Austin, Tex.	96,700	24,600	25	29,000	30	68,600	71	54,600	81
Austin, Minn.-Mason City, Iowa-Rochester, Minn.	97,700	27,000	28	23,800	24	—	—	—	—
Bakersfield, Calif.	81,400	31,300	38	22,700	28	80,200	98	80,200	98
Baltimore	634,700	149,600	24	315,400	50	362,000	57	322,200	57
Bangor, Me.	78,700	17,700	22	15,000	19	—	—	—	—
Baton Rouge	130,900	39,400	30	41,800	32	—	—	—	—
Beaumont-Port Arthur, Tex.	125,200	38,300	31	39,500	32	—	—	—	—
Bellingham, Wash.	21,800	4,300	20	4,200	19	—	—	—	—
Billings, Mont.	53,200	12,200	23	13,400	25	—	—	—	—
Biloxi, Miss.	34,600	7,900	23	6,400	19	—	—	—	—
Binghamton, N. Y.	130,800	30,100	23	31,400	24	115,400	88	87,600	96
Birmingham, Ala.	392,200	97,600	25	110,700	28	226,800	58	141,000	67
Bluefield, W. Va.	64,400	19,300	30	17,500	27	—	—	—	—
Boise, Idaho	80,700	20,900	26	15,800	20	—	—	—	—
Boston	1,426,900	326,700	23	518,900	36	830,200	58	620,800	60
Bristol, Va.-Johnson City, Tenn.	153,200	33,200	22	38,700	25	—	—	—	—
Buffalo, N. Y.	557,300	155,300	28	218,900	39	339,600	61	260,800	65
Burlington, Vt.-Plattsburgh, N. Y.	125,300	22,700	18	32,100	26	—	—	—	—
Butte, Mont.	34,900	8,100	23	9,000	26	—	—	—	—
Cadillac-Traverse City, Mich.	80,400	15,100	19	17,000	21	—	—	—	—
Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill.	203,500	42,600	21	43,600	21	—	—	—	—
Casper, Wyo.	33,500	9,400	28	8,400	25	—	—	—	—
Cedar Rapids-Waterloo, Iowa	221,400	56,300	25	51,500	23	—	—	—	—
Champaign-Decatur-Springfield, Ill.	233,200	70,600	30	44,600	19	220,500	95	—	—
Champaign Metro	—	—	—	—	—	—	—	66,600	97
Decatur-Springfield Metro	—	—	—	—	—	—	—	86,700	99
Charleston, S. C.	114,100	27,300	24	39,100	34	—	—	—	—
Charleston-Huntington, W. Va.	407,300	92,400	23	94,500	23	—	—	—	—
Charlotte, N. C.	377,700	91,800	24	95,700	25	202,800	54	78,900	76
Chattanooga	187,800	57,400	31	63,100	34	—	—	—	—
Cheyenne, Wyo.	61,100	15,200	25	13,900	23	—	—	—	—
Chicago	2,417,500	632,800	26	1,017,300	42	1,532,500	63	1,380,900	63
Chico-Redding, Calif.	86,800	26,200	30	18,100	21	—	—	—	—
Cincinnati	549,800	167,500	30	222,200	40	314,300	57	231,800	57
Clarksburg-Fairmont, W. Va.	43,400	5,700	13	6,400	15	—	—	—	—
Cleveland	1,205,400	411,200	34	501,700	42	772,800	64	372,800	62
Colorado Springs-Pueblo, Colo.	121,800	36,200	30	38,900	32	—	—	—	—
Columbia, S. C.	127,300	33,700	26	42,100	33	97,100	76	67,500	95
Columbia-Jefferson City, Mo.	107,000	20,600	19	20,500	19	—	—	—	—
Columbus, Ga.	129,200	34,300	27	43,600	34	—	—	—	—
Columbus, Miss.	46,900	7,300	15	7,000	15	—	—	—	—
Columbus, Ohio	420,900	162,300	39	176,200	42	273,700	65	178,700	69
Corpus Christi, Tex.	108,200	32,200	30	28,400	26	—	—	—	—
*Dallas-Fort Worth	782,800	235,700	30	279,300	36	415,400	53	361,400	57
Dayton, Ohio	342,300	127,100	37	162,100	47	246,900	72	175,400	75

Market Name	Total TV households in ADI	Color Projected TV households	Per cent	ADI ownership Multi-set Projected households	Per cent	UHF Projected TV households	Per cent	Metro ownership UHF Projected households	Per cent
Denver	415,700	126,100	30	151,900	37	—	—	—	—
Des Moines (Fort Dodge), Iowa	249,200	66,200	27	54,700	22	—	—	—	—
Detroit	1,336,000	377,200	28	635,100	48	901,500	67	805,300	69
Dothan, Ala.	61,900	12,300	20	9,500	15	—	—	—	—
Duluth, Minn.-Superior, Wis.	143,600	36,700	26	36,200	25	—	—	—	—
El Paso	128,300	36,200	28	50,000	39	—	—	—	—
Ensign, Kan.	11,000	2,500	23	2,400	21	—	—	—	—
Erie, Pa.	96,000	28,800	30	30,600	32	88,900	93	72,400	97
Eugene, Ore.	92,400	24,300	26	21,900	24	—	—	—	—
Eureka, Calif.	43,900	11,400	26	11,400	26	—	—	—	—
Evansville, Ind.	143,900	37,000	26	39,500	27	136,400	95	66,900	100
Fargo, N. D.	135,600	28,800	21	30,300	22	—	—	—	—
*Flint-Saginaw-Bay City, Mich.	307,000	106,900	35	93,400	30	210,300	69	161,100	77
Florence, S. C.	64,600	15,100	23	17,300	27	—	—	—	—
Fort Myers, Fla.	21,800	5,400	25	6,100	28	—	—	—	—
Fort Smith, Ark.	47,300	10,800	23	6,600	14	—	—	—	—
Fort Wayne, Ind.	170,000	63,800	38	54,200	32	160,100	94	76,600	97
Fresno, Calif.	234,200	88,800	38	63,300	27	229,700	98	115,000	99
Glendive, Mont.	4,100	700	18	400	9	—	—	—	—
Grand Junction-Montrose, Colo.	32,600	5,300	16	5,400	17	—	—	—	—
Grand Rapids-Kalamazoo, Mich.	382,400	108,000	28	108,600	28	—	—	—	—
Great Falls, Mont.	49,300	13,900	28	9,300	19	—	—	—	—
Green Bay, Wis.	228,900	67,000	29	61,200	27	—	—	—	—
Greensboro-Winston Salem-High Point, N. C.	291,400	60,800	21	75,600	26	116,500	40	76,000	46
Greenville-Spartanburg, S. C.-Asheville, N. C.	340,600	80,600	24	83,500	25	150,200	44	78,700	45
Greenville-Washington-New Bern, N. C.	199,900	42,600	21	46,800	23	—	—	—	—
Greenwood, Miss.	32,800	7,100	22	4,100	12	—	—	—	—
Hannibal, Mo.-Quincy, Ill.	121,600	34,500	28	26,800	22	—	—	—	—
Harrisburg-Lancaster-Lebanon-York, Pa.	320,400	103,900	32	104,100	32	281,100	88	277,600	88
Harrisonburg, Va.	25,800	4,000	16	4,100	16	—	—	—	—
Hartford-New Haven, Conn.	542,300	151,900	28	195,900	36	421,000	78	—	—
Hartford Metro	—	—	—	—	—	—	—	224,000	97
New Haven Metro	—	—	—	—	—	—	—	132,900	60
Hattiesburg-Laurel, Miss.	38,200	7,200	19	9,000	24	—	—	—	—
Hawaii	161,500	36,100	22	35,500	22	—	—	—	—
Hays, Kan.	17,000	3,700	22	3,500	21	—	—	—	—
Helena, Mont.	8,500	2,200	26	1,600	19	—	—	—	—
Houston	610,200	184,700	30	222,800	37	366,800	60	315,300	62
Huntsville-Decatur-Florence, Ala.	111,500	22,600	20	20,900	19	—	—	—	—
Idaho Falls-Pocatello, Idaho	52,600	14,100	27	8,500	16	—	—	—	—
Indianapolis	630,500	215,900	34	231,600	37	387,700	61	165,200	54
Jackson, Miss.	204,500	53,500	26	48,300	24	—	—	—	—
Jackson, Tenn.	10,300	1,500	14	1,500	14	—	—	—	—
Jacksonville, Fla.	246,600	53,500	22	80,800	33	160,800	65	112,000	77
Johnstown-Altoona, Pa.	228,600	60,100	26	57,200	25	135,600	59	62,800	66
Joplin, Mo.-Pittsburg, Kan.	113,900	28,400	25	19,500	17	55,300	49	24,000	61
Kansas City, Mo.	507,300	110,800	22	166,100	33	219,400	43	181,600	46
Klamath Falls, Ore.	17,000	5,600	33	2,300	13	—	—	—	—
*Knoxville, Tenn.	245,300	53,900	22	62,200	25	153,100	62	96,500	86
La Crosse-Eau Claire, Wis.	100,500	27,300	27	23,700	24	—	—	—	—
Lafayette, La.	119,100	25,100	21	32,000	27	—	—	—	—
Lake Charles, La.	45,400	13,500	30	15,300	34	—	—	—	—
Lansing, Mich.	140,300	40,300	29	50,300	36	—	—	—	—
Laredo, Tex.	15,700	2,300	15	4,400	28	—	—	—	—
Las Vegas	85,400	37,100	43	34,600	41	—	—	—	—
Lexington, Ky.	100,700	22,600	22	22,900	23	91,500	91	43,500	100
Lima, Ohio	31,400	11,000	35	9,900	31	—	—	—	—
Lincoln-Hastings-Kearney, Neb.	187,400	49,100	26	33,200	18	—	—	—	—
Little Rock, Ark.	271,500	67,100	25	62,900	23	—	—	—	—
Los Angeles	3,093,700	1,250,500	40	1,278,200	41	2,007,300	65	1,749,000	66
Louisville, Ky.	355,900	70,900	20	103,300	29	281,900	79	201,200	89
Lower Rio Grande Valley, Tex.	85,200	20,200	24	20,300	24	—	—	—	—
Lubbock, Tex.	107,700	46,400	43	34,000	32	62,100	58	34,300	66
Lufkin, Tex.	24,600	3,600	15	4,200	17	—	—	—	—
Macon, Ga.	93,100	22,000	24	28,000	30	—	—	—	—
*Madison, Wis.	118,500	32,200	27	26,300	22	107,600	91	70,000	98
Mankato, Minn.	44,400	9,500	21	7,300	17	—	—	—	—
Marquette, Mich.	35,800	6,900	19	5,800	16	—	—	—	—
Medford, Ore.	39,900	12,000	30	9,300	23	—	—	—	—
Memphis	466,300	96,900	21	129,900	28	—	—	—	—
Meridan, Miss.	61,400	12,400	20	9,900	16	—	—	—	—
Meridian, Miss.	545,000	177,800	33	209,100	38	318,400	58	220,300	59
Milwaukee	538,900	178,000	33	209,400	39	441,800	82	375,800	90
*Minneapolis-St. Paul	691,500	158,800	23	218,600	32	333,200	48	262,700	53
Minot-Bismarck, N. D.	99,600	13,000	13	12,800	13	—	—	—	—
Missoula, Mont.	20,400	4,100	20	2,300	12	—	—	—	—
Mobile, Ala.-Pensacola, Fla.	239,800	67,800	28	75,300	31	—	—	—	—
Monroe, La.-El Dorado, Ark.	112,300	26,900	24	28,900	26	41,000	36	21,100	40
Montgomery, Ala.	110,500	31,200	28	32,700	30	79,900	72	53,600	96
Nashville	425,400	91,600	22	115,800	27	—	—	—	—

Market Name	Total TV households in ADI	Color Projected TV households	Per cent	ADI ownership Multi-set Projected households	Per cent	UHF Projected TV households	Per cent	Metro ownership UHF Projected households	Per cent
New Orleans	386,400	109,400	28	151,600	39	236,000	61	188,100	65
New York	5,618,300	1,272,200	23	2,502,800	45	2,918,300	52	2,549,900	52
Norfolk-Portsmouth-Newport News-Hampton, Va.	338,200	84,200	25	114,500	34	—	—	—	—
North Platte, Neb.	10,300	3,100	30	2,000	19	—	—	—	—
Odessa-Midland, Tex.	101,500	32,900	32	24,500	24	—	—	—	—
*Oklahoma City	351,500	91,200	26	111,100	32	161,700	46	98,300	51
Omaha	246,900	54,300	22	59,000	24	—	—	—	—
Orlando-Daytona Beach, Fla.	284,400	86,700	30	92,900	33	—	—	—	—
Ottumwa, Iowa	37,800	8,200	22	4,800	13	—	—	—	—
Panama City, Fla.	23,200	6,100	26	7,000	30	—	—	—	—
Pembina, N. D.	9,400	1,500	16	1,100	12	—	—	—	—
Peoria, Ill.	160,700	54,800	34	43,300	27	157,900	98	98,200	99
Philadelphia	2,031,100	583,300	29	1,035,700	51	1,452,800	72	1,065,000	77
Phoenix	319,400	93,600	29	107,000	34	171,100	54	134,500	54
Pittsburgh	956,200	257,000	27	385,900	40	517,600	54	362,200	52
Portland, Ore.	465,900	153,000	33	129,400	28	—	—	—	—
Portland-Poland Spring, Me.	209,100	49,000	23	67,800	32	—	—	—	—
Presque Isle, Me.	26,000	3,900	15	5,000	19	—	—	—	—
Providence, R. I.	455,400	120,400	26	174,300	38	—	—	—	—
Quad Cities (Davenport, Iowa-Rock Island-Moline, Ill.)	249,700	69,000	28	61,500	25	—	—	—	—
Raleigh-Durham, N. C.	220,400	49,200	22	59,900	27	—	—	—	—
Rapid City, S. D.	43,400	7,100	16	9,400	22	—	—	—	—
Reno	65,600	25,300	39	21,200	32	—	—	—	—
Richmond, Va.	270,400	50,100	19	94,200	35	—	—	—	—
Riverton, Wyo.	7,700	1,600	21	1,300	18	—	—	—	—
Roanoke-Lynchburg, Va.	241,800	53,200	22	56,700	23	103,500	43	44,200	45
Rochester, N. Y.	232,500	56,700	24	94,900	41	—	—	—	—
Rockford, Ill.	140,200	54,200	39	50,300	36	136,100	97	76,900	99
Roswell, N. M.	40,500	11,900	29	6,500	16	—	—	—	—
Sacramento-Stockton, Calif.	497,200	187,100	38	146,500	29	—	—	—	—
St. Joseph, Mo.	55,700	10,500	19	10,500	19	—	—	—	—
*St. Louis	816,200	190,100	23	257,600	32	445,500	55	389,000	57
Salinas-Monterey, Calif.	136,100	42,400	31	35,900	26	68,200	50	53,400	53
Salisbury, Md.	28,200	5,600	20	7,900	28	—	—	—	—
Salt Lake City-Ogden-Provo, Utah	298,700	85,100	28	92,000	31	—	—	—	—
San Angelo, Tex.	22,700	5,400	24	5,000	22	—	—	—	—
San Antonio, Tex.	307,900	73,200	24	96,400	31	174,900	57	142,700	67
San Diego	368,300	144,200	39	123,100	33	234,800	64	234,800	64
San Francisco	1,337,900	405,900	30	477,400	36	715,500	54	562,900	57
Santa Barbara, Calif.	75,700	26,900	35	23,200	31	—	—	—	—
Savannah, Ga.	92,400	19,400	21	24,300	26	—	—	—	—
*Seattle-Tacoma	606,500	180,100	30	186,700	31	307,800	51	254,500	53
Shreveport, La.	270,500	66,600	25	75,000	28	—	—	—	—
Sioux City, Iowa	123,600	35,800	29	17,800	14	72,100	58	24,400	66
Sioux Falls (Mitchell & Aberdeen), S. D.	167,300	26,200	16	23,700	14	—	—	—	—
South Bend-Elkhart, Ind.	153,100	59,500	39	58,400	38	148,400	97	115,300	99
Spokane, Wash.	237,200	68,300	29	54,200	23	—	—	—	—
Springfield, Mo.	131,600	27,300	21	17,100	13	—	—	—	—
Springfield-Holyoke, Mass.	179,100	46,300	26	65,700	37	175,000	98	160,500	98
Syracuse, N. Y.	383,000	104,900	27	127,100	33	—	—	—	—
Tallahassee, Fla.-Thomasville, Ga.	82,300	16,300	20	19,700	24	—	—	—	—
Tampa-St. Petersburg, Fla.	479,700	132,100	28	146,600	31	357,200	74	259,000	83
Terre Haute, Ind.	132,100	33,000	25	32,400	25	—	—	—	—
Toledo, Ohio	277,600	80,100	29	89,900	32	175,400	63	100,600	62
Topeka, Kan.	99,200	25,200	25	20,300	20	43,900	44	23,500	49
Tucson, Ariz.	121,700	32,800	27	38,700	32	—	—	—	—
Tulsa, Okla.	292,400	73,100	25	69,100	24	—	—	—	—
Tupelo, Miss.	15,400	2,800	18	2,600	17	—	—	—	—
Twin Falls, Idaho	30,200	6,400	21	5,000	16	—	—	—	—
Tyler, Tex.	39,200	7,900	20	10,700	27	—	—	—	—
Utica, N. Y.	94,800	23,300	25	28,200	30	—	—	—	—
Waco-Temple, Tex.	127,200	27,900	22	31,800	25	—	—	—	—
Washington	958,900	239,900	25	418,500	44	612,600	64	525,700	71
Watertown-Carthage, N. Y.	65,300	15,500	24	18,500	28	—	—	—	—
Wausau-Rhineland, Wis.	91,000	18,900	21	17,500	19	—	—	—	—
West Palm Beach, Fla.	126,600	35,300	28	18,400	15	—	—	—	—
Wheeling, W. Va.-Steubenville, Ohio	137,000	43,500	32	41,400	30	—	—	—	—
Wichita-Hutchinson, Kan.	291,700	79,200	27	75,400	26	—	—	—	—
Wichita Falls, Tex.-Lawton, Okla.	134,900	39,200	29	34,200	25	—	—	—	—
Wilkes Barre-Scranton, Pa.	262,100	89,200	34	70,700	27	247,000	94	162,200	99
Wilmington, N. C.	82,900	16,700	20	23,200	28	—	—	—	—
*Yakima, Wash.	81,500	23,000	28	11,500	14	72,300	89	42,300	100
Youngstown, Ohio	125,700	43,800	35	45,400	36	123,700	98	88,900	100
Yuma, Ariz.-El Centro, Calif.	34,500	7,500	22	8,100	23	—	—	—	—
Zanesville, Ohio	22,300	7,100	32	6,400	29	—	—	—	—
U.S. Totals	56,375,600	15,544,600	28	19,614,200	35	24,161,600			

*When comparing November 1967 UHF penetration estimates within the area of dominant influence of an asterisked market, the user should be aware of certain differences in the geographical areas reported.

Although March 1968 estimates are based on the entire ADI, UHF estimates were not available from some counties when the UHF penetration estimates based on November 1967 were calculated.

The following estimates are provided for those television markets which, according to ARB findings, have no geographic area of dominant influence of county size or greater. They are based upon the total survey area of the market (which includes approximately 98% of the net weekly circulation of home market stations) and, therefore, are not directly com-

parable to the ADI estimates listed previously. Because the survey areas of the markets reported below are composed of counties which are part of other markets' ADI's these estimates are not additive. (It should also be noted that other TV market areas exist within the previously listed areas of dominant influence for which no separate estimates are developed.)

TOTAL SURVEY AREA

Market name	Color projected			Multi-set projected			Market name	Color projected			Multi-set projected		
	Total TV households	TV households	Per cent	TV households	Per cent	Total TV households		TV households	Per cent	TV households	Per cent		
Akron, Ohio	948,500	323,700	34	419,800	44	Modesto, Calif.	160,800	66,100	41	45,100	28		
Anderson, S. C.	130,800	40,400	31	38,500	29	Muncie, Ind.	75,900	30,800	41	16,000	21		
Bowling Green, Ky.	232,900	47,700	20	48,400	21	Muskegon, Mich.	75,300	17,700	24	23,400	31		
Canton, Ohio	104,700	38,800	37	30,100	29	Oak Hill, W. Va.	258,500	59,800	23	12,900	21		
Ft. Pierce-Vero Beach, Fla.	98,200	30,300	31	27,300	28	Parkersburg, W. Va.	61,500	14,000	23	12,900	21		
Harrisburg, Pa.	613,600	196,000	32	177,500	29	Selma, Ala.	51,700	14,100	27	9,400	18		
Jonesboro, Ark.	119,600	23,500	20	15,800	13	Tuscaloosa, Ala.	45,800	10,900	24	9,400	21		
Lafayette, Ind.	89,400	33,200	37	18,200	20	Wildwood, N. J.	75,500	24,000	32	28,600	38		
Manchester, N. H.	1,514,600	344,000	23	541,000	36	Worcester, Mass.	1,088,300	256,500	24	399,600	37		
Marion, Ind.	62,300	27,300	44	6,100	10								

AT&T's way to close gap

Bell System asserts that proposed audio-video rates would equalize its returns

The rate increase that AT&T has proposed for its service to broadcasters will go far toward narrowing the gap between the return the company earns on its investment in audio and video services and that which it earns from its investment in regular long-distance telephone service.

This was indicated by a study allocating historic or embedded costs of Bell System interstate services among nine major categories of service that the company filed with the FCC last week. The study, which a company spokesman said cost "several million dollars" to prepare, was submitted at the request of the commission in its continuing study of Bell's interstate rate structure.

Comparison of service categories covered in the study are difficult because AT&T used four different methods of allocating costs among the various categories. In most of the methods used, telephone service is seen to earn a greater return on investment than most of the other services. But in one, audio service is seen as earning a greater rate of return than telephone.

The first method involves procedures resembling those that were used in similar studies made in 1964 and 1965. The remaining three were modified to provide what the company says is a more accurate reflection of the manner in which its system works. All four involve a distribution of total em-

bedded investment, expenses and taxes among the various categories of interstate services as of late 1967.

Rate Increases Reflected ■ The study, in dealing with broadcast services, reflects the rate increases that are scheduled to go into effect April 1, 1969, and which the company estimated would, if in effect now, provide an additional \$17 million in revenue.

The study shows that, under the proposed rates, audio services will earn from 4.9% (net operating income of \$3.8 million against net investment of \$77 million), on the basis of the first method, to 10.1% (net operating income of \$4.8 million against net investment of \$66.9 million), on the basis of another. Under present rates the return is said to range from 2% to 5.9%.

Video services, under the proposed rates, will earn a return of from 4.1% (net operating income of \$9.8 million against net investment of \$238 million), on the basis of the first method, to 5.1% (net operating income of \$11.2 million against net investment of \$218 million), on the basis of each of the remaining three. Under present rates, the return is said to range from 0.7% to 1.4%.

The return for regular long-distance telephone service would vary from 6.7% (\$474.6 million net operating income against more than \$7.05 billion net investment), on the basis of the method on which audio is seen to return 10.1%, to 8.2% (net operating income of \$523.5 million net operating income against more than \$6.36 billion net investment), on the basis of the first method.

Objects to Method. ■ Bell, in presenting its study, restated its opposition—expressed in connection with the 1964 and '65 studies—to the fully allocated embedded cost system it was requested to follow. The company said such costs are not relevant for the purpose of setting rates for various

interstate service, since they deal only with costs that have occurred in the past.

Bell said relevant costs are forward-looking or prospective—the money that will have to be spent over the long term in providing a particular service. Bell also said market as well as cost factors must be considered.

Bell said it employed four different methods to allocate costs among the various categories of service in order to demonstrate that there are a number of "plausible ways" to make studies of fully allocated costs. It noted that substantial variations would result, depending on the method used.

If embedded costs are used, AT&T said, the aim should be to determine such costs so far as practicable "on a historical cost-responsibility basis"—that is, what costs are being incurred only because a particular service is being offered. AT&T said the study represents "a step in the direction of reflecting historical cost-causation."

Besides telephone, audio and video, the services covered in the study are WATS (wide area telephone service), Teletypewriter exchange service, private line telephone, private line telegraph, Telpak, and "other."

All-Channel group wants UHF untouched

The government-industry Committee for the Full Development of All-Channel Broadcasting has asked the FCC to design its proposed research and policy study in a manner that would guard against what the committee feels would be a premature reallocation of television channels to land-mobile radio.

The committee, meeting in New York last week, adopted a resolution calling on the commission not to start from the assumption that "a substantial number" of television channels would

It looks like more of same at Justice

The replacement of Donald F. Turner with Edwin M. Zimmerman as chief of the Department of Justice's antitrust division portends no let up in the close and critical attention the department has been giving broadcasting matters. For the appointment, in the waning months of the Johnson administration, is being interpreted as meaning no change in antitrust policy is likely. And while those in business and industry who have taken comfort in the Turner style, which is not notable for its aggressiveness, may have reason to cheer, broadcasters don't.

Ask International Telephone & Telegraph Corp. and ABC. Their effort to merge was frustrated by the antitrust division, which opposed the proposal before the FCC and, when it lost there, before the U. S. Court of Appeals, on grounds that the merger would have serious anticompetitive consequences.

Ask, also, the applicants in the proposed sale of KFDM-TV Beaumont, Tex., to the Enterprise Co. The division, contending that the sale would result in a violation of the antitrust law, has asked the commission not to approve it without a hearing.

The prediction of continuity in the division is based on the fact that Mr. Zimmerman, who was brought into the department by Mr. Turner shortly after he was named antitrust chief in June 1965, has played a significant role in most major division actions since then. Mr. Zimmerman was director of policy planning in the division from July to December 1965 and, since then, has been Mr. Turner's first assistant.

In Basic Agreement ■ And, while the two men may not always have agreed, it's a fair assumption that, had disagreements been on fundamental

issues, Mr. Zimmerman would have gone back to Stanford Law School, from which he is on leave of absence.

The two men—Mr. Zimmerman is 43, Mr. Turner 47—have arrived at



what appear to be generally similar philosophies of antitrust regulation from similar backgrounds. Indeed, they became acquainted while clerking on the Supreme Court, in 1950-51. Each then went to work for a pres-

tigious law firm, Mr. Turner in Washington. Mr. Zimmerman, on Wall Street, before gravitating to academic work.

They were faculty colleagues in 1965, when Mr. Turner, by then a full professor at Harvard Law School, was a visiting professor at Stanford, where Mr. Zimmerman began teaching in 1959. Mr. Turner, who is scheduled to leave the government June 1, will return to Harvard in the fall.

It is this academic background, which is shared by others Mr. Turner has brought into the department and which provides an expertise in economics as well as law, that is seen as a major influence on the division's approach to its responsibilities.

'Sophisticated' Presentations ■ The division appears to take pride in what some insiders call the "sophisticated" presentations it makes of complicated matters in proceedings before federal agencies—and not only the FCC. The department in April shook both the New York Stock Exchange and the Securities and Exchange Commission when it urged the SEC to determine whether commission rate fixing for brokers is necessary to the working of the market, and to eliminate such fixing found not to be in the public interest.

The recommendation, submitted in a 67-page filing in an SEC rulemaking proceeding, appears to challenge assumptions on which SEC proposals for modifying the exchanges' rate structure are based, not to mention proposed revisions offered by the exchange itself. And some observers saw in the department's presentation the implied threat of an antitrust suit against the exchange if matters were not resolved to the department's satisfaction.

be made available to land-mobile radio. The commission used that language—although without referring specifically to television channels—in announcing its invitation to private firms to bid on the spectrum-usage project (BROADCASTING, April 29).

The committee said the reallocation of television channels is not an appropriate matter for study at this time. It said that land-mobile radio's need for additional spectrum space should be demonstrated first.

And in that connection, the committee urged the commission to require the

research firm that is the successful bidder on the project to make off-air monitoring studies of land-mobile radio channels in order to determine the extent of use being made of them.

The committee also said the commission should take no action on reallocating television channels to land-mobile radio until the impending study is completed and the results evaluated by the commission, the CAB and other interested parties.

In other matters, the committee, whose principal aim is to aid UHF broadcasting, received welcome news

in connection with UHF broadcasters' efforts to persuade set manufacturers to give upper-band stations tuning "parity" in all-channel receivers.

A meeting between representatives of the All-Channel Television Society, a UHF trade association, and the Electronics Industries Association in Washington two weeks ago was said to have provided the broadcasters with the hope that ease of UHF tuning will be available in the reasonably near future.

The broadcasters will have an opportunity to see the models in New York next month. The CAB will be guests of

A similar implied threat is contained in the memorandum that the division filed with the FCC in support of the argument that a hearing should be held on the proposed sale of KFDM-TV (BROADCASTING, May 13).

More important, however, is the indication the case offers of the Justice Department's interest in such matters. Department officials say there is no intention of moving into this area on a broad scale. But, they feel that the proposed sale of what is regarded as the dominant station in Beaumont to the publisher of the town's only two newspapers—with which the station is competing—raises serious anticompetitive questions. And cases like it that come up in the future, they suggest, will get similar attention.

Department Criticized ■ Some FCC officials as well as outside observers have been critical of the department for what they regard as an effort to have the commission do its trust-busting work. But sources familiar with thinking of the antitrust division's top echelon say: "A merger is supposed to be in the public interest. If we can go to the agency and convince it that the merger is not in the public interest—why not?" The question of competition, they note, is the part of the public interest with which the department is concerned.

Such interventions are not likely to improve the department's relations with the commission which, jealous of its independence, sometimes regards such actions as unwarranted pressure. The commission still has not quite recovered from the shock of the intervention in the ABC-ITT case; its petition in December 1966 for reconsideration of a decision favoring the merger was filed at the 11th hour, despite repeated requests over the preceding months to present its views in the case.

The Turner-Zimmerman regime at Justice has given the commission other

reasons for uneasiness. Commission members frequently have expressed the view that legislation making CATV systems liable for copyright payments would ease its regulatory problems in that area. But Mr. Zimmerman, testifying for the depart-



ment before a Senate subcommittee on pending copyright legislation two years ago, opposed a "blanket provision" in the bill subjecting all CATV systems to copyright liability, and said that the problems with which the bill attempts to deal "may be better handled through flexible regulation by the FCC." Mr. Zimmerman said

that the proposed bill might give networks and other large copyright holders undue power over the CATV business by virtue of their ability to withhold permission to rebroadcast their programs.

Network ownership of Programs ■ Cross-ownership of media and CATV aren't the only issues affecting broadcasting that have interested the antitrust division in recent years. It has long followed—and helped stimulate, according to some reports—the commission's three-year-old proposal to prohibit networks from owning more than 50% of their prime-time non-news programming. (BROADCASTING, March 22, 1965). Last year, it was learned that Dr. Robert Crandall, assistant professor of economics at the Massachusetts Institute of Technology, was looking into matters involved in that rulemaking for the antitrust division (CLOSED CIRCUIT, June 6, 1967).

President Johnson's appointment of Mr. Zimmerman to replace Mr. Turner, which must still be approved by the Senate, is described in some quarters as a housekeeping matter, and Mr. Zimmerman is said to be going in to office as a lame duck. For political realities appear to dictate that he will leave government next January, along with the other cabinet and subcabinet officials, when a new administration is destined to come to power. (It is conceivable, however, that he would be asked to stay on if a Democrat is elected President in November.)

However, Mr. Zimmerman, according to those who have spoken with him, does not act like a lame duck. He is said to regard the assignment being given him with considerable enthusiasm and not to feel circumscribed by the circumstances surrounding the appointment. The antitrust chief's job, he feels, is the best one in town.

EIA and ACTS members at their next meeting, on June 25, at the New York Hilton, where the consumer electronics show will be in progress (starting June 23).

Committee formed to find news jobs for minorities

New York Governor Nelson A. Rockefeller last week appointed a 33-member committee to explore methods of expanding opportunities for members of minority groups in the news

media.

Among those named to the committee are Presidents Frank Stanton of CBS and Julian Goodman of NBC; James Hagerty, vice president of ABC, and Donald H. McGannon, president of Westinghouse Broadcasting Co. Dr. Samuel B. Gould, chancellor of the State University of New York, is chairman. Bill D. Moyers, vice president of *Newsday* (Long Island newspaper) and former White House news secretary and aide, and Robert J. Mangum, chairman of the New York State Commission for Human Rights, are vice

chairmen.

Governor Rockefeller charged the committee with making recommendations in four major areas: assisting more promising young people from minority groups in getting into journalism schools, finding more jobs in radio and TV and in newspapers; strengthening journalism teaching with a "fresh focus" on urban and ethnic reporting, and developing understanding of inner-city and minority group problems to assist the public in becoming more capable of "taking responsive action."

Membership of the committee is

made up of several leaders in education including Edward Barrett, dean of the school of journalism at Columbia University; communications leaders including Andrew Heiskell, chairman of Time Inc. (group broadcaster); Gene Robb, president of the American Newspaper Publishers Association; Vincent S. Jones, executive editor of the Gannett newspapers (also group broadcaster) and president of the American Society of Newspaper Editors.

Listed on the committee also are Joan Murray, newswoman, WCBS-TV New York, and Del Shields, executive secretary, National Association of Television and Radio Announcers.

President requests CPB's full \$9 million

To the pleased surprise of virtually everyone in the educational-broadcasting field, President Johnson last week asked Congress to appropriate the full \$9 million for the establishment of the Corp. for Public Broadcasting.

The President's request was contained

in amendments to his fiscal 1969 budget.

The appropriation must be approved by the House Appropriations Committee.

Broadcast educators were dismayed when the President failed to ask for any CPB money in his 1969 budget request earlier this year. During recent weeks there was speculation that the President would ask for only half the \$9 million authorized by Congress in April (BROADCASTING, April 29).

Community Telecasters wins Cleveland UHF

The FCC has granted channel 19 Cleveland to Community Telecasters of Cleveland Inc.. The station will be the fifth commercial outlet in the nation's eighth TV market.

Community Telecasters received the grant after the commission had approved a dismissal agreement between Community and Cleveland Broadcasting Inc. and denied a request by Westchester Corp., licensee of WIXY and WDOX-

FM, both Cleveland, to reopen the record to receive additional applications.

Cleveland Broadcasting received the original grant, but Community asked for and received a review of the decision, after which the two competing companies entered into the dismissal agreement.

Westchester Corp. had asked for acceptance of new applications on the grounds that Cleveland Broadcasting had requested dismissal of its application and that Community was disqualified from receiving a commission grant, leaving no applicants at all.

No Extension ■ The commission said that Westchester's contention concerning Community was not upheld by the Review Board and that new applications at this point would only extend the already lengthy proceedings.

Principal stockholders in Community are Charles W. Steadman, president (41.25%), Homer H. Marshman, vice president (31.25%), and John M. Kinsellagh, executive vice president (12.5%).

'68 campaign costs to be subject of study

Broadcasting's role in modern political campaigning will be a major subject of a wide-ranging study financed by the prestigious Twentieth Century Fund, it was announced last week.

The New York-based research and public-education organization said it has established an independent "commission on campaign costs in the electronic era." Named to head the study panel was former FCC Chairman Newton M. Minow, now a Chicago attorney.

Other commission members are Dean Burch, Tucson, Ariz., attorney and chairman of the Republican National Committee during the 1964 Goldwater presidential campaign; Thomas G. Corcoran, New Deal figure and senior partner in the Washington law firm of Corcoran, Foley, Youngman and Rowe; Alexander Heard, chancellor of Vanderbilt University and chairman of the President's Commission on Campaign Costs in 1961-62, and Robert Price, executive vice president of the Dreyfus Fund and former deputy mayor of New York.

The commission met for the first time in New York last Friday (May 24) to deal with initial administrative and staffing details. The panel will be aided by a small professional staff. The study group will use the 1968 presidential and congressional elections as a "laboratory" for its research and hopes to have a report, with recommendations, ready for publication in mid-1969.



KXTV moves into \$1.7 million building

New facilities of KXTV-TV (ch. 10) Sacramento, Calif., were dedicated May 16 with local and state dignitaries in attendance as well as executives of the parent Corinthian Broadcasting Corp. and CBS-TV.

Among them (l to r): James C. Richdale Jr., president of Corinthian Television Stations; Carl Ward, vice president, CBS-TV affiliate relations;

(foreground) Joseph E. Lake, vice president and general manager of KXTV; C. Wrede Petersmeyer, president of Corinthian Broadcasting Corp.; John Hay Whitney, principal owner of Corinthian, and Sacramento Mayor Richard H. Marriott.

The new building cost \$1.7 million, according to Corinthian (BROADCASTING, Feb. 12).

Johnson concerned over 'media barons,' FCC's performance

FCC Commissioner Nicholas Johnson has mounted a national platform provided by the *Atlantic Monthly* to voice his concern over what he sees as the growing problem of concentration of control of mass media and to offer a solution—the establishment of a private institution to maintain a continuing attack on concentration.

He sees existing agencies, like the Department of Justice, congressional committees and the FCC itself as ill-equipped or simply unable to handle the problem effectively. He says the commission has done little in this area since New Deal days.

The commissioner, who has discussed the concentration-of-control question in a number of statements and speeches since joining the FCC two years ago, is the author of the lead article, "The Media Barons and the Public Interest/An FCC Commissioner's Warning," in the June *Atlantic*.

Among the "media barons" he numbers the television networks, with their far-flung affiliates and owned stations in top markets, and group owners with stations in major cities, and says that while there are many implications of their power, "the basic point is simply that the national political power involved in ownership of a group of major VHF television stations in, say, New York, Los Angeles, Philadelphia and Washington, D. C., is greater than a democracy should unthinkingly repose in one man or corporation."

Weakens Argument ■ The commissioner, expressing concern about what he sees as the danger to com-

petition in the marketplace of ideas, notes that most local radio stations and newspapers use the AP and UPI wire services (thus weakening, in his view, the argument that the proliferation of stations and the remaining newspapers provide diversity), and points out that the weekly magazine field is dominated by three publications.

"If we are serious about the kind of society we have undertaken," he says, "it is clear to me that we simply must not tolerate concentration of media ownership—except where concentration creates actual countervailing social benefits."

He feels the Department of Justice is not particularly well suited to protect the public from concentration of control of media, since Justice can proceed only on anti-trust grounds when economic concentration is threatened.

The FCC, the commissioner adds, is the only agency directly empowered to keep media ownership patterns "compatible with a democracy's need for diversified sources of opinion and information." And, he said, the commission performed that function well in the early 1940's when it forced NBC to divest itself of one of two radio networks and established its power to set limits on licensee ownership of stations and on the number of stations a broadcaster might own in a market.

Lost Zeal ■ "But since the New Deal generation left the command posts of the FCC," he says, "this agency has lost much of its zeal for combating concentration." He adds

that "atrophy" has reached such an advanced state that the public has been treated to the "bizarre spectacle" of the Department of Justice bringing suit against the FCC to block the ABC-International Telephone & Telegraph Corp. merger last summer.

He is fearful that "we have already reached the point in this country where the media, our greatest check on other accumulations of power, may themselves be beyond the reach of any other institution. . . ." But he also indicates all is not bleak.

He draws encouragement from the interest Justice and congressional committees have shown in the media cross-ownership questions, and from the commission's own proposed rule-making aimed at prohibiting licensees from acquiring more than one station in a market.

He says the need is "to keep this flurry of interest alive," and adds: "The initiative must come from private sources."

The ideal agency, he believes, would be an institution equipped to maintain a sustained attack on concentration with the kind of effort that the Ford Foundation and the Carnegie Corp. have made in behalf of public broadcasting and domestic satellites.

He says that such an institution should devote itself to research as well as to representation; the commission and other public agencies concerned with determining acceptable levels of media concentration now must "do so largely on the basis of hunch."

Jack Barry buying KKOP(FM) for \$200,000

Jack Barry, a major figure in the quiz-show scandals of the late 1950's—who, with his partner and co-producer, Dan Enright, was ordered by the FCC in March 1966 to sell WGMA Hollywood, Fla. (BROADCASTING, March 14, 1966)—wants to get back into the broadcasting business.

Mr. Barry, employed by Screen Gems Productions as master of ceremonies on shows produced for Canadian viewers, filed an application with the FCC last week to purchase KKOP(FM) Redondo Beach, Calif., from Copley Press Inc., publisher of some 20 daily newspapers throughout California and Illinois, for \$200,000.

A resident of California for about

six years, Mr. Barry has a 50% interest in a Volkswagen dealership and a real estate firm, both in Staten Island, N.Y.,

and an 11% interest in Fragrance Promotions Co., New York, an ink-additive business.

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Court orders WCIX-TV hearing

D.C. appeals court rules FCC must compile complete record of Clyne's purchase of 40% of Miami VHF

A federal court in Washington told the FCC last week that it would have to hold a hearing on the acquisition three years ago of 40% of WCIX-TV Miami by C. Terence Clyne.

The unanimous, three-judge court said that the commission must require full disclosure of all matters and that although it cannot, under the law, weigh qualifications and program plans when a transfer is involved, a look at qualifications is still required on "matters affecting the character qualifications of applicants for transfer of licenses and for transfer of control of corporations holding a license."

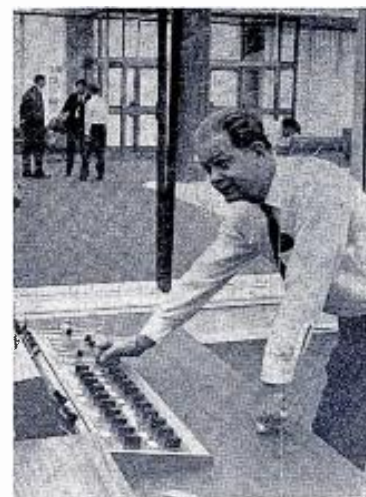
"Congress," said Chief Judge David L. Bazelon of the U. S. Court of Appeals for the District of Columbia, "did not intend to relieve the commission of its responsibilities and allow the parties to limit the issues, thereby leaving it in the position of a 'traffic policeman with power to consider merely the financial and technical qualifications of the applicant'." One such issue, Judge Bazelon said, is trafficking. Judge Bazelon was joined by Circuit Judges Spottswood Robinson III and Harold Leventhal, with the latter writing a concurring opinion that warned that the WCIX-TV decision should not be taken to mean parties can raise issues in court not raised previously before the commission.

The court pointed out that WCIX-TV was granted channel 6 in the Miami area in 1964, and was then owned by 10 stockholders. A year later, Mr. Clyne, who is president of Clyne Maxon Inc., New York advertising agency, bought

a 40% interest in the permittee, Coral Television Corp., for \$150,000 conditioned on his securing a \$600,000 loan for Coral Television. The purchase agreement also provided that Mr. Clyne was to be named executive director of the corporation and gave him the right to select three of the seven members of the board of directors. Subsequently, Mr. Clyne sold at no profit 5% of his holdings to newspaper columnist Hy Gardner for \$18,750.

Also involved at this time was WCIX-TV's application to move its transmitter site closer to Miami. This was opposed by WLBW-TV (ch. 10), WGBS-TV (ch. 23), then a permittee, both Miami, WPTV-TV West Palm Beach, Fla. (ch. 5), and the Association of Maximum Service Telecasters. WPTV later dropped its opposition. All opposed the move on mileage-separation-shortage grounds, but WLBW-TV also charged that an unauthorized transfer of control had taken place.

Last year, the FCC by a 4-to-3 vote, approved WCIX-TV's move of its transmitter to Homestead, Fla., 10 miles nearer Miami than originally planned, and at the same time denied all the opposition petitions. As to WLBW-TV's charge, the commission acknowledged that a technical transfer of control had taken place but said the permittee had not attempted to conceal the facts. WCIX-TV was ordered to file a transfer application with the FCC (BROADCASTING, Feb. 13, 1967). It was this refusal to accede to WLBW-TV's request for a hearing on the transfer issue, appealed by



New home in Louisville

WHAS-AM-FM-TV Louisville, Ky. has begun operations in a new, two-story \$5.5-million building. The new facilities used by WHAS-TV provide twice the previous studio space. New equipment includes four color video-tape machines and six color cameras. WHAS-FM has three stereo control consoles and five studios.

Orrin W. Towner, (above) engineering director of stations inspects controls in the recording center of new complex.

WLBW-TV, that the court ruled on last week.

Since then, WCIX-TV has arranged for a \$500,000 advance from AVC Corp., now owner of the five Overmyer UHF stations and WPHL-TV (ch. 17), Philadelphia, including an option for a substantial stock interest (BROADCASTING, Jan. 22).

EQUIPMENT & ENGINEERING

Sony to market sets with Trinitron tube

Sony Corp. announced last week that it will place on the U.S. market within a year two small-screen color-TV sets using its newly developed Trinitron picture tube (BROADCASTING, April 22).

Akio Morita, executive vice president of the Japanese firm, told a news conference in New York that the first set incorporating the Trinitron process, to be marketed in the U.S. in August, will be a seven-inch portable receiver that is expected to retail at about \$429. A 12-inch set using Trinitron is expected to be placed on the U.S. market

in early 1969. Mr. Morita would not forecast the price of the 12-inch set, but other sources felt it would be much less than \$400, since it is to be a mass-production model.

The Trinitron process uses a single "gun" or electronic-beam producer to emit three electron beams that activate color phosphors on the tube's face. Conventional picture tubes have three separate electron guns.

Sony has claimed that the Trinitron tube is simpler and more economical to produce and creates a brighter and sharper color picture than the conventional tube, which was developed by RCA.

Paramount's Interest ■ Sony's seven-inch color tube used the Chromatron

grid of vertical wires charged with an electrical voltage. The rights to Chromatron are held by the Paramount Pictures subsidiary of Gulf & Western Industries, to which Sony pays royalties.

The 12-inch Sony tube, as contrasted to the shadow mask employed in conventional tubes, uses an aperture grill of uncharged vertical strips, a Sony development for which the company will not pay royalties, according to Mr. Morita. A Gulf & Western spokesman said the company is still investigating the 12-inch tube to ascertain if it is related to the Chromatron patents.

Mr. Morita also told the news conference that Sony will demonstrate its Trinitron tubes to U.S. manufacturers but that to date it has not discussed licensing agreements.

Shooting off receiver solved by Reeves

Reeves Sound Studios, New York, said last week it has developed a 24-frame-per-second color television system and is now using it in filming a feature, "Midnight Cowboy."

The firm said unlike the conventional 30-frame-per-second standard, the new development "has solved the problem of shooting television receivers with standard film cameras by eliminating the picture flicker and phase-bar interference which has always plagued filmmakers. It enables unrestricted camera movement over the entire scene while pretaped sequences are being shown on the television receiver."

Reeves said it used a unit of three color cameras to tape various color scenes over a two-day period, operating the system of Norelco and Ampex recorders at 24 feet per second; the tapes were then edited, and the edited tape scenes replayed over standard TV receivers. During the playback, a 35 mm motion picture camera, a sound recorder and the TV receiver on the set were interlocked to the 24 fps system.

RCA, Magnavox cut prices on color sets

Portable color television set prices are dropping in 1969 lines introduced by Magnavox and RCA. Magnavox has unveiled a 15-inch screen set at \$299.90; the least expensive 1968 model was an 18-inch for \$399. RCA's 14-inch color portable will retail at \$299.95 and an 18-inch model at \$359.95, reduc-

tions of \$30 and \$10, respectively.

Price ranges in the rest of the Magnavox line remained the same as last year, while other RCA sets remained in the same range or increased slightly. RCA also reduced prices \$5 to \$10 on rectangular color picture tubes sold to other assemblers.

RCA last week came out with what it terms is "the first truly portable" 18-inch color TV set, one-third smaller in bulk, about 25% lighter and with more transistors and diodes than RCA's existing 18-inch color line. The new unit weighs about 60 pounds as compared to the old model's close to 90 pounds.

Technical topics . . .

Equipment ordered ■ The Maryland Educational Cultural Television Commission has ordered over \$150,000 worth of video switching systems and related equipment from Visual Electronics Corp., New York. The systems will be installed at the commission's Owings Mills, Md., production center, scheduled to be completed in 1969.

Video heads device ■ A device that cuts the time needed to optimize video heads to 15-seconds has been introduced by Ampex Corp., Redwood City, Calif. The unit is designed to work on Ampex VR-2000 and VR-1200 series high-band color Videotape recorders. Without the new optimizer equipment it takes some 15 minutes to optimize video heads. With the new equipment the recorder operator can optimize video head current by pressing the play, record and optimize buttons on the front of the recorder and adjusting the record currents.

Federal spectrum policy studied by NAB

The National Association of Broadcasters has undertaken yet another study that parallels what the government is surveying through the President's Task Force on Telecommunications. This time the study concerns government spectrum management, and it will be conducted by a 32-year-old law professor at the University of Minnesota.

NAB has commissioned Glen O. Robinson to study governmental organization and procedures for allocating and regulating the use of broadcast frequencies. The study will review the government's efforts to administer the spectrum as well as analyze the role played by the legis-

lative and executive branches.

Mr. Robinson is no stranger to broadcast affairs. He's the author of a study on the applicability of the constitutional free-speech guarantee to FCC broadcast regulatory policies and procedures.

Mr. Robinson also appeared in March before the House Investigation Subcommittee during a fairness-doctrine panel discussion. At that time he offered a strong legal brief that the fairness doctrine is probably unconstitutional (BROADCASTING, March 11). Prior to his university post, Mr. Robinson was associated with Covington & Burling, a Washington law firm.

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An easing of the TV code

NAB code board urges
acceptance of ads for
personal products

Phoducts and their commercials once thought taboo for home viewing may soon be seen on the television screen.

The National Association of Broadcasters' television code board has recommended that code restrictions prohibiting the advertising of certain personal products be removed. The products immediately involved are those that treat hemorrhoids or are used in connection with feminine hygiene.

The code board also recommended that specific code rules be adopted that would cover the depiction of unsafe acts in commercials, and that the code's "audience buying" provision be deleted. All television code board recommendations are subject to approval by its parent NAB TV board, scheduled to meet in Washington the week of June 17.

The personal products that will be immediately affected by approval of the

proposed code change are those that have expressed a frequent interest in television advertising: American Home Products' Preparation H, Bristol-Myers' Pazo (both hemorrhoidal preparations) and Alberto-Culver's FDS (feminine deodorant spray).

Catching Up ■ The lifting of the personal-product ban represents an attempt by the code board to keep abreast of the times or what the board calls the "changing taste tolerances of the American public." The action also reflects the board's disinclination to be arbiters of what is or is not tasteful about the product advertised. It would prefer instead to rule on the taste of the advertising message itself.

Requests to lift the personal-product ban were first made known last December (BROADCASTING, Dec. 18, 1967). At that time it was learned that Alberto-Culver had been testing commercials in Minneapolis-St. Paul for FDS. The commercials had been carried by WCCO-TV and KSTP-TV, both of which declared the advertising suitable for broadcast and requested that it be permitted under the code.

Although the spots were found to be in good taste by the code authority, they were explicitly prohibited by the code rule: "The advertising of particularly intimate products [those treating hemorrhoids or used in connection with feminine hygiene] which ordinarily are not freely mentioned or discussed is not acceptable." This language would

now be eliminated. A similar ban against personal-product advertising was lifted from the radio code two years ago.

If the code change is approved, it's not expected to open up a Pandora's box with similar or even more delicate products knocking on broadcast doors.

More Products ■ What will remain in the code is a broad-based rule that will permit other personal products and their advertising to be adjudged on a case-by-case basis. That rule states: "Because all products of a personal nature create special problems, such products, when accepted, should be treated with special emphasis on ethics and the canons of good taste. Such advertising of personal products as is accepted must be presented in a restrained and obviously inoffensive manner."

Because of the sensitive nature of the products involved, the code authority hopes to be a "central clearing house" for FDS and all other commercials in that product category. Stockton Helffrich, code authority director, underscored the "when-accepted" phrase when he noted that all code subscribers and advertising agencies will be urged to submit applicable commercials for review. Whether or not the commercials meet the standards of "good taste" will be decided on a case-by-case basis. It's understood that Alberto-Culver has volunteered to submit its commercials for review to the code authority before running them.

The code authority has also noted that once the commercials are accepted, stations that carry them will, it's anticipated, air them "during appropriate hours of the day, depending on the composition of the audience." Presumably commercials for FDS and others like it would be confined to daytime programs with high female viewing audience. Hemorrhoidal commercials present a more difficult problem; presumably they would not be aired during, for example, meal-time programing or children's shows.

The code authority expects to proceed "cautiously" in these new-product areas. It's understood that if products and their commercials are submitted in other delicate categories, they'll be referred to the code board for decision.

Unsafe Acts ■ The code board further recommended the inclusion of a new code rule that would cover the depiction of unsafe acts in commercials as well as the showing of children in contact with "potentially" dangerous products. The proposed rule stipulates: "Representations which disregard normal safety precautions shall be avoided. Children shall not be represented, except under proper adult supervision, as



The new NAB TV code board met in New York last week. Seated (l to r): Vincent T. Wasilewski, NAB president; Robert W. Ferguson, WTRF-TV Wheeling, W. Va., chairman; Stockton Helffrich, code director. Standing (l to r): Ernest Lee Jahncke Jr., NBC; Douglas A. Anello, NAB general counsel; Thad

M. Sandstrom, WIBW-TV Topeka, Kan.; R. Reeve Owen, WTVC(TV) Chattanooga; William H. Tankersley, CBS-TV; Harold P. See, KRON-TV San Francisco; Mike Shapiro, WFAA-TV Dallas-Fort Worth, and Alfred R. Schneider, ABC. Absent was Bill Michaels, Storer Broadcasting Co. Miami Beach.

being in contact with, or demonstrating, a product recognized as potentially dangerous to them."

The rule was brought about by the board's desire to include specific language in the code regarding such commercials. Heretofore questionable commercials would be cited under general code provisions which state the "customs and attitudes of the communities served."

The code board emphasized that it was not going to be concerned whether or not every depicted act was safe, but whether a "clearly" unsafe act was being shown. It emphasized that television's "exceptional" responsibility to influence people imposes special responsibilities to guard against influencing them to do unsafe things. And although the code can't tell advertisers what they must show, it can indicate some they cannot. Some commercials that might fall under the new rule are those that depict the operation of a motor vehicle or one in which children are shown crawling into a washing machine.

The code board also recommended that the code's audience-buying provision be deleted. That rule states: "Any telecasting designed to 'buy' the television audience by requiring it to listen and/or view in hope of reward rather than for the quality of the program should be avoided."

The rule was apparently included in the original code (circa 1952) as an attempt to squelch overexuberance of station promotion. But in succeeding years it's proved to be, in the words of one code member, "embarrassing, and we just couldn't enforce it."

The board said that station promotion and related practices should be a matter of individual station judgment. It was also felt that the audience-buying provision was creating more confusion than anything else, and that in common trade practice it's handled in a way that doesn't hurt audiences.

PGW has booklet on rep's function

Peters, Griffin, Woodward Inc. has published a booklet on the function of the station representation company, is distributing the material to students and is making it available to others in the communications field.

PGW said the booklet, "The Role of the Station Representative in the Marketing of Nationally Advertised Goods and Services," was prepared by its research and promotion departments specifically at the request of the College Conference Committee of the International Radio-Television Society.

The booklet is going to the 282 students and to executives of the broad-

cast advertising field who attended the IRTS's seventh annual college conference in New York in April. The text explains the rep's functions and outlines 10 major essentials of the rep business, touching upon sales development, selling methods and tools, media research and promotion.

Designed as a career guide and in pocket-size, the booklet may be obtained from PGW's headquarters office at 277 Park Avenue, New York 10017.

FTC emerges winner in GF-SOS merger

The Federal Trade Commission has won its second major conglomerate merger case, this one involving General Foods Corp. and SOS Co. The U. S. Supreme Court last week declined to review a lower-court decision upholding the FTC's 1964 ruling that the 1957 acquisition by General Foods of SOS violated the antitrust laws.

Among the reasons given by the trade agency and repeated by a federal appeals court last December was that General Foods' huge financial resources permitted extensive advertising and promotional efforts in behalf of SOS, creating a barrier to the entry of competitors in the steel-wool business. The agency found that the steel-wool cleansing pad industry was already highly concentrated in 1957 between SOS and Brillo; that after acquisition, General Foods increased SOS advertising to the extent that until 1963 SOS sales increased and Brillo's declined. In 1963, Brillo was acquired by the Purex Corp.

The Supreme Court issued no explanation with its order denying General Foods' petition for review. Last year, however, in a similar case, the Supreme Court in a written decision upheld the FTC in its findings and divestiture order against Procter and Gamble and its acquisition of Clorox (BROADCASTING, April 17, 1967).

At that time, it was understood that FTC had under study the acquisition by American Tobacco Co. of Sunshine Biscuits Inc.; RCA's purchase of Random House Inc., and the merger of Colgate Palmolive Co. and National Biscuit Co. The last has been cancelled.

Interest in conglomerate mergers has also been shown by the Department of Justice. Last year its antitrust division filed antitrust suits to block the projected acquisition of Narragansett Brewing Co., Cranston, R. I., by Falstaff Brewing Co., St. Louis, and of Carte Blanche Corp. by First National City Bank, New York. Last month, in

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a consent order, First National City Bank agreed to get rid of Carte Blanche; it has been sold to Avco, which is in broadcasting with the Avco Broadcasting group.

Happiness is an Excedrin spot

Y&R has the smiles as headache remedy earns multiple radio-TV awards

The obvious "winner" of the annual American Television & Radio Commercials Festival held last week in New York was Young & Rubicam and its client, Excedrin headache remedy.

The Y&R and Excedrin combination swept up several of the awards presented in the 30 "product categories" in television and four awards out of the 17 made for radio commercials. In addition, Y&R scored for others of its clients in a number of additional TV category wins plus one of the four special awards that were "sponsored" by companies.

Not so obvious—except to the initiated among the advertising agencies—was the hero's role radio played in this year's commercials competition. As it was pointed out by Radio Advertising Bureau officials last week, it was the success of the Excedrin campaign initially on radio that led Y&R to move it into television virtually unchanged (except for some editing and the addition of visuals).

The other big agency winners, according to the number of "bests" they won, included Doyle Dane Bernbach, which collected six mentions in television; BBDO with five in TV and another in radio; J. Walter Thompson Co. with four in TV, and such agencies as Ogilvy & Mather; Wells, Rich, Greene; Papert, Koenig, Lois; McCann-Erickson; Leo Burnett Co.; West, Weir, Bartel; Needham, Harper & Steers; Jack Tinker & Partners; Benton & Bowles and Carl Ally, all of which gathered more than one award.

Included in the radio awards was one to WNEW New York for its "commercial" promoting the New York Giants and one to WCHL Chapel Hill, N. C., for a commercial it conceived for Norwood Brothers Esso Service Center there.

Among the TV categories, CBS-TV won an award for its commercial, "World Watchers" for CBS News, as the best media promotion; ABC-TV won an award for its use of graphics for its promo for the network's *Kismet*

special. During the ceremonies, Julian Goodman, president of NBC, presented an NBC-TV color award—one of the special "sponsored" awards—to Foote, Cone & Belding, Chicago, and to Wyldel Films, New York, for their "Boutique, Boutique" commercial (Kleenex tissues). The NBC award was for "effective use of color by an advertiser."

The list of awards:

TV

Best overall campaign, best pharmaceuticals, best copywriting: Excedrin—"Headaches"; Young & Rubicam, New York; Audio Productions, New York.

Best overall campaign, best corporate & institutional, best cinematography, best demonstration: Union Carbide; Young & Rubicam, New York; VPI, New York; David Quaid, cinematographer.

Best apparel: Burlington Permanent Press—"Kneeburst"; Doyle Dane Bernbach, New York; Take Two Productions, New York.

Best appliances: Sylvania Color TV—"Man Talking"; Doyle Dane Bernbach, New York; Tele-Tape Productions, New York.

Best automobiles: Volkswagen—"Mr. Jones"; Doyle Dane Bernbach, New York; EUE/Screen Gems, New York.

Special citation, trucks: Chevy Pickup—"Stage Door"; Campbell-Ewald, Detroit; VPI, Los Angeles.

Best auto accessories: Goodyear spiked tires—"Chain Reaction"; Young & Rubicam,

humor: Jeno's Pizza—"Show Us Your Pack"; MacManus, John & Adams, St. Paul; Freberg Ltd., Los Angeles.

Best dentifrices: Speakeasy—"Kiss"; Wells, Rich, Greene, New York; Howard Zieff Productions, New York.

Best gifts or personal items: Kodak Cameras—"Yesterday"; J. Walter Thompson, New York; MPO Videotronics, New York.

Best gift or personal items: Parker Pen—"Temper, Temper"; Doyle Dane Bernbach, New York; Harold Becker, New York.

Best hair preparations: Toni Innocent Color—"Kindergarten"; Jack Tinker & Partners, New York; Airport Productions, New York.

Best insurance: State Farm—"Egg And You"; Needham, Harper & Steers, Chicago; Tempo, New York.

Best laundry soaps or detergents: Bold—"Hand Sawing"; Tatham-Laird & Kudner, Chicago; Tempo, New York.

Best media promotion: Dow Jones—"Organization"; BBDO, New York; Stars & Stripes Productions Forever, New York.

Best media promotion: CBS News—"World Watchers"; CBS-TV, New York.

Best men's toiletries: Gillette—"Barber"; Doyle Dane Bernbach, New York; J. H. Films, New York.

Best office equipment: Xerox—"Aging Office"; Papert, Koenig & Lois, New York; VPI, New York.

Best oils, dressings, condiments: Ac'cent—"Spinach"; Needham, Harper & Steers, Chicago; N. Lee Lacy, Los Angeles.

Best packaged foods, best performance: Sunsweet Prunes—"Sunsweet Marches On"; Geyer-Oswald, San Jose; Freberg, Ltd., Los Angeles; Ronald Long, on-camera Talent.

Best public service: National Safety Coun-



Excedrin's award winner

New York; Petersen Productions, New York.

Best banks & financial: Chemical NY—"Wildlife"; Benton & Bowles, New York; K & P Enterprises, Los Angeles.

Best bath soaps or deodorants: Ban Deodorant—"Dreams Come True"; Ogilvy & Mather, New York; EUE/Screen Gems, New York.

Best beers & wines: Piel's—"Thank You"; Papert, Koenig & Lois, New York; Anglo-films, New York.

Best cake mixes: Betty Crocker—"Magic Faucet"; Dancer-Fitzgerald-Sample, San Francisco; MPO Videotronics, New York.

Special citation, desserts: D-Zerta—"Chris Gaynor"; Grey Advertising, New York; Motion Associates, New York.

Best cereals: Kellogg's Corn Flakes—"Cop"; Leo Burnett, Chicago; Wyldel Films, New York.

Best tobacco products: Tiparillos—"Great Taste"; Young & Rubicam, New York; Jerry Ansel, New York.

Best cleansers, polishes: Simoniz—"Plixie"; J. Walter Thompson, Chicago; Harry Hamburg, New York.

Best coffee or tea: General Foods—"Max Pax"; Ogilvy & Mather, New York; Mark Shaw Associates, New York.

Best confections, snacks: Chun King—"What Is An Eggroll"; J. Walter Thompson, Chicago; Sarra Studios, Chicago.

Best confections, snacks, best use of

cil—"Guess Who"; Needham, Harper & Steers, Chicago; Flag Films, Hollywood.

Best pharmaceuticals, best animation design: Alka Seltzer—"Stomach Talk"; Jack Tinker & Partners, New York; Elektra Films, New York; Bob Blechman, designer.

Best retail chain: Kentucky Fried Chicken—"Escape"; Noble, Dury, Nashville; PGL Productions, New York.

Best local retail: Harris County Rambler Dealers—"Bug"; S. L. Brown & Associates, Houston; AIE Film Studios, Houston.

Best local department store: Marshall Field—"Distant Worlds"; McCann-Erickson, Chicago; Videotape Center, New York.

Best soft drinks: Diet Pepsi—"Glass Elevator"; BBDO, New York; PGL Productions, New York.

Best musical theme scoring: Diet Pepsi—"Girl Watching"; BBDO, New York; RPM Associates, New York.

Best toys & games: Mattel—"Incredible Edibles"; Carson/Roberts, Los Angeles; Spunbuggy Works, Los Angeles.

Best trade associations: "Naming the Baby"; International Coffee Organization; McCann-Erickson, New York; Wyldel Films, New York.

Best travel & transportation, best original music scoring: Eastern Air Lines—"Second Summer"; Young & Rubicam, New York; Audio Productions, New York; Herman Edel Associates, New York; Composer: John Barry.

Best travel & transportation, best performance: Hertz—"Poor Soul"; Carl Ally, New York; TeleVideo, New York; Lou Jacobbi, on-camera talent.

Best utilities: Pacific Telephone & Tele-

*In several categories, the judges voted two BEST Awards

graph—"Dial 0"; BBDO, San Francisco; Harry Dorsey & Associates, Los Angeles. Best utilities: Natural Gas—"Little More"; Ketchum, MacLeod & Grove, Pittsburgh; Drew Lawrence Productions, New York. Best 20-second length: Hertz—"How To Survive"; Carl Ally, New York; TeleVideo, New York.

Best 8-10 second id: Roosevelt Raceway—"Interview"; Smith/Greenland, New York; Dimension Productions, New York.

Best 8-10 second id: Gulf Spray—"Duel"; Erwin Wasey, Pittsburgh; Savage-Friedman, New York.

Best regional market: Zale's Jewelry Stores—"Love Is A Funny Game"; Bloom Advertising, Dallas; Hanna-Barbera, Hollywood.

Best local production: Maryland National Bank—"Little Problems"; VanSant, Dugdale, Baltimore; BF&J Productions, Baltimore.

Best Canadian market: Canadian Pacific Airways—"Faces"; McKim/Benton & Bowles, Toronto; Don Wilder Productions, Toronto.

Best Canadian market: Gainesburgers—"Restaurant"; Young & Rubicam, Toronto; Sebert Productions, Toronto.

Best animation design: Pacific Gas—"Dryer Couple"; BBDO, San Francisco; Bill Melendez, San Francisco; Designer: Bob Blechman.

Best direction: Trans World Airlines—"The Chase"; Foote, Cone & Belding, New York; Wyldel Films, New York; Director: Fred Levinson.

Best direction: Whirlpool—"Cashiered"; Doyle Dane Bernbach, New York; Howard Zieff Productions, New York; Director: Howard Zieff.

Best optical effects: Excedrin—"Solarized Woman"; Young & Rubicam, New York; Audio Productions, New York.

Best production effects: Braniff International—"SST"; Wells, Rich, Greene, New York; James Garrett & Partners, New York.

Best use of graphics: ABC-TV—"Kismet"; ARC Television, New York.

Best use of sound: Luden's—"The Big Squeeze"; The Philadelphia Agency; Gryphon Productions, New York.

Best original jingle: "Pan Am Makes The Going Great"; J. Walter Thompson, New York; Music Director: Sid Woloshin; Composer: Stan Applebaum.

Best adapted music: United Air Lines—"Take Me Along"; Leo Burnett, Chicago; Music Director: Dick Marx.

Best voice over spokesman: Howard Morris; Quantas Airways—"Up A Tree"; Cunningham & Walsh, San Francisco; N. Lee Lacy, Hollywood.

Best male personality: Godfrey Cambridge; National Urban League; McCann-Erickson, New York; Stallion Productions, New York; Director: George Olden.

Best female personality: Petula Clark for Plymouth; Young & Rubicam, New York; Advertel, Toronto.

SPONSORED AWARDS

The Eastman Kodak Award for best cinematography: Union Carbide Campaign; Young & Rubicam, New York; VPI Productions, New York; David Quaid, cinematographer.

The 3M Company Electrophotography Award for creative use of video tape: Dodge Polaroid—"White Hat Special"; BBDO, Detroit & Los Angeles; Tapix Productions, Los Angeles.

The NBC Color Award for effective use of color by an advertiser: Kleenex Tissues—"Boutique, Boutique"; Foote, Cone & Belding, Chicago; Wyldel Films, New York.

The MovieLab Award for best film editing: General Telephone & Electronics; Doyle Dane Bernbach, New York; Sokolsky Films, New York; Editor: Morty Perlstein, MHP Films.

RADIO

Best national campaign: Excedrin—"Headaches"; Young & Rubicam, New York.

Best national single entry, best copywriting, best use of humor: Excedrin—"Shoe Store"; Young & Rubicam, New York; Copy: David DeNoon, Mike Slosberg; agency producer: David DeNoon.

Best regional campaign: Circus Nuts—"Mel Brooks Series"; West, Weir & Bartel, New York.

Best regional single entry: Circus Nuts—"Atilla"; West, Weir & Bartel, New York.

Best large market campaign: NY Transportation Bond Issue; Jack Tinker & Partners, New York.

Best large market single entry: Sahara Hotel—"Bliss, Bliss"; Geyer-Oswald, Los Angeles; Klein/Barzman, Los Angeles.

Best small market campaign: Bergeron Plymouth, New Orleans; Allen David Advertising; WDSU New Orleans.

Best small market campaign: Whittlesea Taxi, Reno; Tyson-Curtis Advertising.

Best small market single entry: Hathaway's Car Wash, Waterbury; Don Purcell Productions.

Best station promotion: WNEU—"New

York Giants"; Copy: David Pound, Gerry Graham; Voices: Gene Klavan, Pete Myers.

Best station conceived: Norwood Brothers Ezzo Service Center; WCHL, Chapel Hill, North Carolina.

Best use of sound: DuPont Cantece—"It Might As Well Be Skin"; BBDO, New York; Nick Hyams, New York; A & R Recording, New York.

Best vocal arrangement: Coca-Cola—"I've Been Around"; McCann-Erickson, New York; Music Director: William M. Backer; composer: Personality: Ray Charles.

Best instrumental scoring: No-Cal—"Coffee"; Solow/Wexton, New York; Music Director: Stanley Krell; composer: Gershon Kingsley, Jean J. Perry.

Best announcer's presentation: Wisconsin Telephone—"College Radio"; Cramer-Kraselt, Milwaukee; announcer: Ron McAdam. *In several categories, the judges voted two BEST Awards.

Also selected were 21 winners outside the U. S. in fields that included TV, cinema and other media.

Nabisco drops K&E, shifts accounts

National Biscuit Co., New York, has announced assignments for its products following reduction of its agencies from four to three and the elimination of Kenyon & Eckhardt as a company agency (BROADCASTING, May 20).

Approximately \$7 million of billing is involved in the reshuffling of accounts among remaining agencies, Ted Bates & Co., William Esty Co. and McCann-Erickson. In the moves Ted Bates will gain about \$4 million in billing by Jan. 1, 1969 (estimated \$2.9 million in broadcast); William Esty Co. will obtain about an additional \$3 million (\$2.1 million in broadcast); McCann-Erickson drops about \$3 million \$2.2 million in TV-radio) and K&E loses \$4 million (\$2.9 million in broadcast).

K&E is relinquishing Nabisco shredded wheat, spoon-sized shredded wheat, Team flakes and Milk Bone dog biscuits. Bates is being given the shredded wheat products; Esty, Team, and McCann-Erickson, Milk Bone, effective Oct. 1.

McCann-Erickson's losses, effective Jan. 1, 1969, are: Milla Vinella wafer, Bisco sugar wafers, Waffles Cremes, Honey Maid graham crackers and Mr. Salty pretzels, which move to Bates, as well as Oro Creme sandwich cookies, the Snack Cracker line, Appleteasers crackers, Chipsters potato snacks and Snackmate cheese spreads, which are being assigned to Esty.

A Nabisco spokesman stressed that McCann-Erickson continues as the dominant agency for the company.

Rep. appointments . . .

■ KTVH(TV) Hutchinson-Wichita, Kan.: Blair Television, New York.

■ WLYV Fort Wayne, Ind.: McGovern-Guild-PGW Radio, New York

■ WWDL-FM Scranton, Pa.: Roger Coleman Inc., New York.

Chicago firm offers cut-rate spot buys

If agencies can negotiate the prices they pay for network radio and TV advertising, why can't they also do it with stations in the purchase of national spot advertising?

Apparently the question is being posed and some agencies may already be doing it—possibly skipping the station representative in the process—it was indicated in

Chicago last week as the result of agency reaction there to the formation of a new specialized timebuying firm designed to assist agencies. The new company assumes all paperwork details but the agency retains final approval of the buy.

The new company is Broadcast Media Corp., formed and headed by Arthur W. Bagge, former executive of Peters, Griffin, Woodward.

Broadcast Media Corp., Mr. Bagge said, "is introducing a new service solely for advertising agencies pertaining to TV and radio spot buying. The service serves as a buying adjunct to present buying departments, doing all the facets normally done plus working with TV and radio stations. The service is designed to simplify, expedite and make more efficient the entire spot-buying process and procedures as a saving in time and cost to the agency."

How It Works ■ Chicago agencies which are apparently aware of the new service explained that they understand that Mr. Bagge's new firm takes a specific timebuying order from the agency and negotiates directly with the stations in the markets desired to obtain the best price possible for a schedule of exposures which precisely fit the demographics, rating points and other details set by the agency. The agency looks at the buy arranged by Broadcast Media Corp. and if it likes it and approves, then BMC executes the buy and handles all details, submitting a single bill, according to their explanation.

The agencies said they understood they would be relieved of a great deal of expensive paperwork in the new service and expect to get buys at a lower cost than if they attempted to place the order in the usual manner. Some admitted the idea may prove too controversial with stations as well as representatives, since the buy is made



Mr. Bagge

direct, and questioned how practical it may prove to be. However, they cited usual station-rep contracts protect the representative and his 15% commission even if the buy is made direct, thus the representative in most cases probably still would get paid.

None of the agencies would say whether they have as yet actually placed buys through the new company.

Although Mr. Bagge said he was not able to reveal complete details at this time, other sources indicated the plan calls for BMC to work for the agencies at no cost to the agencies themselves. They understood that if the new firm negotiated sufficient savings in a buy it would be allowed to collect up to 15% commission to be taken out of the portion saved. Any excess saving would rebate to the agency.

Broadcast Media Corp. is located at 75 East Wacker Drive; telephone (312) 372-2182.

Computers in spot's future?

ARB's Langhoff describes system in which reps would play large role

A computerized system to speed the buying and selling of spot television is technically feasible now and may soon prove to be economically feasible, Peter Langhoff, president of the American Research Bureau, said last week.

If it does and one is introduced, he said, it must be operated in such a way that "the man in the system—in this case the station rep—is an essential component."

Dr. Langhoff, whose company is a wholly owned subsidiary of Control Data Corp., a leading computer manufacturer, made his remarks in a paper prepared for delivery at an advertising symposium held by the University of Illinois Thursday and Friday (May 23-24) in honor of retiring Professor Charles H. Sandage.

In other talks at the "Sandage symposium," President John Crichton of the American Association of Advertising Agencies revealed results of an AAAA survey of agency executives' educational backgrounds, and President Sherwood Dodge of the Advertising Research Foundation called for a broadly based "industry joint effort" program of methodological research.

Bright Future ■ Dr. Langhoff said efforts thus far to computerize "complex

decision systems" in marketing "have not been showered with success" and that such a goal may be "currently unattainable." But "an automated exchange system" for spot TV, he said, is "an example of the sort of computer application we may reasonably expect to affect this industry in the near future."

He envisioned it as comprising "large central computers" with terminals in offices of buyers and sellers, adding that elements of such a system are in use on both the agency and rep sides of the business. He said that "the communality of hardware and software, plus savings in time, manpower and paperwork, not to mention the increase in buying efficiency in this central system, may very well establish its economic feasibility."

He noted that such a system would also serve as a communications network and could perform many other functions that would add to its appeal and increase its economic value.

In calling for a broad program of validating research, Mr. Dodge said that "so far as media research is concerned, no one of the current syndicated services, with the exception of W. R. Simmons, has ever been formally reviewed by an objective body. Current rating services are 'audited' by the Broadcast Rating Council, for procedural fulfillment, but no official body of research exists to determine the degree to which these procedures are meaningful."

The AAAA survey described by President Crichton encompassed 465 leaders in 31 "larger" agencies and found that 2% of the 362 respondents had doctoral degrees, 15% had master's degrees, 16% had done graduate work but received no degree, 43% held only undergraduate degrees, 13% went to college but did not graduate and 11% did not attend college.

Further breakdowns showed "the media and research group is the best formally educated group in the agency business" (33% hold master's degrees and 4% have doctorates), while "creative is notably free from formal education" (40% of the top creative people did not go to or did not complete college).

Plymouth to ride with 'The Name of the Game'

A buy estimated at more than \$2 million was disclosed last week by NBC-TV. The Plymouth Division of Chrysler Corp., through Young & Rubicam, reportedly bought a minute a week in *The Name of the Game*, a 90-minute series on the network next fall (Friday, 8:30-10 p.m. NYT). The Plymouth

purchase was said to represent the first big one in the series.

Chrysler is a heavy advertiser on the network. This past season the auto manufacturer has been associated with Bob Hope specials, football (American Football League) and baseball and golf while Plymouth has sponsored a special.

Business briefly . . .

Borden Inc., milk and ice cream division, through Young and Rubicam, both New York, will use 30-second commercials on NBC-TV's *Huntley-Brinkley Report* during June to promote its new ice cream flavor, chocolate almond nougat.

Rexall Drug Co., division of Rexall Drug & Chemical Co., Los Angeles, through Batten, Barton, Durstine & Osborn Inc., same city, will use network TV for a 10-day period in June to promote its annual "1 Cent Sale." A total of five different 60-second TV spots, each featuring comedian Louis Nye, have been scheduled on 14 network shows. A national radio campaign, making use of 30-second spots starring Mr. Nye, will supplement the TV effort. Rexall spots are scheduled on CBS, NBC, ABC, Mutual Broadcasting and Keystone Broadcasting networks.

Mattle Inc., Los Angeles (Carson/Roberts/Inc., Los Angeles); **Menley & James Laboratories**, Philadelphia (Foote, Cone & Belding Inc., New York) and **General Foods Corp.**, White Plains, New York (Young & Rubicam, New York) will sponsor *Julia*, a half-hour comedy-drama series starring Diahann Carroll, on NBC-TV this fall (Tuesdays, 8:30-9 p.m. NYT).

Pepsico Inc., through BBDO, both New York, has purchased participations in NBC Radio's *Monitor* for Pepsi-Cola.

Campbell Soup Co., Camden, N. J., will support national distribution of its "Bounty" milk chocolate pudding with a spot TV schedule and commercials in *Lassie*, *Mission: Impossible*, *The Doris Day Show*, *The Beverly Hillbillies*, all CBS-TV. Leo Burnett, Chicago, is agency.

Charles Pfizer & Co.'s Leeming Division, New York, will introduce Hai Karate oriental lime cologne and after shave lotion with spot television commercials and advertising on prime-time programs on all three networks. LaRoche, McCaffrey & McCall, New York, is agency.

Sidnam leaves O&M

Alan Sidnam, vice chairman of Ogilvy & Mather and head of the General Foods account, will leave the

BAR network TV-billing report for week ended May 12

Broadcast Advertisers Reports' network-TV dollar revenue estimate--week ended May 12, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended May 12	Total dollars week ended May 12	1968 total minutes	1968 total dollars
	Week ended May 12	Cume Jan. 1-May 12	Week ended May 12	Cume Jan. 1-May 12	Week ended May 12	Cume Jan. 1-May 12				
Monday-Friday Sign-on-10 a.m.	\$	\$ 145.8	\$ 58.4	\$ 1,494.5	\$ 336.0	\$ 6,469.1	68	\$ 394.4	1,342	\$ 8,109.4
Monday-Friday 10 a.m.-6 p.m.	1,200.8	23,249.9	2,676.4	58,264.6	2,204.3	43,578.9	979	6,081.5	17,261	125,093.4
Saturday-Sunday Sign-on-6 p.m.	687.8	21,720.1	578.9	19,728.8	428.7	8,895.9	245	1,695.4	4,683	50,344.8
Monday-Saturday 6 p.m.-7:30 p.m.	271.0	6,143.3	513.2	11,553.8	538.1	12,649.5	95	1,322.4	1,649	30,346.6
Sunday 6 p.m.-7:30 p.m.	69.0	2,423.2	156.2	4,407.3	210.3	4,042.2	21	435.7	398	10,872.7
Monday-Sunday 7:30 p.m.-11 p.m.	4,119.3	99,429.4	5,390.9	123,863.1	5,543.6	121,250.2	445	15,053.8	8,165	344,542.7
Monday-Sunday 11 p.m.-Sign-off	408.7	6,873.3	59.0	751.8	410.9	8,205.0	80	878.6	1,380	15,830.1
Total	\$6,756.6	\$159,985.0	\$9,433.0	\$220,063.9	\$9,672.1	\$205,090.8	1,933	\$25,861.7	34,878	\$585,139.7

agency next January "to try something new." He indicated Thursday (May 23) he had no definite plans concerning the "something new." William E. Phillips, a senior vice president, will take charge of the General Foods account, the agency said.

Street & Finney joins London agency

Masius, Wynne-Williams, Street & Finney Inc. is the latest newcomer to the New York advertising world, arriving via an acquisition of 75% of Street & Finney by the London-based Masius, Wynne-Williams Ltd. and its overseas company, Masius International Ltd.

Street & Finney, a family agency in business for over 66 years, estimated its 1967 billings at \$14 million, most of it in television. (BROADCASTING's estimates for the agency's television and radio billings in 1967 were \$9 million and \$1.8 million, respectively [BROADCASTING, Nov. 27, 1967]).

Masius, Wynne-Williams handles \$37.2 million in billings, while Masius International, with nine wholly owned subsidiaries in Europe, handles \$29.6 million.

Robert Finney continues as chairman of the board and William J. Johnston as president and chief executive officer. They will be joined on the board of directors by J. G. Wynne-Williams, chairman of Masius International, and F.R.D. Tolson, a director of the British company.

Account List • A joint client is Colgate-Palmolive, served by Street & Finney for 22 years and Masius, Wynne-

Williams for 46 years. Other Street & Finney clients are Combe Chemical, Foster-Milburn and Chattanooga Medicine Co. Masius has worked for Mars Inc. for 35 years, and its client list also

to open in Austria later this year.

Street & Finney employs 85 people in its New York office and five in a Los Angeles service office. Masius employees number over 1,000.



Mr. Johnson



Mr. Finney

includes General Motors, Mobil Oil, Kimberly-Clark, Hoover, Woolworth, Nestle, Wilkinson Sword, Simoniz and leading British companies.

Masius International has subsidiaries in Germany, France, Italy, Switzerland, Belgium, Holland, Denmark, Norway and Sweden, with a 10th expected

NBC Radio's 2d quarter setting sales record

NBC Radio reported sales to date for the second quarter of 1968 are higher than any quarter in the past 10 years, and exceed by 4.5% the previous record quarter, the third quarter of 1964.

Major advertisers on NBC Radio in the second quarter include: Aluminum Co. of America, American Express, Borden, Brunswick, Campbell Soup, Chrysler Corp., Colgate-Palmolive, General Motors, Ford Motor Co., Hunt Foods, Kellogg, Mutual of Omaha, National Biscuit Co., Plough Inc., Quaker State Oil, R. J. Reynolds, Sinclair Oil, Sterling Drug, State Farm Insurance and Union Oil.

Agency appointments...

■ Communications Planners Inc., New York, has been named to handle New York state advertising for Vice President Hubert Humphrey's campaign for the Democratic presidential nomination. Doyle Dane Bernbach, New York, is handling Vice President Humphrey's national advertising (BROADCASTING, May 20).

■ Daniel & Charles Inc. succeeds Wyse Advertising Inc., both New York, as agency for Georg Jensen Inc., home furnishings retailer and wholesaler. J. R. Thomas, Jensen's director of marketing, said radio-TV advertising is under consideration.

Sky Chief in a Maxwell?

Texaco Inc. is preparing a 1968-69 campaign for its new Sky Chief gasoline, with Jack Benny as a spokesman. Mr. Benny will appear in TV commercials and print advertisements for Sky Chief. Texaco in turn will sponsor two one-hour Benny specials on NBC-TV. One will be repeated by Texaco. Benton & Bowles, New York, is Texaco's agency.

Film deal frees ABC's capital

Network plans to pay off ITT debt with savings from plan to shell out for features as they are broadcast

ABC stockholders meeting in New York last week were informed of a feature-film financing plan which should add to the company's working capital and should sever the company's last remaining links with the International Telephone and Telegraph Corp.

ABC President Leonard Goldenson said that the corporation has "worked out an arrangement to put our motion-picture film inventory on a pay-as-you-go telecast basis. This arrangement will free [ABC] of the obligation of making approximately \$52 million in prepayments which would otherwise have been required by the end of 1968. This will enable us to repay the ITT loan and add to funds available for corporate use."

Savings made under the "pay-as-you-go" plan would pay off a \$25-million loan made early in 1966 by ITT, ABC's erstwhile partner in a merger that fell through early this year (BROADCASTING, Jan. 8).

Plan's Details ■ The plan, Mr. Goldenson announced last week, involves the cooperation of several financial institutions. They have paid film producers for \$52 million worth of feature films the network will use in the next few years. ABC, in turn, buys the films from the financial houses as it needs them for broadcast. The plan frees ABC from laying out the large initial sum.

Mr. Goldenson said the plan also enables ABC directors to consider other means of providing for long-term capital requirements. Among these, he said, was the issuance of subordinated convertible debentures. Earlier this year, ABC had announced plans to offer \$75-million worth of such debentures, but the offering was later postponed because of unsettled market conditions.

Shareholders approved authorization of two-million shares of preferred stock which would be available to finance possible acquisitions as well as other capital requirements. There are no plans at present to issue the preferred shares. The company has been authorized to issue 10-million shares of common stock, of which more than 4.7-million shares currently are outstanding.

Good Prospects ■ Mr. Goldenson repeated earlier projections that the second quarter ending June 30 would see



ABC's Goldenson

income rising on increased sales (BROADCASTING, Feb. 26). He also outlined again the network's plans to effect economy measures, among them a cut-back in this year's political convention coverage, the production of more tape programs in ABC's own studios, and a deferral of long-range plans for studio and office construction in Hollywood and New York.

Stockholders also elected Charles T. Fisher III, a senior vice president of the National Bank of Detroit, to ABC's board. He succeeded Robert L. Huffines Jr., who resigned, Mr. Goldenson said, for "personal reasons." ABC directors also adopted a policy, effective with the 1969 annual meeting, prohibiting the election or re-election to

Sonderling drops merger

Sonderling Broadcasting Corp. announced last week the termination of its agreement in principle to acquire Modern Talking Picture Service, New York. The decision followed the issuance of a temporary restraining order by the Chancery Court in Wilmington, Del., on May 3 delaying the agreement. Richard Hough, vice president of Modern Talking Picture Service and a minority stockholder, had petitioned the court for the order (BROADCASTING, May 20).

the board of anyone 72 years of age or older.

The ordinary flow of corporate proceedings was somewhat interrupted towards the end of the annual meeting. An ABC-TV employee—Gerald Fritz, identified as an assistant director—who also owns stock in the company, told directors and assembled stockholders that ABC's personnel policy was "30 years behind the times" and that employees are just "numbers . . . bodies." His remarks were made in response to a statement by Mr. Goldenson that ABC did not know why the National Association of Broadcast Employees and Technicians struck ABC and not NBC last fall. Mr. Goldenson thanked Mr. Fritz for his comments.

Bronfman, O'Brien reach a detente

A compromise was reached last week in the battle over control of Metro-Goldwyn-Mayer. For almost a month, there had been reports that Edgar Bronfman, president of Joseph E. Seagram and Sons, and MGM's largest stockholder, was attempting to force Robert H. O'Brien out as MGM's president and chief executive officer (BROADCASTING, May 6 et seq.). Mr. Bronfman reportedly was seeking greater representation on the company's board and was demanding that a special committee be formed to find a successor to Mr. O'Brien.

At a board meeting Thursday (May 23) a compromise was worked out. The board of directors was enlarged to 18 members to include three representatives of Bronfman interests (900,000 shares of MGM stock); and no committee will be formed to recommend a successor to Mr. O'Brien. Also, in a public statement made after the meeting, Mr. Bronfman announced his support of Mr. O'Brien and characterized him as an "outstanding motion-picture executive."

The three new directors are John Wanamaker, an executive with CEMP Investments Ltd.; Bernhard Auer, senior vice president of Time Inc., publisher and group broadcaster, and John Loeb Jr., a general partner of Loeb Rhoades & Co., investment bankers, who is also a brother-in-law of Mr. Bronfman.

The MGM board also approved a \$35-million, 25-year convertible subordinated debenture issue to help pay short-term bank loans. According to MGM's 1967 annual report, the company was indebted to banks for \$62.5 million, \$42.5 million of which payable on short-term notes. The debenture of-

fering will be made through underwriters headed by Merrill Lynch, Pierce, Fenner and Smith Inc., and Blyth & Co., both New York.

Directors declared a quarterly dividend of 30 cents a share payable July 15 to shareholders of record June 18.

20th Century-Fox puts TV out of focus

For the first time in its more than 30-year history, 20th Century Fox Corp., whose headquarters are in New York, last week held its annual stockholders meeting on the studio lot in Los Angeles. Some 1,000 shareholders, the largest attendance ever, sat in a cavernous sound stage for 95 minutes and were repeatedly told of the film production company's bright future, but only occasionally, and seemingly begrudgingly, was television, a substantial contributor to net earnings, mentioned.

The one time TV occupied the spotlight it was promptly and caustically put down by long-time movie-maker Darryl F. Zanuck. Asked by a youthful shareholder if Fox's network television product will be aimed more at young people next season, the company's president and chief executive officer replied: "To me they are all aimed at children."

High up in the second tier of a dais that held 29 Fox executives—the fourth from the end and amidst accountants and assistant controllers—sat William Self, vice president in charge of TV production, the sole representative exclusively involved with the television operation to be presented to the shareholders. Given a chance to answer the question for himself, Mr. Self responded that "we have a balanced program."

Successful Series ■ Earlier the shareholders had heard Richard D. Zanuck, executive vice president in charge of worldwide production, proudly hail the company as the number-one supplier of network programs with nine series totalling seven-and-a-half hours of prime time in addition to three daytime programs. Page seven of the annual report, which the shareholders were given, showed the production and distribution of film series for television contributing \$3,117,000 to overall net earnings of \$15,420,000 in 1967. Elsewhere the report revealed that television income from feature-film distribution amounted to \$32,543,000 in 1966 and \$7,785,000 in 1967. Lower figure indicates that Fox, like other movie companies, is running out of backlog.

The new studio headquarters site for 20th Century-Fox is sure to be the company's Malibu ranch, a half-hour

drive from the current studio lot, the elder Mr. Zanuck indicated. But the move will come in stages in the coming years because the company has to phase out present facilities while maintaining a constant product flow.

Fox's chief executive made it clear that despite persistent rumors that the company will merge with a bigger organization, he, personally, would "prefer to go it alone."

Three months ended March 30:

	1968	1967
Earned per share	\$0.57	\$0.64
Gross revenues	44,590,000	48,535,000
Income before taxes	7,729,000	7,168,000
Net income	4,007,000	3,771,000
Average shares outstanding	7,035,285*	5,873,000

*Increase in number of shares due primarily to conversion of outstanding debentures into common stock.

Bartell 2d quarter is record for stations

Bartell Media Corp., New York, last week reported to stockholders that first-quarter 1968 revenues for the broadcasting division "did not meet expectations," but that all of its stations—WKY Milwaukee, KCBQ San Diego, WADO New York—were doing record business in the second quarter. The publishing division reported a first-quarter profit of \$311,856 before taxes.

A contract between Bartell Cable TV Systems and Laser Link Corp. was also announced at the annual meeting. Bartell plans to service four boroughs in New York with "quasi-laser" cableless CATV if the FCC approves the system (BROADCASTING, April 22, May 20).

Stockholders elected Herbert S. Cannon, Herbert Winter, Edward P. Larking, Joseph W. Checota and L. Alan Schaffer as new directors.

Company reports . . .

Aneco Inc., Phoenix, CATV-equipment manufacturer, reported an increase in net sales and a substantial reduction in losses in both net income

and earnings per share for the third quarter of 1968 ended March 31:

	1968	1967
Earned per share (loss)	(\$0.38)	(\$0.86)
Net sales	4,910,960	4,787,390
Net income (loss)	(459,477)	(1,033,621)

Cusum Broadcasting Corp., group broadcaster and multiple CATV owner headquartered in Columbia, S. C., reported increases in earnings and revenues during the first quarter of 1968 ended March 31:

	1968	1967
Earned per share	\$0.55	\$0.47
Gross revenues	2,327,449	2,188,830
Net earnings	165,359	140,316
Number of shares outstanding	300,000	300,000

Columbia Pictures Corp., New York (parent company of Screen Gems Inc.), reported record earnings for the quarter and nine months ended March 30:

	1968	1967
Earned per share	\$1.50	\$0.77
Revenues	185,900,000	154,042,000
Net income	6,621,000	3,305,000

WNJU-TV doubles gross

WNJU-TV Newark-Linden, N. J., a Spanish-language station in the New York area, reported last week that gross sales in the fiscal year ended April 30 doubled to \$1.75 million.

Edwin Cooperstein, station president, issued a progress report coincident with the station's third anniversary on May 15. He anticipates an increase in billings to exceed \$2.5 million during the station's fourth year, which would give WNJU-TV "a full year of profitable operation."

Blair increase approved

Stockholders of John Blair & Co. voted in New York last week to increase the number of authorized common shares from 1.5 million to 2.5 million and to create 500,000 authorized shares of preferred stock for the station-representative firm. The additional shares will be issued, as required, in connection with acquisitions, stock splits or "other corporate purposes," it was stated at the annual stockholders' meeting.

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FATES & FORTUNES

BROADCAST ADVERTISING

Ira Barkoff and **Helen Nolan**, creative directors, Smith/Greenland Co., New York, elected VP's.

Donald Wolff, formerly with NBC Radio Spot Sales, Chicago, named mid-western manager of John C. Butler & Co., Chicago. **Thomas M. Hickman**, formerly with Corsey Steel Co., joins Butler as account executive.

James R. Hoel, manager, local sales, WMAQ-TV Chicago, promoted to manager, sales. He succeeds **Norman Cissna**, resigned.

Gerald Pollack, with Doyle Dane Bernbach, New York, joins Norrito, Röss Inc. there as partner and executive VP.

Selma Baron, with Nelson Stern & Associates, Cleveland agency, named group VP.

Andrew K. Leach, national sales representative for Storer Television Sales, New York, named national sales manager of Storer Broadcasting Co.'s WJW-TV Cleveland.



Mr. Sweeney

Charles E. Sweeney, VP, creative director of Young & Rubicam, Los Angeles, named creative director-West Coast.

Richard D. Pickett, media director of Post-Keyes-Gardner, Chicago, named senior

VP and director of marketing, media and research services.

C. Conrad Gentry, account executive for WJKS-TV Jacksonville, Fla., named sales manager.

Eugene A. Reveles, associate media director for McCann-Erickson, Los Angeles, appointed director of media, marketing and research for MacManus, John & Adams, that city.

Britt Bowden, sales manager at KBOI-TV Boise, Idaho, named VP-television sales.



Mr. Sutherland



Mr. Haldeman

Hugh Sutherland, VP, management supervisor and director of client services for J. Walter Thompson Co., Los Angeles, named manager of Los Angeles office. He succeeds **H. R. Haldeman**, taking leave of absence from JWT to

serve on Richard Nixon's staff during presidential campaign.

Irwin Sarason, with WNBC-TV New York, named art director at The Lampert Agency, that city.

Richard S. Hammett, manager of marketing research for General Mills, Minneapolis, joins Theo. Hamm Brewing Co., St. Paul, as director of market research.

Robert A. Mueller, with Compton Jones Associates Inc., Bethesda, Md., appointed director, technical services.

William C. Strong, with KYW-TV Philadelphia, appointed sales service director.

Dick Harris, station manager and sales director of KOA-TV Denver, resigns. No future plans announced. **Cy Penley** assumes duties of sales manager.

Tim McClintock, in media department at Erwin Wasey Inc., Los Angeles, named director of sales development for KABC, that city.

Grahame Thomas Smallwood, with former mid-Atlantic region of Trans World Airlines, named regional manager, advertising and sales promotion for TWA's newly created eastern region, with headquarters in Philadelphia. **Robert D. Hall**, manager, audio/visual media-public relations for TWA, New York, appointed manager, public relations, for eastern region.



Mr. Yanoff

Sy Yanoff, sales manager of WINS New York, named general sales manager of WBZ Boston. **Michael Fahreny**, sales manager at WBZ, succeeds Mr. Yanoff as sales manager of WINS. Both are Westinghouse Broadcasting Co. stations.

Joseph M. Callan, president, J. M. Callan Merchandising Agency, Chicago,

appointed midwest sales manager, VPI, that city.

Lawrence C. Bershon, formerly with Grey Advertising, Ted Bates & Co., McCann-Erickson, and Benton & Bowles, all New York, named advertising manager for Sinclair Refining Co., that city.

Jerold Marshall, KYW Philadelphia salesman, appointed radio manager, H-R Representatives, that city; **David K. Winston**, H-R, Detroit, appointed office manager and radio manager; **Clint Clark**, executive director, Midwest and Eastern U.S., Argus Publications group, appointed television manager, H-R, Detroit.

John A. McElfresh, eastern sales manager for Corinthian division of H-R Television, New York, appointed general sales manager of KPLR-TV St. Louis.

Richard F. McCarthy, account manager at Stockton-West-Burkhart, Cincinnati, named sales manager of WXIX-TV Newport, Ky.-Cincinnati.



Mr. Siegel

David Siegel, who operated David Siegel Creative Services, New York, joins Knox Reeves Advertising, Minneapolis, as VP and creative associate.

Howard Nass, supervisor, Cunningham & Walsh, New York, named senior media supervisor.

E. Abbott Lawrence, account executive for KTLA-TV Los Angeles, named national sales manager.

Clayton S. Staley Jr., assistant local sales manager of WPEN Philadelphia, appointed local sales manager.

Bernard Sofronski, with WPIX-FM New York, named local sales manager.

Robert A. Strauss, with KCEE-AM-FM Tucson, Ariz., named local sales manager.

Kenneth A. Dodd, local sales manager of WACE Chicopee, Mass., named local sales manager for WGVA Geneva, New York.

Walter Jacobs, program manager of Avco Broadcasting's WLWI-TV Indianapolis, moves to Avco's Cincinnati headquarters as client service representative in developing special advertising programs for key sponsors.

Nick Sparkman, account executive with Needham, Harper & Steers, New York, named account supervisor.

Barney Rigney Jr., account executive on Purex Corp. for Carson/Roberts/Inc., Los Angeles, named senior account executive on Van Camp Sea

K&E names nine VP's

Kenyon & Eckhardt has appointed nine creative executives in various offices to VP status. They are: **Bruce Barton**, **Leo Fassler** and **Alan Levenstein**, creative group heads in New York; **Joy Golden**, **Louis Musachio** and **Charles Ryant**, co-creative group heads in New York; **Pat O'Hara** and **Robert Carey**, associate creative directors in Chicago, and **Dick Wastrous**, associate creative director in Boston.

Food, at Dancer-Fitzgerald-Sample, that city, replacing **Jens L. Pedersen**, named account supervisor on Clougherty Packing Co. at D-F-S.

Kent Zimmerman, with Clinton E. Frank Inc., Chicago, named account executive in agency's New York office.

William Blackburn, sales representative for Philco-Ford Corp., Philadelphia, joins KCBS San Francisco as account executive.



Mr. Detelj



Mr. Fiorini

George Detelj and **Ange J. Fiorini**, account executives. Ted Bates & Co., New York, elected VP's.

Pat McCall, with WJLZ Mt. Holly, N. J., appointed account executive for WMMR(FM) Philadelphia.

Arnold Starr, formerly with Radio Advertising Representatives and NBC Radio Spot Sales, both New York, joins national sales department of Radio Advertising Bureau there as senior account executive.

Walter H. Bergquist, commercial producer for Young & Rubicam, New York, appointed account executive at Videotape Center, that city.

Len Blake, with creative department of Papert, Koenig, Lois, New York, leaves to form Blake Associates Inc., at 520 Fifth Avenue, New York, to specialize in industrial and trade advertising, sales promotion, films and public relations.

Bob Siegler, director for MPO Videoelectronics Inc., New York, joins EUE/Screen Gems, that city.

MEDIA

Verne A. Brooks, formerly with WTPR Paris and WENK Union City, both Tennessee, appointed manager of WDXN Clarksville, Tenn., replacing **W. J. McCluney**, who resigns to become representative for International Schools Inc. All are Aaron B. Robinson stations.

Don Martin, with WHCU-AM-FM Ithaca, N. Y., named general manager, succeeding **Michael R. Hanna**, whose retirement was announced earlier this year. Mr. Hanna will stay on as consultant until June 30.

Charles Leasure, regional manager for Southwest division of ABC-TV station relations, named regional manager for western division, with headquarters in New York.

William Lee resigns as manager-radio

Lubbock mayor re-elected

W. D. (Dub) Rogers Jr., former Texas broadcaster, has been re-elected to a second two-year term as mayor of Lubbock, Tex. Two years ago he was elected to the office on a write-in vote. Mr. Rogers is president of the Society of Television Pioneers.

sales. Avco Radio-TV Sales Inc., Chicago, effective May 31 to enter station operation. He is to become manager of WKMF Flint, Mich., which has received FCC approval for sale to **Martin F. Beck**, president-general manager, WGLI Babylon, N. Y., and others. Messrs. Beck and Lee earlier had both been with Katz Agency. They also plan consulting service in sales and programming.

John C. Ogle, with KLIQ Portland, Ore., named manager of KSWB Seaside, Ore.

Andy Moore, program director for KDOT Scottsdale, Ariz., named assistant manager.

Kay Melia, KLOE Goodland, chosen president-elect of Kansas Association of

Broadcasters. **Bill Bengston**, KOAM Pittsburg, elected secretary-treasurer.

PROGRAMING

Arnold M. Picker, chairman, executive committee, United Artists Corp., New York, named VP-entertainment services of parent Transamerica Corp., San Francisco.

Stu Berg named VP-creative director, Wilding TV, division of Wilding Inc., Chicago film-production firm.

Arnold H. Agree, tax manager of 20th Century-Fox Film Corp., New York, appointed assistant secretary.

Reid H. Ray, film producer from St. Paul, elected president of CINE, Council on Nontheatrical (Film) Events, Washington. **Peter Cott**, National Academy of Television Arts and Sciences, New York, named first VP. Other new VP's: **Charles A. Bemant**, Filmscope Inc., New York; **Ott H. Coelln**, *Business Screen* magazine, Chicago, and **Emily Jones**, Educational Film Library Association, New York. **Don G. Williams**, University of Missouri at Kansas City, elected secretary.

Rodney W. Loeb, attorney with Beverly Hills, Calif., law firm of Hindin, McKittrick and Powsner, named VP-legal for Commonwealth United Corp.,

12 promoted at WGN Continental and subsidiaries

Promotions at group owner WGN Continental Broadcasting Co. and related firms were reported in Chicago Thursday following the annual meeting of the parent company, The Tribune Co.

J. Howard Wood, board chairman, and **Ward L. Quaal**, president, of WGN Continental Broadcasting, announced the election of **James G. Hanlon** and **Daniel D. Calibraro** as VP's. Mr. Hanlon is manager of public relations and advertising. Mr. Calibraro is assistant to the president.

They also announced the election of **Daniel T. Pecaro**, vice president and general manager of WGN-TV Chicago, as a director, and **Justin N. Liss**, assistant controller, as controller. Other elections involving subsidiary companies:

John McDaniels, general sales manager, WGN-TV, and **Calvin Copen**, western sales manager, WGN-TV, were named VP's of WGN Continental Sales Co. **Richard E. Jungers**, VP and general manager of KWGN-TV Denver, was elected a director of WGN Continental Sales. **Marvin Astrin**, VP and general sales manager, WGN Chicago, was elected



Mr. Hanlon



Mr. Calibraro

treasurer of WGN Continental Sales. Mr. Astrin also was elected director of WGN Continental FM Co., operator of newly acquired WFMT(FM) Chicago.

Odin S. Ramsland, executive vice president of KDAL Inc., operator of KDAL-AM-TV Duluth, and **Robert Innes**, vice president of WGN Continental Sales, were elected directors of WGN of Colorado Inc., operator of KWGN-TV.

Charles Rothers, administrative engineer, was elected treasurer and director of WGN Televants, cable TV firm, and **Harry Miller**, assistant to the general manager, was elected a director of WGN Continental Productions Co., syndication and commercial producer.

New York, parent company of Commonwealth United Entertainment, motion picture and TV producer and distributor.

Marvin E. Schlaffer, production manager at WNEW-TV New York, named VP in charge of operations for Recording Studios Inc., that city.

David Geffen, with William Morris Agency, New York, joins Ashley Famous Agency there as general executive.

Melvin A. Jones, VP and general sales manager for WQXI-TV Atlanta, appointed to sales department of Trans-Lux Television Corp., New York.

Ted F. Baze, production manager for WJW-TV Cleveland, appointed program director of WUAB(TV) Lorain-Cleveland.

Joe Kelly resigns as operations manager and program director of WQXI Atlanta. No future plans announced.

William McPhie, film director for KABC-TV Los Angeles, appointed assistant program director.

John Randolph, music director of WAKY Louisville, Ky., also named assistant program director.

George M. Curry, promotion manager at WSAZ-TV Huntington, W. Va., named program manager, succeeding **Maxwell S. Roth**, who moves to WFIL-TV Philadelphia as assistant program director. **Fritz Leichner**, director of production at WSAZ-TV, named operations manager.

Charles Mosher, editor-writer in Los Angeles bureau of ABC Radio news, appointed director of community relations for KABC Los Angeles.

James Blakely, post-production supervisor on *Batman*, named post-production coordinator for 20th Century-Fox Television.

Marlin R. Taylor, director of music and programing for Kaiser Broadcast-

ing's FM division, Boston, appointed operations manager of WDVR(FM) Philadelphia.

Raymond G. Markoff, formerly with WCPO-TV Cincinnati and WKTR-TV Kettering, Ohio, appointed production manager at WXIX-TV Newport, Ky.-Cincinnati.

Lowell Sweeney named production manager for KORK-AM-FM Las Vegas.

Larry O'Brien, with WGH Newport News, Va., named music director.



Mr. Zuckerman

Howard J. Zuckerman, program manager of WTTV(TV) Bloomington - Indianapolis, named president and general manager of National Teleproductions Corp., Indianapolis, program and commercial production firm established by Mr. Zuckerman and **Steven H. Miller**, former New York investment specialist. Address is 8545 Northcrest Court; phone (317) 251-9878.

Kris Stevens, with WQXI Atlanta, appointed assistant operations manager.

John Givens, director and vocational instructor at noncommercial KPEC-TV Lakewood Center, Wash., joins noncommercial KCTS-TV Seattle as producer-director.

Arthur A. Paul, program manager of noncommercial KUAT-TV Tucson, Ariz., joins noncommercial WCNY-TV Syracuse, N. Y., as assistant general manager for program operations.

Galen Scott, with WIRE Indianapolis, named program director, succeeding **Don Knight**. **Bill Robinson**, with WMNI Columbus, Ohio, named music director.

Bill Harling, assistant production manager at KCAU-TV Sioux City, Iowa, named production supervisor.

NEWS

Bob Benson joins WLS Chicago as news director succeeding **Harold Salzman** who resigned. Mr. Benson was national news coordinator for Star Stations group with headquarters at KOHL Omaha.

Andrew Neil Guthrie, assistant editor with Visnews, New York, assigned to Saigon news bureau of NBC News. **Jack Singer**, with ABC Sports, New York, appointed coordinator, sports, NBC News, that city.

John J. Walsh, southern division news editor for UPI, Atlanta, who was transferred to Saigon earlier this year, becomes manager of UPI's Saigon bureau, succeeding **Eugene V. Risher**, who will return to U.S. for vacation. **Lewis J. Lord**, UPI's regional executive for South Carolina, succeeds Mr. Walsh as southern division news editor.

Jack C. Levine, with WOR-TV New York, named news director.

Dave McLean, assistant news director for KGO-TV San Francisco, named news director.

Charles Leonard, formerly with WOC-AM-TV Davenport, Iowa, and WAVE-AM-TV Louisville, Ky., named news director of WFRV-TV Green Bay, Wis., replacing **Dick Kay**, who joins NBC News, Chicago.

Robert Hardy, assistant news director of KMOX St. Louis, named news director.

Richard L. Sher, with WCBM Baltimore, appointed assistant news director.

David Monsees, with news staff of KXTV(TV) Sacramento, Calif., joins KPIX(TV) San Francisco, as reporter.

Bobby Reid, reporter for *Miami Herald*, joins WTVJ(TV) Miami as reporter-cameraman.

Don Cannon, with WBBM Chicago, joins WFLD-TV, that city, as newsman.

Frank Clarke joins WFAA-TV Dallas-Fort Worth as sportscaster.

Pete Miller, sports reporter for KNBC (TV) Los Angeles, joins KTTV(TV) there as political reporter.

Robert M. Conville, news director of WPBS(FM) Philadelphia, joins KYW there as newsman.

Richard M. Chamberlain, formerly with WXYZ-TV Detroit, WIRE Indianapolis, WCFL Chicago and KBTR Denver, joins WJAS Pittsburgh as reporter.

Bob Carlton joins news department of WTVD(TV) Durham, N. C.

Larry D. Cooper, news director for KSTT Davenport, Iowa, and **Jerry L. Wilcox**, newsman for KTKT Tucson, Ariz., join news staff of KCBS San Francisco.

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FANFARE

John D. McTigue, assistant to president of John Moynahan & Co., New York-based PR firm, named VP.

Mike Gray, director of creative projects, McFadden, Strauss, Eddy & Irwin, New York, appointed director, world wide publicity, United Artists Corp., that city.

Richard W. Ridge, formerly with WKBF-TV Cleveland and WLWT(TV) Cincinnati, appointed director of promotion and publicity for WXIX-TV Newport, Ky.-Cincinnati.

Lawrence H. Hall, formerly with Newark (N.J.) *Evening News*, and *New York Daily News*, appointed director of public relations for WOR New York.

Mike Wyatt, program director of WPBS(FM) Philadelphia, appointed advertising/promotion director of WPEN, that city.

Charles Holmes, formerly with Edward E. Finch & Co., New York, WDBA and WBTM, both Danville, Va., and WAYS Charlotte, N. C., appointed director of advertising and promotion for WJRZ Newark, N. J.

Gene Loving, with WGH Newport News, Va., named promotion director.

Harold V. Lauth, PR manager for Kaiser Industries Corp., Washington, named assistant manager of Kaiser's communications department at Oakland, Calif. headquarters.

Robert S. Windt, with Vernon Pope Public Relations, New York, joins The Lobenz Public Relations Co. there as general manager.

William R. McAndrew, president, NBC News, New York, named recipient of doctor of laws degree from Holy Cross College, Worcester, Mass.

EQUIPMENT & ENGINEERING



Mr. Goodspeed

Rupert F. Goodspeed, broadcast product manager for Philips Broadcast Equipment Corp., Paramus, N. J., appointed general sales manager.

Howard Lomax, eastern regional manager for CATV systems division of Jerrold Electronics Corp., Philadelphia, named to newly created post of marketing manager. **Walter J. Mccleary** named eastern regional manager.

S. Paul Barron, chief engineer with noncommercial WCNV-TV Syracuse, N. Y., named director of engineering.

Nelson A. Ripley, director of manufacturing of Litton Industries' Amecom division, Beverly Hills, Calif., named

Ampex realigns division

The audio/video communications division of Ampex Corp., Redwood City, Calif., the company's largest, has been divided into three separate units under the direction of **Thomas E. Davis**, Ampex group VP. The new divisions are video products, professional audio products and special products. **Lawrence Weiland**, video marketing manager of audio/video communications division, appointed general manager of new video products division, which manufactures videotape recorders, cameras and accessories for use in broadcasting, location and mobile recording and closed circuit television applications. **A. A. Sroke**, video national sales manager of audio/video communications division, named general manager of new professional audio products division, which manufactures recorders for studio and station use as well as for field applications. **Jerome J. Dover**, manager of audio/video communications division's special products department, named general manager of new special products division, which designs and installs complete recording and communications systems for wide range of markets.

president of Maryland Telecommunications division of KMS Industries Inc., Cockeysville, Md.

Nicholas Rabiecki Jr., manager of marketing services for commercial electronics division of Sylvania Electric Products Inc., New York, appointed director, planning and marketing services. CBS-EVR Division, that city.

James L. Grant, formerly with Voice of America in Greece, Germany and Philippines, appointed manager of technical operations at noncommercial WHYY-TV Wilmington, Del.

John T. Planje, North American Philips Co., re-elected president of Armed Forces Communications and Electronics Association, Washington.

Thomas J. Gee named supervisor, quality assurance, for Entron Inc. Silver Spring, Md.

INTERNATIONAL

John Freeman, account executive, Young & Rubicam, New York, joins BBDO, London, in similar position; **Robert Edwards**, research executive, ABC-TV, New York, joins BBDO, London, as media planner; and **Peter**

Griffiths of Ogilvy & Mather, New York, joins BBDO in London as art director.



Mr. Hall

W. E. (Bill) Hall, station manager of CHML and CKDS(FM) Hamilton, Ont., named VP and manager.

Donald C. Robertson, VP and assistant general manager, J. Walter Thompson Co., Montreal, named general manager of Toronto office; **John Tierney**, VP and manager, J. Walter Thompson Co., Vancouver, B. C., named to general manager of JWT Montreal office; **William H. Webber**, VP and assistant manager, JWT, Toronto, succeeds Mr. Tierney in Vancouver; and **H. J. Moran**, senior account supervisor, JWT, Montreal, named assistant general manager there.

DEATHS

Mitchell J. Hamilburg, 67, partner of Mitchell Hamilburg Agency, Los Angeles, died May 18 of cancer in Cedars of Lebanon hospital, Los Angeles. During his career, Mr. Hamilburg handled theatrical personalities, writers and *Captain Kangaroo* TV series, among other interests. On his own and in partnership with Gene Autry, Mr. Hamilburg had European-based television programming and commercial-making properties. He is survived by his son, Michael.

James Leigh White, 53, was found dead in his Storrs, Conn., home May 20. He was newsman, writer of books and magazine articles, and had covered Balkans for CBS and for the Overseas News Agency in 1940-41, and Washington in 1941-42. Authorities said they were conducting examinations for cause of Mr. White's death. His wife Peggy Ann, who survives, was found ill at home, suffering from malnutrition and head injury, according to police. Mr. White for the past year was journalism lecturer at University of Connecticut.

Milton M. Shurman, 73, secretary-treasurer of Lake-Spiro-Shurman Inc., Memphis advertising agency, died of heart attack on May 17 while on vacation in Roslyn, N. Y. He was brother-in-law of Abe Plough, president and founder of Plough Inc., Memphis. He is survived by his wife, daughter and son.

James Dawson, 57, Washington advertising executive and one-time assistant director of information for National Association of Broadcasters, died of cancer May 18 at Washington Hospital Center in Washington. Mr. Dawson founded his own advertising and PR company in 1951. He is survived by his wife, Mary.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 15 through May 22 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

FINAL ACTIONS

Atlanta—Christian Broadcasting Network Inc. FCC granted UHF ch. 46 (662-668 mc); ERP 834 kw vis., 167 kw aur. Ant. height above average terrain 737 ft.; ant. height above ground 635 ft. P.O. address: 1318 Spratley Street, Portsmouth, Va. 23704. Estimated construction cost \$322,500; first-year operating cost \$120,000; revenue \$120,000. Geographic coordinates 33° 45' 14" north lat.; 84° 23' 25" west long. Type trans. RCA TTU-30A. Type ant. RCA TPU-30J. Legal counsel Fisher, Wayland, Duvall & Southmayd; consulting engineer Edward F. Lorentz. Principals: M. G. Robertson, president, Adella E. Robertson, secretary et al. Corporation is nonstock corporation. All control is vested in board of directors. There are no membership rights or voting stock. Applicant is licensee of WYAH-TV Portsmouth and WXRI(FM) Norfolk, both Virginia. Action May 15.

INITIAL DECISION

Elmira, N. Y.—WENY Inc. Hearing Examiner H. Gifford Irion in initial decision granted UHF ch. 36 (602-608 mc); ERP 186 kw vis., 37.2 kw aur. Ant. height above average terrain 589 ft.; ant. height above ground 241 ft. P.O. address: Mark Twain hotel, Elmira 14901. Estimated construction cost \$246,440; first-year operating cost \$100,000; revenue \$125,000. Geographic coordinates 42° 01' 55" north lat.; 76° 47' 02" west long. Type trans. Townsend TA-15-AT. Type ant. GE TY24D. Legal counsel Dow, Lohnes and Albertson; consulting engineer Lohnes & Culver, both Washington. Principals: WENY Inc. is licensee of WENY-AM-FM Elmira. Donald M. Simmons, president, Howard L. Green, executive vice president, John T. Stethers, vice president and Myron W. LaBarr, secretary-treasurer (each 25%). Ann. Feb. 10.

OTHER ACTIONS

■ Review board, on May 20 in Fort Smith, Ark., TV broadcast proceeding, Docs. 18046-

47, denied motion to enlarge issues filed on April 1 by KFPW Broadcasting Co.

■ Review board in West Palm Beach, Fla., TV broadcast proceeding, Docs. 17997-98, granted petition for extension of time filed on May 16 by Channel 25 TV Inc. and Transamerica TV Inc. and extended to May 24 time within which to file reply to comments of Broadcast Bureau to joint request for approval of agreement. Action May 20.

ACTIONS ON MOTIONS

■ Hearing Examiner Chester F. Naumowicz Jr. on May 16 in Sacramento, Calif. (Grayson Television Co. and Hercules Broadcasting Co.) TV ch. 15 proceeding, granted petition by Hercules Broadcasting Co. for leave to amend application to show changed employment of stockholder (Docs. 17778-9).

■ Office of Opinions and Review on May 2 in Jacksonville, Fla. (Florida-Georgia TV Co., Community First Corp., The New Horizons Telecasting Co. and Florida Gateway TV Co.) TV proceeding, granted request by Florida-Georgia TV Co. and extended time from May 2 to May 9, in which to file opposition to application for review filed by Florida Gateway TV Co. (Docs. 18034, 17582-4).

RULEMAKING ACTION

■ FCC denied petition for rulemaking filed by Elliott L. Cushman, d/b as Cushman Associates, requesting assignment of UHF ch. 27 to San Diego for commercial television. Request for rulemaking was opposed by Western Telecasters Inc., permittee of UHF television station KCST(TV) San Diego. Action May 15.

Existing TV stations

FINAL ACTIONS

KTXL(TV) Sacramento, Calif.—Broadcast Bureau granted mod. of CP to change ERP to 622 kw vis., 124.5 kw aur., change type ant., ant. height 960 ft. Action May 20.

KNEW-TV San Francisco—Broadcast Bureau granted mod. of CP to change ERP to 510 kw vis., 92.3 kw aur., change type trans., type ant. Action May 20.

WWHO-TV Jackson, Miss.—Broadcast Bureau granted mod. of CP to extend completion date to Nov. 20. Action May 20.

WHP-TV Harrisburg, Pa.—Broadcast Bureau granted CP to change ERP to 512 kw vis., 69 kw aur., change type trans., type ant., ant. structure, ant. system, decrease ant. height to 900 ft. Action May 20.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: *KQEC(TV) San Francisco to Nov. 21; WLKY-TV Louisville, Ky. to Nov. 21 and *WSKG(TV) Binghamton, N.Y. to Nov. 21. Action May 21.

CALL LETTER ACTION

■ WSCO-TV, U.S. Communications of Ohio, Newport, Ky. Granted WXIX-TV.

New AM stations

FINAL ACTIONS

■ FCC denied appeal by Boardman (Ohio) Broadcasting Co. against Review board decision favoring competing AM applicant in Warren, Ohio. Action May 21.

Humboldt, Tenn.—Communications Associates Inc. FCC waived Sec. 1.569 of rules and granted 1090 kc, 5 kw, P. O. address: Box 33, Humboldt 38343. Estimated construction cost \$17,930; first-year operating cost \$30,000; revenue \$36,000. Principals: Jesse Hill Ford Jr., president (60%), James Sentee III (20%) et al. Mr. Ford is free-lance author/writer and lecturer. Mr. Sentee is 50% partner in law firm. Action May 15.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on May 15 in Grandview and Kansas City, both Missouri (H-B-K Enterprises, and Broadcasting Inc.) AM proceeding, designated Hearing Examiner H. Gifford Irion to serve as presiding officer and scheduled prehearing conference for July 3, and hearing for July 24 (Docs. 18183-4).

■ Hearing Examiner Charles J. Frederick on May 16 in St. Louis (Great River Broadcasting Inc.) et al. AM proceeding, granted petition by Home State Broadcasting Corp. for leave to amend application to up-date information concerning other broadcast interests of certain of its principals (Docs. 17210, 17211-15, 17217, 17219).

■ Hearing Examiner Herbert Sharfman on May 15 in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace) FM and AM proceeding, granted petition by Lee Mace for leave to amend financial showing of application (Docs. 17899, 18043-4).

DESIGNATED FOR HEARING

■ FCC designated for hearing application filed by Eastern Carolina Broadcasting Corp. for new daytime AM station to operate on 600 kc, 1 kw, at Bishop, Calif.

■ FCC designated for hearing application of Community Broadcasting Co. and Eastern Carolina Broadcasters for new AM stations to operate on 1490 kc, unlimited time, in Hartsville and Florence, both South Carolina. Action May 22.

Existing AM stations

FINAL ACTIONS

KCOK Tulare, Calif.—Broadcast Bureau granted CP to install new type trans. at main trans. location, to be operated on 1270 kc, 1 kw, DA-N, as alternate main night and auxiliary daytime trans. Action May 20.

WIBB Macon, Ga.—Broadcast Bureau granted CP to change ant.-trans. location to Walker Swamp Road, Macon. Action May 16.

WROZ Evansville, Ind.—Broadcast Bureau granted CP to change location of auxiliary trans. to main trans. location, Action May 20.

WIDE Biddeford, Me.—Broadcast Bureau granted CP to install new type trans. at main trans. location to be operated on 1400 kc, 250 w for auxiliary purposes only. Action May 16.

WLAM Lewiston, Me.—Broadcast Bureau granted CP to install new type trans. at main trans. location, to be operated on 1470 kc, 1 kw, DA-1, for auxiliary purposes only. Action May 20.

WPON Pontiac, Mich.—Broadcast Bureau granted CP to make changes in DA-N pattern. Action May 20.

KIRL St. Charles, Mo.—Broadcast Bureau granted mod. of CP to change trans. and studio location to North East intersection, Highway 94 and County Highway B, 2.3 miles North of St. Charles, change type trans. Action May 16.

KYSS Missoula, Mont.—Broadcast Bureau granted CP to change from 910 kc, 1 kw day to 930 kc, 5 kw, day; condition. Action May 16.

WFEA Manchester, N.H.—Broadcast Bureau granted CP to install new type trans. at main trans. location to be operated on 1370 kc, 1 kw, DA-1 for auxiliary purposes only. Action May 16.

■ Commission denied a petition filed by Pacific Northwest Broadcasting Corp. for special temporary authority to conduct pro-

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gram tests with reduced nighttime power for KPNW Eugene, Ore. Action May 22.

WBZY New Castle, Pa.—Broadcast Bureau granted mod. of CP to reduce ant. height. Action May 20.

WNAE Warren, Pa.—Broadcast Bureau granted license to move auxiliary type trans. Action May 16.

WCLW Mansfield, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 9. Action May 14.

WKOK Sunbury, Pa.—Broadcast Bureau granted license covering changes. Action May 15.

KBLW Logan, Utah—Broadcast Bureau granted license covering changes. Action May 15.

WHWB Rutland, Vt.—Broadcast Bureau granted CP to change ant.-trans. location to 0.5 mil. North of Route 4 on Proctor Road, Rutland and increase ant. height. Action May 20.

WMON Montgomery, W. Va.—Broadcast Bureau granted CP to change from 1340 kc. 250 w. U to 1340 kc. 250 w. 1 kw.-LS, U; condition, Action May 16.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KCYN Williams, Ariz. to Aug. 1; KREL Corona, Calif. to Nov. 30; KDAY Santa Monica, Calif. to Nov. 9; WAME Miami to June 7; WATZ Alpena, Mich. to Nov. 3; WNAT Natchez, Miss. to June 1; WALT Tomahawk, Wis. to Nov. 25 and WNEW New York to Dec. 13. Action May 16.

INITIAL DECISION

■ FCC in initial decision denied application by Western North Carolina Broadcasters Inc. to renew license of WWIT Canton, N. C. (Doc. 17050). Hearing Examiner Chester F. Naumowicz Jr. found "that applicant lacks character qualifications ordinarily required of licensee." Ann. May 17.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on May 15 in Laurel, Miss. (Voice of The New South Inc. (WNSL)) AM proceeding, ordered date for commencement of hearing rescheduled to June 11 (Doc. 17634).

■ Hearing Examiner H. Gifford Irion on May 21 in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier, and Sierra Blanca Broadcasting Co. [KRRR]) AM proceeding, ordered date for commencement of hearing changed from June 4 to October 1 (Doc. 17624-5).

■ Hearing Examiner Chester F. Naumowicz, Jr. on May 21 in Macon, Miss. (J. W. Furr [WMBG]) AM proceeding, granted motion by J. W. Furr and reopened record, received in evidence affidavit submitted by J. W. Furr, and again closed record; and ordered that reply findings of Broadcast Bureau may be filed on or before June 7 (Doc. 17444).

FINES

■ Application of Radio Sales Corp., licensee of KEEP Twin Falls, Idaho, for mitigation or remission of \$2,000 forfeiture has been denied by FCC. Action May 15.

■ FCC ordered Ray J., George R. and Stuart K. Lankford, d/b as Lawrenceville Broadcasting Co., licensee of WAKO Lawrenceville, Ill. to pay forfeiture of \$5,000 for violations of rules. Action May 15.

■ FCC notified KOKE Austin, Tex., of apparent liability for forfeiture of \$500 for willful or repeated violation of Sec. 73.93(b) of rules. Action May 15.

■ Doubleday Broadcasting Co., licensee of KROD El Paso has been notified of its apparent liability for forfeiture of \$700 for violations of Secs. 73.47 and 73.93(b) of rules. Action May 15.

■ FCC denied application of Radio Sales Corp., licensee of KEEP Twin Falls, Idaho for mitigation or remission of \$2,000 forfeiture. Forfeiture had been imposed by Commission's memorandum opinion and order adopted Dec. 13, 1967 for violations of terms of its license and of rules, including operation of station with excessive power both pre-sunrise and post-sunset. Action May 15.

■ FCC denied petition for reconsideration requesting remission of forfeiture of \$1,000 which had been ordered or reduction to \$200. Petition was filed Jan. 17 by Folkways Broadcasting Co. licensee of WTCW-AM-FM Whitesburg, Ky. Action May 15.

RULEMAKING PETITIONS

■ C. Winsett Reddoch, member of partnership licensee of KREH Oakdale, La. filed petition requesting assignment of ch. 221A to Oakdale. Commission stated in view of availability of ch. 285A which would avoid potential conflict with establishment

of educational FM table, it was also inviting comments on advantage of assigning alternate ch. 285. Ann. May 16.

■ WNJH Hammononton, N. J., filed petition for rulemaking requesting assignment of ch. 285 to Egg Harbor City, N. J., by removing channel from Pleasantville, N. J., and adding ch. 257 to Atlantic City. Ann. May 16.

CALL LETTER APPLICATIONS

■ WPIN, Feldman and Winston, St. Petersburg, Fla. Requests WOSN.

■ WKDN, Roberts Broadcasting Co., Camden, N.J. Requests WTMR.

■ John L. Breece, Sioux Falls, S.D. Requests KXRB.

CALL LETTER ACTIONS

■ C. P. Broadcasters Inc., Auburn, Ind. Granted WIFF.

■ Dodge Point Broadcasting Co., Dodgeville, Wis. Granted WDMP.

New FM stations

APPLICATIONS

Eufaula, Ala.—Bluff City Broadcasting Co. Seeks 92.7 mc. ch. 224. 3 kw. Ant. height above average terrain 300 ft. P.O. address: 318 Macon Avenue, Box 390, Eufaula, Ala. 36027. Estimated construction cost \$27,950; first-year operating cost \$20,800; revenue \$25,000. Principals: Charles F. Gilmore and John V. Mizell (each 50%). Mr. Gilmore has substantial real estate holdings. Mr. Mizell is 95% owner of WARI Abbeville, Ala. Ann. May 20.

Springdale, Ark.—Autus Johnson. Seeks 104.9 mc. ch. 285. 3 kw. Ant. height above average terrain 130 ft. P.O. address: Route 2, Box 350 Springdale, Ark. 72764. Estimated construction cost \$12,055; first-year operating cost \$6,000; revenue \$7,300. Principal: Autus Johnson, sole owner. Applicant is licensee of KSPR Springdale, Ark. Ann. May 21.

***Washington**—Christ Church Foundation Inc. Seeks 89.3 mc. ch. 207. 94.7 kw. Ant. height above average terrain 337.6 ft. P.O. address 803 Washington Building, Washington 20005. Estimated construction cost \$57,155; first-year operating cost \$17,000; revenue none. Principals: Applicant is nonprofit

corporation. Reverend McArthur Jollay president et al. Ann. May 22.

Billings, Mont.—Lee Enterprises Inc. Seeks 98.5 mc. ch. 253. 25 kw. Ant. height above average terrain 611 ft. P.O. address 510 Maine Street, Quincy, Ill. 62301. Estimated construction cost \$87,234; first-year operating cost \$65,000; revenue \$50,000. Principals: Philip D. Adler, president et al. Corporation has over 50 stockholders. Applicant is licensee of WTAD-AM-FM Quincy, Ill. **KGLO-AM-TV** Mason City, Iowa; **KEYC-FM-TV** Mankato, Minn.; **KHQA-TV** Hannibal, Mo. and **WMDR** Moline, Ill. Ann. May 20.

Holdrege, Neb.—W. W. Broadcasting Co. Seeks 97.7 mc. ch. 249. 3 kw. Ant. height above average terrain 165 ft. P.O. address 613-4th Avenue, Holdrege 68949. Estimated construction cost \$6,000; first-year operating cost \$6,200; revenue \$6,000. Principals: William C. Whitlock president (51%) et al. Mr. Whitlock is also 51% owner of KUVR Holdrege, 30% owner of KTTT Columbus, Neb. and 32.5% owner of KGEK Sterling, Colo. Ann. May 20.

FINAL ACTIONS

Birmingham, Ala.—Jomac Birmingham Broadcasting Inc. FCC granted 99.5 mc. 28.5 kw. ant. 229 ft. P. O. address: 1428 Fifth Avenue, Birmingham 35201. Principal: John M. McLendon (99.5%) owns WENN Birmingham and WOKJ Jackson, Miss. and has construction permits for WFXM(FM) and WAPT(TV), both Jackson, and has 50% interest in CP for ch. 33 Baton Rouge. He is also majority owner of CATV system in Jackson. Action May 15.

Saginaw, Mich.—Booth American Co. FCC granted 106.3 mc. ch. 292. 3 kw. Ant. height above average terrain 300 ft. P. O. address: 2300 Buhl Building, Detroit 48226. Estimated construction cost \$22,021; first-year operating cost \$12,000; revenue \$15,000. Principal: John L. Booth, president and chairman (55.36%), et al. Applicant owns WIBM and WBBC-FM, both Jackson. WJLB and WMZK(FM), both Detroit, and WSGW Saginaw, all Michigan; WIOU and WKMO(FM), both Kokomo, WJVA-AM-FM, both South Bend, both Indiana; and WTOD and WKLR(FM), both Toledo, WABQ and WXEN-FM, both Cleveland, all Ohio. Action May 15.

***Indiana, Pa.**—Indiana University of Penn-

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		ON AIR		TOTAL	NOT	
		Licensed	CP's	ON AIR	ON AIR	TOTAL
					CP'S	Authorized
Commercial	AM	4,180 ¹	12	4,192 ¹	88	4,280 ¹
Commercial	FM	1,795	40	1,835	243	2,078
Commercial	TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial	TV-UHF	118 ²	31	148	160	309 ²
Educational	FM	328	14	342	35	377
Educational	TV-VHF	68	6	74	2	76
Educational	TV-UHF	55	25	80	30	110

Compiled by FCC, April 30, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,178 ¹	1,790	614 ²	326	123
CP's on air (new stations)	10	37	40	11	33
Total on air	4,188 ¹	1,827	653	337	156
CP's not on air (new stations)	88	247	174	37	29
Total authorized stations	4,276 ¹	2,074	828 ²	374	185
Licenses deleted	0	0	0	1	0
CP's deleted	1	3	1	0	0

¹ Includes two AM's operating with Special Temporary Authorization.

² Includes three VHF's operating with STA's, and one licensed UHF that is not on the air.

*River Falls, Wis., Wisconsin State University: Broadcast Bureau granted 89.5 mc ch. 213.5-425 w. Ant. height above average terrain 16 ft. P.O. address: 410 South Third Street, River Falls 34022. Estimated construction cost \$7,292; first-year operating cost \$4,000; revenue \$9,000 in appropriations. Principal: Wisconsin State University is controlled by Board of Regents of State Colleges. Action May 17.

Hawkinsville, Ga.—Tri-County Broadcasting Inc. Hearing Examiner Elizabeth C. Smith in initial decision granted 103.9 mc. ch. 280, 3 kw. Ant. height above average terrain 244 ft. P. O. address: Hawkinsville 31036. Estimated construction cost \$11,793.40; first-year operating cost \$6,000; revenue \$7,200. Principals: Dallam R. Jackson, president and treasurer (44.2%), James D. Popwell, vice president (47.1%), D. Rivers Jackson, secretary (2.9%), et al. Messrs. Jackson have no other broadcast interests. Mr. Popwell is vice president and general manager of WCEH Hawkinsville. Applicant is licensee of WCEH. Ann. May 21.

■ Review board on May 17 in Boulder, Colo. FM broadcast proceeding. Docs. 17029-30 granted motion for extension of time filed on May 15 by International Electronic Development Corp., and extended to May 27 time within which to file replies to exceptions to initial decision.

■ Hearing Examiner Basil P. Cooper on May 17 in San Clemente, Calif. (El Camino Broadcasting Corp. and South Coast Broadcasting Co.) FM proceeding, granted motion by South Coast Broadcasting Co. and continued further prehearing conference from May 20 to June 3 (Docs. 17648-9).

■ Chief Hearing Examiner James D. Cunningham on May 15 in Burlington, Vt. (Vermont New York Broadcasters Inc. and Vermont Radio Inc.) FM proceeding designated Hearing Examiner Millard F. French to serve as presiding officer, and scheduled prehearing conference for July 10. and hearing for July 30 (Docs. 18181-2).

■ Hearing Examiner Thomas H. Donahue on May 14 in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.) FM proceeding, granted petition by Atlantic City Broadcasting Co. and continued certain procedural dates, and continued hearing from May 27 to June 24 (Docs. 18005-6).

■ FCC in notice of rulemaking proposal amendment of FM table of assignments to provide for new or changed channel assignments in Georgia, Illinois, Iowa, Louisiana, Missouri and New Jersey. Following proposals are included in the notice: Donaldsonville, Ga., ch. 292A; Chester, S. C., ch. 257A; Webster City, Iowa on ch. 249A requests 285A; Perry, Iowa on ch. 285A requests ch. 288A; Mobridge, S. D., on ch. 221A, requests ch. 258; Moline, Ill. on ch. 285A, requests ch. 245; Canton, Ill. on ch. 252A, requests 265A or 276A; Geneseo or Fredonia, requests ch. 285A; Keokuk, Iowa on ch. 245, requests ch. 237A or 244; Oakdale, La. requests ch. 221A or 285A; Atlantic City on ch. 236, ch. 245, and ch. 279 requests ch. 236, ch. 245, and ch. 279; Egg Harbor City, N. J. requests ch. 285 and Pleasantville, N. J. on ch. 285A, requests ch. 257.

■ Petition by Williamsburg County Broadcasting Co., licensee of WKSP, Kingstree, S. C. for rulemaking to assign second class A FM channel to Kingstree, S. C. has been denied by FCC. Action May 22.

■ FCC designated for hearing applications of Radio KYNO Inc. and International Radio Inc. for new FM stations to operate on ch. 238, 95.5 mc. with ERP of 50 kw in Fresno, Calif. Action May 22

■ FCC designed for hearing applications filed by H. & C. Broadcasting Co. and London Broadcasting Co., for new FM stations to operate on ch. 280 (103.9 mc), with ERP of 3 kw in London, Ky. Action May 22.

KUOA-FM Siloam Springs, Ark.—Broad-
cast Bureau granted license covering
changes. Action May 15.

*KANG(FM) Angwin, Calif.—Broadcast Bureau granted license covering changes. Action May 15.

KRCA-FM Sacramento, Calif.—Broadcast Bureau granted CP to install circular polarized type ant., change ant. height to 420 ft., remote control permitted. Action May 20.

WJTS(FM) Jupiter, Fla.—Broadcast Bureau granted license covering new station. Action May 15.

WMAI-FM Panama City, Fla.—Broadcast Bureau granted mod. of license covering change in studio location to 5550 North Lagoon Drive, Panama City Beach, waived Sec. 73.210 of rules. Action May 15.

WMGR-FM Bainbridge, Ga.—Broadcast Bureau granted license covering new station. Action May 15.

WLAG-FM La Grange, Ga.—Broadcast

Bureau granted CP to install new type trans., type ant., make change in ant. system, change ERP to 29.5 kw, ant. height 220 ft.; condition. Action May 17.

*WHPK-FM Chicago—Broadcast Bureau granted license covering new station. Action May 15.

WNGO-FM Mayfield, Ky.—Broadcast Bureau granted license covering changes. Action May 15.

KEYC-FM Mankato, Minn.—Broadcast Bureau granted license covering new station. Action May 15.

WNTN(FM) Newton, Mass. — Broadcast Bureau granted license covering new station, specify type trans. Action May 15.

KSWM-FM Aurora, Mo.—Broadcast Bureau granted license covering new station. Action May 15.

WDKC(FM) Albany, N. Y.—Broadcast Bureau granted license covering new station. specify studio location, specify type trans. Action May 15.

WFLY(FM) Troy, N. Y.—Broadcast Bureau granted CP to change type trans., type ant., ERP 9.7 kw, remote control permitted. Action May 20.

WKLR-FM Toledo, Ohio—Broadcast Bureau granted CP to install new type trans. and change transmission line. Action May 15.

15. **KFJZ-FM Fort Worth, Tex.**—Broadcast Bureau granted license covering changes. Action May 15.

KSFA-FM Nacogdoches, Tex.—Broadcast Bureau granted CP to replace expired permit for FM broadcast station. Action May 20.

KTOD-FM Sinton, Tex.—Broadcast Bureau granted license covering changes. Action May 15.

WPVA-FM Petersburg, Va.—Broadcast Bureau granted mod. of CP to change ant. trans. location to Conduit Road, one mile east of Route 1, Colonial Heights, Va.; change type trans., type ant., make change in ant. system, ERP 2.70 kw, ant. height 245 ft.; condition. Action May 14.

WFNY(FM) Racine, Wis.—Broadcast Bureau granted mod. of CP to install circular polarized type ant., make change in ant. system, ERP 3 kw, ant. height 270 ft., change type ant.; condition. Action May 20.

■ Broadcast Bureau granted licenses covering following new stations: *WGGL-FM Houghton, Mich. and WERI-FM, Westerly, R. I. Action May 16.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KUKI-FM Ukiah, Calif. to Oct. 20; WVMG-FM Cochran, Ga. to June 13; KKTAL-FM Shreveport, La. to June 25; WGHM-FM Duluth, Minn. to Nov. 15; WDCO-FM Duluth, Minn. to Nov. 20; KACO(FM) St. Louis to Aug. 20; WBIV(FM) Wethersfield township, N. Y. to Nov. 13; WRPC(FM) San German, P. R. to Nov. 30; WCLE-FM Cleveland, Tenn. to July 6 and KIMA-FM Yakima, Wash. to Nov. 1. Action May 15.

■ Broadcast Bureau granted CP's to replace expired permits for following stations: WCOV-FM Montgomery, Ala.; KRIL (FM) El Dorado Ark.; KBBI(FM) Los Angeles; WMJR(FM) Ft. Lauderdale, Fla. and KSVF-FM Artesia, N. M. Action May 14.

* Broadcast Bureau granted licenses covering changes in following stations: WNIB (FM) Chicago; WROZ Evansville, Ind.; WWWWW(FM) Detroit; WSLU(FM) Canton, N. Y., specify type ant.; WAEF(FM) Cincinnati and *WGSU(FM) Geneseo, N. Y. Action May 16.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KJOY-FM Stockton, Calif. to Aug. 3; KMPL-FM Sikeston, Mo. to Nov. 1; KAFE-FM Santa Fe, N. M. to Aug. 15 and WPRE-FM Prairie Du Chien, Wis. to Nov. 15. Action May 16.

■ Hearing Examiner Basil P. Cooper in initial decision denied application by licensee of KERC(FM) Waco, Tex., for new FM frequency assignment for failure to prosecute. Ann. May 20.

■ WMDR(FM) Moline, Ill. filed petition requesting substitution of class B ch. 245 for ch. 285A at Moline and to make other changes. Comments are also invited on proposal that Fulton County Broadcasting Co.'s CP granted Dec. 13, 1967 for operation on ch. 252A at Canton, be modified to specify either ch. 265A or 276A. Ann. May 16.

KLFM-FM Ames, Iowa—Requests FCC re-
vise FM broadcast rules with one of fol-
lowing alternatives: (1) To amend Sec.
73.211(b) to permit class C commercial FM

(Continued on page 75)

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RADIO

Help Wanted—Management

We need a good manager for a Missouri radio station. 1st phone would be helpful. Send all details to Box E-318, BROADCASTING.

MOR PD, 10 thousand plus. Must be sharp administrator, creative spec prod. Group op. N.Y. State, Box E-325, BROADCASTING.

We're growing so fast, we have to expand. Why don't you grow with us? We offer you a different type radio... not a boring record after record routine. Variety both in and out of the station... a chance to be something more than a "voice." KWIX is regarded by many in the industry as one of the finest radio stations in the country. If you enjoy special broadcasts both live and taped, if you enjoy "getting away from the mike," doing interviews and news then KWIX is for you. We've trained many staff members for managerial positions, why not you? Call Larry Weller, KWIX, 816-263-1230.

Golden opportunity for broadcaster 25-35 to manage this Fort Pierce, Negro Airmail station, WOVS. Must have proven sales record. Prefer man experienced in Negro operation. Salary and profit sharing plan. Contact Hudson Millar, 305-464-1400.

Personnel recruiter needed immediately to join broadcast search firm. Age 25-30; college degree preferred. Limited travel. No prior personnel experience required but management training helpful. This is a good career opportunity for a man seeking to broaden his horizons. Send resume in complete confidence to Ron Curtis, Nationwide Broadcast Personnel Consultants, 645 N. Michigan Avenue, Chicago, Ill. 60611.

Sales

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.

Great opportunity for radio station account executive. Major market in midwest. Excellent working conditions. Earnings unlimited for an experienced time salesman. Write Box E-275, BROADCASTING.

California central coast. Fast growing AM station needs young, experienced, persuasive, time salesman in Santa Maria, a great place to live. Population 50,000. Send education and sales experience summary. Box E-282, BROADCASTING.

Sales manager wanted. Sales manager or salesman ready to move up. We have an opening in a major mid-western market. We are a top 40 station, with some rhythm & blues which means we can sell everyone. If you are a sales manager that can sell and handle people we have a tremendous opportunity for you. Send complete resume, photo, financial requirements in first letter. Box E-283, BROADCASTING.

Adventuresome? Challenging opportunity. North Carolina's seventh oldest broadcast medium. Good salary, liberal commission. Needed: Self-starter, able, ambitious. Give us background. Hear our specifics on completely new format, guaranteed saleable... first in industry... mid-Carolina's finest hunting, fresh and salt water fishing. WFTC, Box 608, Kinston, N. C.

Time salesman wanted in progressively growing market. 500 watt AM-3000 watt FM. Apply in writing to: Mr. Fred Korte, Sales Manager, 1150 Morris Road, Lapeer, Michigan.

Sales—(Cont'd)

A great opportunity awaits in northwestern South Carolina. Aggressive 5 kw contemporary music station with application for 10 kw has opening for young, energetic salesman. Join our organization which is rated #1. Near Myrtle Beach. A small market, but area has great potential for right man. Enjoy hunting and fishing. Send complete resume, including sales history, photo (if available) to WKYB, P.O. Box 1000, Hemingway, S. C. 29554.

Sales representatives to sell the exciting new radio Spinit Crossword Puzzle game. Spinit Crossword Puzzles, 1901 Peyton Avenue, Burbank, Calif. 91504.

Check "Work in Vermont" display ad. Opportunity.

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, Kansas City, Baltimore, Seattle 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.

Salesman/announcer here's your chance! We may have a job for you in one of our medium market stations. We're growing and may add another station in 6 months. May be your chance for management. Rush tape and resume to P.O. Box 22082, Greensboro, North Carolina.

Announcers

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.

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.

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.

Top pay for major market contemporary powerhouse. Send tape, and full information about yourself, including salary desired. Only radio professionals need apply. Box E-212, BROADCASTING.

Looking for personality afternoon dj. MOR format in the midwest. Must be experienced. Send resume, tape & photo to Box E-232, BROADCASTING.

Conversation personalities needed for New England conversation station. News background helpful. Salary open according to ability. Send tape, background, salary requirements first response. Box E-262, BROADCASTING.

Staff announcer-play-by-play sportscaster. \$550 per month. Excellent Blue Cross plan. Most beautiful climate and city in Rockies. Equal opportunity employer. Send tape and resume to Box E-274, BROADCASTING.

Announcers—(Cont'd)

Negro R & B dj. First phone. Connecticut station. Send air check, resume. Box E-276, BROADCASTING.

Announcer—must be experienced and capable. MOR. Quality large small market radio station in South Carolina land of lakes and mountains, major university. You've got to be good. Salary \$100-\$120 weekly depending on your ability, plus excellent fringe benefits, 44-hour work week. Send photo, audition tape, complete personal and professional data. Material will be returned. Interview at our expense. Box E-293, BROADCASTING.

Go north, young man! 5,000 watt New Hampshire CBS affiliate has opening for announcer with first or third class ticket. Send tape and complete information including salary requirements now. Box E-328, BROADCASTING.

We're particular! Top quality Indiana small market station in fine community with excellent schools and recreation desires versatile, family man wanting permanent broadcasting position. Must be good, experienced play-by-play basketball/football announcer, have smooth adult appeal for 20 hours air work weekly, writing ability for local sports and news. We offer 7000 plus, with excellent working conditions/benefits. Submit air check tape and background/home phone... to Box E-344, BROADCASTING.

Immediate full-time announcer opening at AM/FM Seattle combo with TV CP where it's happening in Christian radio! 5 kw daytime is traditional religious format. 240 kw FM (biggest north of Frisco) running adult/popular stereo MOR with one sixty second mini-message per hour. Send tape and resume to KBIQ, Seattle 98133.

Alaska's largest market, \$800 to start. City over 100,000. Good music AM-FM-TV. Production work, news board shift. Experienced, mature voices only. Quality sound. Immediate consideration. Airmail tape, picture, experience and references to Ken Flynn, KHAR, Pouch 7-016, Anchorage, Alaska 99501.

Wanted by KOLT, Scottsbluff, Nebraska. Sportscaster-salesman experience necessary. Apply by Mail with picture.

5 KW daytime offering nearly \$8,000 to right morning man. Must be polished professional with alive MOR style. Immediate! Q. P. Coleman, KOLY, Mobridge, S.D.

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.

Top pay for a clever fellow with lively approach who can woo the ladies in mid-morning. MOR format accent on personalities. Permanent. Send information, tape and salary expected to Ed K. Smith, WCMB Radio, Harrisburg, Pa. 17105. Decision in June.

The man that I'm looking for is about 25, has a couple of years of college, a small family, is personable, mature, stable, and has at least 2 yrs board experience. We offer a livable starting wage, group ownership and fringe benefits, and the opportunity to work with a young friendly group of professionals. Can you come close to filling the bill? Send tape and resume to: Gary Wright, WCSI, 501 Washington Street, Columbus, Ind. 47201.

Announcing pro for WEXI-FM in Chicago suburb of Arlington Heights. Salary in line with ability. Reply 312-259-1030. R. Smithers, Prog. Dir.

Announcers—(Cont'd)

Competent Christian announcer, excellent opportunity, send resume, starting salary, audition tape. Write Manager, WHME-FM, South Bend, Indiana 46814.

Immediate opening—bright, professional announcer for MOR format. Send resume, photo, and tape to WJIC, Salem, New Jersey.

DJ—Some experience, MOR personality format, third phone. Growing area. Gene Slater—WOBM, Toms River, N.J.

One of Washington D.C.'s leading quality music stations has an opening for a weekend announcer. Must be experienced with deep voice and mature delivery. Modern studios with latest equipment. No calls. Send tape and resume to WQMR/WGAY, 8121 Georgia Avenue, Silver Spring, Md. 20910.

Summer vacation relief announcers for contemporary pulse rated number one operation. Send tape, resume to PD, WRIG, 529 Third Street, Wausau, Wisconsin 54401.

Announcer for newspaper owned MOR AM-FM stations in Indiana's Lake Region. Emphasis on commercial announcements, newscasts, FM stereo. First phone necessary. Call 219-267-3111, or mail tape, resume to WRSW, Warsaw, Indiana.

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.

AM-5000 watt daytimer-3000 watt full time FM needs announcer with 1st phone. Prerequisite—announcing ability. 5-day-week. Good salary for right man. Contact Edward Oyster at WTHM-AM & FM, Lapeer, 313-664-8555 days or 664-8293 evenings.

Immediate opening for experienced announcer. First phone desirable but not mandatory. Send 7½ tape and resume. WVSC, Somerset, Pa.

Opening new radio station on clear channel within 40 miles of St. Louis. All new equipment and studios. We need two announcers. With 1st phone and an announcer-salesman with 1st phone. Get in on ground floor with a good salary. Send details to Pinkney B. Cole, Box C, Houston, Missouri.

Many program people in radio don't understand the significance of billing \$325,000 a year. What it means to you is the best in equipment including mobile units . . . both ground and air . . . three teletypes, weather-radar, the latest sound equipment and ultra-modern working conditions. Most importantly, it means the ability to employ professional broadcasters in both announcing and news . . . it means job security and something more than just a living wage. It means diversified programming . . . and it also means some hard work. We have all of the above . . . if you have what we want in both announcing and programming call Lawrence Weller at 816-263-1230.

Check "Work in Vermont" display ad. Opportunity.

2 top 40 jocks needed for lively operation on the shores of Lake Erie in exciting Conneaut, Ohio. Send tape or call 597-1001.

Technical

Ohio station needs chief engineer. Must be experienced in installation, construction and maintenance of both AM & FM. Box E-233, BROADCASTING.

Chief engineer. East of the Mississippi. Directional. \$200 to start with scheduled increases. Box E-249, BROADCASTING.

Chief engineer for group owned radio station. Cracker-jack on maintenance and construction. Room for advancement in a multi-station operation. Good Salary plus benefits. Send complete resume to Box E-287, BROADCASTING.

Immediate opening—first phone at AM/stereo FM/Musak operation. Good opportunity. All will be considered. Chief engineer, KCRC, Enid, Oklahoma 73701.

Technical chief engineer for 50,000 watt, 6 tower directional AM, daytimer. Send resume, salary requirements to Mr. Dick Kasten, KXEN, P.O. Box 28, St. Louis, Missouri 63166.

Chief engineer for non-directional AM and FM. No announcing. Call or write WCUM, Cumberland, Md. 724-5400.

Technical—(Cont'd)

Florida daytimer wants first phone engineer capable of maintenance. Short announcing shift. Write Manager, WELE Radio, P. O. Box 4006, Daytona Beach, Florida, or phone (904) 767-1131. No collect calls please.

Broadcast engineer—long established WILM-Radio urgently needs experienced first class chief. Maintenance only, modern equipment remote controlled RCA installation. Heavy on remotes. Ewing B. Hawkins, General Manager, 654-7771 for interview, call collect.

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.

Southwest Ohio directional AM needs chief engineer. Fine community, hospitalization. We're looking for someone to stay and grow. Call or write WMWM, 513-382-0000.

Engineer wanted to install new FM and move AM. Joe Phillips, WSSO, Starkville, Miss. 601-323-1230.

Engineer, 1st class ticket. Must maintain transmitter. Announcing useful, not necessary. Upper midwest. Excellent hunting, fishing, boating. Call 608-269-3307.

CATV chief technician—non-lease-back system just starting turnkey construction. Potential 9,000. Salary commensurate with background. Send resume, Box 1188, St. Cloud, Minnesota or call Paul Franklin, 612-251-4422.

Check "Work in Vermont" display ad. Opportunity.

Nationally recognized small market station has engineering opening. High income operation provides funds for updating and replacing equipment and for providing more than adequate test gear. Operation includes 1 KW AM, high power FM, Multiplex, SCA, various mobile units, both land and air, and weather-radar. Twenty-five man staff works as team broadcasting in area of over 100,000 people although station is located in smaller town with relaxed atmosphere. Large metro areas are within driving distance. We can offer you security, excellent working conditions, above average living standard, and a job that is not routine if you can provide engineering ability, interest, and stability; good character and credit references. Interested? Get the full story from Richard Womack. 816-263-1230.

California stereo station chief engineer. Salary open. (209) 529-7740.

NEWS

Well-equipped central New York news operation with 3 men seeks fourth full-time man with at least one year in radio. Must handle heavy emphasis on local news and UPI audio. Send tape, resume to Box E-266, BROADCASTING.

Network affiliate in top 50 market, needs sharp news man to gather, write, and deliver the news. Must be a pro. Afternoon shift, good salary, and many company benefits. Send tape resume, and references to Box E-279, BROADCASTING.

Excellent opportunity for newsmen with play by play ability. Send resume and audition first letter. Dale S. Low, KSMN, Mason City, Iowa.

Newsmen to gather, write, deliver local news—community minded station. No floaters—immediate opening. Contact Brad Harris, WADS, Ansonia, Conn. 06401, tel. 735-4606.

New director wanted—WIZE, Springfield, Ohio. Send resume and tape to Box 1104, Springfield, Ohio.

Michigan regional has fine opportunity for good newsmen ready to advance from small to medium market. WPAG, Ann Arbor.

Experienced newsmen ready to take over as news director for small mkt. 5 KW radio station. Write or phone Chuck Pettit, WSIV, Pekin, Ill. 346-2134.

News—(cont'd)

Tired of sitting behind the mike day after day? Like to relieve that boredom by getting outside the studio doing special tape programs, remote broadcasts, news and interviews? We believe the most successful airmen are those who can work face to face with their audience and not be "just a voice." We have the opportunity for you. Our audience will know you're a pro because of our reputation and also because of our living standard. Many of our men have left us for positions as managers, program directors and news directors. You're next. You can check our reputation most anywhere. Call Larry Weller at 816-263-1230.

Programing,—Production, Others

Program director for chicken rock adult-sound Hudson Valley station. Some air work. \$150 weekly. Box E-303, BROADCASTING.

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.

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.

Department of Communications, Grahm Junior College (founded Cambridge School) now accepting applications for September, 1968, to teach Radio Production. Minimum requirements: Bachelor's Degree (Master's preferred). Three years commercial experience. Send resume and salary requirements to: S. R. Alten, Chairman, Department of Communications, Grahm Junior College, 632 Beacon Street, Boston, Massachusetts 02215.

Traffic manager. Dominant midwestern top 40, 1000 watts station needs traffic director. Prefer male with some experience. Send resume to Gross Telecasting, Inc., 2820 East Saginaw Street, Lansing Mich. 48904. Attn: J. L. Colgrove.

Situations Wanted—Management

Owners-stockholders: If your station needs help to become a money maker, nationally respected programmer and administrator seeks challenge as manager in medium to major market. If you're ready to increase your audience, billing, share profits, and your property is south, southwest, or west, make your best investment by contacting me today. Box E-206, BROADCASTING.

One of New York state's finest radio station managers now available. Seeking steady employment. Fine track record and best references. Family man, sober, reliable, 36 years old. Experienced in all phases 10 years. Box E-290, BROADCASTING.

Manager, AM-FM, million market. Present position 12 years. Station currently #1 pulse, ARB, Mediastat. Can furnish trade, character, bank references. Box E-292, BROADCASTING.

Management position desired. Presently in sales in the top twenty market. Want to move up to management. First phone. Several years experience in announcing, news, and programing. Want to make move in September. Box E-296, BROADCASTING.

Mature broadcaster seeking first managerial post. Box E-301, BROADCASTING.

Hire a real radio sales manager. 12 solid years experience, great track record, best references. Strong on local, adept with reps. Box E-304, BROADCASTING.

Working partnership wanted to fit experienced announcer. Invest for better music, news, sales and management. Prefer western Ohio—eastern Indiana. Box E-308, BROADCASTING.

Assistant manager seeks manager position. Married, reliable, fifteen years experience. Box E-310, BROADCASTING.

Situations Wanted—Management

Continued

Currently employed general manager of powerful east coast rocker is seeking a challenging career position. First class personal salesman. Inspiring shirt sleeve sales manager. Capable of succinct but firm program supervision with no wasted motions. A dynamo to whom hours mean nothing with a thorough understanding of all radio formats. Willing to relocate any area. Box E-315, BROADCASTING.

Ambitious, versatile married man with 12 years experience in all phases of AM-FM broadcasting, all formats. Top engineer. Seeking new challenges in position as manager. Currently employed at top-rated medium market midwest station. Prefer warm climate location. Investment considered. Box E-319, BROADCASTING.

Major market network radio news correspondent, with station management experience in smaller markets, wants to get back into management. Background covers all areas in 25 years of experience: Manager, programming, traffic, sports, news in all phases. West coast preferred. Box E-320, BROADCASTING.

General manager experienced, young, energetic and productive with impressive record. Strong on sales & knowledgeable in programming. Call 301-772-1023.

Sales

Present salesmanager—upper N.Y. state desires relocation with financially secure organization. Strong on promotion. Copywriting. Full of ideas. Married with family—15 years in the business. Box E-264, BROADCASTING.

Announcers

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.

DJ, tight board, solid news, commercials, third phone. Box E-107, 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.

DJ—announcer—broadcast grad—draft exempt—work hard for experience. Box E-193, BROADCASTING.

Disc jockey, newscaster, salesman. Experienced, dependable, authoritative, aggressive, creative, versatile, tight board, third endorsed, family man. Box E-238, BROADCASTING.

Negro soul jock, first class ticket. Working now. Box E-241, BROADCASTING.

Looking for a professional top forty jock who can adapt his style to anybody's tight format? Looking for a production man who can create and record convincing spots? Looking for a dependable, enthusiastic employee with a family and a first phone? Look no further than Box E-244, BROADCASTING.

Sportscaster. Experienced play-by-play, knowledgeable analysis from the professional viewpoint as a winning coach. Veteran. Masters degree and much more. Radio and/or Television. Box E-251, BROADCASTING.

Lady dj/announcer—radio and TV experience—seeks work in N.Y.C. area—AM or FM—beautiful voice—3rd endorsement. Box E-259, BROADCASTING.

Hello California radio and TV. I offer experienced announcing and third ticket. Very good worker. Box E-265, BROADCASTING.

Experienced versatile announcer desires work in Arizona or Utah. Also good at writing copy. Box E-272, BROADCASTING.

Old enough to be professional, young enough to retain enthusiasm. Versatile relaxed personality for major market MOR. Have done talk. Box E-277, BROADCASTING.

Experienced personable family man. Tight board, musicaster desires some sales, third class ticket. Box E-278, BROADCASTING.

Announcers—(Cont'd)

First phone rock jock, making \$150—looking up not down, strong on maintenance and production with ideas that give spots a shot in the arm! Not a screamer. Extremely dependable with seven years experience. Married. Veteran. Box E-285, BROADCASTING.

Experienced play-by-play—football, basketball and some baseball. Also, experienced management, sales, board and production. 32, married, 3rd endorsed. Box E-291, BROADCASTING.

Imaginative swinger—MOR or rock. Ability plus top professional references. Box E-294, BROADCASTING.

Versatile dj-announcer-newscaster, tight board, 3rd endorsed, recent graduate, broadcasting school, married. Northeast. Box E-297, BROADCASTING.

WNEW News says: "You're a cut above most of the rest." I'll be happy to send you the same tape. Prefer southern California or Florida, but will consider all. Box E-300, BROADCASTING.

Current Pd 1 station seeks PD and jock offers. Box E-311, BROADCASTING.

Dynamic top-40 disc-jockey . . . eight years experience. third class . . . draft free. mid 20's. Box E-322, BROADCASTING.

First-phone, humorous, top-40 wake up personality hungry for next move up. Four years, college, married. All-night considered if market is right. Box E-323, BROADCASTING.

Beginner: 24 years old, draft exempt, recent broadcasting school graduate, primarily interested in sportscasting, play-by-play, tight board, any format. Third endorsed. Box E-327, BROADCASTING.

Female ann/dj—3rd endorsed—exp. AM & FM—strong news and commercials—continuity—gather and write local news. Prefer small market—will relocate. Box E-329, BROADCASTING.

Experienced sports man seeks advancement in midwest. Good play-by-play. Over 5 years experience, covering all phases of radio. Have 1st class license, Box E-331, BROADCASTING.

Ambitious young man (20) is anxious to start his announcing career at your "Top 40" station. 1st phone, college. Box E-332, BROADCASTING.

Casual, alert, interested interviewer with a quick sense of humor and consideration for the listener, would like to host show—radio or TV—10,000 min. Box E-333, BROADCASTING.

Top 40 jock, currently working-seeking advancement. Five years experience, plus sales. Veteran—married. No screamer . . . Box E-335, BROADCASTING.

Radio-TV staffer. Authoritative news, believable commercials, personable MOR dj. Vet., 29, married, college graduate wants back in. Operation with opportunity. Box E-337, BROADCASTING.

About two years experience, some college, third phone. Box E-338, BROADCASTING.

Talented radio & TV personality in large market seeking new location, top ratings ever in city, excellent references, 28, college, first phone, married. Old and young dig me. Box E-340, BROADCASTING.

1st ticket, 9 years experience all phases of radio. Prefer midwest, state salary. With present employer past 5 years. Box E-341, BROADCASTING.

Announcer, 3rd class, draft exempt. Want MOR show, available now, call 202-234-7029, Box E-345, BROADCASTING.

Negro beginner broadcasting graduate, veteran, Frazier, 345 Cypress Ave., Apt. 5D, N. Y. C.

MOR-top-40-man (good sound) age 22, 3rd endorsed—married—deferred. Broadcast graduate. Tape sent on request. Anthony Arduino. 1459 V.F.W. Parkway, West Roxbury, Massachusetts 02132.

First class announcer with first class ticket. Highly experienced, crack copy, sharp production. P.D. experience too! Talented, mature, married. 316-624-1595.

Your attention please: Rock jock, endorsed third, male. 21, announcer training. Write: Alan Brodie, 2560 Batchelder Street, Brooklyn, New York 11235.

Glib creative jock seeks top personality station. Employed. 515-276-4756.

Announcers—(Cont'd)

9 years dj, news San Francisco area. 213-629-2729.

Mature man, single with 3rd class ticket, desires permanent or relief job in radio station on Long Island, with good music format, similar to WHLI, or WTFM. No R&B, or C&W. Have 2½ years experience as staff announcer, newscaster, dj, salesman and copywriter. Willing to service accounts. Call: Joe Martinz, 212-639-0326. Write: 4053 Forley Street, Elmhurst, New York 11373

Announcer-writer, 17 years education and experience, 3rd class endorsed, southeastern Michigan or southwestern Ontario. Lockard—1163 Hibbard, Detroit, 48214. VA 2-8206.

College and broadcasting school graduate, third endorsed, draft deferred, will relocate. Call Phil, 513-322-6074 after 4 p.m. EDT.

Play-by-play and sportscaster. Draft exempt. Thomas J. Shaffer, 633 West Chicago Avenue, Hinsdale, Illinois 60521. 312-323-4544.

Experienced rhythm and blues combo announcer, newscaster. Livingston Brizill, 163-17 Mathias Ave., Jamaica, New York 11433.

Experienced country announcer. Go anywhere. Call 701-223-4080, ext. 315.

Personality, 28, married, desires mid-morning and/or mid-afternoon shift . . . MOR. Been medium market, but, desire smaller market, with more allowances. 7 yrs. experience. Prefer midwest and personal interview 1-319-377-6856.

First phone, tired of top 40. Want MOR. Six years experience. Medium, metro market. Married, V.F.W. Bill, 612-724-9067.

Technical

Chief engineer—21 years experience all phases broadcasting; management to announcing. AM-FM directionals, stereo, multiplex. Box E-256, BROADCASTING.

First phone engineer, college student, will work June 16-October 1. Experienced AM/FM. ask for resume. Box E-289, BROADCASTING.

1st phone TV or radio engineer seeking starting position. Box E-306, BROADCASTING.

Major market chief engineer—experienced all phases of operations, administration, construction and maintenance. Power to 50 KW. Box E-316, BROADCASTING.

NEWS

400-thousand metro-radio news director seeks major market radio or TV reporting job with political and governmental emphasis. Excellent references. M.A. radio-TV journalism. 27. Radio-TV documentary, talk show, 4 years radio air experience. Write Box E-287, BROADCASTING.

I presently operate one of the finest news departments in the country. I want to move because my station is de-emphasizing news. I would like to organize or operate an all news station. Box E-295, BROADCASTING.

Radio-television newsmen. Ten years experience. Seeking position in Canada or overseas. Box E-330, BROADCASTING.

Programing,—Production, Others

Modern C&W pro. 6 yrs. exper. Last 4 major market. Married, 2 children, 25. Experienced, ratings proven PD. Write Box E-284, BROADCASTING. Or phone 716-896-6642.

Attention: Managers of small to medium market stations. Need ideas? Want to improve your sound? Increase your billing? Five creative professionals with major market experience have created a new service to help you program your station for a more professional sound. We'll modernize your format, improve your community image. Provide you with promotional and contest ideas. Introduce your staff to the concepts of totally formatted radio. This will lead to more listeners and more revenue. All for less than a program director's salary. Even if you are now number one in your market, insure your success. Write for complete information. Box E-326, BROADCASTING.

Sports director with good background and experience in both reporting and play by play coverage looking for a step up. Can give your station top sports format and coverage. Box E-334, BROADCASTING.

Situations Wanted

Prog.—Production, Others—(Cont'd)

Highly experienced P.D./operations manager. Great air show and news, crack copy, production, administration. First phone. Talented, married, mature. 316-624-1595.

Hollywood network announcer will record anything for your station for 1¢ per word, plus tape and postage, spots, promos, program intros, etc., for unlimited use. Send check and pronunciation guide with copy. Red Blanchard, General Broadcasting System, North Hollywood, Calif. 91605.

TELEVISION—Help Wanted—Sales

Business manager-accountant in east. Send resume. Box E-150, BROADCASTING.

Television account executive for Wisconsin network affiliate. We'll provide the incentive and income opportunity. You supply ambition, initiative, creativeness and will to succeed. Box E-209, BROADCASTING.

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 anncr. for medium sized upper mid-west market must be able to do commercials and interviews and be able to substitute for weather and sports program. Send resume and audio or video tape to Box E-336, BROADCASTING.

Play-by-play announcer—football, basketball, hockey and baseball—has excellent opportunity in 16th market. Box E-346, 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-85, 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.

Immediate openings, first phone television technicians, full power VHF color TV station. Write or call Chief Engineer, WBTW, Florence, S.C.

Two first class license holders. Background in television. Must be capable of maintaining and operating television equipment. Salary open. Write WHTV, P. O. Box 871, Meridian, Mississippi.

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/WMTV, 1015 North 6th Street, Milwaukee, Wisconsin 53203.

Openings for TV technicians with 1st phone—southern New England station. Write Chief Engineer, WNHC-AM-FM-TV, New Haven, Conn. 06510.

Television engineer, first phone license with operating experience. Excellent working conditions. Immediate opening. South central Pennsylvania. Phone 717-533-9121.

Department of Communications, Grahm Junior College (Founded Cambridge School) now accepting applications for September, 1968, for Television Engineer. Minimum requirements: First Class License. Five years professional experience, including color. Send resume and salary requirements to: S. R. Alten, Chairman, Department of Communications, Grahm Junior College, 632 Beacon Street, Boston, Massachusetts 02215.

Two studio engineers, 1st class license. Experienced in operation and maintenance of 3" x 4 1/2" I.O. cameras, color film and terminal equipment. Ideal living with many fringe benefits. Send resume to Indiana University, Personnel Division, 1000 East 17th Street, Bloomington, Ind. 47401.

TELEVISION—Help Wanted—News

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.

Experienced news director for TV-radio 5 man operation in the midwest. Need resume, tape and photo or reply by wire to Box E-231, BROADCASTING.

Top ten midwestern market UHF staffing News Department. Looking at cameramen, reporters, writers. Box E-261, BROADCASTING.

Broadcast journalist, bi-lingual—Spanish and English for major metropolitan station. Knowledge of news film technique. Full company benefits. Equal opportunity employer. Box E-263, BROADCASTING.

Broadcast journalist—familiar with news-film techniques. On-air ability. Must be prepared to do standuppers in the field. Follow-through on stories. Send audition film and samples of actual on-the-air work and scripts to Box E-313, BROADCASTING. . . Equal opportunity employer.

Reporter-writer. Has excellent opportunity in 15th market. Send tape and resume to Box E-347, BROADCASTING.

Need July 1: Experienced news and public affairs producer, strong on writing, directing, on-air delivery. Faculty/staff status. Minimum Bachelor's degree. Full power, complete color ETV in new building. Excellent state benefits, working conditions. Contact immediately, General Manager, KUAT-TV, Channel 6, Radio-TV Bureau, University of Arizona, Tucson.

Programing,—Production, Others

Administrative assistant/executive secretary to general manager of TV station in nation's capital. Top quality gal with good skills. Interesting, diversified duties. Box E-194, BROADCASTING.

Advertising-Promotion — Network-owned Chicago TV station has an immediate opening for an assistant director of advertising, promotion and press information department. Applicant should have broad knowledge of broadcasting and a proven writing ability, with agency background and a definite asset, though not required. Fine opportunity for #1 man in medium market to enter a major market. Send confidential resume and salary requirements to Box E-271, BROADCASTING.

Department of Communications, Grahm Junior College (Founded Cambridge School) now accepting applications for September, 1968, to teach Television Production. Minimum requirements: Bachelor's Degree (Master's Preferred). Three years commercial experience. Send resume and salary requirements to: S. R. Alten, Chairman, Department of Communications, Grahm Junior College, 632 Beacon Street, Boston, Massachusetts 02215.

TV—Situations Wanted—Management

Television executive seeks management position. Seventeen year's experience in production, programing and administration at network affiliated and independent stations in large and medium markets. Excellent references. Box E-286, BROADCASTING.

General manager opening? General sales manager, experienced all phases, available. Box E-321, BROADCASTING.

Dynamic general manager available. Responsible young general manager with 14 years of diversified managerial radio & TV experience of the highest level in all areas, skilled and qualified to manage your radio or TV station. I desire responsible and challenging executive position with a station group or progressive minded broadcaster. Columbia University graduate with 6 years UHF indie and 5 years radio and TV managerial experience. Capable of assuming responsibility over all departments and planning plus normal duties of administrative executive duties. Qualifications are perfect for an active broadcast operation. Background will withstand critical examination. Resume including references of the highest order upon request. Presently employed in Philadelphia. Box E-342, BROADCASTING.

TV—Situations Wanted—Announcers

Versatile, dependable, hard-working professional wishes to re-locate. VTR upon request. Box E-288, BROADCASTING.

Young-versatile-responsible! Experienced administrator, news, programing, promotion. Box E-309, BROADCASTING.

Emcee-producer for creative kid show with teen-bopper appeal. Announcer, sales, and copy experience. College, mature, hard worker with excellent references. Southwest or coast preferred. Available for July interview. Box E-312, BROADCASTING.

Versatile-18 yr-professional—news-weather-sports-etc.—available now-relocate-Box E-317 BROADCASTING.

Technical

Director of engineering seeking large market station or group position. 19 years top experience—14 supervisory. Able to handle any job required, through experience and ability. Box E-257, BROADCASTING.

NEWS

Chicago Radio newscaster/writer seeks TV opportunity. Nine years radio experience. 2 1/2 years in journalism. M.S.J. from Northwestern. Young, draft exempt, excellent references. Box E-260, BROADCASTING.

Programing,—Production, Others

Producer-director—responsible, young, creative. Desires Florida or California. Ten years experience: 6 radio, 4 television. BA in mass communications. Presently employed in major market. Married. Box E-198, BROADCASTING.

Seeking TV production position in progressive station. Presently production manager and producer-director for large university station. Specializing in sports and remote production. No area preference. Professional references available. Box E-298, BROADCASTING.

Promotion and merchandising director or asst. M.A., 29, 3 1/2 years with one of country's most successful contemporary radio stations. Strong on sales brochures. Prefer TV. Box E-299, BROADCASTING.

Floor work, beginner, degree, second phone. Kansas, midwest, other. Available June ten. Box E-302, BROADCASTING.

Experienced producer-director, top five market, ready for program manager position or equivalent. Vigorous, medium size group station desired. Age, 30, family, employed. Box E-305, BROADCASTING.

Producer director: Extensive studio, remote and film production experience. Salary depends on market—\$9,500 minimum. Box E-307, BROADCASTING.

Producer/director seven years experience in all phases of live and video tape. Creative, writer, credits. A real idea man. Resume on request. Box E-339, 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.

Used solid state VTR in good operating condition. Will consider TR4, TR22 or VR 1200A, either monochrome or color. Box E-111, BROADCASTING.

Need FM—10 watt transmitter or exciter, console, applicable equipment for college station. No phasitron. Gratuity or reasonable price. Box E-213, BROADCASTING.

UHF station equipment, including transmitter, recorders, color and B&W cameras and all other components: within the next six months. Box E-288, BROADCASTING.

Plan to construct a channel 11 television station. Will buy a good used VHF 5000 watt transmitter; a 12 bay high band antenna and 800 foot tower. Contact C. Reiten, KXMC-TV, Minot, North Dakota.

Used 10 KW FM transmitter, good condition and remote pick up gear 450 mHz or 160 mHz for WESR-FM, Vernon H. Baker, P.O. Box 889, Blacksburg, Va. (703) 552-2387.

FOR SALE—Equipment

Coaxial-cable—heliac, 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.

Manufacturers close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCAST-ING.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCAST-ING.

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.

Magnecorder portable PT6A2HZ Serno 28085 top condition \$150. Box E-269, BROADCAST-ING.

Desire to donate for education television—420 foot guide television tower capable of extension to 700 feet—tower available immediately. Box E-270, BROADCASTING.

Four TK-41 color cameras with sync generators, color bar generator in air conditioned truck, less audio and switching. Reasonable. Reply Box E-280, BROADCAST-ING.

Spotmaster, Scully, QRK, many more. Write for list. We take trades, finance, lease. Audiovox, Box 7067-55, Miami—Florida. 33155.

Used AM Transmitters: CCA has obtained the following AM broadcast transmitters in trade for our new equipment. They are available on a first come—first serve basis: (2) Gates Vanguard 1, 1 KW AM transmitters—1 to 2 years old, originally sold in excess of \$6,000.00. Available at \$3,250.00. One available at WDEB in Jamestown, Tennessee. The second at CCA plant. (1) Gates BC-IT—5 years old, tube version, \$3,000.00, located at Station KAFF, Flagstaff, Arizona. (1) Raytheon RA-1000—removed from service, \$1,700.00, located in Florida. (1) 1 KW AM Modulation Transformer, never used, available for \$200.00. RCA MI #486140-1. Contact Bernard Wise, CCA Electronics Corporation, 716 Jersey Avenue, Gloucester City, N.J. 08030.

Transmission line used Andrews 3-1/8 inch, 900 feet, Washington, D.C. area. Box E-273, BROADCASTING.

One kw FM transmitter, stereo generator, remote control equipment. Chance to get into stereo cheap. KONG, Visalia, California.

Television truck—3 remote-controlled vidicon viewfinder cameras with electric zoom lenses, intercommunication, 5 mic. audio with 2-track Ampex, disc turntable, Sony broadcast VTR, with electronic editing, Tektronix scope, Conrac monitors, meets FCC specifications. Vehicle, equipment like new, ready to use. KTBT, Garden Grove, California.

Collins 37-M-6 FM antenna, 6 bay with heaters, tuned to 105.1, approx. 176 feet. Andrews Heliac H-1, 1-1/2 cable, 21-R terminations. Good condition. Will accept reasonable offer. WQRS-FM, 901 Livernois Ave., Ferndale, Mich. 48220, phone 313-548-2500.

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.

"Rock" aircheck recordings . . . top dj's major market "rock" stations . . . inexpensive . . . free brochure. Command Productions, Dept. D, Box 1591, Portland, Oregon.

"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.

Complete kit Audio Proof forms \$3.50 post-paid specify AM/FM, Box 2605, Corpus Christi, Texas 78403.

MISCELLANEOUS—(Con't.)

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N.Y. 11229.

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, 2803 Inwood Road, Dallas, Texas 75235.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Guaranteed first phone, 4-6 weeks. Broadcast Engineering Academy, 3700 Lemay Ferry, St. Louis 63125. 314-892-1155.

Announcing, programming, production, news-casting, sports-casting, 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.

INSTRUCTIONS—(Cont'd)

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 June 24, July 29, Sept. 3. 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 June 24, July 29, Sept. 3.—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 June 24, July 29, Sept. 3. Call The Pope at WE-1-5444 or write R.E.I., 3123 Guilham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

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.

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—Sales

AMPEX

MORE PROFESSIONAL AUDIO SALESMEN WANTED

Because we are expanding our operations, we need to expand our staff. We need professional salesmen to take over territories from Ampex salesmen who are moving up in the organization.

They must be men who:

- know how to sell through distributors
- know the needs of end users in broadcast and master recording applications
- want to work with the industry's first team, Ampex's professional Audio Division

Opportunities exist throughout the United States.

Please submit your resume, with salary requirements, to Mr. R. E. Rutman, Ampex Personnel Department, 2655 Bay Road, Redwood City, California 94063.

AMPEX

An equal opportunity employer.

WANTED IMMEDIATELY AGGRESSIVE-PRODUCTIVE SALESMAN

To the right man, WENZ, Richmond, Virginia's 24-Hour-A-Day, Negro programed station, is offering an excellent starting salary and commission, an active account list, and a great future in an organization that's on the move. WENZ is Pulse rated #1 in the city of Richmond. Send a complete resume to:

Gary L. Green, Sales Manager, WENZ Radio,
111 North Fourth Street, Richmond, Va. 23219

KNOCK!!

'opportunity' is WTOD Radio
We are looking for a \$15,000 salesman willing to make 10,000 right now and work his way up. SEVEN STATION CHAIN. If you can sell against stiff competition, we're interested.
WTOD Radio: 3225 Arlington Ave., Toledo, Ohio 43614. Or call—419-385-2507.

Help Wanted

WORK IN VERMONT

Openings for announcers, sales, all depts. Both radio-TV. Send resumes, salary requirements, tapes—

VT. PLACEMENT, C/O D. Parnigoni, WKVT, Brattleboro, Vt.

ATTENTION BUSINESSMEN

OPERATING TV-RADIO STATIONS

A Specialized Broadcast Management Consultant Can Be As Important As Your FCC Attorney.

If You Are Interested In A Better Method Of Securing Executives And Other Personnel, Please Call 312-337-5318 To Arrange A Confidential Meeting In Our Offices Or Yours.

*Nationwide
Broadcast Personnel
Consultants*



645 NORTH MICHIGAN AVENUE CHICAGO 60611 AREA CODE 312-337 5318

NEWS

I'm Looking

for someone who isn't looking for a job. A stable, hard working modern format newsmen who digs, writes, voices with authority. Better than average pay for permanent slot on 6-man full time news staff.

Contact: Allen Bryan, News Director
WKLO, Louisville, Kentucky
(502) 583-4444

Situations Wanted

Management

Station Manager Available Mid-July

Need management know how! Veteran broadcast exec . . . 22 years with all formats; MOR, Country & R&B. Wants solid operation in medium to large market.

Box E-343, Broadcasting.

Announcers

NOW AVAILABLE CHUCK BOYLES

Former Nat'l PGM Director and Premier Specialist in hard-core telephone talk shows.

8319 Floyd Lake Dr., Dallas, Tex.
Tele 341-1266

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)

Situations Wanted
NEWS

**AWARD-WINNING
RADIO**

Newsman returning to Vietnam.
Will accept free lance assignments
from radio stations wanting home-
towners and backgrounders.
Send Replies to:

Box E-314, Broadcasting.

WE BUILT A BETTER ONE

... not to "mousetrap" but to
serve better our customers. Read-
ership of this section continues
upward. Advertisers tell us about
increased responses, including
sales pitches from other publica-
tions. When you have something
to buy or sell, fill a vacancy, or
want a better job use BROAD-
CASTING'S classified section—
**THE marketplace for everything
and everybody in broadcasting.**

Technical—(Cont'd)

**Career Position in
Television**

TELDEX Corporation has an opening for a
qualified person interested in a specialized
career.

You must be a good technician, neat appear-
ing, with a solid background, and be able
to work from schematics, chassis layout
and fabrication, basic schematic drafting,
prototype development.

You'll enjoy being a part of the fast-paced
profession of television where creative and
congenial people work.

Excellent working conditions in a modern
and convenient building, city location.

This is an opportunity for a stabilized
career.

TV station experience preferred.

Reply with Resume.

TELDEX CORPORATION
Rebuilding Department

747 S. Central Expressway 75080
Richardson, Texas
(North Dallas)

Subsidiary of Interecontinental Mfg. Co.

TELEVISION—Help Wanted—Sales

**WE'LL INVEST IN
A TV
SALES EXECUTIVE**

This ad isn't directed to the run-of-the-mill salesman. The man we want may not
be "seasoned", but he's an aggressive self-starter who will develop into tomorrow's
sales executive. He has had TV Sales experience; is imaginative, industrious,
personable; and is fully equipped to work effectively with agencies, local and
regional account.

This isn't a ready-made job. Given the right man, we'll invest in him—underwrite
his activities—and groom him for an important job with the country's fastest
growing CBS affiliate.

If you fit the picture, you'll live in a pleasant, medium sized, midwestern com-
munity. You'll start at up to \$7,500 depending upon your background, and you'll
move ahead rapidly at a UHF station with the market's finest facilities. If you
want to build a solid future for your family and yourself, write us a complete
resume of your background and experience. An interview can be arranged.

Box E-226, Broadcasting.

NEWS

MAJOR MARKET

Television station needs street-
reporter/airman. Send recent
VTR audition or aircheck plus
resume to:

An Equal Opportunity Employer

Box E-31, Broadcasting.

**NORELCO OFFERS UNPARALLELED OPPORTUNITIES
FOR BROADCAST SALES**

Field Sales Representatives and Regional Managers
in Dallas, Chicago and Atlanta

If you have at least five years' broadcast engineering experience, plus sales
experience, you may be perfect for a position with unlimited horizons—with
the most energetic and fast-growing organization serving the communications
industries today. You will be representing complete broadcast systems capability,
featuring the world's most-accepted color camera, the Norelco PC-70. Send
resume, telephone, or wire:

Mr. Rupert Goodspeed, General Sales Manager
PHILIPS BROADCAST EQUIPMENT CORP.
299 Rt. 17, Paramus, New Jersey 07652
201/262-7300 TWX 710-990-4955

KSTP NEWS

Continues to expand. We need an experienced
and unusually aggressive television newsmen for
a key position. Write or call:

William McGovern, KSTP NEWS, Minneapolis
of St. Paul, 612-646-7113.

TELEVISION—Help Wanted

Announcers

**TOP
FLIGHT
NEWS**

Anchorman for Top-10 market.
Network affiliate. Salary open.

Box E-281, Broadcasting.

Technical

WANTED: CHIEF ENGINEER

Plan, build, and operate new, major mar-
ket, full color television station for grow-
ing group. Strong technical background
and experience in construction and admin-
istration desired. Opportunity for continu-
ing professional advancement. Apply only
by letter including resume and salary re-
quirements.

Nationwide Communications Inc.
246 North High Street
Columbus, Ohio 43216

An Equal Opportunity Employer

Employment Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

WANTED TO BUY—Stations

Tired? Want Out?

New company wants to buy fulltime AM.
Small or Medium market. West or Mid-
west. Desired by veteran broadcasters and
financially responsible associates. Confi-
dence respected.

Let's talk business!
Box E-166, Broadcasting.

(Continued from page 66)

stations using less than 2,000 ft. ant. to radiate power in excess of 100 kw in horizontal plane to achieve coverage equivalent to that of up to and including 100 kw at 2,000 ft.; or, (2) To amend noncommercial educational FM rules to make applicable maximum power (and minimum mileage) limitations applicable to commercial FM stations, as by amending Sec. 73.504(d) to omit words "on channels 218, 219, and 220 specified in Sec. 73.501," and by amending Sec. 73.504(e) to omit words "with respect to assignment on channels 221, 222, and 223 listed in Sec. 73.201." Ann. May 20.

CALL LETTER APPLICATIONS

■ WPIN-FM, Feldman and Winton, St. Petersburg, Fla. Requests WOSN-FM.
■ WKKY-FM, Christian Broadcasting Association, Erlanger, Ky. Requests WHKK (FM).

CALL LETTER ACTIONS

■ *Grinnell College, Grinnell, Iowa. Granted *KDIC(FM).
■ Ralph M. Sweeney, Waukon, Iowa. Granted KNEI-FM.
■ WIFF(FM), C. P. Broadcasters Inc. Auburn, Ind. Granted WIFF-FM.
■ *Grove City College, Grove City, Pa. Granted *WSAJ-FM.

FOR SALE—Stations

FOR SALE

West Texas City of 60,000. 1,000 watt middle of the road network affiliate. Absentee management. \$130,000. Attractive terms. Confidential. No brokers.

Box E-324, Broadcasting.

UPPER MIDWEST

1 KW smalltown daytimer duopoly forcing divestiture, absentee owned. Good staff, excellent future doing \$1,000 plus. Good cash flow for owner-mgr. Will consider any reasonable offer, even real estate trade.

Box E-224, Broadcasting.

Confidential Listings RADIO—TV—CATV N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Ala.	small	AM&FM	\$106M	terms
Wisc.	small	fulltime	210M	cash
N.J.	medium	AM&FM	325M	29%
Tenn.	metro	fulltime	305.5M	SOLD
East	suburban	daytime	160M	50M

■ *King's College, Wilkes-Barre, Pa. Granted *WRKC(FM).
■ *Baptist Bible College, Springfield, Mo. Granted *KWFC(FM).
■ *Tennessee Temple College, Chattanooga. Granted WDN(FM).
■ Dodge Point Broadcasting Co., Dodgeville, Wis. Granted WDMP-FM.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KAOL-AM-FM Carrollton, Mo.; KPRM Park Rapids, Minn.; KRBI-AM-FM St. Peter, Minn. and KREX-AM-FM-TV Grand Junction, Colo. Action May 17.

Translators

ACTIONS

K71BD Lakeport, Calif.—Broadcast Bureau granted CP to specify principal community as Lakeport and Clear Lake Basin and change type trans. for UHF TV translator station. Action May 14.

W79AI Torrington, Conn.—Broadcast Bureau granted CP for UHF TV translator station to make changes in ant. system. Action May 17.

K83AU Spencer, Iowa—Broadcast Bureau granted CP for UHF TV translator station to change primary station to KUSD-TV Vermillion, S. D. change type trans. make changes in ant. system. Action May 17.

K73AQ Florence, Ore.—Broadcast Bureau granted mod. of license for UHF TV translator station to change primary TV station to KVAL(TV) Eugene. Action May 16.

K05CU Oakland, Ore.—Broadcast Bureau granted CP to change frequency from ch. 5, 76-82 mc. to ch. 7, 174-180 mc and make changes in ant. system; also change call letters to K07IA for VHF TV translator station. Action May 13.

Southern Oregon Broadcasting Co., Phoenix, Ore.—Broadcast Bureau granted CP for new VHF TV translator station to serve Jacksonville, Phoenix and Talent, all Oregon, operating on ch. 2, by rebroadcasting KTVM(TV), ch. 5, Medford. Action May 17.

Telemundo Inc., Celba, P. R.—Broadcast Bureau granted CP for new VHF TV translator station to serve Fajardo and Celba, operating on ch. 9, by rebroadcasting WKAQ-TV, ch. 2, San Juan. Action May 16.

■ Broadcast Bureau granted licenses covering changes in following UHF TV translator stations: K76CE, K78BZ and K80AO all Spencer, Iowa. Action May 21.

■ Broadcast Bureau granted mod. of licenses covering change in name to Wometco Skyway Broadcasting Co. for following VHF TV translator stations: W08AN Bryson City, N. C.; W05AF Cherokee, N. C.; W06AD Spruce Pine, N. C.; W05AE Sylva, N. C.; and W05AC Tryon and Columbus, North

Carolina and Landrum, S. C.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following translator stations: W83AK Athens, Ohio to Nov. 17; K04CT Oakridge, Ore. to Jan. 17, 1968; K02CV Oakridge, Ore. to Jan. 17, 1968; W10AJ Greenville North Division, S. C. to Nov. 17; K80CM Rangely, Colo. and Cisco and surrounding area, Utah, to Nov. 17.

CATV

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on May 15 in Paducah, Ky. (Multi-Channel Cable Co.) CATV proceeding, as result of agreement reached at further prehearing conference, ordered further prehearing conference for June 18 and cancelled hearing scheduled for June 5 (Doc. 18139).

■ Hearing Examiner Isadore A. Honig on May 14 in Somerset, Pa. (Laurel Cablevision Co.) CATV proceeding, granted motion by Laurel Cablevision Co. and received in evidence Laurel Cablevision exhibit No. 8, and ordered record closed, time for filing proposed findings of fact and conclusions will be June 25, and replies July 9; and cancelled further hearing scheduled for May 16 (Doc. 17538).

■ Hearing Examiner Herbert Sharfman on May 21 in General Electric Cablevision Corp. CATV proceeding in Peoria, Ill. television market, upon letter-request of Midwest Television Inc., rescheduled hearing from June 10 to July 8 (Docs. 17144, 17155).

FINAL ACTIONS

■ FCC authorized General Electric Cablevision Corp., proposed operator of CATV system at Manteca, Calif., to carry signals of KCRA-TV, KXTV(TV), KVIE(TV), KTXL(TV) and KOVR(TV) Sacramento-Stockton, Calif. and KLOC-TV Modesto, Calif. Action May 15.

■ FCC granted Microwave Communications Ltd. microwave CP to serve Oroville Communications Co., which is starting CATV systems at Marysville and Yuba City, both California. Action May 15.

Manatee county, Fla., Manatee Cablevision Inc.—CATV Task Force dismissed "petition to reject or set for hearing" filed by Hubbard Broadcasting Inc. Action May 16.

■ FCC denied Kansas CATV Inc., operator of 12-channel CATV system at Independence, Kan., for waiver of program exclusivity requirements of Sec. 74.1103(e) of rules. Action May 15.

Harlan, Ky., Harlan Community TV Inc.—CATV Task Force dismissed as moot petition filed by Appalachian Broadcasting Corp. asking that FCC require carriage of WCYB-TV on Harlan Community's CATV system. Action May 17.

■ FCC denied appeals by WBRE-TV Wilkes-Barre and WNEP-TV Scranton, both Pennsylvania against FCC refusal to issue cease order under CATV distant signal rules; FCC acted without prejudice to stations' right to ask special relief under carriage and nonduplication rules. Action May 16.

Ownership changes

APPLICATIONS

WWWR Russellville and WWWB-AM-FM Jasper, both Alabama—Seeks transfer of control from W. W. Bankhead (76% before, 46% after) to Marion B. and William A. Grant Jr., John H. and Martha Ann Bankhead, John T. Oliver Jr. and Barbara B. Oliver and Blossom B. Dill (collectively 20% before, 50% after). Recipients are children of Mr. W. W. Bankhead. Stock is transferred as gift. Mr. W. W. Bankhead is 76.75% owner of WWWF Fayette, Alabama. Ann. May 20.

KINY-AM-TV Juneau, Alaska—Seeks assignment of license from Juneau Broadcasters Inc. to Midnight Sun Broadcasters Inc., parent corporation. No monetary consideration involved. Assignee is owner of 100% of stock of assignor and licensee. Ann. May 21.

KBLU-TV, KTAR-AM-FM-TV Phoenix, KYUM Yuma and KYCA Prescott, all Arizona—Seek transfer of control from Eller Telecasting Co. of Arizona (70% before, 30% after) to Combined Communications Corp. (none before, 70% after). Principals of Eller Telecasting Co.: Karl Eller, president et al. Mr. Eller has controlling interests in two advertising firms, realty and investment company, Phoenix magazine and sign company. Principals of Combined Communications Corp.: Karl Eller, president (19.6%), John J. Louis Jr. and associates (80.4%). KBLU will be donated to Arizona Western Junior College, Yuma. CCC plans to issue 700,000 shares of common stock and will pay an aggregate of \$3 million plus stock

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for Eller Outdoor advertising and other Eller properties. Ann. May 20.

KERN-AM-FM Bakersfield, Calif.—Seeks transfer of 20% of stock from Edward E. Urner (76% before, 56% after) to James L. Norman (5% before, 25% after). Consideration: \$25,000 loan guaranteed by Mr. Norman to Mr. Urner and loan from Mr. Urner of maximum of \$15,000 to KERN. Ann. May 17.

KOSI-FM Denver—Seeks assignment of license from Armstrong FM Broadcasting Corp. to Armstrong Broadcasting Corp. Purpose of assignment is to assign license to licensee of KOSI for administrative reasons. Principals remain same. W. L. Armstrong, president (40%), and D. Armstrong, secretary-treasurer (30%) et al. Ann. May 17.

WNAB Bridgeport and WATR-AM-FM-TV Waterbury, both Connecticut—Seek transfer of control from Harold Thomas, deceased to H. John Weisman, executor of estate of Mr. Thomas. Ann. May 20.

WDEC-AM-FM Americus, Ga.—Seeks transfer of control from Charles C. Smith (100% before, none after) to Conway M. Smith (none before, 100% after). Principal: Conway M. Smith sole owner. Conway M. Smith is 78% owner of WTTL Madisonville, Ky. Consideration: \$160,000. Ann. May 22.

WVTV Dundee, Ill.—Seeks assignment of CP from James C. French d/b as Fox Valley Radio to Fox Valley Radio Inc. for purpose of incorporation and sale of 75% interest to Dolph Hewitt for \$15,000. Principals: Dolph Hewitt (75%) and James C. French (25%). Mr. Hewitt is 25% owner of WIXN-AM-FM Dixon, 48% owner of WOLI(FM) Ottawa and 50% owner of WGSB Geneva, all Illinois. Ann. May 17.

WQIC Meridian, Miss.—Seeks assignment of license from Alexander Lloyd Royal to Stanleigh O. Torgerson for \$95,000. Principal: Stanleigh O. Torgerson, sole owner. Mr. Torgerson is executive vice president of WNOR Norfolk, Va. Mr. Torgerson, holding 1,000 shares of stock in Scripps-Howard Broadcasting Co., plans to divest himself of such interest within 30 days of filing for application. Ann. May 20.

WKYE Bristol, Tenn.—Seeks assignment of license from Jackson S. White Jr. to Davenport Broadcasting Co. for \$15,000. Principals: John Lee Davenport, president and treasurer (51%) and Charles J. McGuire, vice president (49%). Mr. Davenport is 70% owner of WISE Asheville, N.C., 90% owner of mobile home park and 50% owner of retail record shop. Mr. McGuire has no other business interests indicated. Ann. May 21.

KGVL Greenville, Tex.—Seeks transfer of control from Truett Kimzey, deceased to executors of estate of Truett Kimzey (none before, 89% after). Ann. May 17.

ACTIONS

KNIX(FM) Phoenix, Ariz.—Broadcast Bureau granted transfer of control from John P. and Donna J. Karshner and James and Jeannette Lindsay (100% before, none after) to Alvis Edgar Owens Jr. (none before, 100% after). Principals: Alvis E. Owens Jr., sole owner. Mr. Owens Jr. is sole owner of KUZZ-AM-FM Bakersfield, Calif. and KTUF Tempe, Ariz., sole owner of road show and retail record production company, music publishing firm and 51% owner of talent booking and management company. Consideration: \$75,000. Action May 17.

KUCB Tucson, Ariz.—Broadcast Bureau granted assignment of license from Canyon State Broadcasting Corp. to Rex Broadcasting Corp. for \$325,000. Principals of Rex Broadcasting Corp.: Rex L. Nicholson, chairman (40.82%), Donald H. Bacon, director (16.32%) et al. Mr. Nicholson is 70% owner of implement company, 50% owner of shopping center, 70% owner of mobile home park and 40% owner of medical center, plus numerous other business interests. Mr. Bacon is officer of two investment firms and has 49% interest in cord company. Action May 16.

KNEZ Lompoc, Calif.—Broadcast Bureau granted assignment of license from Cannon Broadcasting Co. to H&B Communications for \$127,000. Principals of H&B Communications: H&B Communications is a publicly-held corporation. Principal of Cannon Broadcasting Co.: Edward C. Cannon, president. Action May 17.

WHCT(TV) Hartford, Conn.—Broadcast Bureau granted assignment of license from RKO Phonovision Co. to RKO General Inc. for purpose of merger between the two companies, in which latter will be surviving corporation. RKO General Inc. is owned by General Tire and Rubber, Thomas F. O'Neill, chairman. Action May 17.

***WESU-FM Middletown, Conn.**—Broadcast

Bureau granted assignment of license from Wesleyan University to Wesleyan Broadcasting Association Inc. No monetary consideration. Assignor relinquishes all rights unconditionally and without payment. Principals: Robert S. Tarleton, vice president and Dixon F. Miller secretary. Action May 17.

WRKT-AM-FM Cocoa Beach, Fla.—Broadcast Bureau granted assignment of license from C. Sweet Smith to Bucks County Radio News Inc. for \$550,000. Principals Edward H. Petrin, Christopher M. Young and associates. Mr. Petrin is horse-breeder. Mr. Young has interests in Allentown (Pa.) Call and Chronicle and weekly New Hope (Pa.) News. Action May 16.

WLCO Eustis, Fla.—Broadcast Bureau granted assignment of license from Carroll M. Barringer, deceased, to Artimesa H. and Davis H. Barringer, coexecutors of estate of Carroll M. Barringer. (none before, 100% after). Action May 20.

WLOD Pompano Beach, Fla.—Broadcast Bureau granted transfer of control from Helene J. Schmidt to George T. Shupert (30.18% before, 60.32% after). Principals: George T. Shupert, president and others. Consideration: \$50,000. Action May 20.

WPIN-AM-FM St. Petersburg, Fla.—Broadcast Bureau granted assignment of license from Florida West Coast Broadcasters Inc. to Myer Feldman and Edward Winton for \$165,000. Principals: Myer Feldman (90%) and Edward Winton (10%). Mr. Feldman is partner in law firm, has 35% interest in WOCN Miami. Mr. Winton has 25% interest in WOCN and is president and general manager of WQMR and WGAY, both Washington. Principals of Florida West Coast Broadcasters Inc.: Arthur Mundorff, president (100%). Action May 17.

WKIG Glennville, Ga.—Broadcast Bureau granted transfer of control from Howard C. Gilreath (50% before, none after) to Tattall County Broadcasting Co. (50% before, 100% after) Principals: Donald P. and Judy W. Cobb (25% and 50%, respectively) and Coy Perkins (25%). Consideration: \$18,000. Action May 17.

KWMT-AM-FM Fort Dodge, Iowa—Broadcast Bureau granted assignment of license from American Broadcasting Stations Inc. to KWMT Inc. for \$335,000. Principals of American Broadcasting Stations Inc.: William B. Quarton, executive vice president and general manager. L. W. Van Nostrand, vice president. Principals of KWMT Inc.: William B. Quarton chairman and treasurer and James W. Maurer, president (each 50%). Mr. Maurer is vice president of American Broadcasting Stations Inc., station manager of KWMT-AM-FM Fort Dodge. Mr. Quarton is president and more than 25% owner of WMT-TV Cedar Rapids. Action May 17.

KARE Atchison, Kan.—Broadcast Bureau granted transfer of control from Paul H. and Alene Buenning (50% before, none after) to KARE Inc. (49.68% before, 100% after). Principals of KARE Inc.: James M.

Griffith, president-treasurer (99.34%) et al. Mr. Griffith has no other business interests indicated. Consideration: \$83,500. Action May 16.

WKMF Flint, Mich.—Broadcast Bureau granted assignment of license from Carroll Broadcasting Co. to WKMF Inc. for \$657,500. Principals of Carroll Broadcasting Co.: John J. Carroll, president (70.83%) et al. Principals of WKMF Inc.: Martin F. Beck, president and George H. Ross, secretary-treasurer (each 50%). Mr. Beck has interests in WWRI West Warwick, R. I. and WGLI Babylon, N. Y. Mr. Ross has interest in WGLI. Action May 17.

WYSI Ypsilanti, Mich.—Broadcast Bureau granted assignment of license from Ypsilanti Broadcasting Co. to Koch Broadcasting Corp. for \$84,000. Principals of Ypsilanti Broadcasting Co.: E. Peter Keith, president (12%), Craig E. Davids (38%), et al. Mr. Davids owns 45% of WCER Charlotte, Mich. and 90% of KCKY Coolidge, Ariz. Principals of Koch Broadcasting Co.: Robert W. and Geraldine D. Koch (each 50%). Mr. and Mrs. Koch have no other business interests indicated. Action May 16.

KFAL Fulton, Mo.—Broadcast Bureau granted transfer of control from estate of Robert W. Nickles to KFAL Inc. Principals of KFAL Inc.: Dr. Inks Franklin, president (33.33%), Thomas A. Barneby, vice president (16.67%), Kenneth E. Meyer, secretary-treasurer (15.87%), Stereo Broadcasting Co. (33.3%) et al. Stereo Broadcasting Co. is licensee of KTXR-FM Springfield, Mo. Stockholders have interests in KMTC-TV Springfield, Mo. Consideration: \$230,000. Action May 20.

WBBI-AM-FM Abingdon, Va.—Broadcast Bureau granted transfer of control from Nelson T. and Ethel N. Barker (each 25% before, none after) to Lindy M. and Frances L. Seamon (each 25% before, together 100% after). Principals: Nelson T. Barker, president. Ethel N. Barker, vice president. Frances L. Seamon, secretary and Lindy M. Seamon (each 25%). Consideration: \$65,000. Action May 17.

WYPR Danville, Va.—Broadcast Bureau granted assignment of license from WSSB Inc. to David P. Welborne for \$225,000. Principal: David P. Welborne (100%). Mr. Welborne is president and 50% owner of WNCA Siler City, N.C. Principals of WSSB Inc.: James S. and Betty L. Beattie (jointly 75%) et al. Mr. and Mrs. Beattie also own WSSB Durham N.C. Action May 17.

WRAC Racine, Wis.—Broadcast Bureau granted assignment of license from WRAC Inc. to J. William O'Connor for \$238,750. Principals: J. William O'Connor, president (26%) Kirby O'Connor, director (39%) et al. Mr. J. William O'Connor is president and 36% owner of WCUI-TV Chicago, owner of production firm and 100% owner of WBOW Terre Haute and 100% owner of WHUT Anderson, both Indiana. Mr. Kirby O'Connor has no other business interests indicated.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 22. 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.

■ **King City, Calif.**—Southern Monterey County CATV Inc. has been granted a franchise.

■ **Malibu, Calif.**—Malibu Communications Corp., a subsidiary of Harriscope Broadcasting Corp., Los Angeles (multiple CATV owner), has purchased Malibu Cable Television Inc. for an undisclosed sum.

■ **Pueblo county, Colo.**—Pueblo TV Power, Inc. has been granted a franchise to extend service throughout Pueblo county. County will receive 5% of the first \$200,000 annual gross revenues with increasing percentage thereafter for service outside Pueblo

city limits and within the county.

■ **Lyons, Kan.**—A group of investors from KARD-TV Wichita, Kan., has been granted a franchise. Installation and monthly fees will be \$12 and \$5.95 respectively for the nine-channel system. City will receive 3% of annual gross revenues. Bestvue Inc. was a previous applicant.

■ **Somerset, Ky.**—Commonwealth Cable Co. has been granted a 20-year franchise. Other applicants were Kentucky Utilities Co. and General Telephone Co.

■ **St. Louis**—St. Louis Cablevision Co. has applied for a 25-year franchise.

■ **Leetonia, Ohio**—John Lipp of East Palestine, Ohio, has been granted a franchise.

■ **Cheswick, Pa.**—Westmoreland Cable Co., New Kensington, Pa. (multiple CATV owner), has been granted a 15-year franchise.

■ **Heilertown, Pa.**—Twin County Trans-Video Cable Co., Northampton, Pa. (multiple CATV owner), has been granted a franchise. Service Electric Cable TV Inc., Bethlehem, Pa. (multiple CATV owner), also holds a franchise.

■ **Monroe, Wash.**—Community Cablevision Inc. and Skyline Cable Co. have each been granted a franchise.

AUTUMN Sunday afternoons spent in front of a television set have become something of an American institution. For millions, the passage of about half the year can be measured by the inexorable march of the professional football season, from late summer's exhibitions to the final playoff games in mid-January. A large segment of the American male population finds the limits of its weekends shaped by TV and pro football.

There are, of course, *other* sporting events on television, and these events *do* attract millions of viewers, but no athletic event approaches pro football in its sheer impact and importance to both viewer and advertiser.

A great deal of the praise—or blame, depending on how one feels about it—for pro football's autumnal pervasiveness has to be directed at William C. MacPhail, CBS-TV's vice president for sports. CBS carries the National Football League brand of Sunday mayhem. And the network has been bringing the NFL to sports fans ever since the 1956 season, about a year after Mr. MacPhail joined CBS. Since then, pro football has grown rapidly, in many instances surpassing baseball in ability to forge fan loyalty, generate excitement, and bring in television revenue. The success of the NFL, helped in no small measure by the gamble CBS took back in 1956, eventually prompted formation of the American Football League, which started on ABC-TV and is now on NBC-TV.

A Family Leaning ■ Mr. MacPhail's interest in sports and their financial success could be attributed to his family background. For one thing, his father is Colonel Larry MacPhail, the former Brooklyn Dodger and New York Yankee magnate. His older brother, Lee, has been around professional sports all his life, too, and now serves as executive vice president and general manager of the Yankees, itself a wholly owned subsidiary of CBS Inc.

Bill MacPhail was born to this sporting family on March 26, 1921, in Columbus, Ohio. After graduation from Swarthmore College in 1941—he lettered in soccer there—he joined the Navy.

Upon returning to civilian life, he spent from 1946 to 1950 learning the front-office management of sports as traveling secretary for the Yankees and as assistant general manager of the Kansas City Blues of the American Association and the Memphis Chicks of the Southern Association.

In 1950, he organized his own ball club, the Colorado Springs Sky Sox, a Western League baseball team, which won the league pennant in its fourth year of play. He stayed with the team until the 1954 season ended, and, heading east, he joined the Kansas City

CBS's chief armchair quarterback

Athletics as director of promotion and publicity for that team's first year in the big-time American League.

He joined CBS News as director of sports in November 1955, and in January 1961 was named a vice president when CBS-TV Sports became a separate department of the CBS-TV network.

During Mr. MacPhail's 12½ years there, CBS-TV has not only presented pro football, but college basketball, major league baseball, top golf tournaments, horse racing, college football bowl games, ice hockey, and beginning last year, soccer. CBS also was the first network to present a sports anthology, the *Sunday Sports Spectacular*, and un-

der Mr. MacPhail's leadership, CBS Sports became the first to use "stop action," to utilize a blimp for aerial shots, to place TV cameras under water.

CBS is also the first network to bring hockey and soccer to the fan on a regular basis. Mr. MacPhail points out that no more rabid a group of sports fans exists than that which follows hockey. He also notes that soccer is the most popular sport in virtually every nation in the world, the notable exceptions being the U.S. and Canada. "We're very optimistic about its chances for success here and the ratings are growing," he says.

According to Mr. MacPhail, TV and sports are the ideal combination of medium and content. "The average sporting event has elements of news, of competition and of live action. Sports are colorful. And there are no problems about the audience: Sports are ideal for family viewing," he notes.

"But sports are also becoming increasingly difficult to present," he says. "The costs are spiralling and coverage is getting more complicated. For example, we had five black-and-white cameras at the 1956 Masters golf tournament. We used 18 color cameras to cover the Masters this year.

"Also, sports are as competitive as anything on TV today. Each network wants to outdo the others in the areas of sports just as much as it does in news and entertainment programming.

"The keen competition and the rising costs—the NFL package alone costs us \$23.2 million for 1968—are making it harder for any network sports department to do more than just break even."

High Bidding ■ He notes that the tab for NFL games in 1969 totals some \$25.7 million, and that CBS's option for the rights runs out that year. Rights to the combined NFL-AFL games beginning in 1970, the year the leagues merge, have yet to be negotiated.

"There will be a lot of wild negotiating for *that* package," Mr. MacPhail says. And despite his friendship with pro football Commissioner Pete Rozelle, "we at CBS will be bidding like crazy the same as everyone else. The rights won't come cheap," he adds.

Mr. MacPhail knows, however, that football's price tag, however high it may be, hasn't deterred many advertisers from buying into the games. Ratings for the NFL games went up last year and regular-season games (18 broadcast dates, including seven doubleheaders) were TV's top-rated sports attraction with a season average of 16.8 and an audience of 9.4 million homes, according to Nielsen.

"For advertisers, the cost-per-thousand remains very attractive," Mr. MacPhail says. "From an advertising standpoint, sports are a very good buy; the demographics are very good."

WEEK'S PROFILE



William Curtis MacPhail—VP, CBS-TV Sports, New York; b. March 26, 1921, Columbus, Ohio; BA Swarthmore College, 1941; U.S. Navy officer 1941-45, served aboard U.S.S. Philadelphia in European Theater of Operations; traveling secretary, New York Yankees, 1946; assistant general manager, Kansas City Blues, 1947-48, and Memphis Chicks, 1949-1950; general manager, Colorado Springs Sky Sox, 1950-54; assistant general manager, Kansas City Athletics, 1955; director of sports, CBS News, November 1955-January 1961; vice president, CBS-TV Sports, February 1961-present; bachelor; member—Phi Kappa Pi, Sigma Delta Chi; hobbies—golf, fishing

All the way

THIS is the season when all good men come to the aid of the harried broadcaster for suspension of Section 315 of the Communications Act. The waiver would enable use of free time by the major candidates for President and Vice President, without giving equal time to the splinter-party zealots who wouldn't have a Communist-Chinaman's chance anyway. It also might possibly bring reintroduction of the Great Debates of 1960.

A suspension of the law's application to the two major-office races in this one election year is probably the best that can be won in the waning days of this session of the Congress. And indeed not even that would be won without such personal appeals as those made last week by the heads of major networks (see story elsewhere in this issue). But the genuine issue is not suspension but outright repeal.

Legislation for repeal has been introduced in session after session by Senator Vance Hartke (D-Ind.), but each time has died for want of support. In the long intervals between presidential elections, broadcasters as a group have thought of other things. But if they want to take their place in the company of true media of journalism, they must start working—hard—for repeal of Section 315 at the very beginning of the next session of Congress.

The long odds favor repeal and, in a way, so do the courts. We are indebted to Ward L. Quaal, the one-man gang who heads WGN Continental Broadcasting Co., who wrote a querulous congressman the other day on the First Amendment's applicability to radio and television. The congressman, parroting the propaganda of the opposition, averred that the First Amendment refers to individuals and not to "licensees of a public resource" and that freedom of the press "is not now, and has not been extended by the courts to broadcasters but is limited solely to publishers."

Not so, said Mr. Quaal, who has been canvassing Congress to rally support for relief. The Supreme Court and the federal courts, he responded, have "repeatedly stated that radio and television broadcasting is squarely within the protection of the First Amendment." And he backed it up with excerpts from opinions, three in the Supreme Court:

"We have no doubt that moving pictures, like newspapers and radio, are included in the press whose freedom is guaranteed by the First Amendment" (U. S. v. Paramount Pictures, 1948).

"But the First Amendment draws no distinction between the various methods of communicating ideas" (Superior Films v. Dept. of Education, 1954).

"The press in its historic connotation comprehends every sort of publication which affords a vehicle of information and opinion" (Lovell v. Griffin, 1938).

So why the equivocating and pussyfooting? Repeal Section 315 and with it will go the fairness doctrine. Broadcasters then would have full journalistic freedom, but they also would have to accept the sobering responsibilities that go with full freedom.

Time of tension

THE latest episode involving station compensation by networks will certainly not be the last, and there is a clear danger that some of the ensuing dialogues may, as the saying goes, cast more heat than light. FCC figures show that the three TV networks paid their affiliates more than \$243 million last year. When anybody starts nibbling at a stake like that—even though almost \$41 million went to the networks' 15 owned stations—things can get out of focus pretty quickly.

It is understandable that affiliates of all networks are concerned over CBS-TV's proposal, first, to reduce compensation on political coverage and, now, to pay compensation on sports programs in extra spot availabilities instead of money. The fear of affiliates is that the practice will spread until it undermines and perhaps demolishes the traditional concept of compensation. Their hope, of course, is to stop it in its tracks.

From a dispassionate viewpoint it seems reasonably certain that the fear and the hope are both unfounded, and probably about equally so.

The erosion has been going on for years, based on the networks' contention that affiliates should carry a more proportionate share of constantly rising costs.

Between 1961 and 1966, according to FCC figures, the networks' program outlays rose 63%, from \$432.8 million to \$693 million. In that period their pretax profits from network operations tripled but still totaled only 6.4% of revenues, while the profits of independently owned stations doubled in dollars and rose from 20.1% to 25.4% of revenues. The \$201 million that the networks paid to independently owned affiliates in 1966 was 35% more than in 1961 and represented two-thirds of the total program expenses of all independently owned stations in 1966.

We cite these as the kinds of figures that affiliates must be prepared to answer if they are to maintain the status quo. They aren't easy figures to answer. Whether the CBS plans go through or not, it seems inevitable that there will be other plans at other times—and that sooner or later some of them will stick.

The checks and balances of the affiliate-network relationship, on the other hand, argue against any overwhelming change, at least in the immediate future. In order to sell time, the networks need affiliates to carry their programs, not just a few affiliates but a lot of affiliates.

Stations have shown they want CBS-TV's pro football enough to carry it for little or nothing. But pro football is an exception. We venture that in most cases, aside from occasional overridingly important programs, the tendency of most affiliates would be to carry such offerings when it was profitable to do so and to substitute local programming when it wasn't. As clearances dropped, the network's selling would become more difficult and less profitable.

The networks know that nonclearance is the affiliate's most formidable weapon. He may not be able to stop the erosion completely, but he can keep it from getting out of hand.



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Some nice things happened on the way to the truth.

The highest accolade in the field of radio journalism, the Sigma Delta Chi Distinguished Service Award for 1967, has been presented to WJR. The professional journalists from all media who make up the membership of the society honored WJR for its coverage of the riot in Detroit last summer.

But that wasn't all WJR's News Department received for 1967.

It received The Detroit Press Club Foundation Award for "distinguished reporting of an event under deadline."

It was honored by The Associated Press with no fewer than six major news awards.

First prize awards for:

General Excellence in Individual Radio Reporting.

Best Public Affairs Program.

Associated Press Member of the Year.

Special Mention Awards for:

General Excellence of News Presentation.

Best Hard News Documentary.

Best Local Coverage of Extraordinary News Event.

We're proud to have won these awards. More awards than any other single Michigan news medium. They didn't come easily. Even more important is the listener confidence in WJR News. Our listeners believe in us. That's the nicest award of all.

WJR News: First, Complete, Responsible.



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