



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC gets added muscle from court's CATV edict. p23

Loevinger's successor still shrouded in secrecy. p24

The Detroit strike: what it means to radio-TV. p40

TV acts to counter charges of fomenting violence. p46

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SERIAL ACC SEC
AIR UNIT LTP
BLDG 1405
MAXWELL AFB

AL 26112 WK EXP 1/9

NEWSPAPER

.....sure, there's
a radio station with
a bigger audience
than WMAL--but not
in Washington, D.C.*

*ARB for January-February, 1968, gives WMAL the
largest audience, total persons 12+, from 6:00 am
to Midnight, 1/4 hour average and cumulative,
Monday thru Sunday.

Program is subject to the limitations on accuracy inherent in the methods of survey and
should be considered estimate.

wmal-radio

The Evening Star Broadcasting Co.

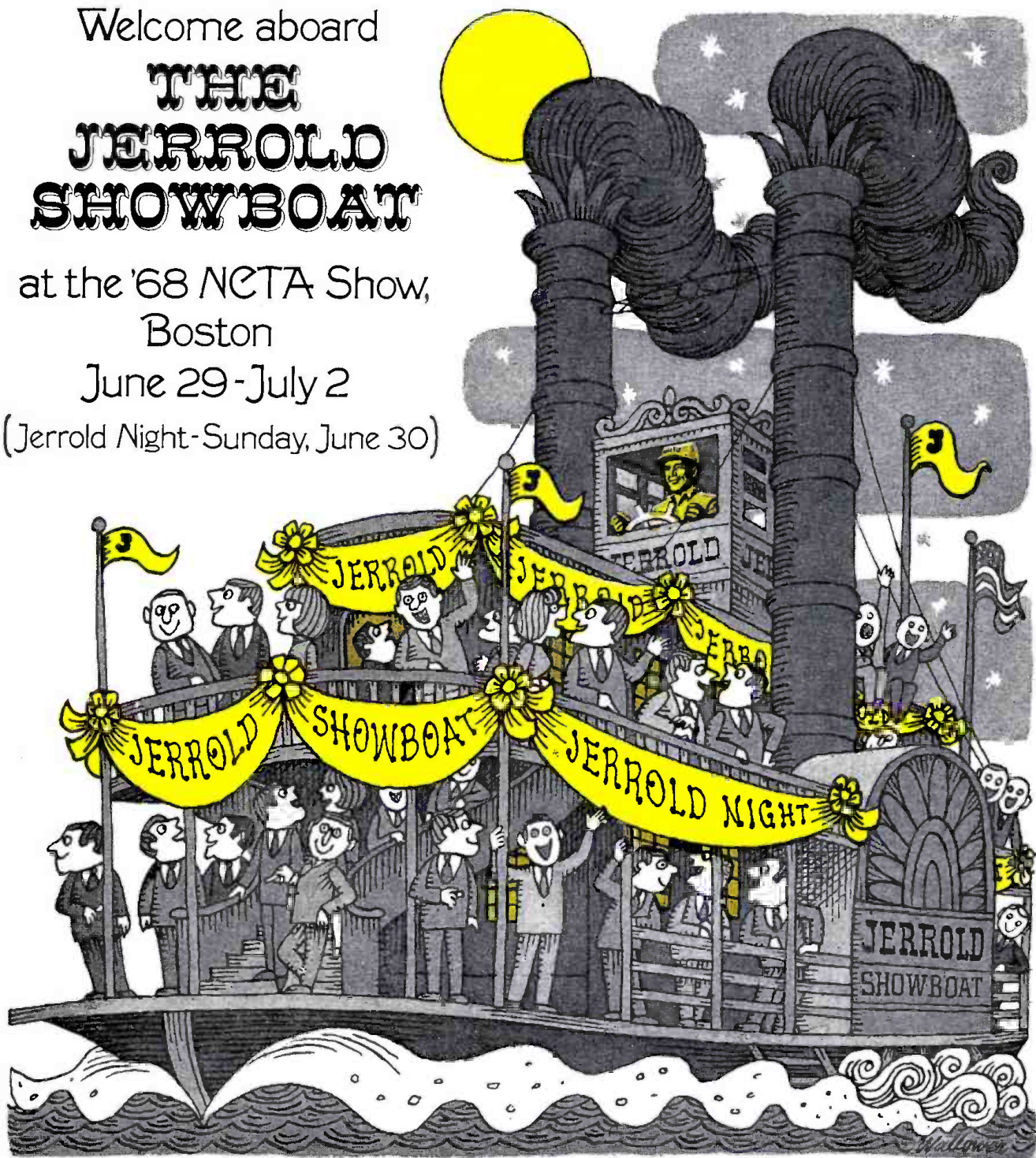
WASHINGTON, D.C.

National Representatives: McGowan-Guild-PCW Radio, Inc.



Welcome aboard
**THE
JERROLD
SHOWBOAT**

at the '68 NETA Show,
Boston
June 29-July 2
(Jerrold Night-Sunday, June 30)



Visit the Jerrold Booth. See the newest in CATV equipment—equipment that lets you build the system of the future today. Jerrold CATV equipment is the most widely used by system operators.

Learn the facts about 20-channel systems—single-octave—dual-cable—mid-band. See why Jerrold provides the best possible system—whichever option you take.

Don't miss Jerrold night, Sunday, June 30. The inimitable humor of Charlie Manna plus a galaxy of star-studded acts will make your evening aboard the Jerrold Showboat memorable.

Take a break, now and then, from the hectic business of the convention and refresh yourself at the Jerrold Hospitality Suite on the 29th floor of the Sheraton.

Jerrold Electronics Corporation, 401 Walnut Street, Philadelphia, Pa. 19105 (215) 925-9870.

JERROLD

a GENERAL INSTRUMENT company



The Sleeper.

**SUSPENSE
THEATRE
53 HOURS
IN FULL COLOR**

Have you looked at Suspense Theatre lately? Really looked? More than 60 stations have. And they've bought.

More than they bargained for.

The "Sleeper" leads a double life when it runs simultaneously under a second title; it grabs and holds rained-out sportsfans; it preempts less "suspenseful" network programs; and it attracts growing numbers of the growing numbers of color TV households!

Thanks to Kraft's original, lavish production budgets, Suspense Theatre offers some of TV's finest hours. Each hour boasts its own imposing roster of stars*, top-flight writers and directors. Each of the 53 hours stands on its own as a stunning cameo of pure theatre.

Which is probably why we've heard that in almost every market where one station-owner has our little "Sleeper" ... his competitor has a little insomnia.

mca tv

*Gig Young, Peter Lorre, Nina Foch/Robert Ryan, Katherine Ross/Ida Lupino, Leslie Nielsen/Gloria Swanson, Dan Duryea/Pat Hingle, Jack Kelly, Monica Lewis/Lloyd Bridges, John Ireland, Geraldine Brooks / Eddie Albert, Dina Merrill / Keenan Wynn, Richard Kiley / Dean Stockwell, Herschel Bernardi / Julie Harris, Robert Loggia, Julie Adams/Jeffrey Hunter, Tippi Hedren/Arthur Kennedy, Andrew Duggan, Harold J. Stone/Milton Berle, Carol Lawrence ... and many more.

BROADCASTING, June 17, 1968

TO SELL a can OF Paint

or a paint brush, health and beauty aids, food items, detergents . . . or any of the multitude of other items purchased by women, reach the women in the Dallas-Ft. Worth market with a daytime schedule on KRLD-TV.

In the nation's 12th ranked television market, Channel 4 delivers more daytime women 18-49 per average quarter-hour than any other station* . . . and at a most efficient cost.

Contact your H-R representative for further details and availabilities.

*February/March
1968 ARB
Television Audience
Estimates
9:00 A.M.-6:00 P.M.,
Monday thru Friday



KRLD-TV



represented nationally by



The Dallas Times Herald Station

Clyde W. Rembert, President

What's to come

Now that Supreme Court has confirmed FCC's full-scale regulatory powers over cable television (see page 23), agency can be expected to take bold steps to implement its jurisdiction, including such policy considerations as CATV involvement in multiple ownership of broadcast properties and its relationship to concentrations of media ownership.

FCC's CATV Task Force now operates outside Broadcast Bureau and reports directly to commission. New look at its organization inevitably will bring up question whether CATV regulation, along with that involving AM, FM and TV, should be made integral part of Broadcast Bureau. Chief of Broadcast Bureau is George S. Smith; head of CATV Task Force is Sol Schildhouse, ostensibly assigned to unit while retaining his status as hearing examiner.

Beat goes on

Progress, yes; full success, no—not yet. That apparently sums up series of bargaining sessions last week seeking agreement on "reasonable" rates for TV stations to pay American Society of Composers, Authors and Publishers for use of its music. Negotiators for ASCAP and for All-Industry TV Stations Music License Committee held night sessions as follow-ups to two days of concentrated negotiations few days earlier at retreat in Morristown, N. J. (CLOSED CIRCUIT, June 10). They reportedly resolved substantial number of differences, but indications were that some remain that are regarded as significant but not necessarily insurmountable.

From late-afternoon or early-evening starts, one of last week's sessions was said to have run to 1 a.m., another to after 3. With ASCAP top brass due to attend international conference in Vienna starting this weekend (June 22), it seemed likely negotiators would take few weeks' recess to regain strength and review positions before knuckling down again. Agreement they're seeking involves rates that at last estimate were yielding ASCAP over \$10 million per year in TV-station payments (BROADCASTING, July 5, 1966).

Comsat may lose

One of hottest issues being debated at policy level by President's Telecommunications Task Force is crea-

tion of domestic-satellite authority and whether broadcasters, both commercial and noncommercial, should have direct access as authorized users. (Alternative would be leasing of service through common carriers like AT&T. Present posture: Let broadcasters deal direct.

No determination yet has been reached whether Comsat, which has international satellite authority, also will have same status in domestic management. Whoever become authorized users, pitch will be made for free accommodation of Corp. for Public Broadcasting services. This originally had been proposed by James McCormack, Comsat chairman, and was avidly picked up by McGeorge Bundy, president of Ford Foundation, among foremost advocates of CPB as well as of ETV broadcasting generally.

Counterprogramming

Trend toward use of strip programming of off-network series by independent TV stations in number of major markets is being credited with helping independents increase their nighttime viewing shares at expense of network affiliates. One study, made in New York and based on ARB figures, is said to show that share of audience of three independents between 7 and 10 p.m. had grown from 22% in March 1966 to 33% in March 1968.

Retirement plan

Roger W. Clipp, who retired earlier this year as vice president and general manager of Triangle (Annenberg) stations, and associated broadcast enterprises, is returning to field as station owner. He has entered contract for purchase of WJPC 1-kw daytimer at Lake Wales, Fla., from Charles D. Bishop for \$117,000 (through Blackburn & Co.) and is negotiating for facility in Fort Myers area, among others.

Windfall

With new 26-mc chunk of spectrum at its disposal, adjacent to upper end of UHF band, FCC shortly will propose rulemaking in effort to accommodate new nonbroadcast services. Proposed rulemaking is expected to cover

possible assignment of unused lower-band UHF channels for land mobile on shared basis, with new channel allotment earmarked for common carriers (telephone companies) for general mobile communications use.

Commission is wasting no time preparing rulemaking on new spectrum space—which was turned over by Office of Telecommunications Management (BROADCASTING, June 10). Office of Chief Engineer may have draft proposals before FCC in two weeks, and notice could be out by Aug. 1.

Age withers

Majority of FCC commissioners reportedly is losing interest in plan to restrain network-affiliation practices in attempt to strengthen ABC-TV's competitive position. Proposal was advanced by Commissioners Robert E. Lee and Kenneth Cox in response to plea for help from ABC President Leonard Goldenson (BROADCASTING, May 6). Since then it's been back in Office of Network Study for analysis.

Word is that longer plan cooks in back shop, less enthusiasm there is for it among commissioners. Even Mr. Lee is said to have cooled.

Ad space

Howard Bell's plan to move headquarters of American Advertising Federation from New York to Washington (BROADCASTING, April 22) is already in high gear. AAF president will move association's offices into new Washington office building, 1225 Connecticut Avenue, N.W., in mid-August with 15-20 people when move is complete. AAF's new address is across street from site of National Association of Broadcasters' new headquarters building.

Spot program

In unusual regional buy of syndicated programming, Shurfine-Central Corp., Northlake, Ill. (food manufacturer and distributor) has bought one-hour color special *Adventures a la Carte*, in 85 Midwestern TV markets. Program will spotlight entertainer Don Ameche on tour of European cities this summer in search of gourmet food recipes. Syndication is being handled by Spangler Television Inc.

THE TOP "10"



MARKETS OF THE BOOMING SOUTHEAST

and the
**GREENVILLE
SPARTANBURG
ASHEVILLE**
market is 9th of the
TOP TEN!

When buying Southern markets
Greenville-Spartanburg-Asheville
is a **MUST!**

With 333,920 homes** this pros-
perous Carolina market ranks 9th
in the Southeast and 41st in the
nation.***

WSPA-TV's Channel 7 antenna
high on Hogback Mountain (3465 feet) is in the very heart
of the G-S-A metro and provides total in-depth coverage.

TOP TEN MARKETS IN THE SOUTHEAST

TOTAL TV HOUSEHOLDS DMA*

1. Atlanta, Ga.	578,360
2. Miami-Ft. Lauderdale	532,740
3. Memphis-Jackson-Jonesboro	508,960
4. Tampa-St. Petersburg	458,610
5. Nashville	420,960
6. Birmingham	393,430
7. New Orleans	392,780
8. Charlotte	370,650
9. Greenville-Spartanburg- Asheville-Anderson	333,920
10. Norfolk-Portsmouth-Newport	323,250

* Nielsen-U.S. Television Ownership Estimates, Sept. '67

** Nielsen DMA, Sept. 1967

***BROADCASTING Magazine, Oct. 9th, 1967



CBS in the Greenville,
Spartanburg, Asheville Market

wspa-TV

SPARTANBURG, SOUTH CAROLINA

AM-FM-TV

channel 7

Owned and Operated by the Spartan Radiocasting Co. Walter J. Brown, Pres.
The Hollingbery Company, National Representative

WEEK IN BRIEF

U.S. Supreme Court decision affirming FCC's authority to regulate CATV systems raises some questions in minds of court observers. Can ruling extend federal control over previously untouched areas? See . . .

NEW FCC POWERS . . . 23

Forecasts are dangerous regarding presidential appointments. Hottest prospects mentioned for FCC post being vacated by Commissioner Lee Loevinger are now doubtful as President Johnson keeps his options open. See . . .

BEST-KEPT SECRET . . . 24

Estimated \$20 million price-tag is placed on four days of protracted coverage of Kennedy assassination. Some losses may be recouped through make-goods at station level, but nets stand to lose most of \$10 million cost. See . . .

KENNEDY COVERAGE . . . 28

Anti-cigarette crusader John Banzhaf III takes on WNBC-TV New York, asks FCC to revoke its license because station hasn't had enough anti-smoking spots; charge generates potpourri of other claims against station. See . . .

BANZHAF LANCE AIMED . . . 38

Detroit newspaper strike running into its 211th day provides windfall in ad dollars to local TV-radio stations. TV scores 5%-7% new business gain; radio up 15%; strong sign advertisers may stay with this media. See . . .

DETROIT AD DOLLARS . . . 40

Recent violent events put spotlight on TV. Networks move to de-emphasize gore in programs; FCC pledges cooperation with President's violence commission; Hill voices are raised; proposals are hard to come by. See . . .

VIOLENCE CHARGE RESPONSE . . . 46

John Meek, coordinator for the Democratic National Convention, claims no other single event will achieve volume of news coverage as this convention, says accredited network personnel are expected to top 2,000 mark. See . . .

CONVENTIONS READY . . . 50

House Commerce Committee picks up probe into marijuana-party-staging charges against WBBM-TV Chicago, may complete hearings into Overmyer UHF transfer case, may approve equal-time suspension resolution. See . . .

POT PROBE RESUMED . . . 52

Reuven Frank moves from executive vice president to president of NBC News, assuming post vacated by late William R. McAndrew, cited as McAndrew's personal choice as his eventual successor. See . . .

FRANK GETS POST . . . 54

FCC comes into line with facts of modern economic life, permits mutual funds to own up to 3% of publicly held broadcast group owners; Commissioner Lee dissents, pushing for 10% as benchmark. See . . .

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Now watch! KAUZ-TV, Wichita Falls, Texas has appointed Blair Television.



At the top of Texas, KAUZ-TV is a top media buy in a top market: Wichita Falls, Texas-Lawton, Oklahoma. To reach the 600,000 residents of this independent oil capital of the world, you'd need four dailies and over a dozen weekly newspapers. Or just one television station: KAUZ-TV. And keep your eye on this dominant station now. It's just appointed the nation's number one broadcast representative firm, John Blair & Company, to represent the station nationally. In Texas, they know how to grow.



BLAIR TELEVISION

Sonderling buys WAST for \$8 million

Sonderling Broadcasting Corp. announced Friday (June 14) it signed agreement to purchase WAST(TV) Albany, N. Y., from Glen Alden Corp. for \$8 million (CLOSED CIRCUIT, May 6). Sale is subject to FCC approval.

Station, which operates on channel 13, would be second TV for group broadcaster that went public last year; it bought WKY-TV (ch. 32) Lexington, Ky., early this year. Sonderling is reported considering selling two of its radio stations (CLOSED CIRCUIT, June 3).

In sale of WMT-AM-FM-TV Cedar Rapids, Iowa, to Norton Station group for \$10 million, approved by FCC, one commissioner dissented and another concurred in part and dissented in part.

Norton group is based at WAVE-AM-TV Louisville, Ky., and owns also WFRV-TV Green Bay, Wis., and WFIE-TV Evansville, Ind. Principal owner is Jane Morton Norton.

Cedar Rapids stations are principally owned by Mrs. Helen Mark and family. Included in sale is Cedar Rapids Muzak franchise and 50% ownership in CATV systems in Grand Rapids, Minn., and Decorah and Fairfield, both Iowa. Consideration is \$7.5 million for WMT-TV and \$2,485,743 for radio properties.

Sellers sold KWMT-AM-FM Fort Dodge, Iowa, to William B. Quarton and James W. Maurer for \$335,000 (BROADCASTING, May 27), and are selling 43% interest in WDIO-TV Duluth, Minn., to present stockholders Frank Befara, Mr. Quarton and others for \$625,000 (BROADCASTING, April 1).

Commissioner Nicholas Johnson suggested that commission require buyers to choose one among three facilities, in line with one-to-a-customer policy. Commissioner Kenneth A. Cox dissented completely.

CATV Sale • Meanwhile United Video Systems Inc., multiple CATV owner with six operating cable systems, has been sold to American Television and Communication Corp., newly formed group for \$1.5 million.

United Video operates CATV in Chillicothe, Marysville and Boonville, all Missouri, and Falls City and Columbus, both Nebraska, serving total of 5,600 subscribers. Morris Hoffman is president of United Video, with estate of Alex Schniderman holding 35%.

Buying group is syndicate of Memorial Drive Trust Co. Boston; Boston

Capital Corp., and Narragansett Capital Corp., Providence, R. I. All have varying interests in other CATV enterprises. Gene DeValpine is president of AT&C. United Video sale was handled by Daniels and Associates.

Criswell pulls out of FCC consideration

John B. Criswell, treasurer of Democratic National Committee, has asked that he not be considered for appointment to upcoming vacancy on FCC.

Mr. Criswell, who had been considered front runner for post (see page 24) being vacated by Commissioner Lee Loevinger on June 30 (CLOSED CIRCUIT, June 10), announced his withdrawal from consideration in statement Friday (June 14).

Mr. Criswell, ex-newspaperman from Oklahoma, cited press of duties, both as party treasurer and executive director of Democratic convention in Chicago in August, as reason for his action.

But there was speculation that real reason was concern, on his part and that of White House advisers, that his appointment could have serious political consequences.

Mr. Criswell is not only high-ranking party functionary, he is said to be on friendly terms with President, and President's family holds substantial broadcast properties in Texas. Holdings are in trust pending Mr. Johnson's return to private life.

This combination of facts, observers pointed out, would provide considerable ammunition for Republicans in upcoming campaign, even though President is not running for re-election.

Mr. Criswell said he had informed White House on Thursday of his wish to withdraw his name from consideration. That was same day that sources, earlier in week, had predicted his nomination would be submitted to Senate for confirmation.

Congressman loses fairness complaint

Fairness doctrine complaint against CBS, growing out of Democratic primary campaign for Senate nomination in New York, was turned down by FCC Friday (June 14).

Representative Joseph Y. Resnick (D-N. Y.), candidate for nomination,

contended network and its affiliates in state should make 15 minutes available to him. CBS documentary had one of congressman's opponents on for four-and-a-half-minutes.

Commission staff, acting under delegated authority, rejected complaint, contending congressman had not alleged overall unfairness on part of network and affiliates in their coverage of campaign. Primary election is Tuesday (June 18).

In another fairness ruling, commission upheld staff ruling that KEYT(TV) Santa Barbara, Calif., had not exceeded discretion in refusing Tibor R. Machan time to oppose various public service announcements.

Mr. Machan, philosophy instructor at University of California at Santa Barbara, had sought time on basis of commission's ruling that fairness doctrine is applicable to cigarette advertising.

He had told licensee his purpose was to reduce to "absurdities" fairness doctrine and cigarette ruling.

Commission said Mr. Machan's complaint is not serious attempt to obtain time to discuss issues.

ABC, NBC seeking violence holddowns

Memos continued to fly last Friday (June 14) as networks continued to push for re-examination—and de-emphasis, where warranted—of violence in TV fare. ABC-TV was readying memorandum on subject to independent program producers while NBC asked its television and network stations division to review standards-application procedures.

ABC-TV memo will underscore need to encourage "de-emphasis of acts of violence" in entertainment programming, with reminder that use of violence for its own sake is prohibited under existing network practices. ABC and NBC moves follow CBS's action in response to President's request to downplay violence (see page 46).

ABC said its memo to producers would be similar to one circulated June 11 to standards and practices' editors in New York and Hollywood. In that message, Alfred R. Schneider, ABC vice president, said that "while a story line or plot development may call for the use of force," extent of portrayal must be "commensurate with a standard of reasonableness" and that violence "or

WEEK'S HEADLINERS



Mr. Campbell

John E. Campbell, VP and general manager, KABC-TV Los Angeles, elected president, ABC Owned Television Stations. He'll replace **James E. Conley**, who has resigned (BROADCASTING, May 20).

John J. McMahon, VP and general manager, WXYZ-TV Detroit, will succeed Mr. Campbell as KABC-TV general manager, and **Dean McCarthy**, WBKB-TV Chicago program director, will succeed Mr. McMahon as general manager of WXYZ-TV. All changes are to become effective around Sept. 1.

Reuven Frank, NBC News executive VP since March 1967, elected president succeeding late William R. McAndrew (see page 54).

F. Kent Mitchel, marketing manager of Kool-Aid Division, General Foods Corp., named director of advertising services for company. Mr. Mitchel, who will report to Thomas S. Thompson, senior VP, marketing and development, will be responsible for market research, advertising controls, media and creative services and broadcast services. He has been with General Foods since 1950.

Peter E. Schruth, senior VP, corporate

development, Westinghouse Broadcasting Co., appointed to executive responsibility for WINS. WBC's all-news outlet in New York. **Charles Payne**, who will report to Mr. Schruth, continues as WINS general manager. Westinghouse said move was made to keep up with "accelerated growth" of station. Mr. Schruth, who joined WBC four years ago as VP and general executive, will also continue to follow through on projects he's recently initiated both with WBC and in his post as vice chairman of Westinghouse Learning Corp. He's also member of WBC board and of its executive planning committee.



Mr. Denison

Christopher W. Denison, director of research and sales development, ABC Owned Radio Stations, appointed director of national sales. Mr. Denison will work closely with national sales representatives for ABC stations, Blair Radio (WABC New York, WXYZ Detroit, WLS Chicago and KGO San Francisco), Robert Eastman (KQV Pittsburgh), and Katz Radio (KABC Los Angeles). Mr. Denison joined ABC in 1966.

Sanford (Bud) Wolff, acting national executive secretary of American Feder-

ation of Television and Radio Artists since last February, appointed to post on permanent basis. He succeeds **Donald F. Conaway**, who was ousted as national executive secretary last February. Mr. Wolff has been attorney in Chicago, whose law firm has represented central region of AFTRA for past 17 years.



Mr. Weinbach

Mortimer Weinbach, VP and general counsel of ABC Inc., retires Aug. 1 after 17 years with company. Mr. Weinbach for number of those years was in charge of labor relations and general counsel for ABC. Previously

he had served with Securities and Exchange Commission and several other government agencies as member of general counsel's office, and had legal posts with MCA and CBS (as talent and program negotiator). He intends to remain active in broadcasting and related fields, announcing his plans after effective date of his retirement.

John H. Coleman, broadcast manager, Campbell-Ewald, Detroit, named VP and manager of broadcast services. He will be in control of all of agency's radio-TV operations other than those that are purely creative.

For other personnel changes of the week see FATES & FORTUNES

the use of force as an appropriate means to an end" should not be "emulated."

Cooperation Pledge ■ Leonard H. Goldenson, ABC president, in expressing network concern, revealed he had sent "personal letter" to Dr. Milton H. Eisenhower, chairman of President's commission on violence, pledging cooperation of all ABC broadcast entities, including ABC News. He said James C. Hagerty, vice president in charge of corporate relations, would be ABC's liaison with commission.

ABC officials said it was too early to judge to what extent fall programming may be affected, but said that after study is held to "see what we can do about it [violence]" network would most likely proceed to next level—"the specifics on any given program."

Refinements ■ NBC is asking its TV network and stations division to review program standards procedures and see if system can be refined and strengthened

in dealing with violence on TV. Review was requested by NBC President Julian Goodman in memo to company executives.

With respect to news programs, he said NBC News will continue "guarding against the sensational for sensation's sake" but will not edit out coverage of conflict and violence when these play important part in life. He added NBC's code of broadcast standards justifies depictions of violence in entertainment and dramatic programs only to extent they are essential to advancement of plot or characterization.

Daytime viewing up

Homes-using-television levels during four days devoted primarily to network coverage of Robert F. Kennedy's assassination were approximately double usual daytime levels, according to Nielsen 30-market report out Friday (June 14). On Saturday (June 8), day of

funeral, three-network rating average for 9 a.m.-to 11 p.m. EDT period was put at 40.5. NBC authorities said that in all hours throughout week when one or both of other networks was presenting regular programming while NBC-TV was covering Kennedy story, NBC coverage outdrew opposing entertainment programming and that in 23½ hours of common coverage, NBC had 47% of TV network audience to 38% for CBS and 15% for ABC.

Corinthian has record earnings

Corinthian Broadcasting Corp., New York, last week reported highest earnings in company history for year ended April 30.

Company reported earnings after taxes were up about 10%.

For year ended April 30:

	1968	1967
Income per share	\$1.19	\$1.15
Operating revenues	19,451,519	18,552,891
Net income	4,013,960	3,660,449

BROADCASTING, June 17, 1968

Welcome!



WFMT

(FREQUENCY MODULATION)

Chicago's Fine Arts Station

Now a member of the WGN Continental Group

- **Chicago:** WGN Radio, WGN Television, WFMT Radio, WGN Continental Productions Company
- **Duluth-Superior:** KDAL Radio and KDAL Television
- **Denver:** KWGN Television
- **Michigan and California:** WGN Televents, community antenna television
- **New York, Chicago and Los Angeles:** WGN Continental Sales Company

DATEBOOK

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

■Indicates first or revised listing.

JUNE

June 15-18—Thirty-third annual Georgia Association of Broadcasters summer convention. Speakers include Elmer Lower, ABC News president; Representative W. S. Stuckey (D-Ga.); George Smith, Chief of FCC Broadcast Bureau; Carl Sanders, member Corp. for Public Broadcasting board. 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—Broadcasting Executives Club of New England annual breakup party. Grand prize is one-week trip for two to the Bahamas. Somerset hotel, Boston.

June 20-23—Annual summer meeting of Maryland-District of Columbia-Delaware Broadcasters Association. Panelists include George W. Couch Jr., vice president, marketing operations, Anheuser-Busch; Robert J. McBride, director of advertising, United Air Lines; John F. Malone, advertising manager, Pontiac Motor division, General Motors; John T. Wilner, vice president-broadcast engineering, Hearst Corp.; FCC Commissioner Kenneth Cox; Douglas Anello, general counsel, National Association of Broadcasters, and Howard Roycroft of Hogan & Hartson. Henlopen hotel, Rehoboth Beach, Del.

June 21—Annual stockholders meeting of Lamb Communications Inc. Commodore Perry Motor Inn, Toledo, Ohio.

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. Speakers: Paul Rand Dixon, Federal Trade Commission; FCC Commissioner Robert E. Lee, and Michael Pertschuk, general counsel, Senate Commerce Committee and member, National Commission on Product Safety. Americana and 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 25—Annual meeting of stockholders of Rust Craft Greeting Cards Inc., parent corporation of Rust Craft Broadcasting Corp., to elect directors and act upon proposed amendment to and restatement of certificate of incorporation authorizing a new class of 500,000 shares of preferred

stock; increasing authorized common stock from one million to three million shares, and modernizing and simplifying certificate of incorporation. Rust Craft Park, Dedham, Mass.

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—Annual stockholders meeting, General Instrument Corp. to elect directors and act upon adoption of executives and employees stock participation plan. Hotel Robert Treat, Newark, N. J.

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

June 29—Eastern regional seminar of Radio-Television News Directors Association. Non-RTNDA members invited. Panel discussion on political coverage, Reardon report and unrest in cities. AP headquarters, New York.

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

JULY

July 7-11—First national convention of American Advertising Federation. Speakers include: Under Secretary of Commerce Howard J. Samuels; Charles A. Anderson, president Stanford Research Institute; Tom Dillon, president BBDO; A. Carl Kitchian, president Lockheed Aircraft Corp.; Sen. Mark Hatfield (R. Ore.); George Kozmetsky, dean University of Texas graduate school of business administration; Oregon Governor Tom McCall; Walter Straley, vice president, public relations, AT&T. Portland Hilton, Portland, Ore.

July 7-30—Fourth annual high school broadcast institute sponsored by Indiana Broadcasters Association and Indiana University radio-TV department. Indiana University, Bloomington.

July 8—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 14-27—Sixth annual management development seminar sponsored by National Association of Broadcasters. Harvard Business School, Boston.

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, 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—Deadline for reply comments on FCC proposed rulemaking to explore pos-

sibility of using actual field strength measurements to determine coverage of TV and FM stations, instead of present theoretical field strength charts.

July 23—National Association of FM Broadcasters seminar. Topics will include improving sound and learning more about audiences. Fairmont hotel, San Francisco.

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

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

AUGUST

■Aug. 5-9: Annual meeting. American Bar Association. Among principal speakers are Senator Philip A. Hart (D-Mich.), U.S. Circuit Judge Otto E. Kerner, former governor of Illinois and chairman of President's Commission on Civil Disorders; Betty Furness, President's adviser on consumer affairs; Commissioner James M. Nicholson, Federal Trade Commission. Civic Center, Philadelphia.

■August 8—New deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones. Previous deadline was June 5.

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

Aug. 22-23—Fall convention of the Arkansas Broadcasters Association. Arlington hotel, Hot Springs, Ark.

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 Honors List will be announced at the annual honors 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, Zwaluwlaan 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. 9-13—International Broadcasting Convention, sponsored by Electronic Engineering Association; Institute of Electrical and Electronics Engineers; Institution of Electronic and Radio Engineers; Royal Televi-

TVB REGIONAL SALES CLINICS

June 17—Los Angeles, Sheraton Wilshire Motor Inn.

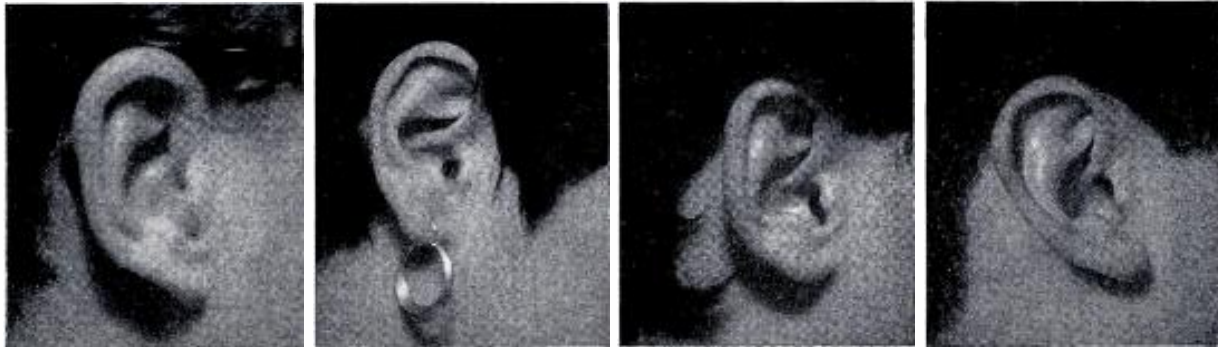
June 18—San Francisco, Sheraton Palace.

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

June 20—Denver, Sheraton Mailibu.

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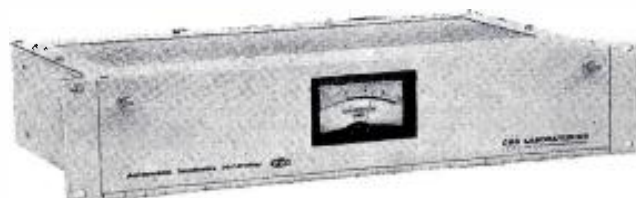
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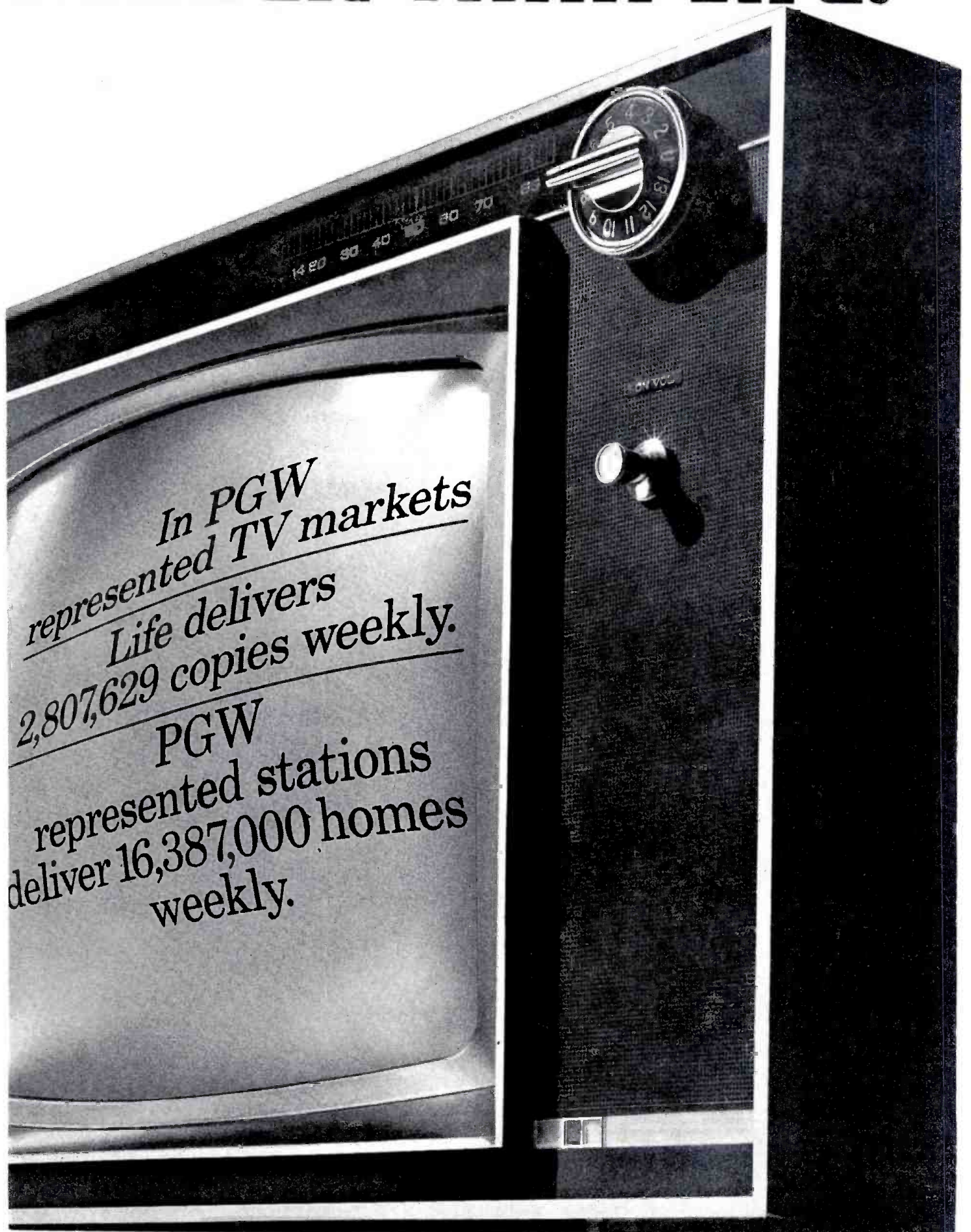
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SOURCES: Estimates of TV circulation from Sales Management Magazine 8/67 and American Research Bureau. Magazine circulation from their most recent reports on file with Television Bureau of Advertising.



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 TELECASTING* was introduced in 1946.

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sion Society; and Society of Motion Picture
 and Television Engineers. Registration forms
 may be obtained by writing, International
 Broadcasting Convention, 1968, Savoy Place,
 Victoria Embankment, London, W. C. 2
 Grosvenor House, London.

Sept. 13-15—Meeting of the Maine Associa-
 tion 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. 17-19—Eighth annual conference of
 the Institute of Broadcasting Financial Man-
 agement. Doral Country Club and hotel,
 Miami.

Sept. 18-20—Meeting of the Tennessee
 Association of Broadcasters, Ramada Inn,
 Nashville.

Sept. 19-21—Meeting of the Louisiana As-
 sociation 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 Hol-
 lywood, Calif.

Sept. 22-23—Annual fall meeting of New
 York State Cable Television Association.

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 informa-
 tion, 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 As-
 sociation of Broadcasters. Surf hotel, Kaval.

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.

Sept. 29—Oct. 2—Pacific Northwest CATV
 Association fall meeting. Sheraton-Portland
 Motor Inn, Portland, Ore.

OCTOBER

Oct. 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.

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

Oct. 22-23—Broadcast executive sales con-
 ference sponsored by Tennessee Association
 of Broadcasters and University of Tennes-
 see School of Journalism. University Center,
 Knoxville.

NOVEMBER

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

■Nov. 10-15—Technical conference, Society
 of Motion Picture and Television Engineers.
 E. D. Llerena, Eastman Kodak, is program
 chairman; Charles L. Chester and Adrian
 B. Ettlinger, both CBS, are co-chairmen for
 television. Washington Hilton hotel, Wash-
 ington.

■Indicates first or revised listing.

OPEN MIKE®

Call the FCC first

EDITOR: There are many broadcasters
 who seem to believe that the FCC is
 some kind of "Big Brother" . . . just
 waiting to pounce on them for the
 smallest infraction of the rules.

I, for one, would like to set the rec-
 ord straight. Whenever I have a broad-
 casting problem I call on the FCC. Not
 only are they sympathetic, but they
 bend over backward with recommenda-
 tions, assistance and often the solu-
 tion. . . .

I have found that the commission is
 there to serve us and not the other way
 around. The next time you have a prob-
 lem, why not give them a call first.
 You'll be surprised at the cooperation
 you will receive.—*Roland G. Roy, gen-
 eral manager, WJSR Madawaska, Me.*

Reporter, not owner

EDITOR: In your issue of May 27 on
 pages 41 and 76 reference is made to
 transfer of ownership of WRKT Cocoa
 Beach, Fla. In this connection it is
 stated that Christopher M. Young, one

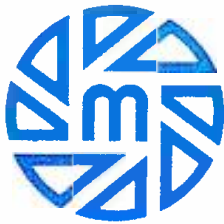
of the new owners, has interests in the
Allentown (Pa.) Call and Chronicle.

Mr. Young does not have and never
 has had any interests in these news-
 papers. He was employed by us as a
 cub reporter and his connections here
 were severed about a year ago.—*W. D.
 Reimert, president and executive editor,
 Call-Chronicle Newspapers, Allentown,
 Pa.*

MacGregor fund set up

EDITOR: Friends of the late Kenneth
 W. MacGregor, long-time producer-
 director who was killed in an auto ac-
 cident April 25 [BROADCASTING, May 6],
 have set up the MacGregor College
 Fund to assist in the education of his
 children.

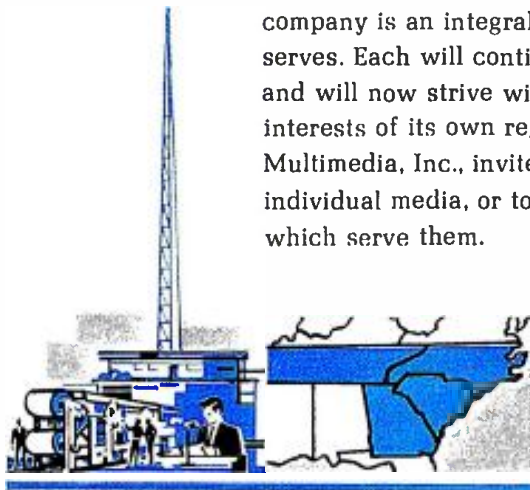
The account has been opened at the
 Tappan Zee National Bank in Nyack,
 N. Y. It is suggested that anyone for-
 warding a check directly to the bank
 should also include the donor's name
 and address to enable the bank to for-
 ward the information to the family.—
*Rhoda Grady, supervisor, religious ra-
 dio programs, NBC, New York.*



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Citizen Express Co.

Multimedia, Inc.

CORPORATE OFFICES: P. O. BOX 1688
GREENVILLE, SOUTH CAROLINA 29602

How to get people to notice your store opening

What's the difference between an average new-store opening and a spectacular opening? Well, now that I've had the experience of opening two stores, and can make a comparison, I'd say the answer is television.

Contrary to what many retailers believe, it doesn't take "door-crasher" specials or even "hard-sell" commercials to be successful. Instead, it means involving people from a broad marketing area by giving them a genuine taste of your store and what you have to offer.

I found that amazing things happened in my first two days in business when I opened my brand new Gibson Discount Center in Murray, a suburb of Salt Lake City, last summer.

Before opening the suburban outlet, I operated a single store in Ogden, Utah, north of Salt Lake City. My advertising was concentrated mostly in newspapers, supplemented with a small amount of radio. The two campaigns employed the local media: Ogden newspapers and Ogden radio.

Time for TV ■ But now I had a second store ready to be launched. This meant I would have two stores within the Salt Lake City TV area. I felt I was now in a good position to use television. Like all retailers, I planned to make a big splash just before the opening of my new store. Once the opening was passed, I planned to use two pages per week in the Salt Lake City newspapers, continue with two pages in Ogden and put the balance of my funds into television.

But some amazing things developed and I've had to revise the way I use my advertising funds. Here's what happened:

Over 300 people were lined up in front of the store an hour before our doors opened. Over 200 power mowers were sold by 11 a.m. the very first day. Over \$300,000 in gross receipts came in the first two days.

Among other items, we sold some 1,420 sleeping bags, 2,000 trash cans, an entire truck load of Loma Plastic ware, 530 pressure cookers, 300 dozen family-size tubes of Colgate toothpaste, 950 dozen imperial size cans of Aqua Net hair spray, more than 200 bicycles, 300 radios, 1,000 gallons of paint, 400 Coleman products, 400 combination fishing poles and reels, 1,512 cases of Pepsi . . . plus 2,400 dozen pairs of nylon hose and \$20,000 worth of tires . . . and, prepare yourself for the shocker. We sold all these in the very

first day.

And remember, no hard sell.

Our commercials were produced with a simple, but highly effective, technique. We introduced the viewer to the departments and items within the interior of the new store by having the camera follow a personality walking down the aisles. What could be more matter of fact than that? But then, what could be more businesslike than that?

After all, like any retailer, we are looking for continuing, day-after-day sales. Not just one or two good days where we pull in customers with a lot of loss-leader specials. And by using television consistently, which we have done since our opening, we have found we can look forward to a big year—not just a big day—in sales.

Just exactly what was done to set new business in motion? To introduce the store and to keep sales coming during the first week, we sponsored a prime-time feature film and we used, in addition, a schedule of announcements totaling 51 one-minute and 10-second messages. We found that the coverage of television in the Salt Lake City market—which is some 450,000 homes, or 99% of the homes in the area—reached enough new customers to turn a huge number of these people into immediate shoppers.

And where originally we had planned a big splash of newspaper advertising to open the new store, a campaign which would have involved 16 full pages of newspaper advertising, we found that by reconsidering, and using television, we had created a sell-out.

On the basis of this, we reconsidered again. And we decided to sign a 52-week contract with KSL-TV Salt Lake City as a result.

In a typical week, we run six one-

minute TV commercials, three appearing in evening hours or "prime time," and three in early and late hours or "fringe time."

With the cooperation of KSL-TV, we produce three different commercials per week, each one is shown just two times.

What Made the Difference ■ Now that we've been using television on a regular basis, we've found the medium offers other dividends. My original store, the one I also operate as franchise-owner in Ogden has benefited from the television advertising used for the suburban Salt Lake City store. Although the Ogden store is some 50 miles north of Salt Lake, business there has doubled this year over the year before. I attribute this doubling in volume to only one change in business policy: decreased newspaper lineage and the addition of television, most of which is paid for by the Salt Lake store because its campaign is influencing customers who shop in Ogden.

I will admit that when you are a member, and therefore have the backing of a highly successful retail organization, the chances for your own individual success are strong. After all, the Gibson's name is well known in markets throughout the Southwestern and Western states. As a total entity, Gibson's has grown in sales volume in nine short years from some \$5 million to \$750 million. But to open up a new unit, despite the plusses on your side, carries major responsibilities.

I personally believe that our new store opening—the 280th Gibson's Discount Center—was possibly the largest volume opening of any store in Gibson's history.

And I maintain that television played a big role in helping us to begin at the outset with a thriving retail business.



Kenneth J. Huber is the owner and manager of Gibson Products Co. in Murray, Utah. Mr. Huber's company owns Gibson's Discount Center in Ogden and a newer and larger store in Murray, which is a suburb of Salt Lake City. Mr. Huber started his career in the discount business as a wholesale distributor in Salt Lake City in 1947, his operation expanding from 26,000 square feet in one location to 110,000 square feet in the two cities.



NOW...think fall!

Check the February/March Baltimore ratings...
it makes interesting reading for forward-planning,
fact-minded time buyers.

In Maryland

Most People Watch **COLOR-FULL**

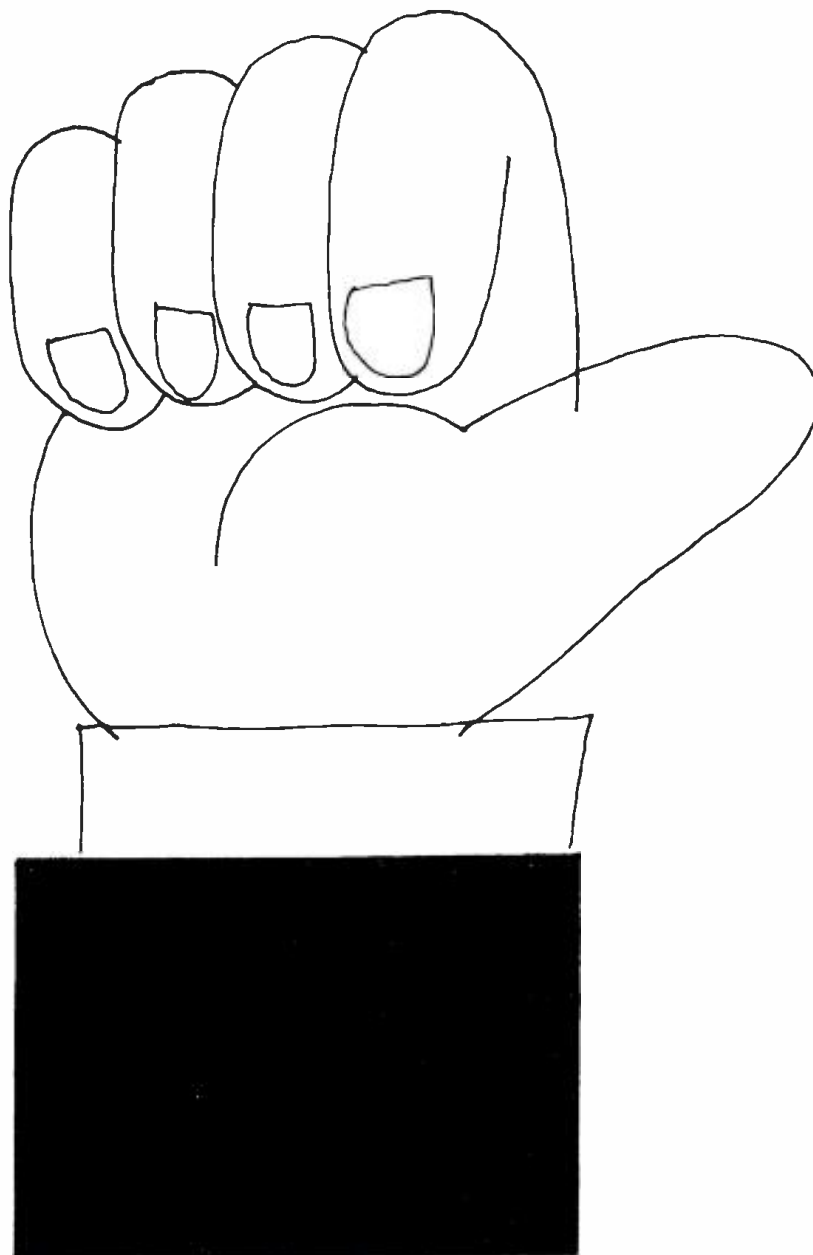
WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION

TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by KATZ TELEVISION

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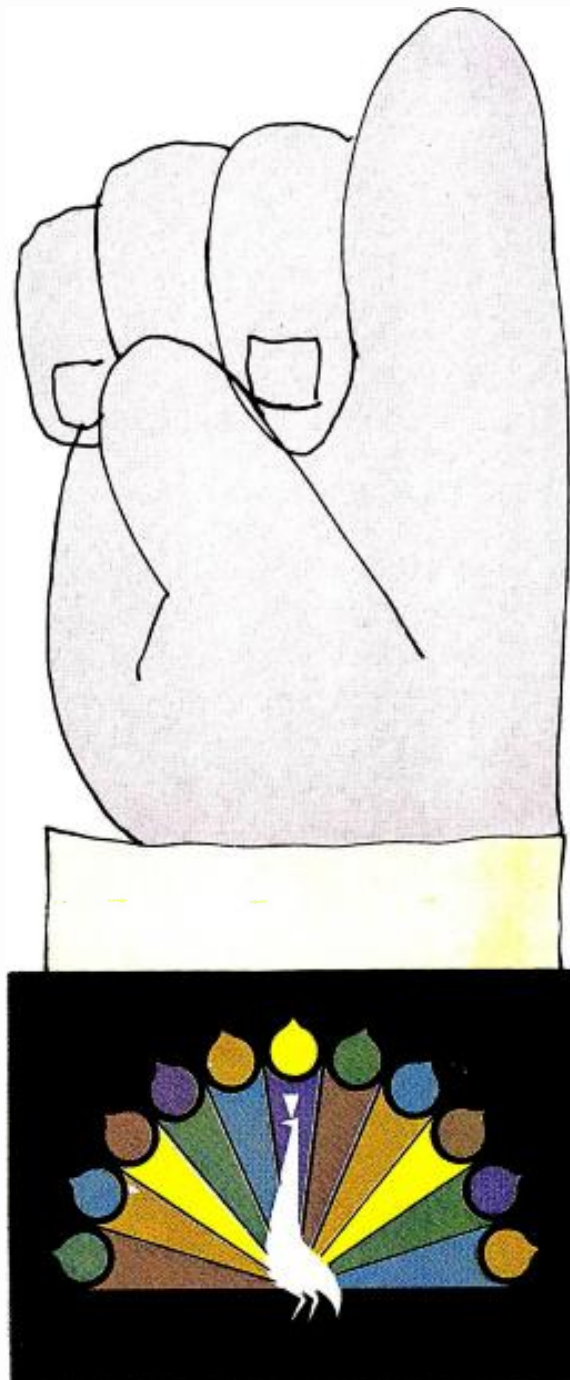
Each year, the use of color in preparing television commercials has become more widespread, more sophisticated.

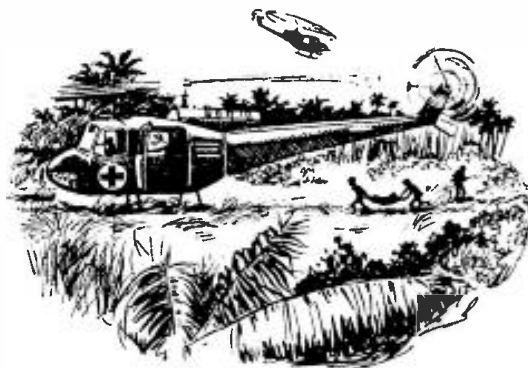
No one has appreciated this more than the people at NBC,
the pioneer in color television.

So beginning this year, NBC is sponsoring an award in
The American TV Commercials Festival-The NBC Color Award-
for the best use of color in a television commercial.

It's a natural.

The National Broadcasting Company





The right to know

The public's right to know—and the responsibility of a station to report—are greatest when American lives are at stake. This was the case surrounding the controversy of the M16 rifle used in Vietnam. A Michigan manufacturer . . . backed by GI reports . . . claimed he could solve much of the malfunctioning problem. The Fetzer television station in Kalamazoo sent in a three-man film reporting team. One Fetzer reporter was a participant in the firing tests under simulated battle conditions. On-camera closeups clarified the controversy for Western Michigan viewers. This is an example of the in-depth reporting our listeners have learned to expect.



The Fetzer Stations

WKZO Kalamazoo	WKZO-TV Kalamazoo	KOLN-TV Lincoln	KGIN-TV Grand Island	WJEF Grand Rapids
WWTW Cadillac	WWUP-TV Sault Ste. Marie	WJFM Grand Rapids	WWTW-FM Cadillac	WWAM Cadillac

New sweep of FCC powers

Era of expanding federal regulation seen
as Supreme Court gives FCC jurisdiction
over all cable television systems

The U. S. Supreme Court last week affirmed the FCC's authority to regulate CATV systems of all kinds and sizes. The decision was widely interpreted as a precedent that could be used for extension of federal control over other forms of communication.

In its decision, issued June 10, the court found that the Communications Act of 1934 confers on the FCC broad authority over all interstate communication by wire or radio—including means of communication, such as CATV, developed since the Congress passed the act. This interpretation by the court was taken by many to have extended the FCC's jurisdiction beyond borders previously assumed.

In some circles it was thought that the Supreme Court decision opened the door to regulation of existing increments of the communications system that have so far escaped direct federal control. Broadcasting networks were mentioned in this connection.

It was also suggested that the decision gave the FCC grounds to assert jurisdiction over new communications systems as they emerge.

What Wasn't Said • But if the court had indeed extended the limits of FCC jurisdiction, it left virtually undiscussed the nature of the regulation that the commission is empowered to impose.

"There is no need here," said the court, "to determine in detail the limits of the commission's authority to regulate CATV. It is enough to emphasize that the authority which we recognize today . . . is restricted to that reasonably ancillary to the effective performance of the commission's various responsibilities for the regulation of television broadcasting."

The court said that the FCC may, for such purposes, issue such regulations, "not inconsistent with law," as the public convenience, interest or necessity requires, but it added: "We express no views as to the commission's authority, if any, to regulate CATV under any other circumstances or for

any other purposes."

One prominent lawyer in Washington said he was surprised by the absence of any reference to the First Amendment in the Supreme Court's decision. And he read that omission as a sign that the court had implied an approval of the FCC's present regulation of broadcast programming and an extension of such regulation to CATV. Others, however, saw no such meaning in the case. It was pointed out that the arguments and briefs before the court paid little attention to the question of the FCC's constitutional authority to regulate or influence television content.

Wire Outlook • CATV interests now face the prospect of an onrush of rule-making. FCC Chairman Rosel H. Hyde said last week that the Supreme Court had clarified both the commission's jurisdiction and its responsibility. "We will take another look at the whole problem," he said.

The problem may be further clarified when the Supreme Court rules, perhaps today (June 17), on another case that

seeks to determine the copyright liability of CATV systems. This case, brought by United Artists against the Fortnightly Co., a former owner of CATV systems, is expected to establish whether, under existing copyright law, the cable systems must pay fees for the programs they carry.

A decision adverse to CATV would be expected to arouse an intensified campaign by cable interests for revisions in the law to exempt them from general liability. A whole new copyright law, with no CATV exemptions, has been passed by the House. The CATV battleground is now the Senate.

Hard Questions • Whatever the outcome of the copyright case, the FCC is expected to begin a series of inquiries dealing with such questions as CATV program origination, multiple ownership of cable systems and cross-ownership of CATV and broadcast media.

Also in line for eventual consideration are such other questions as whether access to CATV channels should be limited to the owner of the system,

CATV accepts decision with stiff upper lip

CATV leaders put a brave front on the U. S. Supreme Court's ruling that the FCC has the power to regulate cable TV systems, but running through the comments was a perceptible uncertainty as to what FCC jurisdiction really means—particularly dependent on the outcome of the copyright case.

Frederick W. Ford, president of the National Cable Television Association, felt that the decision has given the FCC jurisdiction that "is less extensive than some legislation that has been introduced." And, he added: "I'm not unhappy about the

FCC having jurisdiction; it was inevitable. . . ."

The decision, he observed, could be "good or bad," depending on how the copyright case comes out.

Bruce Lovett, NCTA general counsel, commented that it would appear that CATV's now will be spared comprehensive state regulation since states are now "pre-empted by this decision."

Irving B. Kahn, chairman and president of multiple-CATV-owner Teleprompter Corp., said the decision was no surprise. "We can live very well with it," he commented.

Loevinger's successor: the best-kept secret

With June half over, the FCC is fast approaching the day when it may be operating as a six-man agency. Commissioner Lee Loevinger has said he will leave the commission on June 30 when his term expires. And President Johnson has yet to name his successor. It's not for any lack of candidates or prospects; rather, the President appears to be playing his game of keeping his options open.

As a result, the question as to who will be nominated remains, at this late date, a puzzle wrapped in an enigma, to the dismay of Washington sources privy to inside information.

Last week, the hottest prospect for the job was John B. Criswell, 36, an ex-newspaperman from Oklahoma who is treasurer and principal administrative officer of the Democratic National Committee (CLOSED CIRCUIT, June 10).

He has received strong backing at the White House from members of the Oklahoma delegation. Senator A. S. (Mike) Monroney (D), who faces a tough re-election contest with former Governor Henry Bellmon in November and presumably would win friends among Oklahoma broadcasters if he helped place an Oklahoman on the commission.

The Oklahoma broadcasters are



Mr. Schmidt . . .
as he was sworn in at USIA

still smarting under the criticism meted out to them by Commissioners Kenneth A. Cox and Nicholas Johnson in their report on local programming in that state (BROADCASTING, June 3).

Authoritative sources had expected Mr. Criswell's nomination to

be submitted to the Senate, for confirmation, by Thursday (June 13). When it wasn't, doubts as to whether it ever would be began to develop.

Replaced Schmidt ■ Mr. Criswell's name began being mentioned as the star of Richard Schmidt, 43, of Denver, general counsel of the U. S. Information Agency, was starting to fade. He had not been an active candidate, and is understood to be anxious to return to private law practice at the end of the year. Nevertheless, several weeks ago, individuals in a position to know said Mr. Schmidt's nomination was "on the President's desk," awaiting final clearance. It hasn't come yet.

Mr. Schmidt has had practical radio experience—he served as news editor, sports announcer and promotion manager with KMYR Denver between 1943 and 1949. He also taught communications law in the University of Denver's law school from 1949 to 1962 and served as counsel to the Colorado Broadcasters Association.

Messrs Criswell and Schmidt are the only prospects known to have been checked by the FBI, a prerequisite to nomination.

Another prospect who is said to have received serious, although, it seems now, passing interest is Joseph Borkin, 58, a Washington

NEW SWEEP OF FCC POWERS continued

whether one operator should be authorized to control all the services on broad-band systems containing 12 or more channels, whether CATV operators should be required to become contract carriers, leasing channels to other parties.

On program origination, subsidiary questions may arise: Should cable systems be required, as broadcasters are, to search out and fill local programming needs, to conform to Section 315 (the equal-time law) and the FCC's fairness doctrine?

And there may be an ultimate question asked: Should the FCC license CATV systems?

Case at Hand ■ The case on which the Supreme Court ruled last week stemmed from an FCC order, prompted by a petition of local television stations, restricting the expansion of three CATV systems in the San Diego area pending the outcome of an FCC hearing on the importation of Los Angeles television signals. Petitioned by the

CATV's, the U. S. Court of Appeals for the Ninth Circuit declared that the FCC's order staying expansion was illegal. The appellate court also implied, without ruling on it, that there was a question about the FCC's authority to regulate CATV.

It was on an FCC appeal from the Ninth Circuit decision that the Supreme Court ruled last week. The high court affirmed the legality of the FCC's stay order as well as its general jurisdiction in the CATV field.

Unanimous Decision ■ The Supreme Court decision was written by Associate Justice John M. Harlan for himself and five colleagues. Associate Justice Byron R. White issued a concurring statement.

Justices William O. Douglas and Thurgood Marshall took no part in any of the deliberations from the onset of the case. Justice Marshall was solicitor general of the U. S. when the case first went to court so his decision to take himself out is understandable since the

solicitor general represents the FCC in higher court cases. No explanation has been given for Justice Douglas's withdrawal, and none is required.

In what is considered the most significant element of the decision, Justice Harlan said that the Communications Act cannot be construed restrictively. "Nothing," he said, "in the language . . . or in the act's history or purposes, limits the commission's authority to those activities and forms of communication that are specifically described by the act's other provisions. . . ."

Not only, he continued, is the FCC authorized to regulate the whole field of interstate communication by wire or radio, but the commission has "reasonably" concluded that CATV regulation is imperative if the FCC is "to perform with appropriate effectiveness certain of its other responsibilities," one of which, Justice Harlan said, is the creation of a system of local broadcasting stations.

Justice Harlan agreed that these goals are jeopardized by the unregulated, explosive growth of CATV. Particularly, he noted, the importation of distant

lawyer-economist. He served as a member of the commission's staff in a wide-ranging telephone company investigation from 1935 to 1938, then switched to the Justice Department where he served as chief economist with the antitrust division. He is now a consultant to the Penn Central Railroad.

And other names have also been mentioned. Two are those of present members of the commission's staff—Robert Cahill, legal assistant to Chairman Rosel H. Hyde, and Henry Geller, general counsel—who have been described as candidates (CLOSED CIRCUIT, May 13). A third, Max Paglin, executive director and former general counsel of the FCC, cropped up late last week.

Critical Appointment ■ Broadcasters, always somewhat nervous as they await word on a new appointment to the commission that regulates their activities, are particularly anxious for word on the one upcoming. For the new member will replace the man who has given Chairman Hyde considerable support in leading the commission along a generally conservative course, at least in matters of concern to broadcasters.

Commissioner Loevinger has not only backed up the chairman with considerable rhetorical skill in commission meetings (particularly in fending off efforts to tighten regulations on programing) but has frequently supplied him with the fourth

vote on critical issues. Thus, the new appointee, whoever he is, will represent the swing vote on the tough



Mr. Criswell . . .
at his office last week

issues ahead.

For the President, the task of making an appointment to the commission is always a delicate one because of the substantial broadcast

properties his wife and daughters hold in Texas (the Texas Broadcasting Corp., which owns KTBC-AM-FM-TV Austin). The properties are in trust pending Mr. Johnson's return to private life, but they are mentioned in the press virtually every time the President takes an action affecting the commission.

In June of 1964, the President, then only six months in office, persuaded former Commissioner Frederick W. Ford to accept reappointment rather than force him to find a new commissioner as a re-election contest was shaping up. (Mr. Ford departed the agency six months later to accept the post of president of the National Cable Television Association.)

Lee's Stand ■ And last year, he talked Robert E. Lee into accepting reappointment after the commissioner had already announced his decision to leave the agency to take a job industry.

Although the President is not running for re-election, he would not want to make an appointment that could cause him trouble in Congress or reflect adversely on whomsoever the Democrats nominate as their presidential candidate.

So, the President is keeping his options open. And there are those who say he might just keep them open until well past June 30—whether that means a six-man FCC or not.

signals may destroy or seriously degrade TV service "and thus ultimately deprive the public of the various benefits of a system of local broadcasting stations."

And, he noted, by dividing the available audiences and revenues, CATV could "significantly magnify the characteristically serious financial difficulties of UHF and educational TV broadcasters."

He then added: "The commission has been charged with broad responsibility for the orderly development of an appropriate system of local television broadcasting. The significance of its efforts can scarcely be exaggerated, for broadcasting is demonstrably a principal source of information and entertainment for a great part of the nation's population. The commission has reasonably found that the successful performance of these duties demands prompt, efficacious regulation of community antenna television systems. . ."

Remarking that there is no need to determine in detail the limits of FCC authority to regulate CATV, Justice

Harlan commented that this authority is restricted "to that reasonably ancillary to the effective performance of the commission's various responsibilities for the regulation of television broadcasting."

White's View ■ Justice White agreed that the lower court decision should be reversed, but he took a different route to the decision. He said the FCC's jurisdictional authority was to be found not in Section 2, where the Communications Act speaks generally of interstate and foreign communication by wire or radio, but elsewhere. Section 301 gives the FCC explicit authority over broadcasting. Section 303 gives it authority to prevent station interference and establish zones of service. Together these permit the FCC to impose conditions on CATV. For example, he said, the commission could forbid a Los Angeles TV station from owning and operating a CATV system carrying that station's signals into San Diego, and "the commission should also be able to prevent a third party from disrupting commission licensed broadcasting in

the San Diego market."

And, he concluded, since the FCC has authority to regulate wire communications, this jurisdiction could be used to implement its authority over broadcasting.

In talking about CATV, Justice Harlan observed that cable systems serve two principal functions—improved local reception and the importation of distant signals. And, he said, as CATV has grown in number and size, its principal function "has more frequently become the importation of distant signals."

He added that although normally CATV does not originate programs, there's no technical reason why it cannot do so.

Old Uncertainty ■ The FCC's opponents in court had argued that the agency itself had in the past questioned its authority to regulate cable systems and had petitioned the Congress to give it the explicit power. Justice Harlan disposed of that argument this way:

Citing legislative history that saw the U. S. Senate in 1959 defeat by one vote authorization for the FCC to regulate

NEW SWEEP OF FCC POWERS continued

cable systems, and again the lack of action by the House on legislation giving the FCC power to regulate CATV, recommended by the House Commerce Committee in 1966, Justice Harlan commented: "... it is far from clear that Congress believed, as it considered these requests for legislation, that the commission did not already possess regulatory authority over CATV ... Congress may well have been more troubled by the commission's unwillingness to regulate than by any fears that it was unable to regulate ..."

Responding to the argument that CATV is not particularly in interstate commerce, Justice Harlan said: "We may take notice that television broadcasting consists in very large part of programming devised for, and distributed to, national audiences; respondents thus are ordinarily employed in the simultaneous retransmission of communications that have very often originated in other states. The stream of communications is essentially uninterrupted and properly indivisible."

Sequel ■ Another CATV case now awaiting disposition in the U. S. Court of Appeals for the Eighth Circuit in St. Louis may be significantly affected by the Supreme Court's decision.

In the St. Louis case a group of CATV operators had directly challenged the FCC's jurisdiction to regulate CATV and had also asserted that the rules imposed by the FCC were unreasonable and invalid. The case was argued last year, but the court has been withholding its decision to await the Supreme Court's ruling in the San Diego case.

Legal authorities believe the jurisdictional question has been settled for the Eighth Circuit by the Supreme Court, but they point out that the circuit court is free to decide whether the FCC rules are in order.

Technically, the Supreme Court's action was to remand the San Diego case to the Ninth Circuit "for further proceedings consistent with this opinion." In the original litigation, the San Diego CATV's brought up several other issues that have not been adjudicated.

Began in 1966 ■ The San Diego CATV case goes back to 1966, shortly after the FCC issued its Second Report and Order assuming jurisdiction over CATV and issuing regulations.

Midwest Television Inc., a group broadcaster whose KFMB-TV is in San Diego, petitioned the FCC to forbid three San Diego area cable systems from importing into that city TV signals from Los Angeles, 120 miles to the north. Midwest, soon joined by KARR(TV) (now KCST(TV)) and KJOG-TV (both UHF's), charged that the

CATV's were fragmenting the San Diego audience with the outside programs and that the result would be economic adversity for the San Diego TV stations, resulting in less TV service, for that city's viewers.

The FCC ordered a hearing on the protest, and issued a temporary order restricting the San Diego cable systems from expanding into new territories with their full service; they could, however, continue to provide both San Di-

CATV's ups and downs

No discernible pattern appeared in the price fluctuations of stocks of major companies with substantial holdings in CATV systems following the U. S. Supreme Court decision of June 10.

Stock	Closing price Friday, June 7	Closing price Tuesday, June 11
Cypress Communications	12½	16½
General Instrument (Jerrold)	57¾	55½
H & B American	14½	14¾
Livingston Oil (Genco)	10½	11½
Teleprompter	32½	31¼
Vikoa	20¾	23¼

General Instrument and Livingston Oil are listed on the New York Stock Exchange; H & B American, Teleprompter and Vikoa on the American Exchange, and Cypress Communications is traded over-the-counter.

ego and Los Angeles programs to existing customers. New customers, however, could receive only San Diego programs.

The San Diego CATV's—Southwestern Cable Co., Mission Cable TV Co., Pacific Video Cable Co., and the parent company of the last two, Trans-Video Corp.—appealed this order, and last year won the favorable decision from the appellate court which said that the commission's stay order was illegal since it was based on a section of the Communications Act that applies only to licensees of the commission. Cable systems are not licensed by the FCC. The court also implied that it had serious doubts of the FCC's authority to regulate CATV, but did not rule on this point.

In the meantime, a hearing on the Midwest TV argument was held and last year an FCC examiner recommended that the broadcasters' objections be dismissed. He said they failed to make a case showing that adverse economic effect would result from the

full operation of the cable systems. This initial decision was argued by all parties before the FCC en banc last April, and a final commission decision is awaited.

Southwestern Cable Co., now owned by Time-Life Broadcast Inc., serves about 3,500 subscribers in the northern area of the city. Mission Cable serves about 27,000 customers in the El Cajon, La Mesa, Chula Vista plus seven sections in San Diego city itself and four areas in the unincorporated sections of San Diego county. It is now owned by Cox Broadcasting Corp. Both are group broadcasters and multiple CATV owners.

CATV franchise ruling appealed by N.Y.C.

New York City has appealed a state court ruling that CATV's which use telephone lines do not require a city franchise (BROADCASTING, April 22).

The appeal, disclosed last week, was filed with the appellate division of the New York State Supreme Court on May 28 by Corporation Counsel J. Lee Rankin in the first step to reverse the finding of the New York State Supreme Court, which denied the city a permanent injunction against Bell Television Inc. and its subsidiary, Comtel Inc.

At that time Judge Matthew M. Levy held that Comtel did not need a franchise from the city since its system did not lay underground cables of its own but leased telephone company subsurface cables. (Other cable television companies operate under franchises from the city.)

A spokesman for the city corporation counsel's office said the appeal probably will be heard in September.

Larus stockholders approve WRVA-TV sale

Stockholders of Larus and Brother Co., which owns WRVA-TV Richmond, Va., and its AM and FM adjuncts have approved the sale of the channel 12 television station to Jefferson Standard Broadcasting Co. WRVA-TV is being sold to Jefferson Standard, licensee of WBT-AM-FM and WBT(TV) Charlotte, N.C., and Jefferson Productions, also in that city, for \$5 million (BROADCASTING, May 20).

At the special meeting in Richmond on June 10, Larus stockholders also approved a plan to restructure their company into Larus Investing Co., a holding company. Larus Investing will then transfer to Larus and Brother Co. (tobacco operations) other assets, including WRVA-AM-FM.

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



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STATION TOTAL HOUSEHOLDS • DAYTON AREA

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

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

*Source: ARB Circulation Study 1965

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



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

\$20 million estimated for Kennedy coverage

TV networks lost \$9 million to \$10 million on four days from shooting to funeral rites

Broadcasting's massive and protracted coverage of the assassination, funeral and burial of Senator Robert F. Kennedy appeared last week to have been accomplished at a cost approaching, if not exceeding, \$20 million.

Some estimates of television and radio network and station out-of-pocket costs and revenue losses ranged as high as \$25 million. Others stopped somewhat short of the \$20-million mark. Some portion of the revenue losses will be recouped through make-goods, probably for the most part at the station level.

These estimates were compiled from a number of unofficial but knowledgeable sources. Network and other officials declined to give out estimates, saying it would take weeks or months to assess the costs and losses.

However, the TV networks alone appeared to have taken a loss of \$9 million to \$10 million from commercial program pre-emptions for their special coverage, which occupied the greater parts of four days from the fatal shooting early June 5 through the burial late June 8 and was completed with special programs on June 9. Not much of this loss was expected to be recovered through make-goods, because the TV

networks have relatively little unsold time in which they can be accommodated.

In addition, the network news organizations were believed to have spent about \$3 million in covering the events. Some sources placed the costs of the three-network TV pool operation at \$2 million or more. The networks must share the pool expenses in addition to paying for their own individual coverage outside the pool. For the most part the coverage estimates embraced both the television and radio production costs of ABC News, CBS News and NBC News but not the radio outlay of Mutual.

Difficult Areas ■ The revenue losses of stations from the pre-emption of national and regional spot and local advertising were more difficult to estimate because of several unascertainable elements. Among those unknowns were the extent to which this business was scheduled on network-affiliated stations in periods when the networks were not covering the tragedy; the extent to which affiliates may have cut away from network coverage and presented local programming, in which commercials could be run, and the extent to which unaffiliated stations as a whole did or

did not interrupt their regular programming to present special coverage. Network radio pre-emption losses were also hard to assess because of the in-and-out nature of coverage at many times when there was little or no hard news to present.

Some estimates suggested that spot and local TV pre-emption losses may have reached \$9 million or more. Others ranged as low as \$5 million to \$6 million, although some knowledgeable sources insisted that spot and local TV pre-emptions would equal and quite possibly exceed network pre-emptions.

In radio, the local, spot and network pre-emptions were estimated variously at \$2 million to over \$3 million.

It appeared generally agreed, however, that a considerable part of the TV and radio stations' losses from local and spot preemptions might eventually be offset by make-goods. But nobody was prepared to venture just how big a part that might be.

To these industrywide estimates would be added agency and station-representative commissions on national business that was lost. On the pre-emption estimates being offered last week, informed sources speculated that these could amount to about \$3.5 million. They would, of course, be reduced in proportion to the recovery of business through make-goods.

To the network and station losses must be added, too, the outlays of individual stations and station groups that set up special facilities to provide their own coverage or supplement that taken from the networks. There was no way even to guess what these might amount to.

BAR Figures ■ There was strong support, however, for the estimates of \$9 to \$10 million in network TV reve-

The advertising lost by networks in RFK coverage week

The table below gives an idea of what happened to network television revenues, in total and by network, during the week the networks devoted the most of more than four days to coverage of events related to the assassination of Senator Robert F. Kennedy: they were down more than \$9 million, or 36.1%

from the preceding week (week ended June 2) and the number of commercial minutes was down by a third.

Broadcast Advertisers Reports prepared the table from its regular weekly estimates of TV network revenues from sales of time and programming. Bar officials said a small

part of the drop came from conversion to lower rerun rates on some programs effective June 1. Other sources noted, however, that in some cases the networks must pay for programs even when they are pre-empted and noted that these additional losses would not be reflected in the table.

In general, network TV losses from pre-emptions for special coverage of the tragedy were put unofficially at \$9 million to \$10 million. For TV and radio networks and stations as a whole, estimates of losses and out-of-pocket costs ranged from a little under \$20 million to about \$25 million (see above).

	Week ended June 2	Week ended June 9	Difference	Percent
ABC-TV	\$ 6,322,500	\$ 4,470,500	\$1,852,000	29.2%
CBS-TV	9,405,300	6,407,900	2,997,400	31.8
NBC-TV	9,263,000	5,082,000	4,181,000	45.1
Total	\$24,990,800	\$15,960,400	\$9,030,400	36.1%
Total commercial minutes	1,882	1,249	633	33.6%

nue losses. It came last Thursday (June 13) with the issuance of Broadcast Advertisers Reports' weekly estimates of network TV revenues from the sale of time and programs.

The report indicated that for the week ended June 9—which encompassed all of the coverage of the Kennedy tragedy including the wind-up specials on June 9—total network revenues from the sale of time and programming were down \$9,030,400, or 36.1%, from the comparable revenues for the preceding week. The number of network commercial minutes was down 33.6%.

BAR's figures indicated that in net dollars, ABC-TV revenues for the week were down \$1,852,000 or 29.2%; CBS-TV's were off \$2,997,400 or 31.8% and NBC-TV's were down \$4,181,000 or 45.1% (see table).

If the cost of coverage was dear, the results were impressive, not only in terms of comprehensiveness but in terms of sheer volume as well: The TV and radio networks alone devoted more than 285 hours to the tragedy.

That figure compares with 456 network hours devoted to the four days surrounding the death of President John F. Kennedy in November 1963; with 155 hours of special coverage of the Mideast war last June; and with 90 hours during the 10-day period bridging President Johnson's announcement of his retirement, the death of the Rev. Dr. Martin Luther King Jr. and the ensuing riots in April.

ABC-TV devoted 43 hours, 21 minutes of coverage to Senator Kennedy's death, while ABC Radio presented about 20 hours of special coverage.

CBS-TV presented 49 hours, four minutes of special coverage, and CBS Radio, about 37 hours.

NBC-TV carried 59 hours, 12 minutes of coverage and about 40 hours of special radio programming.

Mutual Broadcasting devoted 37 hours of special coverage to the tragedy.

Network coverage of the funeral and burial on Saturday (June 8) extended longer than anticipated because the train carrying the body from New York to Washington traveled at a far slower pace than anticipated. All networks had planned to return to regular programming at about 7:30 p.m. EDT. ABC, which started Saturday coverage at 9 a.m., continued to 11 p.m.; CBS-TV which started at 8 a.m. also signed off at 11 p.m.; NBC-TV began coverage at 8 a.m. Saturday, continued until 1 a.m. on Sunday.

Camera Shortage ■ Coverage of the events surrounding the senator's death was mostly in color. Exceptions came during the funeral train's long ride from New York to Washington: Coverage between New Brunswick, N.J., and Washington was in black and white.

KNX runs seminars for minorities

If minority-group personnel are going to come into broadcast journalism in significant numbers, station management is going to have to take the initiative. KNX Los Angeles not only believes this, the CBS-owned radio station is doing something about it.

KNX last week began a continuing series of off-the-air broadcast seminars for those in minority groups who have experience in journalism and would like to get into broadcasting. These seminars will amount to an introduction and familiarization of radio journalism in a workshop atmosphere.

The two-hour weekly seminars, under the direction of George Nicholas, vice president and general manager of KNX and coordinated by station editorial director George Mair, will be conducted for four weeks. From eight to 10 people—those that have studied journalism or have been or are employed in some field of journalism—will be invited to participate in each seminar. They'll be walked through a news story from

its break to on-air broadcast, be instructed in the use of equipment such as tape recorders, told about the opportunities and responsibilities of specialty reporting and, finally, given tips on how to get a job in broadcasting.

As one series of seminars ends, another group of Mexican-American and Black-American would-be broadcast journalists will be selected for subsequent seminars. At the end of each series of seminars, a presentation report or brochure with biographies, work samples, photographs, and a demonstration tape will be prepared by KNX and circulated to all stations in Southern California in hopes that the needy and the needed will get together.

KNX, in a sense, tested this workshop concept last March when it invited students from 25 nearby colleges and universities to attend a full-day news seminar at the station. Some 100 students listened to 16 KNX news executives and newsmen tell what it is to be a broadcast journalist.

Network spokesmen said some of their color equipment could not be deployed in time from other locations in the country.

All of this massive network coverage was widely watched, preliminary estimates showed last week. According to data released by NBC, about 150 million people saw Senator Kennedy's funeral; Saturday's events were televised to 50 million homes, more than 50% of all TV homes.

Also impressive was the fact that, according to Nielsen's New York ratings, the television audience watched coverage of the Kennedy story rather than regular programming. Data showed that during periods of noncommon coverage, NBC-TV coverage of the Kennedy story averaged 40-plus shares while regular programming on CBS-TV and ABC-TV combined didn't attract that large an audience.

According to NBC figures, during the periods when all three networks were simultaneously covering the four-day tragedy, NBC-TV averaged a 51 share of the New York audience; CBS-TV a 39 share, and ABC, a 10 share.

Viewers in the U. S. were joined by mourners throughout the world, through American TV. All networks fed portions of their radio and TV coverage to stations around the globe. Although details were not yet available last week, the networks also provided coverage

to independent stations in the U. S. In New York, for example, NBC-TV said it fed coverage all day Saturday to New York's three independent stations: WNEW-TV, WOR-TV and WPIX-TV. NBC did not bill the three stations.

UP's audio service devoted four to five hours to live coverage of the funeral service, motorcade in Washington and burial service Saturday, and spent about two hours a day Wednesday, Thursday and Friday on material pertaining to the assassination.

The AP, which sent material over its broadcast wire as events warranted, could not make an estimate of the total number of hours devoted to the Kennedy story.

Loophole closed in suburban policy

The discovery of a "procedural loophole" has caused the FCC to revise its rules pertaining to standard broadcast facilities in suburban communities.

The commission's suburban policy came into question last week when it became apparent that an applicant for an AM in a small community could amend his application to seek authorization for a nearby larger community and receive the grant without meeting all

The moment you begin to radiate 5 million watts of UHF...

Madison Avenue gets the picture

RCA has a new transmitter-antenna combination with the kind of radiated power that reaches Madison Avenue. We call it Omni-Max (maximum UHF in all directions). Put it on-air, and you get five million watts of effective radiated power. On Madison Avenue that means coverage, and coverage means sales.

And there's more than just that. You protect your investment. You cover the outlying towns before somebody else does. Nobody can "outpower" you.

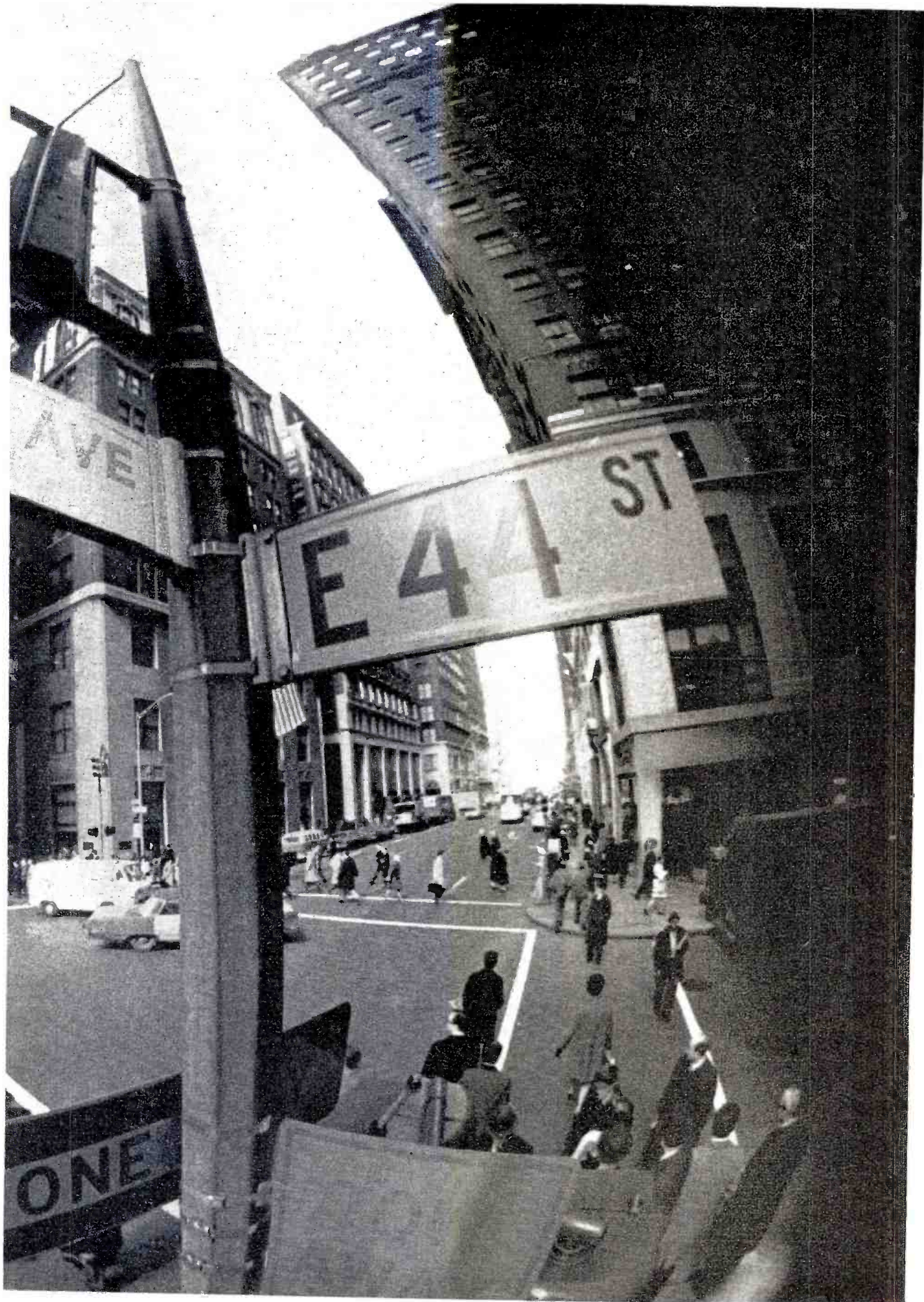
The new UHF transmitter is RCA's TTU-110A. It delivers 110 kilowatts of output power. The new UHF antenna is the Polygon. It is a high gain antenna. It will radiate five megawatts. In short, with this maximum power allowed by the FCC, you have the means to take over the territory. And you hold it!

Call your RCA Field Man. Tell him you'd like to turn on Madison Avenue. He'll show you how five million watts of ERP UHF can reach the people who buy the time. Isn't that the kind of performance you really want? RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. 08102

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The RCA Omni-Max system is the most powerful UHF antenna-transmitter combination you can buy. The transmitter is RCA's TTU-110A, featuring diplexed amplifiers with efficient vapor-cooled klystrons. Ready for remote control. Combine it with the new Polygon five-sided Zee-Panel antenna, which features uniform pattern, excellent circularity for super-gain UHF.



the normal requirements for the larger community. Upon amending the application to encompass the larger community, the suburban applicant had only to meet the city's technical requirements to receive such a grant. Applicants who originally seek authorization in large areas must meet numerous other requirements besides the technical conditions.

Under the new provisions a suburban applicant must "formally petition to amend his application to specify the larger community as his station location. If the amendment is granted, the application will be removed from hearing, returned to the processing line, assigned a new file number, and required to comply with all FCC regulations and policies for that larger community before it can be granted. This revision makes it necessary for all applicants for AM's in certain areas to meet the same requirements for a grant.

N. C. Case ■ This issue came to light when the commission considered the case of a North Carolina applicant, which had originally applied for an AM in Bridgeton, N. C., but, according to the commission, later gave indications it was prosecuting its application as a proposal for New Bern, N. C., a larger community nearby. The applicant, V.W.B. Inc., had failed to show the

required "realistic service" intended for Bridgeton, the commission said. V.W.B.'s apparent attempt to obtain a grant in New Bern under the previous standards of the suburban policy met with objection from the licensees of WRNB and WHIT, both New Bern.

Considering the positions of the New Bern stations, the commission stated that "we are persuaded by the other parties that there are serious questions concerning the administration of the policy statement." In viewing V.W.B.'s apparent attempt to secure a grant in New Bern, the commission concluded that the situation presented a "problem not contemplated when the policy statement was drafted" and that "V.W.B. should not be permitted to obtain a grant of its application as a New Bern station without compliance with all of our requirements for that community." V.W.B. is now subject to the new revision incorporated into the suburban policy.

Changing hands . . .

ANNOUNCED ■ *The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 70).*

■ WMRO Aurora, Ill.: 50% sold by

Benjamin A. Oswalt to Vincent C. Cofey and Charles V. Hunter for \$225,000. Mr. Cofey, president and treasurer of WMRO and 50% owner, acquires an additional 20%. Mr. Hunter, commercial manager of the station, acquires 30%. WMRO, founded in 1938, is a full-time station on 1280 kc with 1 kw days and 500 w nights.

■ WRDW Augusta, Ga.: Sold by George C. Nicholson and associates to James Brown and Gregory H. Moses for \$377,500. Sellers have interest in WANS-AM-FM Anderson, S. C. Mr. Brown, soul singer, and Mr. Moses, his manager, last year purchased WJBE Knoxville, Tenn. for \$75,000 (BROADCASTING April 15). WRDW, founded in 1930, is a daytimer on 1480 kc with 5 kw.

■ WPMC Ocala, Fla.: Sold by William L. Metheson to Walter Beinecke Jr. for \$285,000. Mr. Metheson is an attorney, living in New York. Mr. Beinecke, also living in New York, is an investor and has real estate, cattle ranching and numerous other business holdings. WPMC, founded in 1938, is a full-time station on 1290 kc with 5 kw days and 5 kw nights.

■ KDOT-AM-FM Scottsdale and KENT Prescott, both Arizona: Sold by John E. Cox to Fred T. Hervey and associates for \$350,000. Buyers own KSET and KPAK(FM), both El Paso. KDOT is a daytimer on 1440 kc with 5 kw. KDOT-FM has a CP for 100.7 mc with 50 kw. KENT is on 1340 kc with 250 w full-time.

■ WYAM Bessemer, Ala.: Sold by H. Calvin Young and associates to Ahmet and Neshui Ertegun and Gerald Wexler for \$225,000 plus \$45,000 for real estate. Messrs. Ertegun and Wexler are former owners but still officers of Atlantic Recording Co., New York, which was sold to Warner Bros.-Seven Arts last year. Buyers own WAAB-AM-FM Worcester, Mass. which they bought from Bernard Waterman and associates for \$675,000 in March (BROADCASTING April 1). WYAM is a full-time station on 1450 kc with 1 kw days and 250 w nights. Broker: Blackburn and Co.

■ WMOU-AM-FM Berlin, N. H.: Sold by Thomas Christensen to Robert R. Powell for \$130,000. Mr. Powell, an executive of a paper manufacturing company, has been an announcer with KDKA Pittsburgh, and WPEN and WIP, both Philadelphia. WMOU is a full-time station on 1230 kc with 1 kw days and 250 w nights. WMOU-FM is on 103.7 mc with 10 kw. Broker: Blackburn and Co.

■ KIFM(FM) Bakersfield, Calif.: Sold by Stereo Broadcasting Co. (Hal Brown, president) to Joseph Greenberg, Norman Lewis, Guy Saleme and

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68-10

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A. Larry Winnick, all local businessmen, for \$90,000. KIFM is on 96.5 mc with 39 kw. Broker: Wilt Gunzendorfer and Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week.*

■ WMT-AM-FM-TV Cedar Rapids, Iowa: Sold by American Broadcasting Stations Inc. to Eastern Iowa Broadcasting Inc. for almost \$10 million (see page 9).

■ KAND Corsicana, Tex.: Sold by R. E. Lee Glasgow to KAND general manager Richard C. Parker for more than \$325,000. Mr. Glasgow retains full ownership of WACO-AM-FM-TV Waco, Tex. Mr. Glasgow purchased KAND in 1954. Founded in 1937, KAND is a full-time station on 1340 kc with 250w.

New TV stations

KMST(TV) (ch. 46) Monterey, Calif., has set this fall as its target date to begin telecasting on 43.3 kw visual from an antenna 2,500 feet above terrain. Permittee is Stoddard P. Johnston, owner of KWAV(FM) Monterey, formerly KMBY-FM. Mr. Johnston sold KMBY to James L. Saphier, business manager for Bob Hope, last May for \$385,000.

WBLG-TV (ch. 62) Lexington, Ky., began telecasting June 2 with 1,000 kw from an antenna 998 feet above average terrain. The station is operating in full color. WBLG-TV, an ABC-TV affiliate, is jointly owned by Reeves Broadcasting Corp., and Roy B. White Jr., owner and manager of WBLG Lexington.

Channel 46 Atlanta has a target date for late fall and will operate with 801 kw visual and 160 kw aural from an antenna 740 feet above average terrain. Permittee is the Christian Broadcasting Network Inc., licensee of WYAH-TV Portsmouth and WXRI-FM Norfolk, both Virginia.

Minshall wins approval for second Fla. UHF

Minshall Broadcasting Co. has been recommended for a construction permit for channel 20 in Gainesville, Fla., in an initial decision by Hearing Examiner Jay A. Kyle. University City Television Cable Co. was a competing applicant for channel 20, which is the only commercial channel assigned to Gainesville.

In evaluating the two proposals, Examiner Kyle determined that Minshall's proposal "represents a more efficient use of the channel in terms of providing service and satisfying the need for service." University City, which operates a CATV in Gainesville,

met all of the commission's requirements except in the area of programming. The hearing examiner stated that University City "failed to demonstrate that its programming proposal . . . would satisfy the needs and interests of the community. Its showing with respect to its contacts with citizens of the community is so sketchy, remote and vague that very little, if any, reliance can be placed thereon."

William E. Minshall is sole owner of Minshall Broadcasting. He is also majority stockholder of WTVX(TV) (ch. 34) Fort Pierce-Vero Beach, Fla.

ITT gets control of 4 N.J. CATV's

International Telephone and Telegraph Co. has bought full ownership of four operating CATV systems in New Jersey, but, according to a spokesman for the company, this is not an indication that ITT is marching back into CATV ownership.

Bought for an undisclosed amount of cash, understood to be about \$1.5 million, was Garden State TV Cable Corp. The four operating systems, serv-

ing about 7,200 customers on 200 miles of trunk-line cable with TV signals from Philadelphia and New York, are at Vineland, Hammonton, Bridgeton and Northfield. Included is a microwave system, awaiting FCC approval.

ITT originally had stock warrants in the Garden State firm, secured as part payment for financial advances and construction loans. ITT still has similar positions in two other CATV firms—Northwest Cablevision Inc., serving about 2,000 customers in Seattle, and Unicable Inc., serving about 1,000 customers in Oswego, N. Y. ITT sources indicated that the company is still planning to liquidate its investments in CATV. ITT had been moderately active in cable TV before its aborted agreement to merge with ABC, at which point it suspended activities in this field.

The purchase of the southern New Jersey CATV's was made from John F. and Frank S. Scarpa, who founded the systems. The Messrs. Scarpa, however, are continuing in the CATV business, and are about to start construction of a system covering the New Jersey shore resorts of Avalon, Sea Isle City and Stone Harbor, with a potential of about 8,000 families. They also hold a number of other CATV franchises for New Jersey communities, and operate a service company specializing in closed-circuit and industrial TV.

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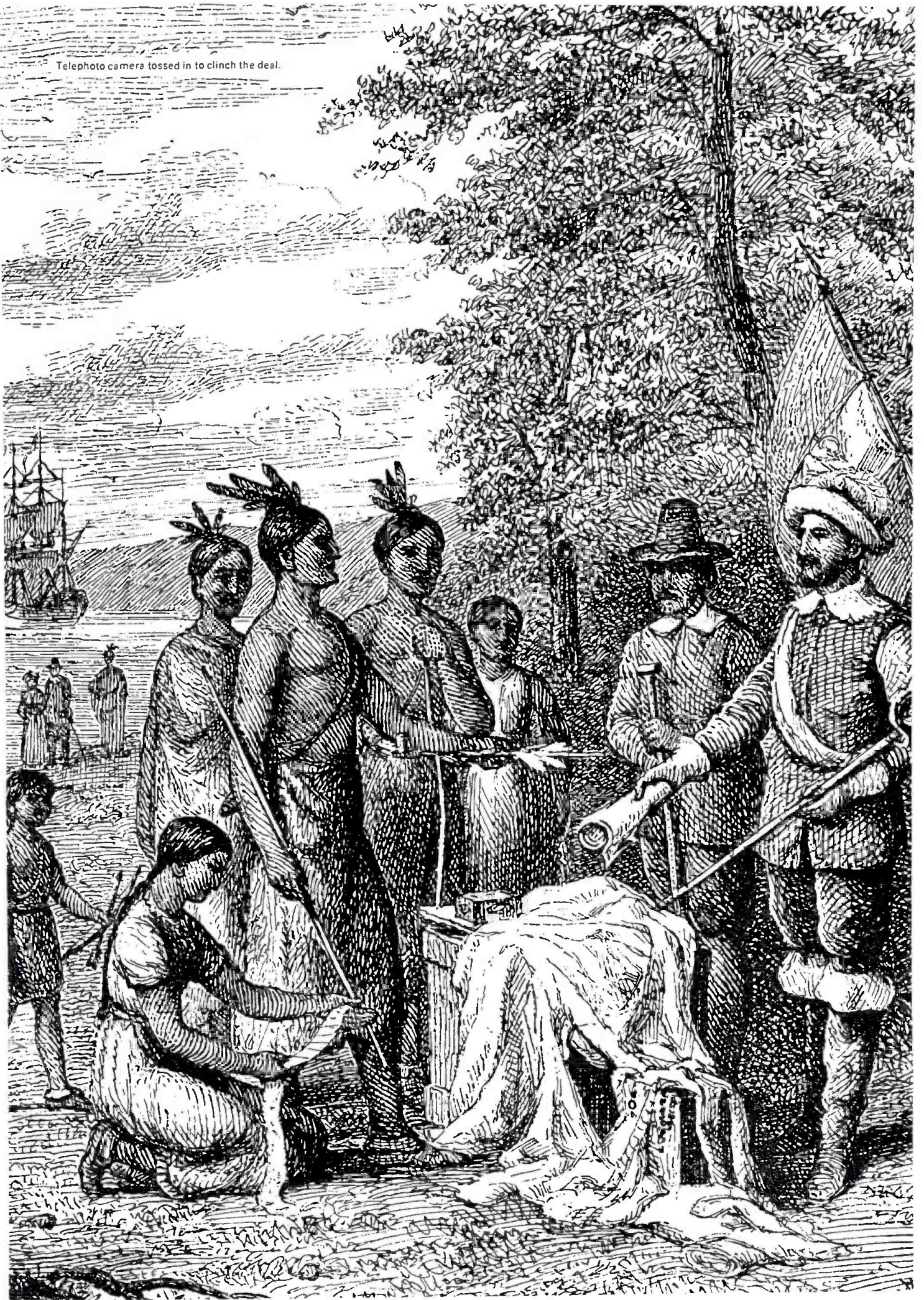
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MORE CARGO (HOLLAND) XXX BUSHELS.

MAR. 1.01 (HUNDREDWEIGHT) 1.01 1.08 1.06

APR. 1.02 1.00 1.00 1.04

MAYXXZ

(MORE) EC946AES

BUN NX

GA

NXR4T

B U L L E T I N

(MANNA-HATTA, NEW NETHERLANDS)--IT HAS BEEN LEARNED THAT MANNA-HATTA ISLAND HAS BEEN PURCHASED BY THE DUTCH WEST INDIA COMPANY. TENTATIVE AGREEMENT HAS BEEN REACHED WITH THE WECKQUAESGECK INDIAN TRIBE. PETER MINUIT, DISTRICT MANAGER FOR THE DUTCH COMPANY, SAYS THE PURCHASE IS FOR A "REASONABLE" AMOUNT. HE DID NOT ELABORATE.

EC947AES

UPRO05

MORE CARGO (HOLLAND) XXZ

CVB

NHTRY MORE NX 948AES

NXR5T

MORE BULLETIN MANNA-HATTA X X X ELABORATE.

SOURCES SAY THE PRICE AGREED UPON WAS GOODS WORTH AN ESTIMATED 60 GUILDERS. THIS COMES TO FIVE POUND STERLING. FINANCIAL ANALYSTS SAY THIS IS A GENEROUS AMOUNT ON THE PART OF THE DUTCH WEST INDIA COMPANY. HOWEVER, THERE IS SOME COMMENT THAT MINUIT COULD HAVE MADE A BETTER DEAL AND PAID LESS.

EC950AES

UPRO06

U R G E N T AUDIO ADVISORY

FOLLOWING BILLBOARD FOR CUTS TRANSMITTED AT 950AES. THEY WILL BE REPEATED AT 10:15AES. PLEASE MONITOR NET.

27. :38 V-MANNA-HATTA, NEW NETHERLANDS (ART MCALOON) MANNA-HATTA ISLAND SOLD TO DUTCH WEST INDIA COMPANY

28. :20 A-MANNA-HATTA (PETER MINUIT, DIST. MNGR FOR DUTCH WEST INDIA CO.) SAYS PURCHASE A GOOD DEAL (X X X REASONABLE SUM)

Sq852ACS

UPRO07

(SUB MANNA-HATTA)

(MANNA-HATTA, NEW NETHERLANDS) -- MANNA-HATTA ISLAND IS A DESOLATE, LONELY PLACE WITH SKY FOR ITS ROOF . . . TWO RIVERS FOR WALLS . . . AND AN OCEAN FOR ITS BACK YARD.

TODAY THE ISLAND WAS PURCHASED BY THE DUTCH WEST INDIA COMPANY FROM THE WECKQUAESGECK INDIAN TRIBE. THE PRICE -- CLOTH, BEADS AND TRINKETS WORTH AN ESTIMATED 60 GUILDERS.

THE SALE WAS NEGOTIATED BY THE COMPANY'S DISTRICT MANAGER, PETER MINUIT. HE SAYS IT IS A GOOD DEAL. HOWEVER, ONE REAL ESTATE APPRAISER -- WHO REFUSES TO PERMIT USE OF HIS NAME -- SAYS THE PRICE WAS HIGH.

THE ISLAND'S POPULATION IS 100 COLONISTS. THEY LIVE IN ABOUT 30 HOUSES MADE OF TREE BARK. MOST HAVE BEEN THERE FOR THREE YEARS . . . AND MANY COMPLAIN IT IS A SORRY PLACE FATE BROUGHT THEM. ONE COLONIST TOLD U-P-I CORRESPONDENT JACK FOX THAT 20 OF THEIR ORIGINAL CATTLE DIED AFTER EATING POISONOUS WEED. THAT'S 20 OUT OF 103.

IN SIZE, MANNA-HATTA COVERS 11-THOUSAND MORGENS . . . OR MORE THAN 22-THOUSAND ACRES. IT IS HEAVILY FORESTED AND IS IMPASSABLE IN MANY AREAS BECAUSE OF UNDERBRUSH. ONE SAILOR ABOARD THE SEA-MEW --- THE SHIP WHICH CARRIED MINUIT TO MANNA-HATTA --- SAYS HE FOUND THE ISLAND . . . IN HIS WORDS . . . "A NICE PLACE TO VISIT, BUT I WOULDN'T WANT TO LIVE THERE."

S9858ACS

UPRO08

(WITH MANNA-HATTA)

(WALL STREET, MANNA-HATTA, NEW NETHERLANDS)--TRADERS EXPERIENCED IN BUSINESS DEALINGS INVOLVING MANNA-HATTA INDIANS QUESTION WHETHER THE MINUIT TRANSACTION WILL HOLD UP.

THEY POINT OUT THAT NO GOLD OR WAMPUM WAS INVOLVED IN THE SALE. REPRESENTATIVES OF THE WECKQUAESGECK INDIANS GAVE "ORAL AND NODDED AGREEMENT" TO THE DUTCH. THE SAVAGES HAVE BEEN KNOWN TO SOMETIMES IGNORE SUCH AGREEMENTS.

IN EXCHANGE FOR THE ISLAND THE INDIANS ACCEPTED . . . ACCORDING TO OBSERVERS . . . "THE CONTENTS OF MANY CHESTS OF BRIGHTLY COLORED CLOTH, BEADS AND TRINKETS VALUED AT 60 GUILDERS."

S9901ACS

UPRO09

MORE AUDIO BILLBOARD (SEE UPR 006)

29. :23 A-MANNA-HATTA (PETER HARENBURG, ISLAND FARMER) ISLAND A SORRY PLACE (X X X BROUGHT US HERE)

30. :44 V/A-MANNA-HATTA (ART MCALOON W/MINUIT AND LOCAL REAL ESTATE MAN) DUTCH WEST INDIA CO. BUYS ISLAND, COMPANY SPOKESMAN SAYS A GOOD DEAL BUT OTHERS DISAGREE.

31. :19 A-MANNA-HATTA (JAN BRINKER, DECK HAND ON BARK SEA-MEW) ISLAND A PLACE TO VISIT, NOT LIVE (X X X TO LIVE THERE)

S9903ACS

UPRO10

MORE CARGO (HOLLAND) X X X 1.04

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Magnuson may help FCC get back some House-cut funds

If the Supreme Court decision announced Monday (June 10) broadly upholding the FCC's regulatory authority over cable systems prompted any of the commissioners to begin thinking of new regulatory worlds to conquer (see page 23), a trip to the Senate Appropriations Subcommittee on Independent Offices the next day served to remind them that money for any new ventures is going to be very, very tight.

After a brief meeting with Subcommittee Chairman Warren G. Magnuson (D-Wash.) and Senator Gordon Allott (R-Colo.) during which FCC Chairman Rosel Hyde argued for Senate restoration of part of funds cut from the commission's budget by the House, the outlook looked less glum. Senator Magnuson had spent the afternoon warning witnesses from other agencies that the Senate "sometimes cuts the House," but made no such threat to the FCC.

Instead, he spent much of the time clarifying the commission's arguments for the additional funds.

But in the process, Chairman Hyde reaffirmed that the commission contemplated no new programs for fiscal year 1969 (which begins July 1). The restoration of funds cut by the House, he said, would be used only for congressionally ordered pay raises and housekeeping matters caused by the commission's move into leased quarters.

Same Amount ■ With the additional funds, he explained, the commission would, in effect, be getting by on the same amount appropriated last year.

The House Appropriations Committee has approved \$19,750,000 for the commission, \$1,521,000 less than recommended by the Budget Bureau. In addition to a \$500,000 restoration of cut funds being requested of the Senate, the FCC is seeking a supplementary appropriation of \$74,000, which, if not approved, would make it necessary to request that a total of \$574,000 be restored from the House cut, Mr. Hyde said.

During the brief hearing the FCC's court victory in the CATV

case was not mentioned. Senator Magnuson did touch base, however, on a land-mobile matter—always a sure topic during FCC appearances on appropriations. Senator Magnuson indicated that a closed meeting "about 30 days ago" with the Office of Telecommunications Management (which assigns government and defense frequencies) had laid the groundwork for release of approximately 26 megacycle of space for reassignment to civilian use (BROADCASTING, June 10).

Mr. Hyde told the senator that the commission expected to get about half of the space in the 890-942 mc band, but that he didn't expect the grant from OTM to reduce pressures for more frequencies from land-mobile interests. The frequencies are above the UHF-TV band, while land-mobile users have been cool to offers of frequencies in the higher UHF channels. The new OTM space, the commission indicated, would be most likely exploited by common carriers for point-to-point service.

Bureaucracy under fire

Loevinger says system is problem, not answer to social development

FCC Commissioner Lee Loevinger, in what will be one of his last public statements as a member of the commission, has gone a long step beyond those who have criticized the FCC and questioned its viability. In a speech last week, he questioned the general concept of using bureaucratic agencies with delegated powers (like the FCC) to solve social problems. He feels there are better ways of reaching the desired goals.

The commissioner, who is scheduled to leave the commission at the end of his term on June 30, delivered his text, "The Sociology of Bureaucracy," twice on Thursday (June 13): before the Virginia Association of Broadcasters, in Williamsburg at noon, and before the Institute of Electrical and Electronics Engineers, in Philadelphia in the evening. He had drafted his remarks amidst a growing chorus of criticism of the commission from members of Con-

gress who feel it is not doing its job properly, and as Commissioner Robert T. Bartley's proposal for splitting the agency into three separate units (one to regulate broadcasting, another to regulate common carriers and a third to allocate spectrum space) (BROADCASTING, May 27) appeared to be getting a respectful reading from observers in the press.

Commissioner Loevinger, who served two years as chief of the Justice Department's antitrust division before joining the FCC in June 1963, made it clear he feels the solution to society's problems is not simply more bureaucracy. While bureaucracy is established to provide essential planning, he said, "at this point in our social development, bureaucracy is the problem, not the answer."

Protesting Bureaucracy ■ He said experience indicates that technological progress has been achieved in the absence of government control while, on the other hand, "there is growing public disillusion and disaffection with bureaucracy." He said the urban disorders that have broken out in this country and abroad—"from Berkeley to Belgrade and Paris to Peking"—in recent years have one common element: "a protest against bureaucracy in all its manifestations and against the crowding from which bureaucracy grows."

He wouldn't rule out all regulation by bureaucracy. But this "is necessary

and appropriate only where there are clearly defined objectives to be attained or policies to be applied, and there are very numerous situations requiring technical factual determinations to secure the attainment of the defined objectives or the application of the defined policies," he said.

Nor does he envisage any withering away of the governmental apparatus. The population explosion combined with the technological explosion will require an extension of government controls and a continuing reliance on bureaucracy "during the foreseeable future." But there are kinds of government action other than regulation by bureaucracy, in his view.

"Probably the most successful method of government control yet devised is the establishment of general standards by legislative action which is self-executing and enforced, where necessary, by litigation," he said. He listed other "modes" of government action as the establishment of incentives through "tax laws or subsidies, yardstick competition such as TVA or the new Corp. for Public Broadcasting, the employment of fiscal and monetary policy, and the maintenance of private competition by realistic and effective enforcement of the antitrust laws."

Criticism of Congress ■ He suggested that Congress should be criticized for creating agencies like the FCC which, he appears to feel, have been consigned

to a damned-if-they-do, damned-if-they-don't role. He said the establishment of an agency with delegated power to take action "to serve the public interest, or comply with some other vague standard, is simply a legislative device for avoiding responsibility—a method of passing the buck."

He said that if the problems in a given area are subject to reasonably satisfactory answers, then the legislature should determine them. If there is no consensus on solutions, he added, "then it is futile to expect a bureaucracy to deal with such problems in a manner that will be acceptable to the public or its legislative representatives."

He said there might be some "political advantage" in creating a bureaucratic agency to deal with problems, "leaving it without any clear policy guides, and then attacking it for inaction when it fails to act or for improper action when it acts in a manner that fails to satisfy a majority of the public or the legislative body." But it "is one of the worst methods of dealing with social problems." It gives responsibility for policy decisions to bureaucracies which, by their very nature, are incapable of making policy, democratically and effectively, he said.

Commissioner Loevinger sees the problem of bureaucracy and its relation to society, ultimately, as "the problem of man's ability to govern himself in an age of mass populations, mass production and exponential growth." He called bureaucracy the "most pervasive social institution of the modern age, the most characteristic social product of the exponential growth of recent years," and said: "It is like a passionless mob which can conquer man unless he is wise enough to subdue it and shape it to his own purposes."

NAB board to get programing results

Pressures for spectrum space by land-mobile users and the criticism television programing has received in the aftermath of the Kennedy assassination will highlight the agenda this week of the National Association of Broadcasters board meetings in Washington (June 18-21).

Much of the discussion in the television board meeting (June 20) and the two joint board meetings (June 18 and 21) is expected to center around the demands of land-mobile users for more spectrum space and the current study of the spectrum by President Johnson's Task Force on Telecommunications Policy.

What presumably will be made known are the results of NAB's coop-

erative effort with a program study being conducted by a task-force commissioned research firm, Spindletop Research Inc. (CLOSED CIRCUIT, May 13). Those survey results from a Spindletop-provided sample of about 50 TV stations have been tabulated and NAB is to provide Spindletop with a summation of that information.

The results of an NAB-sponsored study on program diversity conducted by Herman W. Land Associates will also presumably be made known. Land Associates was commissioned to ascertain what diversity of programing is now available to the public and how it is distributed (BROADCASTING, May 20). Over 300 stations have responded to requests for information.

Strategy Session ■ Other spectrum studies presumably will be discussed in a strategy huddle involving whatever proposals might emanate from the task force this August. These would include general studies of the Spectrum Study Committee, a consortium of six trade associations including NAB and the Association of Maximum Service Telecasters, and a report prepared by Kear and Kennedy, Washington consulting engineers, last December. That report showed that three UHF channels, 81, 82 and 83, through reallocation could be given to land-mobile services if broadcasters are forced to make any spectrum concessions (BROADCASTING, Dec. 18, 1967).

Although the broad topic of violence of TV wasn't originally set for the agenda, events of last week in Congress and the FCC (see page 46) almost makes it a sure bet for discussion, with some, as yet, unspecified recommendations in the offing. Another topic involves what television can do to ameliorate urban ghetto tensions. NAB is currently functioning as a collection and clearing house of information on how radio and TV stations cope with various situations. It's also giving guidance, on request based on the experiences of station participants (CLOSED CIRCUIT, May 20).

Code Changes ■ Up for TV board consideration are code board proposals to remove restrictions prohibiting the advertising of certain personal products, to impose rules covering the depiction of unsafe acts and to delete the code's "audience buying" provisions (BROADCASTING, May 27). The joint board is expected to consider some recommendation regarding NAB's position on the commission's proposed rulemaking that would prohibit common ownership or control of more than one full-time station in a market. NAB had requested and received an extended time for filing comments to discuss the matter with its board (BROADCASTING, May 20).

This week's meetings will also elect five board executives. Incumbents are Grover C. Cobb, KVGB Great Bend, Kan. (joint

board chairman) and Richard D. Dudley, WSAU Wausau, Wis. (radio board chairman). Seeking the other posts are Donald A. Thurston, WMNB North Adams, Mass. (radio board vice chairman); Charles H. Tower, Corinthian Broadcasting Corp. (TV board chairman) and Harold Essex, WSJS-TV Winston-Salem, N. C. (TV board vice chairman).

Wasilewski rebuts Oklahoma allegations

Oklahoma broadcasters "are really doing quite a lot" in local service for their communities, contrary to findings by FCC Commissioners Kenneth A. Cox and Nicholas Johnson.



Mr. Wasilewski

That was the thrust of remarks by National Association of Broadcasters President Vincent T. Wasilewski delivered last week to Florida Association of Broadcasters meeting in Redington Beach (see page 41). "Most stations seem to be doing jobs proportionate to their size and resources," he said. The report, he claimed, "grossly undervalues" local programing efforts.

Mr. Wasilewski's comments were directed toward the Cox-Johnson survey of Oklahoma broadcasters and ultimately their report critical of the commission's license-renewal procedures that attracted widespread interest in Congress (BROADCASTING, April 15 et seq.).

He took specific issue with the commissioners' finding that not one station carried one hour per week of locally-originated programing in prime-viewing hours, "other than news, weather and sports."

Should be Included ■ "As we all know," he said, such programing is a "significant and expensive" portion of broadcasting's local programing effort. He added: "To exclude them arbitrarily is to prejudice the case at the outset. Most broadcasting stations devote a considerable amount of time and planning, money and staff to these areas," which he called broadcasting's "greatest public service effort and contribution."

Mr. Wasilewski further maintained that the Cox-Johnson report failed to take into account broadcasting's coverage of recent civil disturbances, and broadcasters' inclination to editorialize. Accordingly to NAB figures, he cited,

about 60% of all radio and TV's now editorialize: "The time consumed in such editorials in percentage terms is infinitesimal, but the influence is far greater than the FCC arithmetic would indicate."

ACTS backs principles of Cox-Johnson report

FCC Commissioners Kenneth A. Cox and Nicholas Johnson have received support of the All-Channel Television Society in their view that the principal justification for the existence of local television stations is their provision of local service.

ACTS, an association of UHF stations, also gave qualified endorsement to one proposal advanced by Commissioners Cox and Johnson in their critical report on local program service in Oklahoma (BROADCASTING, June 3).

The commissioners, in urging procedures to require more local program-

ing, suggested that the commission use financial resources as a criterion in judging a station's ability to provide such programming.

ACTS said such a criterion is valid, if the station's earning power is taken into consideration. "Not all stations have—or will have for many years—the financial ability to provide maximum local television service," ACTS said.

"While we do not endorse a blanket interference on the part of the commission into the details of station programming and sales policies," ACTS said, "we do believe that local service is the most fundamental duty of a broadcast licensee and that failure to provide this local service must be justified only by the most extenuating of circumstances."

Baker resigns FCBA post

Warren E. Baker, Washington communications attorney and former general counsel of FCC, has relinquished first vice presidency of Federal Com-

munications Bar Association, leaving way open for election of second vice-president, Robert L. Heald, at annual meeting this Wednesday (June 19). Mr. Baker on July 1 becomes vice president-general counsel of United Utilities Inc., Kansas City, Mo., owner of number of independent telephone companies, electric utilities and 21 CATV systems. He left FCC 10 years ago.

Media reports . . .

New home ■ Ground has been broken for new studio and transmitter facilities for WYAB Waynesboro, Va. The \$90,000 structure is expected to be completed in six months.

Gift to college ■ KBOI-TV Boise, Idaho, has donated television equipment originally valued at \$30,000 to Northwest Nazarine College, Nampa, Idaho, for use in the school's communications department and on-campus closed-circuit system. Included were a DuMont Savage Orthicon camera, sync generator and associated equipment.

BROADCAST ADVERTISING

Banzhaf shoots at WNBC-TV

Claims station hasn't had enough antismoking spots; seeks license revocation

Anticigarette crusader John Banzhaf III did his David and Goliath thing again last week.

He asked the FCC to revoke the license of WNBC-TV New York, and let it be known he might ask the commission to revoke a lot more broadcast licenses in his campaign to get the stations to air more anticigarette messages. (CLOSED CIRCUIT, June 10, 1968).

Mr. Banzhaf, the young New York attorney whose complaint in June 1967 led the FCC to extend its fairness doctrine to cigarette advertising, filed the first complaint, under that extension, against WNBC-TV. He also charged the station with, among other things, misleading program practices, deceptive responses on license-renewal forms, failure to respond to the needs of minority groups, excessive violence in its programming and uninteresting programming. He said he can back all his charges.

Mr. Banzhaf's claims and charges against WNBC-TV brought a prompt denial from the licensee, NBC.

His complaint last June was also

levelled against another broadcasting giant, WCBS-TV New York, and since then Mr. Banzhaf has attracted attention as the little guy up against the massive forces of the broadcasting and tobacco industries, and even some elements of the health "establishment," which he has chastized for its reluctance to publicly condemn broadcasting and cigarette advertising. He has also garnered publicity as the ally of the FCC in its fight to defend the extension of its fairness doctrine to cigarettes (BROADCASTING, June 5, 1967 et seq.)

Wants License Revoked ■ In his most recent move, Mr. Banzhaf claimed WNBC-TV has not carried enough anti-smoking messages to comply with that FCC ruling. And not content with a mere letter of complaint, Mr. Banzhaf asked for revocation of the station's license. "Other stations are now aware that they will have to carry antismoking messages as a form of insurance against such petitions. Quite frankly, the petition is a show of force," he said.

The complaint against WNBC-TV and the additional allegations contained in the petition are "applicable to a great many stations . . . we might make complaints [against other broadcasters] as fast as I can type them out," he said.

The petition against WNBC-TV was filed in Mr. Banzhaf's name and in the name of ASH (Action on Smoking and Health), the anticigarette organization he founded and heads (BROADCASTING, March 4). ASH is described as the legal action arm of the antismoking movement, and is apparently supervising the monitoring of stations. Mr. Banzhaf's petition against WNBC-TV was supported

by data collected while monitoring the station's programming during two separate periods. ASH, claims Mr. Banzhaf, has volunteer monitors throughout the country, checking other stations.

The choice of WNBC-TV, owned and operated by NBC, was at "random," Mr. Banzhaf said. But, he indicated, it was his intention to deliberately choose a difficult case—a large-market station that has run *some* antitobacco messages, but that has not, he claimed, complied with the rule of thumb suggested by FCC General Counsel Henry Geller—one health message for every three cigarette commercials. Also, according to the Banzhaf petition, WNBC-TV is the "flagship of the NBC television network with which it is intimately associated and, as such, sets the standard both by network direction and by its tremendously influential example." WNBC-TV is worth, according to Mr. Banzhaf, more than \$100 million.

Monitoring Periods ■ Mr. Banzhaf charges in his petition that "during the period October 1967 through April 1968 the licensee-respondent [WNBC-TV] has willfully refused to devote a significant amount of time to presenting the negative side" of the cigarette issue. ASH's monitors checked WNBC-TV from April 1-7 and again from April 15-20, between 5:30 and 11:30 p.m. During the first period, there were 59 cigarette commercials and only six warning messages. Mr. Banzhaf said. During the second period "again the number of antismoking messages was inconsequential and minimal compared with the barrage of cigarette commercials. . . .

"It is the position of the petitioners

How to turn a captive audience loose.

The room is dark and quiet except for the voice of the narrator. Twenty pairs of eyes are fixed eagerly on the screen. For twenty young people the trip begins.

They stand with the crowds on Canal Street as the Mardi Gras parade swings grandly into view. They ride a swamp buggy through the moss-hung groves of Bayou Barataria. They listen enchanted to the ballads at North Carolina's Singing-on-the-Mountain. And giggle at the chanting of the tobacco auctioneer.

Soon — too soon — the film is over. The lights come on. Wings become wheelchairs once more.

But for a brief hour or two, with Humble as a guide, the severely handicapped young people at

the Easter Seal Center were able to explore the beauties of our country as few of them will ever be able to do in real life.

We created the Humble Film Library to encourage everyone to Discover America through travel. For those who can't, we are glad we can bring America to them.

Because we've learned, as we go about our business of making good products and a fair profit, that there's added satisfaction in doing something more for people.

Humble is doing something more.

HUMBLE Oil & Refining Company
America's Leading Energy Company

Plenty of ad dollars in Detroit

NEWSPAPER STRIKE RECHANNELS REVENUE TO RADIO-TV

Detroit area radio and television stations are picking up considerable extra coin from both local and national advertisers during the prolonged newspaper strike there but most of them frankly volunteer they would rather not get it that way. They explain newspapers are a normal part of community life and each medium has its special functions.

Detroit stations generally have not expanded their already heavy schedules of news programs during the strike. Limited experiments in this direction resulted largely in public indifference or complaint.

Since the shutdown of the Detroit papers last Nov. 15 local business in Detroit has continued healthy, some barometers showing retail gains of as high as 17%. But the radio-TV stations are cautious about claiming too much credit for this, citing instead the broad uptrend of business nationally as well as locally in all sectors.

Some stations report the extra business has come strictly because of advertiser pressure for market exposure. These stations say they have not gone after the strike dollars for two reasons: (1) they already have enough regular business and going after displaced newspaper accounts causes overloading or other schedule disruptions, and (2) based on previous experience these

newcomers tend to desert broadcasting anyway the moment the strike ends and publishing resumes.

In certain cases, though, particularly key time periods, given stations are overloading, doing so particularly to meet the needs of local retailers. In these instances they explain they have advised the FCC of the practice and of the necessity for it.

Advertising Will Stay ■ All generalities aside, however, some stations note that because of the length of the press strike this time there are strong signs more advertisers will stay with the broadcast media or at least continue to give radio-TV a larger share than before. Detroit's last newspaper strike in 1964 ran 134 days; the current strike was in its 211th day as of last Thursday (June 13).

About 10 days ago hope of settlement of the strike brightened. As of mid-week, however, prospects were more clouded. The daily papers involved are the *Detroit News* and the *Detroit Free Press*. More than a dozen unions are involved in the dispute which may prove to be the longest and most costly newspaper strike on record.

Radio appears to have picked up about 15% new business because of the strike. Specific station estimates run higher. FM outlets too are benefiting; they did not in the 1964 strike to

any degree. Television is scoring a 5% to 7% strike business gain. These are estimates of those familiar with the market and sources of income.

Station billings for both radio and TV in Detroit have pushed upward for the market as a whole. But part of this is because of economic improvement generally, the experts agree, not the addition of strike dollars. Helping confuse the picture is the explanation by many advertisers that their extra spending had already been scheduled and was not due to the strike.

Sears Is Up ■ Sears, Roebuck & Co., placed in the Detroit area through Werner Advertising, stepped up its radio-TV spending considerably during the strike period. Sears' broadcast spending has been on a steady upswing any way, many suggested, but part of the extra effort probably came from re-allocated newspaper dollars.

J. L. Hudson Co., Detroit's prestige department store, has been using more radio-TV but not as much as some may have felt. Hudson's broadcast agency, Reiley Bird and Associates, said broadcast billings are up slightly but this had been planned before the strike. The store has been in the broadcast media to some degree for some years now.

Other significant local broadcast accounts mentioned there include Federal

that the deliberate and willful violation of both the letter and spirit of the commission's ruling in this area so vital to the health and very lives of millions of its viewers is more than the sufficient grounds for revoking the license of WNBC-TV and that the commission need not and should not consider its entire broadcast record."

Taking no chances, however, Mr. Banzhaf's petition lists 14 allegations the FCC should take into consideration if it should rule that the entire broadcast record of WNBC-TV must be considered. According to Mr. Banzhaf, the station fails to serve the public interest in the following areas:

- "Excessive number of commercials, often presented so as to disrupt and detract from the principal programming;
- "Misleading and deceptive programming practices;
- "Failure to present programming responsive to the needs of racial minority groups and to feature members of such groups in the regular and commercial

programming:

- "Incomplete, deceptive, and misleading responses on official forms in connection with license renewal;
- "Failure to present programming critically exploring areas of public importance and concern where the interests of advertisers and potential advertisers might be adversely affected;
- "Insufficient and in fact almost nonexistent programming of a cultural and intellectual nature;
- "Excessive violence, crime, sadism, etc., especially in programs presented for, and viewed by, young children;
- "Contributing towards the monopolization of the communications media;
- "Failure to provide programming responsive to the educational, social, and cultural needs of its very large pre-adult audience;
- "Excessive use of reruns and old movies, thus depriving viewers of fresh programming;
- "Failure to fulfill its obligations un-

der the fairness doctrine with respect to other controversial issues of public importance;

- "Failure to provide programming responsive to the special needs and desires of substantial minority groups and interests within its viewing audience;
- "Unimaginative, uninteresting, and unentertaining programming;
- "Lack of participation by representatives from the community in its program planning and failure to respond to the wishes of its viewers."

Although Mr. Banzhaf said he has evidence to support all these allegations, he was reluctant to discuss the charges in any but the most general terms.

For example, Mr. Banzhaf's reasoning apparently is that since most people dislike commercials and their frequency, a station presenting such annoying interruptions is not serving the "public convenience, interest or necessity."

As for the charges that TV programming is dull, Mr. Banzhaf believes that most people would agree TV leaves

AAF's Bell warns of more ad taxes

Howard H. Bell, American Advertising Federation president, has sounded the alarm against state governments that are eying broadcast advertising as a source for additional tax revenue.

Speaking to the Florida Association of Broadcasters at Redington Beach last week Mr. Bell noted that "every single state is desperate for new tax revenues—and advertising and broadcasting look like juicy targets." Florida broadcasters and advertising interests successfully beat back attempts at state ad taxation last February, he noted, an effort that "we would like to duplicate throughout the country."

What AAF is proposing to do now, Mr. Bell said, is to develop an effective state legislative alert plan in all parts of the country. "Such a plan, including close cooperation with broadcasters and state broadcaster associations," he said, can render an invaluable service to every individual and company having a stake in the advertising business, and to the public at large who depend on advertising for product information and economic growth." Pressures for taxes on advertising will continue to mount, Mr. Bell warned, and broadcasters and advertisers in concert "must continue vigilance and strengthen defenses."

Imagery Transfer ■ Stephen B. Labunski, president of NBC Radio, urged that advertisers integrate radio with existing TV campaigns to achieve a "one-two" punch of "sight-plus-sound on radio."

Mr. Labunski, luncheon speaker on June 11, sketched several ways radio could be used to capitalize on "imagery transfer," the concept of carrying over the visual impact of a TV commercial campaign by utilizing the familiar copy theme on radio.

A "primary" consideration for this use of radio was its low cost, Mr. Labunski said, noting advertisers could thereby achieve "further mileage from television campaigns which are being discontinued because they are no longer affordable."

Other uses outlined by Mr. Labunski for the imagery transfer concept: as a method to fill seasonable gaps in TV advertising, particularly in the summer; an approach of giving added weight, at low cost, on heavy shopping days in key shopping hours, and as a means of filling the spaces between TV "flight" (advertiser use of television over a period of time using a series of short-duration campaigns with a hiatus between each).

Mr. Labunski also discussed the re-

Department Stores, People's Outfitting, Winklemen's, United Shirt Distributors stores, Montgomery Ward and varied jewelry, furniture store and similar retailers. Observers also pointed to the rapid rise in local shopping papers, weeklies and other suburban publications, all of which have become thick with retail advertising.

During the first quarter of 1968, based on unofficial but reasonably accurate data, Detroit's commercial TV stations collectively are estimated to have had income in excess of \$11.9 million from all sources, compared to about \$10.2 million for the same period in 1967. Network income, included in these totals, was about \$1.3 million for each of both periods.

Local TV revenues for the first quarter of this year amounted to just under \$4 million, up \$1.3 million over the same 1967 period. National spot and regional business was close to \$6.2 million in January-March 1968, up about \$500,000 over last year. Income from other sources runs about \$400,000 in a quarter.

More This Year ■ Current income figures for all of the Detroit area radio stations are not available but reliable estimates for six major stations indicate Detroit stations showed much greater improvement during the first quarter of this year compared to national averages. A good part of this differential has been credited to strike business.

The six major stations in the January-March quarter enjoyed combined local and national (nonnetwork) sales of about \$5.6 million, compared to \$4.2 million for the same quarter in

1967. For this year's first quarter, 70% of the total or \$3.9 million was attributed to local sales whereas only 55% or \$2.3 million in January-March 1967 was tagged local advertiser money.

Two of Detroit's TV stations, WWJ-TV and WXYZ-TV, offer daily 90-minute news shows in early evening periods plus usual late evening news and other regular newscasts. WJBK-TV Detroit extended its 11 p.m. news show to accommodate more local stories and early in the strike tried a full hour of news at 8 a.m. but dropped it after listener protest. CKLW-TV Windsor, Ont.-Detroit added a five-minute local news show just before 9 p.m. Independent UHF WKBD-TV (ch. 50) Detroit, which is airing news headlines, starts regular news shows this fall.

Most of Detroit's radio stations reported their normal heavy and frequent schedules of news programs were found to be adequate to meet public needs. WJR Detroit, early in the strike, tried a "newspaper of the air" format in the 7-10 p.m. period but soon dropped it when listeners complained they wanted more music again. WWJ Detroit found one new feature liked, though. At 11:30 p.m. daily it reads local obituaries.

Another reason both radio and TV station operators in Detroit are hopeful the experience will result in more media mixing by the traditional newspaper-oriented retailer: both the Radio Advertising Bureau and Television Bureau of Advertising have been pitching the retailer all over the country for some time now: the missionary work appears to be making converts.

something to be desired. "Everybody knows most TV programs are pretty bad—the audience, the critics, even the broadcasters. Are they then serving the public interest?" he asked.

We shall overcome ■ Mr. Banzhaf said he expected a long, tough legal battle with the station. "The proceedings will last at least a year, or maybe longer. We stand a 50-50 chance of revoking that license, maybe less of a chance. Regardless of the outcome, we will win, simply because WNBC-TV's license to operate will have been put in jeopardy on perfectly legal and reasonable grounds."

In response to the petition, NBC released a statement saying: "WNBC-TV has regularly scheduled antismoking announcements which in NBC's judgment fully comply with the FCC ruling of last year."

"The record of the station in providing a well-rounded program service, with particular emphasis on news and public affairs programming, is outstand-

ing. NBC believes the needs and interests of the New York community are well served by WNBC-TV."

Singers sue TWA

The Fifth Dimension, the young vocal group credited with making "Up, Up and Away," a hit song, has filed a \$3.5-million suit against Trans World Airlines and its agency, Foote, Cone & Belding Inc., for using an alleged imitation of the group's rendition of the song in a radio-television campaign. In the suit for unfair competition, punitive damages, and invasion of right of publicity filed in U. S. District Court in Los Angeles, it's charged that the Will Bronson Singers copied the "special, identifiable, different and unusual sound" of the Fifth Dimension in TWA's radio and TV promotion based on the "Up, Up and Away" theme. The Fifth Dimension said it turned down participation in the campaign because the financial terms were inadequate.

BAR network TV-billing report for week ended June 2

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 2, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 2	Total dollars week ended June 2	1968 total minutes	1968 total dollars
	Week ended June 2	Cume Jan. 1-June 2	Week ended June 2	Cume Jan. 1-June 2	Week ended June 2	Cume Jan. 1-June 2				
Monday-Friday Sign-on-10 a.m.	\$ —	\$ 145.8	\$ 65.9	\$ 1,699.3	\$ 336.0	\$ 7,477.1	70	\$ 401.9	1,557	\$ 9,322.3
Monday-Friday 10 a.m.-6 p.m.	1,146.1	26,837.4	2,607.8	66,227.4	1,893.0	49,953.1	953	5,646.9	20,208	143,017.9
Saturday-Sunday Sign-on-6 p.m.	551.5	23,937.4	659.7	21,619.6	497.1	10,424.6	233	1,708.3	5,425	55,981.6
Monday-Saturday 6 p.m.-7:30 p.m.	271.8	6,953.9	494.6	13,074.2	469.7	14,058.7	93	1,236.1	1,929	34,086.8
Sunday 6 p.m.-7:30 p.m.	68.6	2,705.0	150.0	4,857.2	196.5	4,635.9	21	415.1	459	12,198.1
Monday-Sunday 7:30 p.m.-11 p.m.	4,011.8	112,127.0	5,359.2	140,011.7	5,469.8	138,055.4	433	14,840.8	9,510	390,194.1
Monday-Sunday 11 p.m. Sign-off	272.7	7,748.1	68.1	1,019.3	400.9	9,958.6	79	741.7	1,627	18,726.0
Total	\$6,322.5	\$180,454.6	\$9,405.3	\$248,508.7	\$9,263.0	\$234,563.4	1,882	\$24,990.8	40,715	\$663,526.7

discovery of network radio by some of the biggest advertisers; the basic findings of Radio's All-Dimension Audience Research (RADAR) study financed by the four networks, combining them with the increased radio spending habits of national advertisers, and the employment of radio to introduce new products. These were major points made by the NBC executive in a similar talk earlier in the year before the Broadcast Advertising Club in Chicago (BROADCASTING, April 15).

Rep appointments . . .

- WAVY-TV Norfolk-Portsmouth-Newport News-Hampton, Va.: Avco Radio Television Sales Inc., New York.
- WBCK Battle Creek and WBCM Bay City, both Michigan: Jack Masla Inc., New York.
- WLWV Fort Wayne, Ind.: McGavren-Guild, Chicago.
- KWUN Concord, Calif.: Advertising Sales West, San Francisco.

Business briefly . . .

Stuckey's Inc., division of Pet Inc., Eastman, Ga., through Kirkland, White & Schell Inc., Atlanta, has purchased 12-week sponsorship in NBC Radio's *Monitor* to advertise its highway stores.

Lucky Lager Beer, through BBDO, both San Francisco and Schick Safety Razor Co., Culver City, Calif., through Compton Advertising, Los Angeles, will sponsor Pat Boone Celebrity Golf Classic June 23 (3-5 p.m. PDT) on a West Coast network formed for the event by Tel-West Productions, Redwood City,

Calif. Participating stations will be KHJ-TV Los Angeles, KTVU(TV) Oakland-San Francisco, KMJ-TV Fresno, KCRA-TV Sacramento, KERO-TV Bakersfield, KIEM-TV Eureka, KSBW-TV Salinas, KSBY-TV San Luis Obispo, KHSL-TV Chico, all California and KCRL(TV) Reno.

Rexall Inc., Los Angeles, through BBDO, Los Angeles-New York, has

purchased full sponsorship of CBS Radio's 17 broadcasts Oct. 13-27 of the Summer Olympic Games in Mexico City. Rexall will advertise Super Plenums and One-Cent Sale.

Armour and Co., through Young & Rubicam, both Chicago, has purchased 13-week sponsorship in NBC Radio's *Emphasis* and *Monitor* to advertise Armour franks.

Agency appointments . . .

- Norton Co., Worcester, Mass., has consolidated its \$2-million account at J. M. Mathes Inc., New York. Mathes had previously handled Norton's corporate advertising and that of several of its 14 divisions and subsidiaries, accounts estimated at \$600,000. Norton's products include abrasives, construction products, metals, plastics, tapes and machine tools. The company occasionally has used spot radio.
- The foods division of Borden Inc., New York, has assigned White Lamb diapers and plastic pants, previously at Needham, Harper & Steers, to Ross Roy of New York Inc., as well as an unnamed nonfood product. Conahay & Lyon Inc. received two additional nonfood items. Both Ross Roy and Conahay represent other Borden products, and NH&S retains the company's Cre-mora Coffee Lightener. Billings were not disclosed, but a spokesman said spot TV was used to advertise White Lamb products, distributed in 25% of the country.
- Foote, Cone & Belding, Los Angeles, has been appointed to handle lemon advertising in the U.S. and all citrus advertising in Canada for Sunkist



Chip off the old block

Eddie Mayehoff appears as "Spud Swinson" in a new TV spot campaign through the Carolinas for Swinson Products Co., Charlotte, N. C., a subsidiary of A. H. Robins Co. "Spud" is promoting Swinson potato chips, Scoopers dip chips, and a broad line of snack items. The agency is Cargill, Wilson & Acree Inc., Charlotte.

production '69

a shirtsleeve workshop in television techniques

Sept. 24-25, Hotel Roosevelt, New York. A 2-day cram course on what's happening today in television videotaping techniques. Parallel sessions for commercials, shows and education and training.

In 30 hours of hard-hitting demonstrations, case histories and lectures, the top professionals tell how it's done, and why, and how-to-do-it at costs that are more reasonable.

Subjects: cameras, recorders, videotape, lighting, sound recording, set building, set decoration and color, electronic editing, video mixing, sound mixing, duplication and distribution. Plus no-holds barred seminars in production costs and in new techniques, and chances to sit with the pros and talk problem solving.

Invitations available at no charge to qualified agency and

production executives, to educators and training directors. Includes free lunches. Attendance limited to 350.

For more information write on company letterhead to: Grey Hodges, Marketing Director, Reeves Sound Studios, 304 E. 44th St., New York 10017. Cosponsors:

Ampex, Memorex, 3-M, Philips Broadcast, RCA, and Reeves

A Sound Market

\$6,147 per household retail sales (Rank's 24th nationally), total \$593,835,000 (82nd nationally). Latest SALES MANAGEMENT SURVEY OF BUYING POWER ranks the Lansing Metro Area among the top 100 markets for all categories—Population, Households, Effective Buying Income, and Retail Sales. Generous balance of government (state-capital), education (Michigan State University), and industry (home of Oldsmobile, Fisher-Body, Reo-Diamond and Motor Wheel) keeps Lansing's spending habits stable.



A Sound Buy

WILS delivers Lansing's "Buying Power." Latest PULSE shows WILS with GREATEST SHARE OF ADULT AUDIENCE BY A WIDE MARGIN! 20% more ADULT AUDIENCE than the 2nd station. And our primary signal (5,000 watts) reaches all three metro counties (Ingham, Eaton and Clinton) plus all of Jackson, Calhoun, Ionia and Gratiot.

Pulse, Metro Area — Feb.-March 1967

For complete cost/M and other audience data, write or call:

ALAN TORBET ASSOCIATES, INC.

RADIO 1320
WILS
LANSING

5,000 WATTS / 24 HOURS A DAY

(FM 3,000 WATTS 6 A.M. 'til Midnight)

71

PREVIEW: Diamond Crystal's dissolve

The simple copy point that salt dissolves in food is dramatized in a new 30-second commercial in which a Diamond Crystal Salt container itself dissolves into the background after a hand is shown plunking the salt container down into the scene.

The new commercial is being used by Diamond Crystal Salt Co., St. Clair, Mich., in a regional spot campaign through Grey Advertising, New York.

One sequence shows the container melting into the background, the sequence then is repeated. To the viewer, the package appears to dissolve slowly into a void. A voice-over says, "Diamond Crystal is the uncommon salt/the only one with tiny faceted crystals/that start dissolving the instant they touch your food. . . ." In the repeated scene, the announcer adds a copy line: "Starts dissolving instantly to make food taste better faster."

A 10-second version is similar, but the action is run through only once and speeded up. Fred Pressburger, producer-director of the commercial for Spectra Films, New York, said the effects were achieved by placing the container on its side and the camera shooting from above. A matte process was used to obtain a neutralized background, and the sequences shot partly live and partly in stop-motion. A plastic lens was among the technical apparatus used by cameraman Bob Franz, a specialist in filmed effects. For Grey Advertising, Jim Flaherty was creative supervisor, and Bill Bopp, producer.



Growers Inc., Los Angeles. FC&B already has the orange, grapefruit and tangerine accounts for the U.S. and Europe. Billings were estimated at \$2 million. Leo Burnett Inc. was the previous agency.

Wesson & Warhaftig replaces Annette Green Associates, both New York, as consumer and trade advertising agency for Tom Fields Ltd., manufacturer of the Tinkerbelle line of children's toiletries and cosmetics. A company spokesman said a national campaign to include television is planned for 1968-69.

Network TV up 4%

Network television billings in the first five months of 1968 registered a gain of 4%, up from \$630.2 million in the same 1967 period to \$655.7 million,

Television Bureau of Advertising has reported.

For the month of May alone, networks billed nearly \$115.8 million, a 6.8% increase over May 1967. Weekend daytime in May registered the largest percentage gain (up 11%) to \$8.4 million; nighttime scoring its largest dollar increase by climbing \$4.6 million to a total \$77.1 million.

Weiss acquires Sive agency

Edward H. Weiss & Co., Chicago, last week announced the acquisition through merger of Leonard M. Sive & Associates, Cincinnati advertising agency, which will continue under its own name as a division of Weiss. Sive bills in excess of \$6 million. Weiss bills over \$24 million.

Simmons to offer TV network counts

W. R. Simmons & Associates Research Inc., New York, plans to begin a new diary-based weekly network TV service in August to measure daytime and evening viewing in age, sex and household income classifications.

The Simmons sample will consist of 2,000 people from households chosen on a national probability basis. Approximately 11% of this sample will be Negroes. The diaries will be placed personally by interviewers and the respondents will be instructed in their use, according to a Simmons spokesman.

The A. C. Nielsen Co. currently is the only source of network TV audience reports on a week-in, week-out basis. It uses Audimeters in a national sample of about 1,200 homes to produce network ratings data, with demographic information obtained through diaries in 2,000 households.

Encouraging Reaction ■ The Simmons spokesman said the company has been making presentations to many of the top agencies and said that "in general, they are anxious for us to go ahead." The basic service would cost a top agency approximately \$25,000-\$30,000 a year, said to be lower than Nielsen's prices.

He said the project would cost about \$1.25 million to inaugurate. The Simmons organization is encouraged by initial reaction from agencies, he stated, but he was reluctant to reveal at this time whether any had signed. He indicated that Simmons would proceed with the project if sufficient financial support appeared to be forthcoming.

In addition to the basic weekly service, Simmons plans to make three other services available: a report issued three days after the viewing date during critical rating periods (based on telephone calls to about 1,300 people); a quarterly summary report containing such information as rating by county size and color-set usage, and an annual product data report covering 300 products and services analyzed by daytime and evening audiences of network programs.

New research service

Audits & Surveys Inc., New York, has formed a new audit research service, Negro Market Index, to report the food and grocery-store buying patterns among Negroes. The new service is keyed to food stores located in metropolitan areas which have a heavy concentration of Negro population. The Coca-Cola Co., Atlanta, has contracted for the soft-drink category.

BROADCASTING, June 17, 1968



NEWSMAN on the "GO"!

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



WLBW-TV



MIAMI, FLORIDA

AFFILIATED WITH WKYC
50 KW CINCINNATI, OHIO

TV responds to violence charge

CBS's Stanton takes steps to de-emphasize gore in programs; ABC, NBC pledge aid to presidential commission as nation points its finger at media

Television moved last week to purge itself of the charge that violence in its programs is an element in the rise of violence in American life—an accusation that rose in steady volume from anguished Americans following the assassination of Robert F. Kennedy.

Within a few hours after President Johnson asked members of his commission on violence to examine possible effects of TV programs on savagery in American society, CBS President Frank Stanton called a meeting of top network officials in New York and issued a statement addressed to Dr. Milton Eisenhower, chairman of the commission, pledging CBS's cooperation, but warning that it may take "considerable" time to determine whether there is a relationship between "fictional portrayals of violence in the mass media and any increase in actual violence in American life." He announced immediate conferences with producers and writers to take measures to de-emphasize violence.

NBC stressed that it has established policies to guard against the depiction of violence for its own sake in entertainment programs. In the news field, however, the network said, it seeks to report and analyze "all developments on which public information is vital in a democracy, and we regard such coverage as an important part of our obligation." It also pledged to cooperate in the inquiry.

ABC, in the absence of network president, Elton H. Rule, who was in Europe overseeing new programs, issued no formal statement but indicated that it would cooperate with the commission.

First Action ■ Dr. Stanton also sent Michael Dann, senior vice president, programs, to the West Coast to meet with every producer of dramatic shows on the CBS-TV network schedule. The meetings took place in Mr. Dann's Hollywood office on June 11. They started at noon and ended close to midnight. The meetings were held individually with the producer and story editor of every CBS-TV dramatic show at the rate of one every hour until all productions had been covered.

During the course of the meetings

producers and story editors were asked to minimize the violence that existed in their shows and to find other dramatic techniques to hold the interest of audiences. Among program components that were evaluated were opening teasers that are used for shock value, promotional techniques, titles of shows that suggest violence and selection of reruns for this summer. The producers and story editors were also asked to re-evaluate shows already filmed and scripts that are in work.

Beyond this point it was emphasized that it's the individual producer's responsibility to recognize the problems of the world around him and then, in his own mind and guided by his own conscience, do everything possible to minimize the dramatization of violence. Reportedly, enthusiastic approval was given by all producers and story editors interviewed to minimize violence immediately.

In some instances, producers indicated that they would reshoot scenes for shows that already are in the can. The network assured that it would underwrite the cost of all production that would have to be done over again. As it turns out, the timing of the situation is fortuitous because 95% of CBS-TV's fall shows are just about to go into production.

Follow Up ■ The producers, for the most part, immediately prepared memorandums to their individual staffs, discussing specific implementation of how to minimize violence. CBS-TV will wait and see the results of these individual plans. Mr. Dann proposes to return to the West Coast in about a month and meet with producers again for an analysis of the progress being made.

Just prior to the Kennedy assassination, a task force of five NBC-TV officials spent a week in Hollywood (May 27-June 3) meeting with the producers of the network's fall programs. At these meetings, the network's long-standing policies on sex and violence were re-emphasized. Taking part in these meetings for NBC-TV were Mort Werner, vice president, programs and talent; Herbert S. Schlosser, vice president, programs, West Coast; Robert D. Kas-

mire, vice president, corporate information; Ernest Lee Jahncke Jr., vice president, standards and practices; and Herminio Traviesas, West Coast director of standards and practices.

There were some scattered but immediate actions by individuals connected with television production in Hollywood. Arnie Sultan and Burt Nodella, producers of NBC-TV's spy spoof *Get Smart*, promised that they would eliminate all scenes involving violence from scripts for next season's shows. Director Jerry Paris, who specializes in comedies but who once appeared as an actor in the violent *Untouchables* series, took a full-page ad in a local trade paper in which the question was asked: "Who creates a climate for murder?" The ad claimed that there is "scarcely a show in which the most blatant cruelty and obscene sadism were not an integral part of plot and production." Mr. Paris, in the ad, pledged not to lend his talents to add to the creation of murder. He called upon others in the industry to join him.

Editorializing ■ In the meantime, many broadcasters began calling for stricter gun-control laws. The Straus Broadcasting Group urged Congress to outlaw mail-order sales of rifles and shotguns, license gun dealers and register all firearms. The editorial followed a special program on the need for gun controls broadcast by its five radio stations.

A call for the TV networks to wage an intensive campaign for more stringent controls over firearms was made by Steven Scheuer, a syndicated TV columnist. Mr. Scheuer's proposal, which appeared in newspapers June 10-13, was in the form of an open letter to news chiefs of the three networks.

In a special letter to Dr. Eisenhower, FCC Chairman Rosel H. Hyde offered the commission's cooperation in the search for the causes and prevention of violence, and said:

"We, like many others, have been concerned over repeated charges that the continuous depiction of violence in television programming—as well as in the other mass media—has contrib-

uted to a popular acceptance of violence as a more or less normal part of our life."

He suggested that the presidential commission might undertake research to determine whether there is a causal connection between the mass media and violence, saying that the commission has been reluctant to undertake such a study because it is the licensing agency for stations "and is hesitant about encroaching on their freedom of program choice."

Air Time ■ Meanwhile, TV and radio served as a vehicle for a sustained round of commentary and discussion on the relationship of TV and violence.

On NBC, sociologist Dr. Kenneth Clark, psychiatrist Dr. Joseph Satten and historian Dr. Dwight Miner agreed that it was necessary to study TV as distinct from other media because of its greater impact.

On CBS, historian Arthur Schlesinger, a close friend and confidant of the Kennedy family, observed that the present background of violence in American culture is largely prompted by TV.

A new interpretation of TV's news reporting role—TV should report the truth but if "the truth leads people to do things, television is going to have to think about how it reports the truth"—was given to a southern regional meeting of the Radio-Television News Directors Association in Charlotte, N.C., on June 8. The comment was made by Bruce Paisner, one of the writers of the Kerner report on civil disobedience who is now a Harvard law school student.

In a one-hour program produced by National Educational Television and presented on June 10 on interconnected educational-TV stations, which consisted of filmed and recorded sessions made before Senator Kennedy's death, Dr. Margaret Mead, noted anthropologist, said one of the reasons for the increase in violence is that it is "the only thing that will get on TV." Dr. Ralph Greenson, University of California, also cited "television news with its live coverage of the riots in the ghettos, the student rebellions and emphasizing the atrocities of war." Both Dr. Mead and Dr. Greenson agreed that violence is what people prefer on TV.

Washington reaction ■ On Capitol Hill, as might be expected, many voices were raised deploring violence in the mass media—especially on television. But substantive proposals proved harder to come by.

The likeliest source of any hearing on media's influence in permeating the culture with violent imagery and example—the Juvenile Delinquency Subcommittee of the Senate's Judiciary Committee, which under the direction of Senator Thomas Dodd (D-Conn.) conducted exhaustive hearings on the

subject between 1961 and 1963—at first was reported poised to resume hearings on televised violence. But later in the week Senator Dodd said he had been misunderstood.

In a Senate speech, Senator Dodd said he hoped to reissue data and reports produced during his investigations in the early sixties, in the expectation that they would be relevant to the current debate on media's influence on the culture.

TV First ■ The earlier investigation showed, he said, that the extent of violence "is enhanced by the endless programs on television that have violence as their basic theme." Currently, Senator Dodd's major legislative push is for stronger gun legislation, and his floor remarks were aimed at advancing measures to slow or stop traffic in guns. But he listed TV as the first of three factors contributing to the current "epidemic of violence."

"First," he said, "there is the terrify-

ing diet of violence and mayhem that has characterized some of our major network programs." Second, he listed "influence of extremist organizations . . . both left and right." Third came arms traffic.

(In a syndicated newspaper column appearing in Washington Thursday, Drew Pearson seconded Senator Dodd's plan to get renewed mileage out of his committee's 1961-63 investigation by publishing excerpts from alleged internal staff reports written during that period. But Mr. Pearson said the documents—highly critical of the broadcasting industry—had been suppressed by Senator Dodd. The senator called the charge "blatantly false," recalling 10,000 copies of the report had been distributed in 1964).

By far the most sweeping reaction was recorded by Senate Majority Leader Mike Mansfield (D-Mont.).

All Electronic ■ The majority leader suggested that appearances of presi-

President sets task for violence study

When President Johnson got his new Commission on the Cause and Prevention of Violence together at the White House last week, he submitted to them a series of 12 questions. One of them pointedly involved TV and radio:

"Are the seeds of violence," the President asked, "nurtured through the public's airwaves, the screens of neighborhood theaters, the news media and other forms of communication from our leaders that reach the family and reach the young? I am asking the heads of the radio and television networks and the chairman and the members of the FCC to cooperate wholeheartedly with this commission."

Dr. Milton Eisenhower, president emeritus of Johns Hopkins University and brother of former President Dwight Eisenhower, is chairman of the commission. Other members: Archbishop Terence J. Cooke of New York; Albert E. Jenner, Chicago lawyer; Mrs. Patricia R. Harris, Howard University law professor and former U. S. ambassador to Luxembourg; Eric Hoffer, longshoreman and author; Senator Philip A. Hart (D-Mich.), chairman of the Senate Antitrust and Monopoly Committee and a member of the Communications Subcommittee of the Senate Commerce Committee; Senator Roman Lee Hruska (R-Neb.); Representative Hale Boggs (D-La.), Democratic whip, and A. Leon Hig-



Dr. Eisenhower

ginbotham Jr., U. S. district judge for the eastern district of Pennsylvania.

Appointed unpaid executive director of the commission was Lloyd N. Cutler, Washington attorney whose firm, Wilmer, Cutler & Pickering, counts many broadcast stations among its clients, including CBS.

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Amarillo TV's alternate Kennedy coverage

Teamwork between TV stations in Amarillo, Tex., assured area viewers of unbroken coverage of the June 8 funeral of Senator Robert F. Kennedy, while providing an option to tune to programing other than the national event. A virtual spur-of-the-moment arrangement between KGNC-TV and KVII-TV eliminated duplication of the Kennedy rites insofar as those two network affiliates were concerned.

The third Amarillo station, KFDA-TV, did not participate because its general manager was not available for consultation on the project. The station carried its CBS feed.

What happened that Saturday was rotating coverage between the two stations: KGNC-TV carried its NBC feed from 8 a.m. to 11:30 a.m. (CDT) and KVII-TV aired its regular morning schedule of children's programs. From 11:30 a.m. to 3:30 p.m. KVII-TV carried its ABC feed, eventually dropping out as the Ken-

nedy funeral train was en route to Washington, and KGNC-TV aired feature films and the *Mike Douglas Show*. At 6:30 p.m. both stations picked up their network feeds until completion of the funeral. Viewers were kept abreast of the changes on the air.

Both stations maintained that although complete coverage of the tragic events was warranted, there was no need for repetitive and simultaneous presentations, particularly in a three-station market. And apparently the viewers agreed. KGNC-TV said it received 15 to 20 letters lauding the set-up; neither station received a single complaint. KFDA-TV, which carried the day-long ceremonies, received a "few complaints." Both KGNC-TV and KVII-TV indicated they hoped their networks would take note of what they called a "feasible" rotation plan for such events in the future, with an eye toward adopting the procedure.

dential and vice presidential candidates should be restricted to radio and television except for circumstances where the safety of campaigners could be guaranteed.

The campaigns themselves should be redesigned, he added. He proposed abolition of the nominating conventions, institution of a uniform national nominating primary, limitation of the Presidency to a single six-year term and abolition of the electoral college, substituting direct popular vote for election of a President.

Senator Mansfield didn't specify where the money should come from to pay for the TV time, but Secretary of the Interior Stewart L. Udall suggested that television and radio give "unlimited" time to presidential candidates to help them avoid the risk of crowd exposure.

Classification ■ One other possibility of substantive action rose above the oratory during a hearing in the Senate Communications Subcommittee on a resolution submitted by Senator Margaret Chase Smith (R-Maine) that would establish a commission to study the legislative problems involved in setting up a national film-classification system. Several times during the hearing, conducted by Senator Norris Cotton (R-N. H.), the question was raised of applying classifications to television fare.

Senator Smith, testifying in behalf of her measure, said it had been her plan to proceed "step by step," starting

with motion-picture classification, but that she hoped the subcommittee "may come up with something to recommend" on television aspects of the problem. Later it was observed that a uniform classification system for all films, which might be extended to material originally destined for television programing, could give station managers an objective reference for decisions to accept or reject program material. An "adults-only" or possibly an "unacceptable" rating could be used by broadcasters as an excuse for vetoing undesired items. Classification could also serve as a defense against complaints on programs with a more favorable classification.

The legislation, however, does not set up or define any specific classification system. It only authorizes a study of the possibilities.

Ran Gamut ■ Other proposals heard last week ranged from an outright prohibition of all violence in films or on television (suggested by Senator Claiborne Pell [D-R. I.], citing regulations he said were in force in Sweden) to self-regulation efforts as encouraged in a sense-of-the-Senate resolution introduced by Senator Harrison Williams (D-N. J.).

The Williams resolution calls for groups such as "the mass media of broadcasting; the press, particularly daily newspapers; motion pictures; manufacturers of toys and games for children; lecturers and public speakers, and publishers of popular fiction" to

undertake a self-examination of their possible role in contributing to violent actions. Also, he urged such groups "to determine how they can eliminate policies and practices that foster this climate of violence."

Golden Eagle works on co-productions

Golden Eagle Films Ltd., New York, which was organized last February as a wholly owned subsidiary of Exquisite Form Industries, is placing 10 feature films into TV distribution and is developing plans to produce six to eight motion pictures a year for both theaters and TV.

Stephen R. Reiner, president of Golden Eagle, said last week that Golden Eagle intends to grow "in orderly fashion" over the next few years, acquiring and co-producing features for both TV and theatrical release.

The company's first venture involves a package called the "Golden Eagle Color Group" of seven features, which will be sold as a package and another three features, which will be marketed to stations under a single-picture plan. The color group includes "Doomsday 1975," the first Golden Eagle co-production now being filmed in Hollywood, with Henry Wilcoxon and Mala Powers; "7 Different Ways," with Barbara Eden, Ginger Rogers and Ray Milland; "Any Gun Can Play," with Gilbert Roland and George Hilton, plus "The Incredible Paris Incident," "The Legend of Marizinia," "Django Shoots First" and "Night of Gorilla," featuring various international stars.

"We will start officially on TV sales for these features on July 1," Mr. Reiner said, "though starting dates on stations will be delayed because of prior theatrical distribution for some of the films. We are serious about co-producing features because this is the only way to assure a steady flow of pictures, initially for theaters and then for TV. We are now preparing for our second feature and details will be announced soon."

He noted that Golden Eagle has the financial resources of Exquisite Form, which in 1967 had worldwide sales of approximately \$60 million. Mr. Reiner is a 27-year-old attorney and the son of Garson Reiner, chairman-president of Exquisite Form.

Irving R. Rill, veteran TV syndication executive who has had his own distribution organizations and has been with C & C Television, is serving as consultant to Golden Eagle. Harvey R. Rheinstein, formerly a sales executive with Warner Bros.-Seven Arts, is vice president in charge of sales. Mr. Reiner now is adding regional sales managers.

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When you're polling the news front in the South, check the cold facts on these guys.

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*Average quarter-hour audience in total homes, February/March, 1968, ARB. The audience figures are estimates only and are subject to the qualifications set forth in the survey report.

Conventions ready for radio, TV coverage

Democrats prepare for over 2,000 people from electronic media; foreign coverage extensive

The vital, virtually total impact of the electronic media in political life was highlighted once again last week as John M. Meek, coordinator for the Democratic National Convention, outlined news coverage facilities plans for the Chicago Headline Club chapter of Sigma Delta Chi, professional journalistic society.

That the electronic impact is becoming global in scope is the report from Mr. Meek's counterparts preparing for the Republican national convention, which opens Aug. 5 in Miami Beach. Officials report heavy requests for domestic accreditation plus a dramatic upsurge in interest in overseas coverage, much of which will be via satellite.

The Democratic convention opens August 26 in the Chicago Stock Yards International Amphitheater, is expected to run four days. By that date there will be 30-million color-TV sets in the U.S., Mr. Meek noted, and in prime evening time each TV network will be delivering an audience of some 20-million Americans.

Mr. Meek has headed the Chicago planning office for the Democratic convention on a full-time basis since Feb. 1 and part-time since last fall. The office is in suite 1100 of the Conrad Hilton (phone [312] 663-9600). A former newspaperman, news secretary to the late Senator Robert Kerr (D-Okla.) and press-officer manager for Robert Kennedy in his Senate campaign in New York, Mr. Meek joined the Democratic National Committee in 1965.

Largest Ever ■ No other single event, including the earlier Republican convention, will achieve the volume of news coverage of the Democratic convention, Mr. Meek claimed. He said over 1,000 daily press people are expected, plus 400 photographers and in excess of 300 periodical press.

"We don't count the radio and television people," he said, explaining, "they come in divisions. The room requests alone for the broadcast media people are staggering."

Accredited network people are expected to top the 2,000 mark. Mr. Meek estimated, with hundreds more coming from independent stations and groups. These totals do not include

executives and nonaccredited supporting staffs, he noted.

The logistics problems for the networks are immense, Mr. Meek admitted, noting the TV networks virtually move origination to Chicago for a two-week period at the time of the convention. Shows like the NBC-TV *Today* program move there, he said, since they become so involved with political news and features.

Mr. Meek told the Headline Club the International Amphitheater is a fine hall for a convention and for coverage. He said a revision of floor planning is making it even more suitable. All delegates will be on the main floor. The stage, formerly on the west side, this year will be on the north side, Mr. Meek said, thus putting no delegate more than 250 feet from the speaker. The arrangement enables the "head-on" stand for cameras to be placed where it will block no one's view, a feat not possible in other conventions. Other camera po-

A modern news sound

Long line of mourners
Long lines of the slain
Long lines of teletype
Spelling out the pain
Long lines at the ballot box
Casting votes in vain
Long lines line the long, long track
of another lonesome train.

Len Chandler, a 33-year-old folk singer under contract to Columbia Records, delivered this social commentary in song over KRLA Pasadena, Calif., last week. He's the pop-rock station's staff singer-poet, hired two days before the assassination of Senator Robert F. Kennedy. Since that time, seven times a day—during all of KRLA's seven daily major newscasts—Mr. Chandler has written and performed original songs based on the important news stories of the day. The station describes this troubador approach as "very contemporary interpretive reporting."

sitions also are obstruction-free, he added.

Safety Assured ■ Tight security planned for this convention will not make coverage any more difficult, Mr. Meek indicated. He declined to specify details for the present but said the committee will assure the safety of everyone attending. The committee at no time has considered moving the site out of Chicago, he added.

Asked the possible problems for electronic coverage if the Illinois Bell Telephone Co. strike continues to drag out until August, Mr. Meek replied: "We'll cross that bridge when we come to it."

Illinois Bell officials, however, are confident, strike or no strike, the needs of broadcasters will be satisfied on schedule. Supervisory people are packaging key head-end communications gear for every need at phone company shops and will have equipment ready to drop in at the amphitheater if necessary. They also are capable of handling the actual event itself if that extreme comes about, it was noted.

In explanations apart from his Headline Club talk, Mr. Meek has noted no significant changes in network facilities requests during recent weeks. CBS and NBC plan full coverage, ABC "more modest" coverage, he noted. All of the networks increased their requirements immediately after the late Robert Kennedy entered the presidential race and President Johnson withdrew, he recalled.

Mr. Meek said many meetings have been held with the networks since last fall to work out new problems of lighting and other facilities. After extensive research it was found only quartz-iodine lighting would achieve 300 foot-candles over the podium and 250 foot-candles over the entire delegate area required for color TV. This in turn required extensive additional air conditioning, he noted, and extra costs of some \$200,000, which in part are to be shared by the networks.

Arrangement planning also has been underway since last fall to solve the abbreviated five-week lead-in time for network installation work at the amphitheater, Mr. Meek said. The normal 10-week time was not possible since the hall is under contract to the huge 49th annual National Housewares Show. Network technicians can't enter until midnight of July 22.

Republican Problems ■ Mr. Meek said he recently went to Miami to visit his Republican counterpart and inspect the GOP convention site facilities. His consolation: "They have their problems too."

But if the Republicans' problems are getting out of hand, no one in charge is admitting it. If fact, says NBC's James Kitchel, who is coordinating arrange-

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clean air.**

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ments for TV pool coverage of platform activity at the Republican convention. things are going quite well. "We're far ahead of Chicago, and although we do have problems, they're not major," he observed.

Actual construction started May 26, he noted, and is proceeding on or ahead of schedule.

Allocation of space has been the big problem, notes Robert M. Menaugh, who is superintendent of the House of Representatives radio and TV gallery, and responsible for accreditation and space assignments for groups and independents at the conventions. They're out of space; didn't have enough, he reports.

Fred Morrison, of the Republican convention staff, has figures on network space. The major three had asked for about 30,000 square feet each, but that had to be cut to about 60,000 divided among them. Additional space is being provided by the networks (and many independents) in trailers (most, but not all, to be parked outside the hall).

Added Rooms ■ Housing is also tight, it's noted, but there are about 18,000 hotel rooms available in the Miami

Beach area, compared to 10,000 in Chicago. These are, of course, the totals for all conventioners, not just media.

But media personnel will be on hand in battalions. Not counting network staff, which is outside Mr. Menaugh's bailiwick, independents, groups and foreign correspondents total more than 1,500.

Several officials remark on the large upsurge in applications from foreign journalists, and cite new facilities for transmission of international video signals and the open-ended nature of the nominating races this year, compared to four years ago. Mr. Menaugh says applications for foreign accreditations have more than doubled since the last convention.

Overseas pool coverage is being coordinated by the BBC, he notes, with foreign television coverage also working closely with NBC on other than platform coverage. NBC is handling the domestic platform pool for the Republican convention. Some broadcast coverage is even going into several Communist nations this year. Two correspondents from the Soviet Union have applied for accreditation.

House resumes pot-party probe

Staggers's committee to quiz FCC on its investigation; Overmyer hearing, 315 suspension may be scheduled

The House Commerce Committee, under Harley O. Staggers (D-W. Va.), goes back on the broadcasting trail this



Rep. Staggers

week, starting today (June 17) with a continuation of the Investigations Subcommittee's probe into marijuana-party-staging charges levied against CBS-owned WBBM-TV Chicago. And although Chairman Staggers had little

to say about further committee plans, it was understood that two other pending matters concerning broadcasting have at least a fighting chance of committee consideration before adjournment.

One of these is another item of pending business before the Investigations Subcommittee—completion of hearings into the Overmyer UHF construction-permits transfer case. The second involves brightened hopes for full-committee approval of a Senate-passed resolution that would suspend Section 315 to permit televised debates between major presidential and vice presidential

candidates (see page 58).

Today's pot-party session, a public hearing that is to feature members and staff of the FCC, will be the second open session held by the subcommittee on the WBBM-TV affair. The first saw the whole CBS chain of command called to explain the station's role in presenting a marijuana party that was filmed and aired last November as a spontaneous event, held on the campus of Northwestern University (BROADCASTING, May 13).

Charges ■ The university has charged that the party was neither spontaneous nor on campus, and subcommittee members took secret testimony in Chicago from witnesses said to include those who were filmed in the episode (BROADCASTING, April 22). At the open hearing of CBS and station testimony, questioning indicated that the subcommittee had evidence in hand that the party was not on university-controlled property. Also, a surprise witness was produced who charged that the WBBM-TV reporter who directed the filming had contacted him, suggesting that a party be staged.

The surprise witness, however, had played no role in the party that was filmed, both sides agreed. No directly contradictory evidence was obtained on

staging of the party that was filmed, although it was explained that testimony taken from participants in secret session was not being revealed.

The pot-party incident has been under investigation by the FCC and the commission has come under heavy criticism by some subcommittee members for "dragging its feet" in the matter. The commission has once postponed its on-the-scene probe into the staging charges (to June 25) because, the FCC explains, the subcommittee has pre-empted the witnesses. And last week the FCC again postponed its formal Chicago hearing (to Aug. 15), again noting that the subcommittee has still not released the key witnesses.

All of the FCC commissioners have been summoned to appear at today's hearing, and all are expected to attend. In addition, staff members are to be on hand. Among them are to be William B. Ray, chief of the complaints and compliance division (whose investigators have worked on the case) and Thomas B. Fitzpatrick, chief of the hearings division (who has been trying to line up the witnesses).

Transfers ■ The subcommittee's Overmyer investigation has been proceeding since late last year, when the commission voted to approve the construction-permits transfers (BROADCASTING, Dec. 8, 1967). Last week it was reported that Chairman Staggers has told one or more Commerce Committee members that it is his intention to complete the Overmyer hearings before adjournment (now being seriously regarded as set for the first week in August).

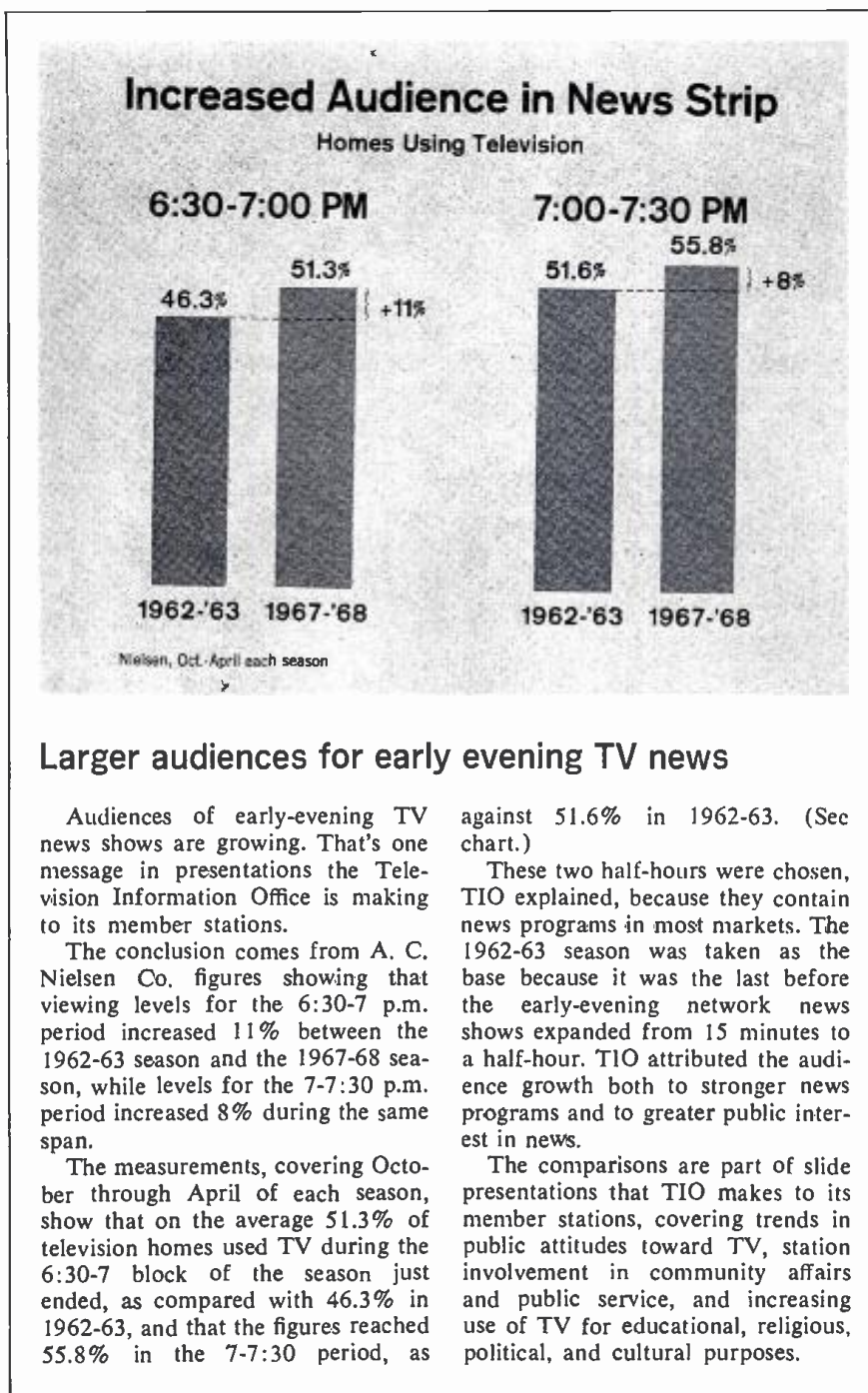
Last year the Investigations Subcommittee quizzed the commission on details of the transfers and Chairman Staggers indicated at the time he intended to call the principals to the deal—subsidiaries of Ohio warehouse-owner D. H. Overmyer and AVC Corp.—before the subcommittee.

Rocky bids Nixon to TV debate

New York Governor Nelson A. Rockefeller last week pressed for a televised debate with Richard M. Nixon, rival contender for the Republican presidential nomination. Thursday (June 13), Governor Rockefeller formally challenged the former Vice President to a debate or series of debates.

Mr. Nixon had earlier indicated that a debate would not be in order because it would "only serve the Democrats by promoting divisive tendencies among Republicans."

In San Francisco, which had been the site of a joint television appearance of Senator Eugene J. McCarthy (D-



Larger audiences for early evening TV news

Audiences of early-evening TV news shows are growing. That's one message in presentations the Television Information Office is making to its member stations.

The conclusion comes from A. C. Nielsen Co. figures showing that viewing levels for the 6:30-7 p.m. period increased 11% between the 1962-63 season and the 1967-68 season, while levels for the 7-7:30 p.m. period increased 8% during the same span.

The measurements, covering October through April of each season, show that on the average 51.3% of television homes used TV during the 6:30-7 block of the season just ended, as compared with 46.3% in 1962-63, and that the figures reached 55.8% in the 7-7:30 period, as

against 51.6% in 1962-63. (See chart.)

These two half-hours were chosen, TIO explained, because they contain news programs in most markets. The 1962-63 season was taken as the base because it was the last before the early-evening network news shows expanded from 15 minutes to a half-hour. TIO attributed the audience growth both to stronger news programs and to greater public interest in news.

The comparisons are part of slide presentations that TIO makes to its member stations, covering trends in public attitudes toward TV, station involvement in community affairs and public service, and increasing use of TV for educational, religious, political, and cultural purposes.

Minn.) and the late Senator Robert F. Kennedy, Governor Rockefeller replied that "any group in a democracy is bound to have division."

ABC-TV series to probe white racism in U.S.

Four prominent Negroes will indict what they believe to be white racism in the mass media on "Bias and the Media—Part I" on ABC-TV on June 27 (10-11 p.m. EDT).

The program is the first of six one-hour telecasts devoted to an examina-

tion of white racism in education, industry, urban and suburban life, the police and the mass media. Over-all title of the series, which is produced by ABC News, is *Time for Americans*.

The initial program on mass media will feature entertainers Lena Horne and Harry Belafonte; essayist, poet and critic Lawrence Neal and psychiatrist and writer, Dr. Alvin Poussaint.

The program will be followed on July 11 (10-11 p.m.) with the presentation of "Bias and the Media—Part II," in which leading representatives from television, newspapers and magazines will offer their views on the image of the Negro in mass communications.

Frank gets top NBC News post

Goodman says 18-year network veteran was McAndrew's own choice

The advancement of Reuven Frank from executive vice president to president of NBC News was announced last Thursday (June 13) by Julian Goodman, NBC president (CLOSED CIRCUIT, June 10). Mr. Frank succeeds William R. McAndrew, who died May 30 (BROADCASTING, June 3).

In a separate message to NBC executives, Mr. Goodman said "Reuven



Mr. Frank

was Bill McAndrew's personal choice as his eventual successor. I know that Reuven will have your wholehearted support in continuing the leadership which NBC News achieved under Bill McAndrew's direction."

Mr. Frank has been with NBC News for 18 years, joining the organization as a writer. Earlier he had been with the *Newark (N. J.) Evening News* as a reporter, rewriter and night city editor for three years.

Starting in 1954, Mr. Frank rolled up an impressive list of news program credits as a producer: *Background*, *Outlook* and *Chet Huntley Reporting* series; specials including *The Road to Spandau*, *A Country Called Europe* and *The Big Ear*, and NBC News's coverage of the 1956, 1960 and 1964 national political conventions and elections.

Mr. Frank was producer of *The Huntley-Brinkley Report* from its start, Oct. 29, 1956 to August 1962 and executive producer from May 1963 to June 1965. The second period included the changeover from a 15-minute to a

half-hour nightly format.

He was named vice president, NBC News, on Jan. 10, 1966, and was elevated to executive vice president on March 13, 1967. He has written for national magazines and in 1954 received the Sigma Delta Chi award for "distinguished service in the field of television writing" for his script of *The Road to Spandau*.

Educational radio aims at network

A proposal for an interconnected educational radio network is expected to be put before the Ford Foundation this week by Jack Summerfield, general manager of WVRV(FM) New York, and Jerrold Sandler, executive director of the National Educational Radio Division of the National Association of Educational Broadcasters.

The radio network proposal reportedly is similar in concept to National Educational Television's Public Broadcast Laboratory, and envisions about 50 educational radio stations interconnected on week nights for a 60-to-90 minute program. The series would stress news and commentary, but would include a cultural aspect and special-events programming.

NET has been approached as a possible parent organization, with the radio project to operate as an autonomous division. NET officials said they would "consider housing such a project," but will discuss the proposal after the Ford Foundation makes a decision on financing.

Mr. Summerfield was said to be asking for \$750,000 for noncommercial radio in April (BROADCASTING, April 8), but he did not specify a particular project.

The "public" radio network sup-

posedly would bypass the organizational problems of PBL by creating an advisory board not concerned with daily specifics. PBL's board and production staff have been openly at odds over the extent of editorial authority (BROADCASTING, May 27), a conflict yet to be resolved.

Iowa congressman gets time to answer Huntley

An Iowa congressman leveled a conflict-of-interest charge against NBC newscaster Chet Huntley last week and requested reply time to respond to a commentary broadcast on NBC Radio on May 27, in which Mr. Huntley discussed in unfavorable terms the Wholesome Meat Act of 1967.

NBC granted the request, made by Representative Neal Smith (D), and the reply is to be broadcast on NBC Radio today (June 17). In floor remarks the congressman charged that Mr. Huntley's remarks were not accurate and that he failed to disclose to his audience a financial connection with a New York meat-packing firm that had come under federal inspection on April 1 under the new law.

In addition, Mr. Smith said he had checked Mr. Huntley's charge that truck drivers in the New York area were quitting their jobs to become federal inspectors, and anticipating "fringe benefits" to flow from their power to grant or withhold federal inspection stickers. He said that none of 21 new inspectors hired in the area had been truck drivers and that if Mr. Huntley had evidence of graft he should report it to the authorities.

The congressman also complained to the FCC, which replied that it would look into the matter.

In reply, Mr. Huntley said: "Too much has been made of my relatively small and recent investment in a feed lot company."

An early morning method to physical fitness

Audience response in the early afternoon has led WTTG(TV) Washington to give Glenn Swengros his own daily show—at 7-7:15 a.m. starting July 1. For the past year Mr. Swengros has been a regular on the station's 12-2 p.m. *Panorama* program, showing viewers how to be physically fit. He is a former director of programs for the President's Council on Physical Fitness and now operates his own firm, Fitness Inc., Washington.

In April WTTG offered brochures describing exercises and also men-

tioning that Mr. Swengros would personally tailor an exercise regimen for those requesting it. The station received requests for 20,000 brochures and about 80% of the requests asked for a personalized exercise schedule for specific fitness problems.

Following that audience reaction, WTTG felt Mr. Swengros should have his own show. He will continue to make a weekly *Panorama* appearance to discuss exercise in general. WTTG also intends to syndicate the new daily exercise program.



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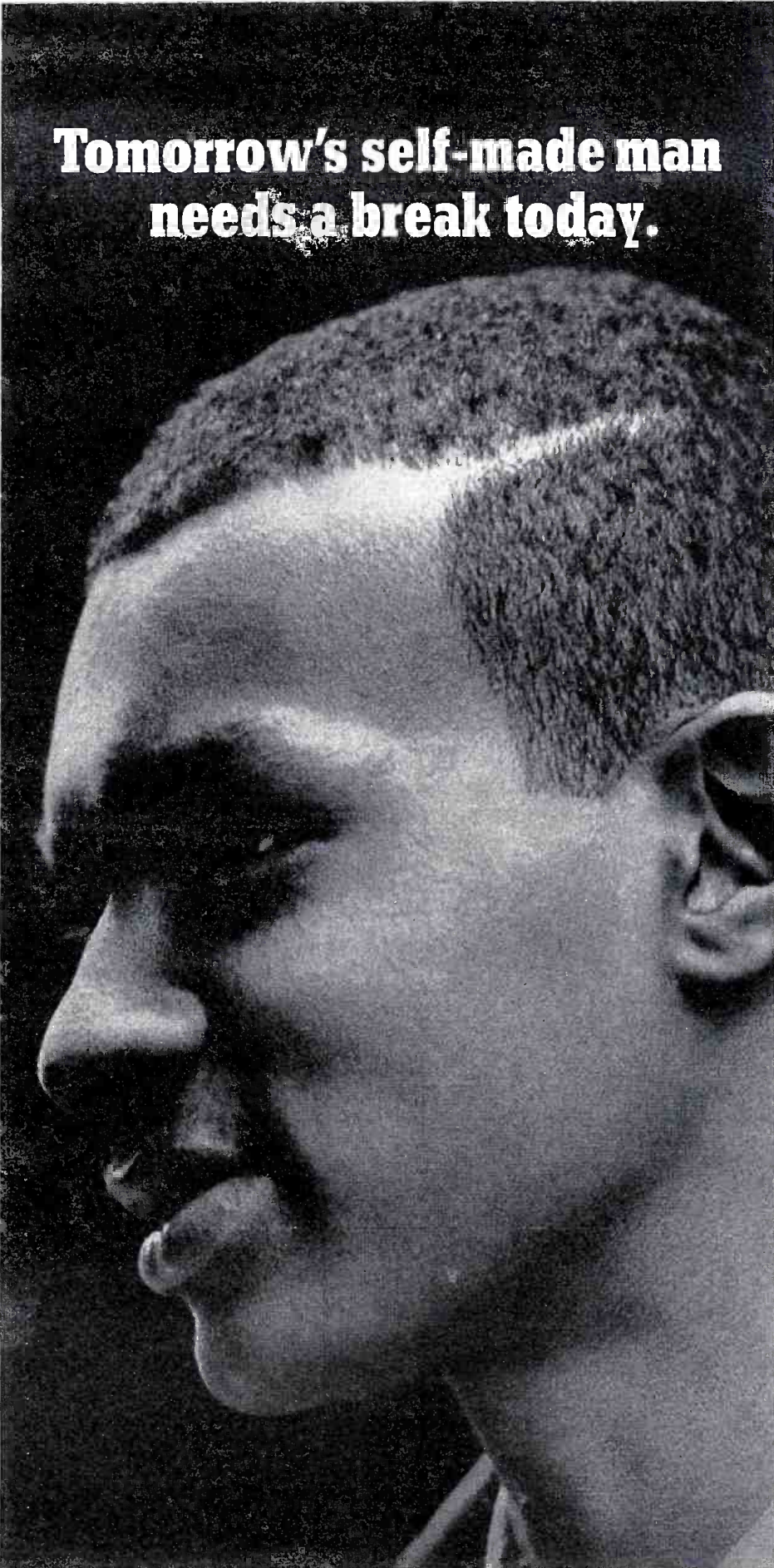
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'Hunger' rerun adds reaction

Freeman denied 'equal' time to rebut CBS charges;
Congress divided on show

A repeat showing of CBS-TV's *Hunger in America* documentary scheduled Sunday (June 16) was to include a summary of reaction both critical and laudatory, to the first telecast.

But, said CBS spokesmen last week, the inclusion of this additional material in the one-hour program (4-5 p.m. EDT) does not alter CBS's stand, as enunciated by President Frank Stanton a few weeks ago, that Secretary of Agriculture Orville L. Freeman's criticism and request for equal time to reply to the May 21 telecast were unjustified (BROADCASTING, June 3).

CBS said it was not granting an "equal" opportunity to Mr. Freeman to appear on the show. The same program, as telecast May 21, was to be shown in its entirety with an additional four-to-five minutes given to a summary of reaction to the first telecast.

A film clip of Mr. Freeman's news conference during which he roundly scored the show, charging errors in content and suppression of known evidence, may be included in the summary, CBS News officials said. In any event, they added, the summary would detail "the nature of Mr. Freeman's complaints".

Taking Commercial Time ■ The summary will be fitted into the one hour by utilizing some of the time originally used for commercials. Six minutes of commercial time were used by participating sponsors in the May 21 telecast. (CBS expected one or two one-minute participations would be sold to advertisers in yesterday's program).

Dr. Stanton had earlier sent a wire to Mr. Freeman defending the May 21 telecast as a "hard-hitting job of investigatory reporting" about a "critical and shameful national problem." Mr. Freeman had called the program "biased, one-sided and dishonest." In his telegram, Dr. Stanton said he would "make a complete study" of Mr. Freeman's charges, but said he also believed Mr. Freeman's request for time unjustified on several counts.

In Washington last week Secretary Freeman told the House Agriculture Committee he had developed a deeper awareness of poverty in America and urged a \$100-million increase in the funds authorized for the food-stamp

program. At present the law puts a ceiling of \$225 million on funds authorized for the food-stamp program. A \$100-million increase would put the dollar ceiling at \$325 million.

Asked why he had changed his position on the food-stamp funds, Mr. Freeman said he had "been in a number of tar-paper shacks where people need help" that he hadn't seen before.

Another Agriculture Department official told a House Education and Labor Committee hearing last week that food programs for the poor have been stepped up in recent months because of the publicity that millions of needy Americans suffer serious malnutrition. Rodney E. Leonard, chief of the department's marketing and consumer services, outlined the increased programs before the committee.

Program Provided Push ■ "Did *Hunger in America* stimulate you a little bit?" asked Representative Albert Quie (R-Minn.). "Yes," replied Mr. Leonard. "It always helps to be pushed."

Reaction to the May 21 telecast was still being felt on Capitol Hill last week.

Senator Charles H. Percy (R-Ill.) said the first step in resolving any critical problem is to admit its existence and accept some responsibility for its solution. He said that in response to *Hunger in America*, officials are beginning this process.

Representative Don Edwards (D-Calif.) called the CBS program "excellent" and said he could not recall another occasion when a television production has "produced such heartfelt letters from my constituents."

On the other hand, Representative O. Clark Fisher (D-Tex.) said he believed both the CBS program and a probe into the subject by the Public Broadcast Laboratory each presented "a deliberately misleading picture of the extent and severity of hunger in America."

Mr. Fisher said the CBS program left an unfair and false impression of conditions among the low-income

people in San Antonio (part of San Antonio is in his congressional district) by "exaggerating the prevalence of such conditions there." He said both the CBS and a *PBL* report ("*Hunger-American Style*") should be "thoroughly investigated in order to develop the true facts and also expose the motivations of those involved."

CBS to stick with its vote-projection system

CBS has no immediate plans for altering its method of projecting returns in voting, according to Sam Zelman, executive producer of the CBS election unit. He added that CBS is evaluating the procedures it used in its projections of the California primary contest between Senator Robert F. Kennedy and Senator Eugene McCarthy, but believes its method is basically sound.

CBS's projection drew some criticism because at one point during the California primary coverage the network projected a triumph for Senator Kennedy over Senator McCarthy of 52% to 38%. Senator Kennedy's margin proved to be 46.3% to 41.8%.

"Primaries are more difficult to project than general elections," Mr. Zelman said. "For one thing, the computers we used were smaller and less sophisticated than the ones we will use in the [national] elections. For the time being, since we are not covering any additional primaries, we don't plan to make any changes."

ABC-TV, PGA sign two-year contract

ABC-TV last week termed its new two-year contract with the Professional Golfers' Association of America "the biggest single purchase of tournament golf in television history," but refused

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McCormack boosts hope of 315 suspension

Last week the odds for House Commerce Committee consideration of Senate-passed legislation to suspend Section



Rep. McCormack

315 for presidential and vice presidential candidates brightened perceptibly when Speaker of the House John W. McCormack (D-Mass.) said he personally favors a suspension and told BROADCASTING that he intends to so inform the Commerce Committee Chairman Harley O. Staggers (D-W. Va.).

Mr. Staggers has not ruled out consideration and has even said he

doesn't oppose a suspension, but has given no sign that his committee will turn to the measure. Pressures to adjourn by the first week in August (now being taken seriously in the House) point to the need for relatively prompt action if action on a suspension is to become law before then.

Speaker McCormack expressed the need for action on the Senate resolution before the national conventions in August, but noted that it had not thus far been much delayed in the House since the Senate passage two weeks ago (BROADCASTING, June 3). He termed the measure, patterned after the 1960 suspension that permitted the Kennedy-Nixon debates, as "healthy, and conducive to the sort of serious consideration by the voters that our democratic processes require."

to divulge the cost of the pact.

The network has television rights to 10 PGA tournaments in 1969 and 10 or 11 in 1970. The contract includes the Bing Crosby National Pro-Amateur Tournament, the Andy Williams San Diego Open, the Phoenix Open, the Tournament of Champions, the Byron Nelson Classic, the Colonial Invitational, the Westchester Golf Classic, the PGA Championship and two others to be determined.

ABC-TV paid an estimated \$750,000 for a three-year contract with the U.S. Golf Association earlier this year (BROADCASTING, Jan. 15) for the U.S. Open, the Women's Open and the U.S. Men's Amateur tournaments. The network also covers the British Open.

Both the PGA and USGA have had previous contracts with ABC-TV.

Program notes . . .

Looking ahead ■ *The Courtship of Eddie's Father*, a half-hour comedy series produced for ABC-TV, will be the first pilot in production at MGM-TV for the 1969-70 season. Bill Bixby has signed to star in the series.

Mixed matches ■ A series of 26 one-hour golf shows *Golf's Mixed Team Champion*, will feature Ladies Professional Golf Association members and male celebrity golfers in 18-hole, alternate-shot competitions. Sam Denoff and Bill Persky are producing the show, to be filmed starting this summer, in association with Arnold Kane, director. William Morris Agency will handle dis-

tribution.

Full-time FM ■ WFMT(FM) Chicago, part of WGN Continental Broadcasting Co. group, expands schedule to 24-hour daily effective July 1 with addition of new midnight-6 a.m. program sponsored by Talman Federal Savings and Loan.

Urban Problems ■ *The Agony of the City*, a new 13-week series produced and distributed by the Rutgers University radio center, will be presented on some 35 stations throughout New Jersey starting June 18. The series will explore the problems of the poor, employment, hidden forms of racism, subtle pressures on people getting welfare and adequate housing for Negroes. George A. Tapper, director of the Rutgers bureau of community services, is the host for the series.

Catholic trends ■ *The New American Catholic*, an NBC News special, will be presented on NBC-TV Friday, June 21 (10-11 p.m. NYT). The special will examine the movements and trends of the Catholic Church. Guest commentators include Bishop James Shannon of Minneapolis/St. Paul; Rev. John McKenzie, professor of theology, Notre Dame, and Sister Judith Tate, Sisters for Christian Service.

Discussion of an election ■ Scanfax Corp., a licensee of NBC Merchandising, New York, has taped *The World Stops While America Holds an Election*, a panel discussion by six NBC News correspondents. The tape is being supplied without charge to educational

centers throughout the U. S. NBC participants included Pauline Frederick, United Nations correspondent; Bernard Frizell, Rome; John Rich, Tokyo; Irving R. Levine, London; Robert Goraliski, Washington, and Howard Tucker, New York.

AM joins FM service ■ "The Young Sound," CBS/FM's syndicated service, has added an AM station to its programming group. Woro Canton, Ohio, is the first standard broadcast station with no FM counterpart to join the service. Woro is a CBS Radio affiliate.

Spangler moves ■ Spangler Television Inc., New York, distributor of TV programming, has moved to new executive offices at 155 East 55th Street, New York 10022. Telephone number is (212) PLaza 8-7260.

Cooking partnership ■ Mike Roy Productions and Kristom Productions, both Hollywood, have formed a partnership to produce and syndicate a new radio series, *Mike Roy's Kitchen*. The series, already presold in some markets, will be available for distribution in September. It will be based on the format currently being used by Mr. Roy in his *Cooking News* program on KNX Los Angeles. The new show, moderated by radio personality Dennis Bracken, will run 25 minutes, five days a week, with Chef Roy answering letters and telephone calls about cooking problems. It will be produced at C. P. MacGregor Recording Studios, Los Angeles.

ETV's get \$5 million in programing grants

Fourteen noncommercial television stations and four regional educational networks last week were awarded Ford Foundation grants totaling nearly \$5 million under the Project for New Television Programming.

Most of the proposed series will be produced for broadcast in the fall, and will be available for exchange among ETV stations and networks following local showing. A large number of programs entered in the competition dealt with racial and urban problems.

Station recipients are: KLRN(TV) San Antonio, Tex., \$82,082 for 39 half-hours on Mexican-American community affairs; WGBH-TV Boston, \$750,000 for 20 hour dramas on contemporary Negro life; WVIZ-TV Cleveland, \$135,000 for weekly hours of *Cleveland Now*; KDPS-TV Des Moines, Iowa, \$248,690 for 26 three-hour children's programs; WQLN(TV) Erie, Pa., \$22,677 for 10 hours on local housing needs and urban renewal; WITF-TV Hershey, Pa., \$250,000 for 54 half-hours, nine one-hour and

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Judges for the Ford Foundation's programming grants included (l to r): David Davis, program coordinator; John Houseman, director of drama division at Juilliard School of Music; Colin Young, director of the theater and film

school, University of California at Los Angeles; Ralph Ellison, author; E. William Henry, lawyer and former FCC chairman; Vivian Henderson, president of Clark College, Atlanta; and Willie Morris, editor-in-chief of Harper's.

nine three-hour broadcasts on community issues; KUHT(TV) Houston, \$153,387 for nine half-hour and three two-hour shows on consumer education for low-income residents.

Also, WJCT(TV) Jacksonville, Fla., \$165,529 for 250 hours of news magazine treatment of local and state affairs; KCET(TV) Los Angeles, \$625,150 for 70 half-hours on life in Spanish-speaking sections of the city; WYES-TV New Orleans, \$125,637 for 156 hours on issues related to the Negro community; WNDT(TV) Newark, N. J.-New York,

\$631,000 for 39 hours of *Where It's At*—social, cultural and artistic contributions of the Negro community; WQED(TV) Pittsburgh, \$182,935 for four two-hour original dramas; KETC(TV) St. Louis, \$116,000, for 13 hours on youth topics; KQED(TV) San Francisco, \$742,900 for 260 three-quarter hours of *Newspaper of the Air*.

Networks receiving grants are the Eastern Educational Network, \$300,000 for 21 hours of public affairs and special events coverage; Georgia ETV Network, \$97,344 for 20 half-hours on

youth topics; New Hampshire ETV Network, \$181,665 for 34 hours of state and regional coverage; South Carolina ETV Network, \$186,628 for 18 half-hours on job opportunities.

Arts, humanities funds move through Congress

Congress has cleared legislation to authorize appropriations for the National Endowment for the Arts and the National Endowment for the Humanities. Both funds have been used, in part, to support educational-television program production.

In fiscal-year 1969 the arts endowment can seek appropriations of \$6 million, plus \$2 million for state art programs; an additional \$3,250,000 can be sought to match private gifts. In fiscal 1970 the arts endowment can seek \$6.5 million basic funds, plus \$2.5 million for state programs, and \$3.5 million for gift matching. Figures for the humanities endowment are: \$8 million (fiscal 1969), \$9 million (fiscal 1970). The humanities endowment is also authorized to seek a total of \$6,750,000 in both years to match private gifts.

NBC readies British import for January '69 start

Adam Strange is the 47-year-old head of a special office in London concerned with criminal affairs. Hamlyn (Ham) Gynt is a 29-year-old New Yorker who received a Rhodes Scholarship to study in England when he was 19 and never returned to America. Strange and Gynt are the modern-day counterparts of Sherlock Holmes and Dr. Watson.

For Adam Strange, who handles special problems for the British government, is an intellectual devoted to the study of criminology and penology. His digs in London contain a disarray of the latest scientific equipment, especially that used in the forensic study of criminology. These are put in to practice by Ham Gynt, who studied history, archaeology and medicine at Cambridge.

This thinking man's variation of the private eye and faithful sidekick theme is called *The Strange Report*. It's one of the first post-1969-70 fall-season projects to be bought by network TV, beginning production on July 15 and is likely to premiere in January on NBC-TV.

Three-way Project ■ *The Strange*

Report, an hour crime-suspense series, will be a triumvirate production of Arena Productions Inc., Hollywood; NBC-TV New York, and Associated Television Ltd., London. The ramifications of this unusual partnership is a series is being produced simultaneously for two markets a continent apart. ATV, which is financing the series, will be able to play episodes day-and-date with (or even before) NBC-TV.

The Strange Report is the creation of producer-writer Norman Felton. Several months ago, Mr. Felton, whose Arena Productions is in the second year of a four-year contract with NBC-TV, showed the network a 46-page written presentation of the series idea. The presentation, painstaking in its detail (i.e.: "Adam's father, Peter Strange, was a bright but personally unmotivated man; a lowly paid, not very happy science teacher in the London County Council schools until he met and married Adam's mother, a Polish painter who emigrated to England in 1919") was developed after Mr. Felton spent

some time at the Institute of Criminology in Cambridge. Basically on the strength of Mr. Felton's precise character delineations, both NBC-TV and ATV decided to participate in the project even though not a foot of film was shot.

The project's other key selling point was the signing of Anthony Quayle to play the lead role of Adam Strange. Mr. Quayle has never played a continuing role in a television series before. His co-star, in the role of Ham Gynt, is largely unknown, Lithuanian-born, Kaz Garas. The young actor, now a U. S. citizen, is one of only four Americans who will be associated with the series. The only others are Mr. Felton, as executive producer; Buzz Berger, the producer, and Ed De Blasio, one of the story editors.

NBC-TV and ATV have committed for 16 episodes in the series. Each hour episode will be filmed on a 10-day shooting schedule instead of the conventional six days. Most of the first 16 should be in the can by mid-January.

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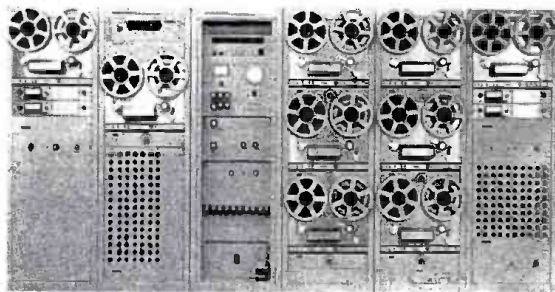
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Detroit police claim more channels needed

Detroit-area law-enforcement officials told Representative John D. Dingell (D-Mich.) last week that the 36 channels made available to police by FCC action in splitting 450-470 mc assignments would be "no help" in preventing communications problems of the sort encountered during the widespread disturbances that followed the assassination of Dr. Martin Luther King Jr.

Representative Dingell took testimony in Detroit Monday (June 10) as part of a hearing on spectrum-shortage problems faced by municipal and police users. The previous Friday the House Small Business Subcommittee on Regulatory Agencies, of which Mr. Dingell is chairman, heard witnesses in Washington from the Newark, N. J., area (BROADCASTING, June 10).

Lawmen for Detroit and nearby communities, to which disturbances had spread, and Michigan state police witnesses told of massive communications blackouts resulting in "loss of control

of personnel" during the April riots and earlier disturbances in 1967. Most severely affected, it was reported, were "handie-talkie" links to individual patrolmen, which were blanked out by higher-power equipment concentrated in tightly localized areas.

With bandwidth spillover problems causing trouble in existing assignments during conditions of high-intensity use, it was noted that a search of the 36 split channels yielded only four that would be free enough from interference and intermodulation problems to be useful in Detroit. The split channels are being contemplated for use by foot patrolmen.

Senate bill entered to require AM-FM sets

Legislation similar to that introduced in the House by Representative Alvin E. O'Konski (R-Wis.) that would require all broadcast-band radio receivers to have both AM and FM reception capability has been submitted in the Senate by Frank E. Moss (D-Utah).

The Moss bill (S. 3622) could make

additional radio service available to many people after daytime-only AM stations have gone off the air, it was noted. Senator Moss said he expected that receivers with both AM and FM tuners would no doubt be more expensive to manufacture than AM-only sets, but he said he thought that with "greater mass production some technological savings could be expected."

AFCCE offers plan for new MEOV rule

The Association of Federal Communications Consulting Engineers (AFCCE) has submitted to the FCC an alternate plan to the commission's proposed rulemaking which would replace the current MEOV (maximum expected operating value) concept.

The proposals of both the commission and AFCCE have the purpose of calculating radiation for use in determining interference, coverage and overlap of mutually prohibited contours in standard broadcast service. Whereas the proposal of the commission provides for a basic standardized method of calculation, the plan suggested by AFCCE goes further by incorporating into standardized procedures a reasonable tolerance which can be programmed for electronic computers. AFCCE feels that this will limit inaccuracies in interference calculations and location of service contours that might result from using the commission's standardized plan.

The AFCCE plan includes the use of a "calculated pattern" to determine interference and service contours. The pattern is based on single-line calculations from which over-all determinations may be derived. Use of the single-line calculated pattern, the AFCCE feels, would provide for more consistency and accuracy than methods proposed by the commission.

Many members of AFCCE feel that if a change is to be made in the existing MEOV concept, then a plan such as theirs is most desirable. After conferring with FCC engineering personnel on the proposed plan of the commission, AFCCE members concluded that the FCC methods "must be extensively modified to be compatible with existing directional arrays and to provide a reasonable approach to future directional antenna designs." AFCCE stated that the FCC proposal actually was not practical for many present directional antenna systems—particularly those designed for nighttime use.



IVC introduces \$18,500 color camera

International Video Corp., Mountain View, Calif., has marketed a broadcast version of its IVC-100 studio color camera. The three-vicon camera has an integral viewfinder, sync generator and encoder that produces NTSC-type color. The IVC-100 sells for \$12,600 in its CATV, closed-circuit and educational form. The broadcast version sells for \$18,500, a price the com-

pany claims is three times less than any broadcast color camera now in use.

Donald F. Eldridge, IVC president, said the broadcast version of IVC-100 meets all FCC requirements for colorcasting. First installation of the broadcast camera was made at KMED-TV Medford, Ore., where two of the units were used for the May 28 Oregon primary election.

FCC approves 3% rule for mutual funds

LEE DISSENTS, PUSHING FOR 10% MULTIPLE-OWNERSHIP LIMIT

The FCC, in an effort to bring the working of its multiple-ownership rules into line with the facts of modern economic life, will permit mutual funds to own up to 3% of publicly held broadcast group owners without being subject to the multiple-ownership rules. The benchmark for determining control of corporations with 50 or more stockholders has been 1% since 1953.

The commission, by a 3-to-1 vote, raised the benchmark last week in an order concluding a proceeding begun almost four years ago (BROADCASTING, Sept. 12, 1964). The new standard is limited to mutual funds disclaiming any intention to control licensee corporations. (Some 90% of the funds already make such disclaimers.) For all others with the power to vote stock, the 1% standard remains in effect.

The proceeding grew out of the commission's concern as to whether the 1% rule was out of phase with existing investment practices. For some mutual funds and other investing institutions were found to be in apparent violation of the multiple ownership rules, in that they held 1% or more of the stock in two or more companies that, together, controlled more stations in each service than the rules permit a single owner—seven AM's, seven FM's and seven TV's, no more than five of the TV's VHF's. The same problem was found in connection with the duopoly provision of the rules, which prohibits licensees from owning two stations in the same service in the same area.

Persuasive Arguments ■ The commission was persuaded to raise the benchmark for mutual funds in connection with both the seven-station and duopoly provisions of the rules largely by the argument that funds are interested in investment opportunities, not control. Thus, the commission was told, it need not be concerned in connection with mutual funds about promoting diversification of programming or preventing concentration of economic control—goals the multiple ownership rules are designed to achieve.

Another argument used by funds and broadcasters was that the 1% rule, if enforced, would lead to a drying up of the financing the broadcast industry needs in order to expand. The commission last week noted that, as of the time the record in the proceeding was closed, mutual funds had acquired over \$1 billion worth of securities in broadcast licensees or their parent companies.

However, many of those commenting

in the proceeding had urged a much higher benchmark than 3%—some recommended a figure of 25%. And Commissioner Robert E. Lee, the lone dissenter, issued a statement favoring 10% as the benchmark. Voting for the 3% standard were Chairman Rosel H. Hyde

and Commissioners Kenneth A. Cox and Nicholas Johnson. Commissioner Lee Loevinger did not participate, and Commissioners Robert T. Bartley and James J. Wadsworth were absent.

Those urging higher standards than 3% cited various statutes dealing with



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ownership using figures of 10% and higher; the Communications Act uses a 20% standard with regard to alien control of a broadcast corporation.

New Standard High Enough ■ But the commission maintained that the new standard would permit funds to make substantial investments in broadcasting. It also said that "although in other contexts, and for other purposes, other standards might be appropriate, we believe that in the field of broadcasting, where the important public interest consideration of preserving diversity of programming and service viewpoints attaches, special caution is warranted."

The caution the commission is exercising is underlined by the statement that if a mutual fund exercises control over the management of a station the fund's interests in the station, even if less than 3%, will be taken into consideration in applying the multiple-ownership rules.

And in setting the 3% figure, the commission said it will apply it not only to the broadcast holdings of a single fund but to the aggregate of broadcast holdings in a group of funds under a common manager.

This will require divestiture by three groups of funds—the Keystone, Investors, and United. Seven other groups also would have had to divest if the commission had stuck to the 1% stand-

ard—Fidelity, Putnam, Massachusetts, TV Electronics, Diversified, Commonwealth and Scudder.

Two-Year Surveillance ■ The commission, noting that its information on mutual funds holdings is limited, said it will keep such ownership under close surveillance for two years. At the end of that time, it will expect all parties owning more stock than that permitted by the new rules to sell off the excess.

Otherwise, the commission said, it will "take whatever action appears appropriate in the circumstances, including any necessary steps aimed at divestiture." The commission maintained it has the authority to require such divestiture by nonlicensee stockholders of broadcast properties if their holdings are in violation of the multiple-ownership rules.

A situation to which the commission will give special treatment is that involving mutual-fund ownership of insurance companies which in turn own voting stock of a corporate broadcast licensee. The commission said it will treat a portfolio insurance company as a licensee if it owns 50% or more of a broadcast licensee. Thus, a fund holding 2% or more of the stock of a company owning 50% or more a licensee would be considered the owner of 2% of the licensee, for purposes of the multiple-ownership rules.

A fund's interest in an insurance company won't be considered under the rules if the company owns less than 50% of a licensee, unless the officers or directors of the licensee are representatives of the fund or the insurance company.

Other Changes ■ The commission amended its rules in other ways to bring them in line with business practices. The new rules provide that the party voting the stock of a licensee corporation will be considered the owner of the stock, whether the party is the owner of record. Thus, there will be no limit on the amount of stock that banks may hold for mutual funds through nominees or that brokerage houses may hold for customers.

But the commission, noting that publicly owned permittees and licensees have generally not been submitting the required information on beneficial ownership, said it will strictly enforce the reporting requirements in the rules. And it issued a public notice notifying licensees that they must report complete ownership information or explain why such information has not been submitted.

Commissioner Lee, in arguing for a benchmark of 10%, said that the standard decided on by the commission discriminates against smaller broadcast companies. He said a mutual fund

would be free to invest in a major corporation, like General Electric or Westinghouse, without practical concern about exceeding the 3% limit. But the same would not be true in the case of a small or medium-sized company, he said.

The commissioner also said the 3% standard could have the "more drastic result" of causing the withdrawal of mutual fund investment money from the broadcast industry. "Because of a low benchmark which would create undue administrative burdens," he said, "it would no longer be feasible for the fund managers to maintain a staff familiar with the broadcast industry and its investment opportunities."

The commission, he said, should not set a standard that would adversely affect the existence and growth of the broadcast industry without "a compelling showing of need based on realistic application of the concepts of corporate control and concentration of media." He said the "arbitrary 3% presumption is no better than the former 1% presumption."

Cox gets control of trade monthly

Cox Broadcasting Corp., Atlanta, last week announced the acquisition of an 80% interest in a monthly tabloid publication, *Industrial Machinery News*, Detroit, and its direct mail services, for about \$1 million.

IMN is Cox's fourth acquisition in the publishing field in the last two years. The first was United Technical Publications (trade journals and catalogs in electronics and office equipment fields) in January 1966. UTP then bought Retirement Advisors Inc. (booklets and newsletters) in September 1966, and National Auto Research Publications Inc. (appraisal guides) in June 1967.

IMN will become part of United Technical Publications and will continue under present management, headed by Samuel Schiff, who retains a 20% interest.

USCC in leasing agreement with SSC

Systems Capital Corp., Philadelphia, announced last week it has arranged a \$7 million leasing program for U. S. Communications Corp., a group owner and a subsidiary of AVC Corp.

An SCC spokesman said the program will cover studio and transmitting facilities for USCC's six UHF TV outlets either on the air or planned for the fu-

Free Trial

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Dear Brain:

Please send me the BRAIN for 13 weeks (no obligation). If we like what we receive we shall continue it (till forbidden) for \$2.00 per week, to be billed every 13 weeks. Otherwise we shall notify you at the end of 13 weeks and there will be no charge for the trial period.

STATION _____

ADDRESS _____

CITY _____

AUTHORIZED _____

TITLE _____

Mail to:

Brain Radio
Box 875
Lubbock, Tex. 79408

ture. He added that facilities leasing represents a "new concept in communications financing," permitting stations to acquire the maximum equipment at minimal cost.

SCC arranges discount leasing programs in the community antenna, data processing, aircraft, and machine tools industries as well as in broadcasting.

USCC stations are WPHL-TV Philadelphia and KEMO-TV San Francisco, both operating, and WBMO-TV Atlanta, wsco-TV Newport, Ky.-Cincinnati, KJDO-TV Rosenberg-Houston, and WECO-TV Pittsburgh, in CP status. All are UHF's. Parent AVC Corp. also holds an option to purchase a substantial block of stock in WCIX-TV Miami, for which it advanced to the station \$500,000 as a loan.

CBS plans to buy textbook publisher

CBS Inc. will purchase the W. B. Saunders Co., Philadelphia medical textbook publisher, under an agreement announced last week.

The transaction is subject to approval by the shareholders of Saunders, which is a privately owned firm. The acquisition involves the exchange of 1,071,428 shares of CBS common stock for Saunders' assets. Bid price for CBS common on the date of the agreement was \$56 per share, representing a total market value of \$60 million.

Saunders, which had net earnings of more than \$15 million in 1967, will operate as a division of the CBS/Holt Group, which is the publishing and educational-services organization within CBS. The network acquired the New York publishing house Holt, Rinehart and Winston Inc., last year.

Saunders publishes books used in the medical, dental, nursing and veterinary professions; textbooks used in medical schools and colleges, a series of medical journals, titled *Clinics*, and is now publishing a textbook on physical science for use at the college level. It employs 500 people and has a publishing plant in Cherry Hill, N. J.

ABC modifies plan for financing

ABC last week announced it was going ahead with a slightly modified version of a once-postponed financing plan involving the issue of convertible subordinated debentures.

ABC President Leonard Goldenson said the corporation plans to file with the Securities and Exchange Commis-

sion an amendment to its pending registration statement to cover \$50 million of 25-year convertible subordinated debentures due July 1, 1993.

Earlier this year, ABC registered a \$75-million debenture offering with the SEC, but the plan was later shelved because of what corporate officials called "unsettled market conditions" [BROADCASTING, Feb. 26 et seq.]. The original issue was to have been offered to the public; the issue announced last week will be offered only to ABC stockholders.

ABC directors, Mr. Goldenson said, last week approved the new plan which calls for subscription to holders of common stock at the rate of \$100 principal amount of debentures for each 10 shares held.

ABC anticipates that the record date for determining the holders of common stock entitled to receive subscription rights will be June 28 and that interest rate and conversion price will be set at that time. It is also expected that the offer to stockholders will expire at the close of business on July 15, 1968.

The subscription offer will be underwritten by a group of investment firms headed by Lehman Brothers, New York.

The modified convertible debenture offering is the third plan advanced in recent weeks by ABC management to meet corporate capital requirements. At ABC's annual meeting held in New York last month, stockholders approved authorization of two million shares of preferred stock and an increase to 10 million in the number of authorized shares of common stock. ABC management at the time also announced a deferred financing plan for feature films scheduled for use on TV [BROADCASTING, May 27].

MCA sets redemption date

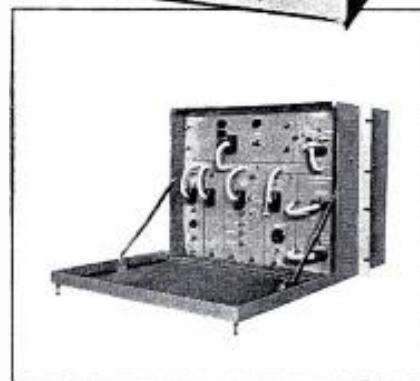
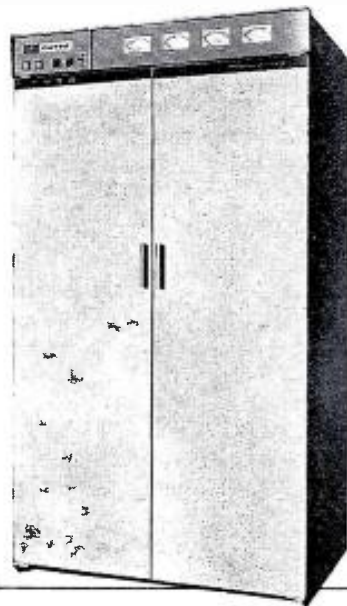
All outstanding shares of the \$1.50 convertible preferred stock of MCA Inc. are being called for redemption on July 15, at \$32 per share plus accrued dividend from July 1, of 6¼ cents per share, it was announced last week.

Through July 10 each share of preferred stock may be converted into three-fourths of a share of the company's recently split common stock. The Chase Manhattan Bank, New York, is the redemption and conversion agent.

ABC sells off its share

Madison Square Garden Corp., a 50% owner of MSG-ABC Productions Inc., has agreed to acquire ABC's 50% interest for an undisclosed amount of Madison Square Garden common stock. MSG-ABC had revenues close to \$14

What FM transmitter power do you need?



Gates has the most complete line of FM transmitters in the industry. From 10 watts to 40,000 watts. All with a 100% solid-state exciter employing DCFM (direct carrier frequency modulation) where modulation occurs at carrier frequency.

The TE-1 exciter is the heart of all H series transmitters — one tube (1kW), two tube (3, 5 and 10kW), and three tube (20kW). All FCC-type accepted, ready for prompt shipment. Tell us the power you need and ask for data on our FM antennas. Write, or phone (217) 222-8202 today.

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GATES RADIO COMPANY
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A subsidiary of Harris-Intertype Corporation

million for the year ended May 31. The production company's name will be changed to Holiday on Ice Productions and will be operated as a consolidated subsidiary. MSG-ABC owns 80% of Holiday on Ice, a group of five touring ice shows. The company also promoted a 14-week tour of the Moscow State Circus last year.

Company reports . . .

The Outlet Co., Providence, R.I., department-store owner and group broadcaster with CATV holdings, reported substantial increases in revenues and net earnings for the first quarter of 1968 ended April 30:

	1968*	1967
Earned per share	\$0.23	\$0.17
Revenues	13,040,398	11,558,270
Net earnings	301,267	209,114
Average number of shares outstanding	1,184,032	1,039,515

*Includes operating results of KSAT-TV San Antonio, Tex., which Outlet acquired last November for \$10.5 million (BROADCASTING, November 7, 1967).

Rollins Inc., Atlanta, a diversified company with multiple broadcast holdings, reported healthy increases in

revenues and net earnings for the year ended April 30:

	1968	1967
Earned per share	\$1.78	\$1.31
Revenues	95,979,100	87,556,736
Net earnings	7,140,141	5,264,131

H & B American Corp., Beverly Hills, Calif.-based multiple CATV owner, reported increases in revenues and net income for the nine-month period ended April 30:

	1968*	1967
Earned per share	\$0.21	\$0.15
Gross income	851,196	592,866
Net income	609,696	452,616

*Above figures reflect recent acquisition on a pooling basis of four CATV systems in western Montana serving about 5,000 subscribers, but does not include the company's May 1 acquisition on a pooling-of-interests basis of the Yucca Valley, Calif. CATV system serving 3,200 subscribers.

Financial notes . . .

■ Cox Broadcasting Corp., Atlanta, declared a regular quarterly dividend of 12½ cents a share on common stock, payable July 15 to stockholders of record June 21.

■ United Artists Corp. reports that its board of directors has declared a quar-

terly cash dividend of 25 cents per share on its common stock. It is payable July 24, 1968, to stockholders of record at the close of business on July 10, 1968.

■ RCA directors declared a quarterly dividend of 25 cents a share on common stock June 5, payable on Aug. 1 to holders of record June 17. Other declared dividends were 87½ cents a share on cumulative first preferred stock and \$1 per share on cumulative convertible series first preferred stock, payable Oct. 1 to holders of record Sept. 13.

■ Industrial Electronic Hardware Corp., New York, manufacturer of a connector line for the electronics industry, announced a 28% drop in sales for the fiscal year ended March 29. The operating loss of \$316,511, or 30½ cents per share, compares with a 1967 fiscal year income of \$412,897, or 50 cents per share. Bernard Offerman, chairman of the board, cited lack of demand for components by the television industry for the sales drop.

FANFARE

Electography explains station's potential

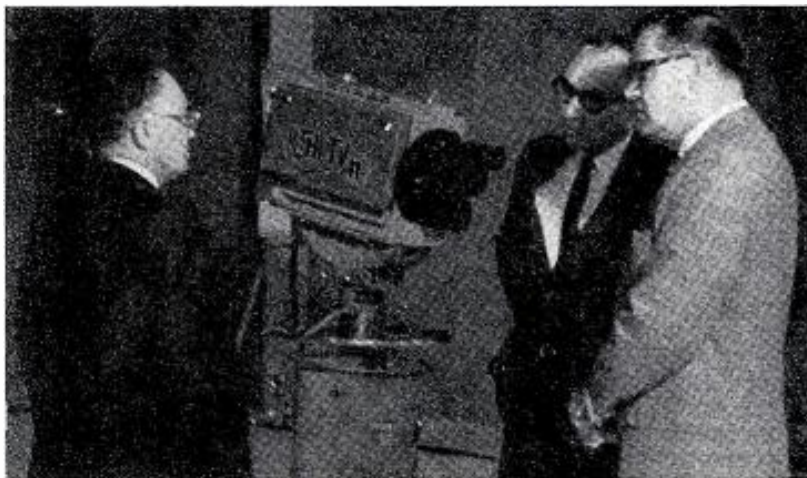
Looking for a new angle to pull merchants and advertising men into your TV station for a half-day of orientation? KTHI-TV Fargo-Grand Forks, N. D., grabbed this select group's attention through a display of 3M Co.'s "Electography."

Harry Goodwin, the station's manager, decided that the "over-all electronic photography and video-tape capability of our operation" would be the seminar's focus. He called 3M in St. Paul to arrange for a rep-

resentative to show an Electography tape as part of the presentation.

The result, Mr. Goodwin reported, was that many local merchants "found out that they have a first-class production facility right on their doorstep and that we can and do produce local commercials."

"Many came to see what Electography was all about," he added, and "found out it was the capability that we've been trying to sell them for over a year."



KTHI-TV Station Manager Harry E. Goodwin (c) and William P. Dix Jr. (r), vice president of Fuqua Indus-

tries which owns station, answer a local merchant's question on commercial production.

NBC to show promotion plans to affiliates

Plans for advertising, promotion and publicity in support of NBC-TV's 1968-69 season will be outlined for promotion managers of network-affiliated stations at meetings in New York and Los Angeles on June 18 and 21, respectively.

Chairman of the meetings will be Robert D. Kasmire, vice president, corporate information. Speakers will be Sydney H. Eiges, vice president, public information; M. S. (Bud) Rukeyser Jr., vice president, press and publicity; John Scuoppo, vice president, promotion; Gerald E. Rowe, vice president, advertising; David Bellin, director, advertising, and Raymond C. Johnson, manager, station advertising.

ABC promotion meeting underway in Los Angeles

The annual meeting of promotion managers of ABC-TV's primary affiliate stations is being held (June 16-19) in Los Angeles at the Beverly Hilton hotel. Elton H. Rule, president of ABC-TV, heads the list of network executives in attendance. The meeting, which is concentrating on plans for publicity, advertising and promotion of the 1968-69 ABC-TV schedule, is being con-

ducted by Donald Foley, vice president, advertising and promotion, broadcast division, and Ellis O. Moore, vice president, press relations.

Drumbeats . . .

TWA contest ■ Trans World Airlines' will sponsor its 31st annual writing and picture competition for entries on commercial aviation or air travel published or broadcast in the U. S. in the full year after Sept. 15, 1967. Winners in the 10 categories, divided into four classes—newspaper, magazine, radio & television, and photographic—each receive \$100, with an extra \$100 going to the sweepstakes winner in each class. Information on the contest is available at TWA public relations offices or district sales offices.

Help to festival ■ WCAU-TV Philadelphia has agreed to furnish technical assistance for a closed-circuit idephor television projection at the summer Philadelphia Music Festival in John F. Kennedy Stadium. As a public service, the station will supply two cameras and technical equipment to feed simultaneous transmission to Theatre Network Television Inc. equipment for projection onto a large screen for "close-up" viewing by the audience. The cost of the technical staff earlier threatened to eliminate plans for the projection.

Youth promotion ■ Foote, Cone & Belding and Leo Burnett Co. have combined talents to produce a public service campaign for the city of Chicago designed to stimulate youth participation in summer recreational, educational and work programs. Basic media are radio-TV, including the new single record "Reach Out" based on the musical theme of the commercials. The record was produced by Chess Records, affiliate of wvov Chicago. President's Council on Youth Opportunity is using Chicago promotion to help stimulate similar campaigns elsewhere.

Part-Angel ■ An essay contest now underway by wcfL Chicago on the subject of theatrical production will give the winner part interest in the new Broadway play, "Hey, Everybody." Local theater and newspapers also tie in to the contest which also gives the winner a trip to New York for show opening events. Also participating in the promotion is Embassy Pictures, distributor of the comedy film, "The Producers."

TvQ plans award ■ Home Testing Institute/TvQ Inc., Manhasset, L. I., has created a "Crystal Q" award to be given for the "most creative use of TvQ data

in solving a television problem," according to Henry Brenner, president. The first award will be made for the 1968-69 season. Mr. Brenner said a panel of leading industry executives will select the winner. Home Testing Institute/TvQ Inc., founded in 1953, is a subsidiary of Computer Applications Inc.

'Hunger' on film ■ Carousel Films Inc., New York, is handling the 16mm distribution of CBS Reports' study *Hunger in America*. The documentary, rec-

ommended for nontheatrical and educational distribution, tells the factual story of 10 million Americans who go hungry every day. *Hunger* was originally shown on CBS-TV May 21 and repeated June 16.

Keeping up with NEA ■ The National Education Association will provide continuous recorded news of its activities during the NEA national convention July 1-7 in Dallas. Stations may place phone calls around the clock to 214-742-4406.

“Background music sales up 80% in six months with Seeburg”

ROBERT RATCLIFF

Executive V.P., Manager, Station WKPT, Kingsport, Tenn.

And that's not all. Bob Ratcliff has been in the Multiplex background music business since 1961. According to Bob, he has tried everything there is to try in tapes. Never satisfied, with the difficulties in programming, limitations in selections, and the common problems which are inherent in tapes, this seasoned station manager decided that there must be an easier way, and called Seeburg.

In only six months Bob's background music business is up 80%.

He adds these comments about Seeburg.

- Easiest installation I ever made.
- Maintenance down to a minimum.
- Reduced customer complaints by 90%.
- Programming is a snap.
- Seeburg sound sells easier.

Write your own success story. Contact Mr. Hards at Seeburg to find out how you can increase your profits in the background music market. Find out about a fully protected Seeburg franchise for the easiest-to-sell background music in the world.

Write: Seeburg Music Library, Inc., 1500 North Dayton St., Chicago, Illinois 60622.

 **SEEBURG** Serving America Musically Since 1902

BROADCAST ADVERTISING

Harry Friedwald, account executive; Howard C. Imhoff Jr., executive art director; Andrew J. Quinn, production manager; Stanley Rygor, account executive; Rudy C. Wahlig, media director; Dennis Webster, creative group supervisor, and Alfred Willard, graphics director, all with Doremus & Co., New York, elected VP's.

William H. Gage, VP, Campbell-Ewald Co., Detroit, also appointed account supervisor. Charles S. Brandt, General Electric account executive, appointed account supervisor.

Louis H. Bennit, director of marketing, media and research for MacManus, John & Adams, Bloomfield Hills, Mich., elected VP.

Edward L. Lubin, local sales manager for KQV Pittsburgh, named national sales manager for KHJ-AM-FM Los Angeles.

Richard J. Kelliher, manager in Chicago of Metro Radio Sales, division of Metromedia, named VP, special projects.

T. Thomas Primavera, WCAU Philadelphia, named general sales manager, succeeding Eugene C. Litt, resigned. John R. Mahoney, regional sales manager, WCAU-TV, appointed manager of retail sales.

M. Joel Suffield, account executive, WMAL-TV Washington, appointed sales promotion and development manager.

Milton Melinger, account executive, Radio Advertising Representatives, New

York, joins WBZ Boston as sales manager.

George Dyer, senior VP, Byer & Bowman Advertising Agency, Columbus, Ohio, joins Kircher, Helton & Collett, Dayton, Ohio, as special assistant to president.

Arthur Kramer and Arthur L. Richmond, both associate creative supervisors, J. Walter Thompson Co., New York, elected VP's.

Gerald Griffin, controller, Robert E. Eastman & Co., New York, named treasurer, succeeding Joseph Madden, resigned.

Selden B. Clark, account supervisor, N. W. Ayer & Son, elected VP.

Richard V. Noble, from WOOK-WFAN-TV Washington, joins WEBB Baltimore as general sales manager.

Robert Johnston, special projects supervisor, WTMJ-TV Milwaukee, appointed assistant sales manager.

Howard Parkus, sales manager, WJBI (FM) Cincinnati, joins WTTD Toledo, Ohio, as regional sales manager.

A. B. W. Anderson, brand manager, Shulton Inc., New York, appointed director of brand management for cosmetic and toiletries division.

Paul F. Droege, with MacManus, John & Adams, Bloomfield Hills, Mich., joins Ad/Venture Inc., Detroit, as general manager.

Paul N. Mulcahy, advertising manager, soups, Campbell Soup Co., Camden, N. J., appointed marketing manager, Franco-American products.

Rodney S. Sewell, account executive, The Marschalk Co., New York, joins The Zakin Co. agency there as media supervisor.

Peter Basch, photographer, joins Nova Media Inc., New York, as creative director of TV commercial department.

Vincent Liccadi, advertising and publicity manager, Allied Artist Pictures, New York, joins Paramount Pictures, that city, as advertising manager.

Sharon Burke, with media department for Foote, Cone & Belding, San Francisco, appointed media supervisor for Dancer-Fitzgerald-Sample, that city.

George E. Morgan, group marketing manager for Liggett & Myers Tobacco Co., New York, joins Lake-Spiro-Shurman Inc., Memphis, as account supervisor.

MEDIA

Robert James Gold, executive VP of Hildreth Radio and Television Network,

Bangor, Me., joins Chandler Broadcasting Inc., Portland, Me., as VP and general manager, in charge of WJAB Westbrook, Me., and WBRL Berlin and WNCL Newport, both New Hampshire.

Robert H. Boulware, named executive director of the International Radio & Television Society. He had served as Media executive with Papert, Koenig, Lois and earlier was with Bryan Houston; Fletcher Richards, Calkins & Holden and McManus, John and Adams. He succeeds Lawrence W. Bruff, who resigned (BROADCASTING, May 13).

Richard A. Ridilla, assistant VP and manager of marketing and services research for Seattle-First National Bank, named director of research and planning for King Broadcasting Co., Seattle.

Wesley Swint, P. Ballantine & Sons, Newark, N. J., joins WCBS-TV New York as administrator of special projects, community services department.

Bernard Morse, sales manager of Teleprompter Manhattan CATV Corp., New York, named manager of special projects. Douglas MacDonald, assistant sales manager, succeeds Mr. Morse.

Donald W. Hansen, KBIL Liberty, Mo., joins KWHK Hutchinson, Kan., as assistant manager.

PROGRAMING

William E. Lovering joins Magna Film Productions Inc., Boston, as general manager.

Howard Rayfiel, resident counsel for Desilu Productions prior to its acquisition by Gulf & Western Industries, named VP, business affairs, for Lucille Ball Productions, Hollywood.

Cliff Palmeter, assistant post-production supervisor for Desilu Productions, Hollywood, named feature coordinator for Paramount Television syndication division, Hollywood. Mike Policare, director of technical operations for National Telefilm Associates, Beverly Hills, Calif., named assistant feature coordinator for Paramount Television syndication.

Juan Angel Bras, with WNJU-TV Linden-Newark, N. J., appointed director of programing, succeeding Jose Ignacio Lanza, named executive producer.

Joe Kelly, operations manager and program director, WQXI Atlanta, joins WCBM-AM-FM Baltimore as program manager. Bob Todd, promotion and music director, succeeds Mr. Kelly.

Paul Alter resigns as VP of McArthur Productions and as producer-director of its *Treasure Isle* on ABC-TV. He will develop TV and theatrical

Walker leaves Collins

A. Prose Walker, Washington, has resigned as manager of broadcast and general communications of Collins Radio. He will announce future plans "after Labor Day". Earlier he had been with FCC for 13 years, much of it as chief of allocations branch, and then



Mr. Walker

was director of engineering of National Association of Broadcasters in Washington for eight years. Mr. Walker had been with Collins for past seven years in various engineering executive capacities, winding up with assignment in Washington.

properties in New York.

Alan Lubell, with Dancer-Fitzgerald-Sample, New York, joins TVS television sports network there as sales manager and executive assistant to president.

Bill Davis, with WRC-TV Washington, joins Logos Television Productions, Arlington, Va., as production facilities manager. **Harold Smullian**, with Ogilvy & Mather, New York, joins Logos as producer-director.

Jim Thomson, southwestern regional manager, Warner Bros.-Seven Arts, joins ABC Films domestic sales division, Atlanta, as southern division manager.

NEWS

Cliff McDowell, general manager, UPI Newspictures, New York, elected VP of UPI. **Harold Blumenfeld**, executive Newspictures editor, UPI, New York, named to new post of director of special projects.

Philip Cogswell, WHDH-TV Boston, joins WNAC-TV there as evening news editor.

Len Schlosser, consultant for Mrs. America Pageant, Chicago, appointed public affairs director for KPIX(TV) San Francisco.

John W. Nelson appointed news director for WVOX-AM-FM New Rochelle, N. Y.

Paul Hornung, pro football star, joins WBBM-AM-TV Chicago as sportscaster.

Dr. Ruby Bell Yaryan, head of communication research division of communications office for research and teaching at University of California, joins news department of KING-AM-FM-TV Seattle, as research assistant.

FANFARE

Ron Fagan, with KFRE-AM-FM-TV Fresno, Calif., joins KJEO(TV), that city, as promotion and merchandising manager.

Henry E. Cunningham Jr., Kaiser Aluminum & Chemical Corp., Oakland, Calif., named manager of public relations and communications, Kaiser Industries Corp., Washington.

John L. Normoyle, executive VP of Compass IV Public Relations, Chicago, appointed director of press informa-

tion for Bonsib/Public Relations, Fort Wayne, Ind.

Terje Thoresen, advertising director, J. C. Penney Co., Nashville, joins WSM-TV, that city, as promotion manager.

David S. Sutton, sales manager, WCSJ Morris, Ill., joins Noyes, Moran & Co., Downers Grove, Ill., as executive VP. **Paul Chasteen**, account executive, WCSJ, succeeds Mr. Sutton.

EQUIPMENT & ENGINEERING



Mr. Hunt

Clyde M. Hunt, VP for engineering of Post-Newsweek Stations (WTOP-AM-FM-TV Washington and WJXT(TV) Jacksonville, Fla.) retires July 1 after 42 years in broadcasting. Mr. Hunt began work in Washington in 1926 as radio service technician and electrician, joining WJSV (now WTOP) in 1932. He played major role in creating all present technical and physical facilities of Post-Newsweek Stations. He was in charge of technical aspects of presidential broadcasts on CBS during Hoover, Roosevelt and Truman administrations.

Jack A. Pegler, co-founder and director of Television Zoomar Co., Stamford, Conn., retires. Prior to his association with Zoomar in 1947, Mr. Pegler was with Jerry Fairbanks Productions and Lord & Thomas ad agency, New York. No future plans announced.



Mr. Haase

Allen P. Haase, manager of advanced projects, major color television department, General Electric Co., Schenectady, N. Y., appointed manager of advanced engineering projects, visual communication products department.

John A. Leonard, contract supervisor for General Precision Systems Inc., Tarrytown, N. Y., joins Philips Broadcast Equipment Corp., Paramus, N. J., as contract administrator.

Raymond W. Start, with Altec Lansing, Anaheim, Calif., appointed regional sales manager for Texas, New Mexico, Oklahoma and southern Louisiana with headquarters in Richardson, Tex.

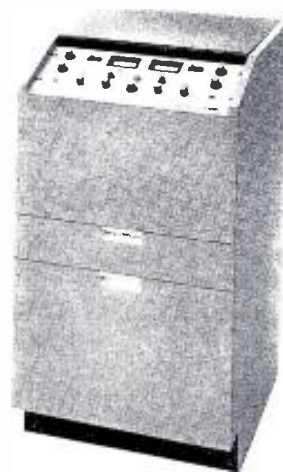
Kenneth M. Mason, Eastman Kodak Co., named financial VP of Society of Motion Picture and Television Engineers, succeeding **Joseph T. Dougherty**, duPont, who resigns.

ALLIED FIELDS

Nadav Kennan, research director of American Chicle Co., Morris Plains,

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Graham Junior College (founded as Cambridge School). 632 Beacon Street. Boston, Mass. 02215

N. J., joins Lieberman Research Inc., New York as VP and research associate.

INTERNATIONAL

John E. Reinhardt, deputy assistant director of U. S. Information Agency for East Asia and Pacific, appointed assistant director of USIA for Africa. Mr. Reinhardt succeeds **Mark Lewis**, who will attend senior seminar at Foreign Service Institute.

Richard E. Butler, deputy assistant director-general of Australian Post Office, elected deputy secretary-general of International Telecommunication Union, Geneva. Mr. Butler succeeds **M. Mili** of Tunisia, who has become acting secretary-general following death last year of Dr. M. B. Sarwate of India.

Marcel Ouimet, VP and general manager, network broadcaster, French, for Canadian Broadcasting Corp., Ottawa, named VP. programing. He will direct policies affecting program production in CBC's English-language and French-language domestic services, as well as network's international service.

Vincent Miller, with American Forces

Network, Europe, appointed chief of network production in Frankfurt, Germany.

Jack Marsh, with WRC-TV Washington, joins NBC International Television project in Saudi Arabia as engineer. He will be stationed at Buraydah.

DEATHS

Maitland L. Jordan, 50, VP, television sales of Fisher's Blend Stations Inc. and general sales manager of KOMO-TV, both Seattle, died June 8 following brief illness. Mr. Jordan is survived by his wife, May, and two sons.

Allen Jay Marsh, 71, VP of Radio-TV Reports, New York, died of heart attack June 5 in Southampton, N. Y., hospital. Mr. Marsh retired in 1960 from CBS as director of network program sales. He had been with CBS for 38 years. He became VP of Radio TV Reports five years ago. He is survived by his wife, Frances.

Robert A. Oliver, 38, program and operations manager of WITI-TV Milwaukee, died June 7 following long illness. He is survived by his wife, Eileen, and

four children.

Robert Dickinson Mockler, 58, with William Esty Co., New York, died June 9 in Northern Westchester hospital, Mount Kisco, N. Y. He is survived by his wife, Gretchen, daughter and son.

Charles Falke, 54, news announcer for WPAT Paterson, N. J., died June 5 in Brooklyn hospital in New York. His professional name was Bob Farrall. He is survived by his wife Elizabeth, son and four daughters.

Dan Duryea, 61, veteran movie, stage and television character actor, last seen in part of Eddie Jacks in ABC-TV's *Peyton Place* series, died of cancer June 7. Mr. Duryea played soldier of fortune in title role of *China Smith*, TV series produced in early years of medium and still in syndication. Mr. Duryea is survived by two sons, Peter and Richard.

Arthur J. Reilly, 77, Washington radio commentator and newsman during 1930's and in Indianapolis and Cincinnati in 1940's, died June 10 in Little Sisters of the Poor home, Washington. He is survived by one son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 5 through June 12 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

■ FCC denied application by Chicagoland TV Co. for review of review board decision granting CP for new Chicago television station to Chicago Federation of Labor and Industrial Union Council (Docs. 15668-15708). Action June 5.

■ FCC denied petition by Big Ten Corp. for reconsideration of grant of ch. 26, Houston, to Crest Broadcasting Co. Grant was made in initial decision that became effective March 11.

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle in initial decision awarded a CP to Minshall Broadcasting Co. for ch. 20, Gainesville, Fla. Unless appealed or reviewed by commission it will become effective. University City Television Cable Co., operator of CATV system in Gainesville, had also applied. Action June 10.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on June 7 in Utica, N. Y. (Rust Craft Broadcasting Co., P. H. Inc., and Roy H. Park Broadcasting Inc.) TV ch. 20 proceeding, with consent of applicants, and without objection from Broadcast Bureau, ordered certain procedural changes and continued hearing from July 9 to August 6 (Docs. 17932-4).

■ Hearing Examiner Forest L. McClenning on June 5 in Jacksonville, Fla. (Florida Georgia Television Co., Community First Corp., New Horizons Telecasting Co. and Florida Gateway Television Co.) TV proceeding, on examiner's own motion, scheduled further prehearing conference for June 19 (Docs. 10834, 17582-4).

■ Hearing Examiner Forest L. McClenning on June 6 in Jacksonville and Miami, both Florida and Asheville, N. C. (Florida-Georgia TV Co., Community First Corp., The New Horizons Telecasting Co., Florida Gateway TV Co., Wometco Enterprises Inc., and Wometco Skyway Broadcasting Co.) TV proceeding, on examiner's own motion, ordered further prehearing conference for June 19 (Docs. 10834, 17582-5, 18185-6).

RULEMAKING ACTION

■ FCC assigned ch. 19 to Jacksonville, N.C. for commercial use following rulemaking proceeding.

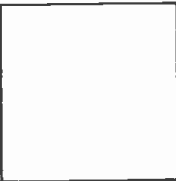
Existing TV stations

FINAL ACTIONS

WCWB-TV Macon, Ga.—Broadcast Bureau granted mod. of CP to change ERP 692 kw vis., 138 aur., trans. location to 4.6 miles south of Lanier Heights, type trans., type ant., ant. structure, ant. system increase ant. height to 780 ft. and mod. of CP to extend completion date to Dec. 10. Action June 10.

WKHA-TV Hazard, Ky.—Broadcast Bureau granted mod. of CP to change ERP to 417 kw vis., 83.2 kw aur., move trans. and ant. to approximate 1000 ft. from site previously authorized, change type trans., type ant., ant. height 1260 ft., specify studio location at Cooper Drive, Lexington. Action June 6.

WKHM-TV Jackson, Mich.—Broadcast Bureau granted mod. of CP to change ERP to

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	Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242 West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164 Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 11, 1968

	ON AIR		TOTAL		NOT	
	Licensed	CP's	ON AIR	ON AIR	CP'S	TOTAL
						Authorized
Commercial AM	4,182 ¹	16	4,198 ¹	93		4,291 ¹
Commercial FM	1,805	39	1,844	239		2,083
Commercial TV-VHF	496 ²	9	505 ²	13		518 ²
Commercial TV-UHF	118 ²	32	149 ²	163		313 ²
Educational FM	334	11	345	33		378
Educational TV-VHF	68	6	74	3		77
Educational TV-UHF	55	27	82	28		110

STATION BOXSCORE

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.

1084 kw vis., 214 kw aur., trans. location to west side of Cochran Road, 0.4 mile north of intersection with West Baseline Road (about 9 miles south of Charlotte): near Charlotte, Mich., change ant. structure, increase ant. height to 1050 ft.; condition and mod. of CP to extend completion date to Dec. 12. Action June 7.

WTCI(TV) Chattanooga—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 7. Action June 7.

KTXS-TV Sweetwater, Tex.—Broadcast Bureau granted CP to install an auxiliary trans. and ant. Action June 10.

■ Broadcast Bureau granted mod. of CPs to extend completion dates for the following stations: KNX Los Angeles, to Sept. 30; WWLP(TV) Springfield, Mass. to Dec. 11; WPTZ(TV) North Pole, N. Y. to Dec. 11; WEEP Pittsburgh to Oct. 15; KRME, Hondo, Tex. to Dec. 15; WKOW-TV Madison, Wisc. (Main trans. and ant.) to Dec. 11. Action June 11.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on June 7 in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity Television Inc.) TV proceeding, upon oral request of parties, continued hearing from June 10 to June 12 (Docs. 16679-80).

■ Hearing Examiner Thomas H. Donahue on June 10 in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity TV Inc.) TV proceeding, denied request by Fidelity Television Inc. for supplementation of examiner's order (released May 17) directing production of documents by RKO General (Doc. 16679-80).

FINE

■ FCC notified KLYD and KLYD-TV, both Bakersfield, Calif., that it is apparently liable for \$3,000 forfeiture for violating contest-rigging provisions of Communications Act. Action June 5.

New AM stations

FINAL ACTIONS

Camden, Ala.—Block Belt Broadcasting Co. Broadcast Bureau granted 1540 kc, 1 kw, P.O. address: Millers Ferry, Ala. 36760. Estimated construction cost \$29,283.63; first-year operating cost \$25,000, revenue \$45,000.

Principals: Fred Bain Henderson, president, John W. Hodnett, vice president and William M. Cook, secretary and treasurer (each 33.3%). Mr. Henderson is cattle farmer. Mr. Hodnett is resort owner. Mr. Cook is employed by Wilcox County (Ala.) Board of Education as director of special programs. Action June 10.

Seneca Falls, N. Y.—Water Falls Broadcasting Corp. Broadcast Bureau granted 1110 kc, 1 kw-D, P. O. address: 118 Bleecker Street, Utica, N. Y. 13148, c/o Murray J. A. Kirshtein, Esquire. Estimated construction cost \$12,800; first-year operating cost \$40,000, revenue \$48,000. Principals: Francis J. Souhan, president, and Samuel Bunis, vice president (each 50%). Mr. Souhan has various interests in yarn and textiles. Mr. Bunis is vice president of pump company. Action June 5.

Durand, Wis.—Pepin County Broadcasting Co. Broadcast Bureau granted 1430 kc, 1 kw-D, P. O. address: 408 West John Street, Rosemont, Minn. 55068. Estimated construction cost \$20,758.30; first-year operating cost \$24,000, revenue \$30,000. Principal: Melvin Pulley (100%). Mr. Pulley is teacher, Action June 6.

OTHER ACTIONS

■ Review board on June 12 in Mobile, Ala., AM broadcast proceeding, Docs. 17555-58, denied appeal from examiner's adverse ruling filed April 16 by Mobile Broadcast Service Inc. and on June 7 denied appeal from examiner's adverse ruling filed on April 26 by International Brotherhood of Electrical Workers, AFL-CIO. Action June 7.

■ Review board on June 7 in East St. Louis, Ill., AM broadcast proceeding, Docs. 17256-57, denied petition to enlarge issues filed on March 20 by Metro-East Broadcasting, Inc.

■ Review board in Springfield, Mo., AM broadcast proceeding, Docs. 17921-23, granted petition for extension of time filed on June 4 by Upshur Broadcasting Co., extended to June 11 time within which to file appeal from adverse ruling of hearing examiner. Action June 5.

■ Review board in Henderson, Nev., AM broadcast proceeding, Docs. 16813-14, granted petition for extension of time filed on June 5 by Joseph Julian Marandola, extended to June 19 time within which to file oppositions to petition to enlarge issues. Action

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June 7.

■ Review board in Wanchese, N. C., AM broadcast proceeding, Docs. 17886-88, denied appeal from examiner's ruling filed April 8 by Onslow County Broadcasters; denied petition to enlarge issues filed Jan. 4 by Seaboard Broadcasting Corp. and petition to enlarge issues filed January 8 by Onslow Broadcasting Corp. Action June 10.

■ Review board on June 6 in Kettering, Ohio, AM broadcast proceeding, Docs. 17243-50, granted petition for extension of time filed on June 5 by Broadcast Bureau, extended to June 17, time within which to file responsive pleadings to petition to enlarge issues filed by Kittyhawk Broadcasting Corp.

■ Review board on June 6 in Norristown, Pa., AM broadcast proceeding, Doc. 14952, granted petition for extension of time filed on June 4 by Broadcast Bureau, extended to August 2, time within which to file exceptions to initial decision.

■ Review board on June 6 in Bayamon, P.R., AM broadcast proceeding, Doc. 16891, granted petition for extension of time filed on June 4 by Augustine L. Cavallaro Jr., and extended to June 10 time within which to file reply to Broadcast Bureau's exceptions.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on June 5 in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.) AM proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer, scheduled prehearing conference for July 26 and hearing for Sept. 10 (Docs. 18204-5).

■ Hearing Examiner Charles J. Frederick on June 11 in St. Louis (Great River Broadcasting Inc.) et al AM proceeding, granted petition by Victory Broadcasting Co. for leave to amend application to correct typographical transposition of figures respecting coordinates and accepted accompanying amendment (Docs. 17210-15, 17217, 17219).

■ Hearing Examiner Isadore A. Honig on June 5 in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.) AM proceeding, by separate actions, granted Metro-East Broadcasting Inc.'s "petition to accept additional plead-

ing" and accepted "Metro-East reply to unauthorized pleading of East St. Louis Broadcasting Co." and, granted East St. Louis Broadcasting Co., petition to accept additional pleading" and accepted as reply pleading its "opposition" pleading filed May 10 in response to Metro-East enlargement petition and supplement (Docs. 17256-7).

■ Hearing Examiner Herbert Sharfman on June 6 in Clifton Forge, and Roanoke, both Virginia (Image Radio Inc., and Impact Radio Inc.) AM proceeding, granted petition by H. Clyde Pearson (trustee in bankruptcy of Impact Radio Inc.) to intervene, and ordered H. Clyde Pearson as trustee in bankruptcy, made party to proceeding; set certain procedural dates and scheduled hearing for July 29 in Roanoke, Va. (Docs. 17945-6).

Existing AM stations

FINAL ACTIONS

KWXY Cathedral City, Calif.—Broadcast Bureau granted CP to change from 1340 kc, 250 w. U to 1340 kc, 250 w, 500 w-LS, U, increase ant. height, specify two main type trans.; conditions, Action June 10.

WMGA Moultrie, Ga.—Broadcast Bureau granted CP to change from 1400 kc, 250 w, 1 kw-LS, U to 1130 kc, 250 w, 10 kw-LS (10 kw DA-CH) DA-N, U; conditions, Action June 6.

WKLO Louisville — Broadcast Bureau granted CP to change from 1080 kc, 1 kw, 5 kw-LS, DA-2, U to 1080 kc, 1 kw, 10 kw-LS, DA-2, U; conditions, Action June 6.

KPLC Lake Charles, La.—Broadcast Bureau granted CP to change from 1470 kc, 1 kw, 5 kw-LS, DA-N, U to 1470 kc, 5 kw, DA-N, U, change ant.-trans. location to intersection Guillory Street and Shady Lane, 1.5 miles west of Lake Charles, make changes in DA-N system; condition, Action June 10.

WUST Bethesda, Md.—Broadcast Bureau granted license covering use of former main trans. at main trans. location to be operated on 1120 kc, 250 w, for auxiliary purposes only, Action June 10.

KFIL Preston, Minn.—Broadcast Bureau granted CP to change from 1060 kc, 500 w, day to 1060 kc, 1 kw, day; condition, Action June 10.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on June 7 in Nashville (Second Thursday Corp. [WWGM] [WSET-FM]) AM and FM proceeding, upon informal request of all counsel continued further prehearing conference from June 10 to June 17 (Docs. 17914, 18175).

■ Hearing Examiner Jay A. Kyle on June 11 in Bowling Green, Ohio (WMGS Inc. [WMGS] and Ohio Radio Inc.) AM proceeding, granted request by WMGS Inc. and rescheduled hearing conference scheduled for June 24 at 9:00 a.m. for 2:00 p.m. on same date (Docs. 16290-1).

FINES

■ FCC ordered WPKO Waverly, Ohio, to pay forfeitures for repeated violation of rules in amount of \$150 (Sec. 1.611) and \$100 (Sec. 1.539[a]). Action June 5.

Broadcast Bureau notified KRKT Albany, Ore. on June 4 that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements.

RULEMAKING ACTION

WBIA Augusta, Ga.—Request institution of rulemaking proceeding so as to make following changes: in Saundersville, Ga. to add ch. 296A and to delete ch. 232A and in Augusta, Ga. to add ch. 232A, has been denied by memorandum opinion and order adopted on May 29 and released on June 3. Ann. June 7.

CALL LETTER APPLICATIONS

■ WJPB, Opportunity Broadcasters Inc., Kissimmee, Fla. Requests WACY.

■ Taylorsville Broadcasting Co., Taylorsville, Miss. Requests WSCO.

■ James J. Craddock, Weatherford, Okla. Requests KZYX.

■ WILT, Tomahawk Broadcasting Co., Tomahawk, Wis. Requests WELF.

CALL LETTER ACTIONS

■ WZOK, Radio Jax Inc., Jacksonville, Fla. Granted WVOJ.

■ Quitman Broadcasting Co., Marks, Miss. Granted WQMA.

■ Millard V. Oakley Broadcasting Co., Crossville, Tenn. Granted WCSV.

New FM stations

APPLICATIONS

Big Bear, Calif.—Mountain Broadcasting Co. Seeks 101.7 mc, ch. 296, 3 kw. Ant. height

above average terrain 1,805.7 ft. P.O. address: Hugh A. Cover c/o Storer Electronics, 8751 Industrial Lane, Cucamonga, Calif. 91730. Estimated construction cost \$11,845; first-year operating cost \$1,350; revenue \$6,000. Principals: Hugh A. Cover and Donald L. Storer (each 50%). Applicant is licensee of KTOT Big Bear, Calif. Ann. June 5.

Eureka, Calif.—California Northwest Broadcasting Co. Seeks 790 kc, 5 kw. P.O. address: Box 1019, Eureka 95501. Estimated construction cost \$51,800; first-year operating cost \$75,000; revenue \$72,000. Principal: Carl R. McConnell and wife (100%). Mr. and Mrs. McConnell have extensive real estate holdings and are sole owners of KVIQ-TV Eureka.

Upland, Calif.—William E. Sullivan and Kipp O. Pritzlaff. Seeks 95.1 mc, ch. 236, 20 kw. Ant. height above average terrain 269 ft. P.O. address: 16820 Adlon Road, Encino, Calif. 91316. Estimated construction cost \$50,332; first-year operating cost \$75,000; revenue \$80,000. Principals: Kipp O. Pritzlaff (95%) and William E. Sullivan (5%). Mr. Pritzlaff is marketing and management consultant. Mr. Sullivan is employed by electronic manufacturer as senior staff assistant in engineering department. He also has interests in and is vice president of KBSA(TV) Guasti, Calif. Ann. June 5.

Hammond, La.—Airweb Inc. Seeks 107.1 mc, ch. 296, 3 kw. Ant. height above average terrain 88 ft. P.O. address: c/o Prescott & Prescott, 1430 Life Building, Dallas 75202. Estimated construction cost \$20,910; first-year operating cost \$12,000; revenue \$18,000. Principals: John A. Chouvin, president. Applicant owns WFPF Hammond. Ann. June 11.

Saginaw, Mich.—Clark Broadcasting Co. Seeks 107.1 mc, ch. 296A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 9305 Richter Street, Detroit 48214. Estimated construction cost \$34,147; first-year operating cost \$40,000; revenue \$50,000. Principals: Lumphra Clark, president (51%) and Earl L. Clark, vice president (49%). Lumphra Clark is auto repairman and Mr. Earl Clark is verifer electrician. Ann. June 7.

Raytown, Mo.—Brinsfield Broadcasting Co. Seeks 100.7 mc, ch. 264, 100 kw. Ant. height above average terrain 459 ft. P.O. address: 412 Montrose Avenue, Baltimore 21228. Estimated construction cost \$51,262.50; first-year operating cost \$40,000; revenue \$55,000. Principals: J. Stewart Brinsfield Jr. and Sr. (each 50%). Messrs. Brinsfield are each 22.5% owners of WCIR Beckley, W. Va. Messrs. Brinsfield are seeking to buy WOTR Corry and WDJR and WKRZ, both Oil City, all Pa. Both have 16.6% interest in application for new AM in Naples, Fla. Ann. June 7.

Chillicothe, Ohio — Chillicothe Telcom Inc. Seeks 94.3 mc, ch. 232A, 3 kw. Ant. height above average terrain 300 ft. P.O. address: 38 East Water Street, Chillicothe 45601. Estimated construction cost \$75,952.11; first-year operating cost \$52,150; revenue \$40,950. Principals: Station will be 100% owned by The Chillicothe Telephone Co. Robert McKell is president and 11.03% owner of Chillicothe Telephone Co. Ann. June 5.

*Erie, Pa.—Saint Mark's Seminary. Seeks 88.5 mc, ch. 203, 119 kw. Ant. height above average terrain 483.5 ft. P.O. address: 429 East Grandview Boulevard, Erie 16502. Estimated construction cost \$63,934.04; first-year operating cost \$21,800; revenue none. Principals: Bishop John F. Whealon, bishop of diocese of Erie, will underwrite expenses. Ann. June 7.

Nanticoke, Pa.—Wyoming Broadcasting Co. Seeks 92.1 mc, ch. 221, 3 kw. Ant. height above average terrain minus 392 ft. P.O. address: 88 North Franklin Street, Wilkes-Barre, Pa. 18701. Estimated construction cost \$25,415; first-year operating cost \$40,000; revenue \$20,000. Principals: Mitchell Jenkins, president, Roy E. Morgan, secretary, Leon Schwartz, vice president and Edna W. Morgan, treasurer (each 25%). Applicant is licensee of WILK Nanticoke, Pa. Ann. June 7.

North East, Pa.—James D. Brownyard. Seeks 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain minus 95 ft. P.O. address: Radio Station WHYP, Route 20, North East, Pa. 16428. Estimated construction cost \$9,100; first-year operating cost \$6,500; revenue \$10,000. Principal: James D. Brownyard, sole owner. Mr. Brownyard is advertising consultant and sole owner of WHYP North East, Pa. Ann. June 5.

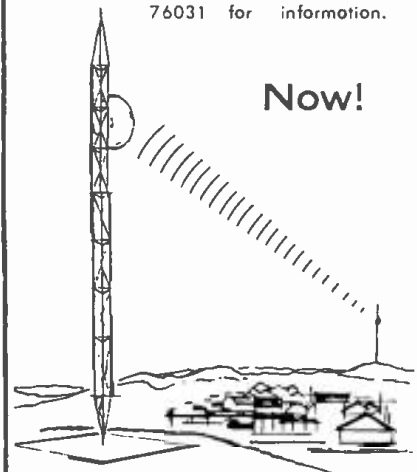
FINAL ACTION

Vacaville, Calif.—Northern California Stereocasters. Broadcast Bureau granted 95.3 mc, ch. 237, 5 kw-L. Ant. height above average terrain 390 ft. P.O. address: 210 Baywood Drive, Vallejo, Calif. 94590. Estimated construction cost \$42,101.26; first-year operating cost \$87,000; revenue \$148,880. Princi-

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pals: Bruce V. Zieminski, 51% owner and chief engineer and Dennis T. Zieminski (49%). Action June 5.

Anchorage—KYAK Inc. Broadcast Bureau granted 101.3 mc, ch. 267, 45.36 kw. Ant. height above average terrain minus 60.31 ft. P. O. address: 428 Fourth Avenue, Anchorage 99501. Estimated construction cost \$2,400; first-year operating cost \$1,000; revenue \$1,000. Principals: Richard C. Cruver, president-treasurer (50.9%) and Glenn S. Miller, vice president-secretary (47.2%). Action June 10.

OTHER ACTIONS

■ Review board on June 12 in Tampa, Fla., FM broadcast proceeding. Docs. 17943-44. denied motion to enlarge issues filed May 6 by WLCY Inc.

■ Review board on June 5 in Lincoln, Neb., FM broadcast proceeding. Docs. 17410 and 18174. granted petition for extension of time filed on June 3 by Broadcast Bureau. extended to June 17, time within which to file responsive pleadings to petition to enlarge issues filed by Cornbelt Broadcasting Corp.

■ Review board on June 5 in Bellefontaine, Ohio, FM broadcast proceeding. Docs. 17519-20. cancelled oral argument before panel of review board, scheduled for June 6.

■ Review board in Wellsboro, Pa., FM broadcast proceeding. Docs. 17995-96. granted motion for extension of time filed by Farm and Home Broadcasting Co. and Tloga Broadcasting Co. on June 6; extended to June 14 time within which to file reply to Broadcast Bureau's comments to joint request for approval of agreement. Action June 10.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on June 4 in Athens, Tenn. (Athens Broadcasting Co. and 3 J's Broadcasting Co.) FM proceeding, on request by Athens Broadcasting Co., and with consent of 3 J's Broadcasting Co. and Broadcast Bureau. extended time from June 3 to June 5 to file proposed findings. (Docs. 17617-8).

■ Hearing Examiner Thomas H. Donahue on June 6 in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.) FM proceeding, on examiner's own motion. continued hearing from June 24 to July 1 (Docs. 18005-6).

■ Hearing Examiner Charles J. Frederick on June 6 in Fort Wayne, Ind. (The Gospel Broadcasting Co. of Fort Wayne Inc. and Fort Wayne Broadcasting Co.) FM proceeding. granted motion by Gospel Broadcasting Co. of Fort Wayne Inc. to correct hearing transcript, and ordered transcript be corrected accordingly. (Docs. 17594-5).

■ Hearing Examiner Charles J. Frederick on June 6 in Pompano Beach and Deerfield Beach, both Florida (Almardon Inc. of Fla. Sunrise Broadcasting Corp., and Deerfield Radio Inc.) FM proceeding, on examiner's own motion ordered further prehearing conference for June 13 (Docs. 18020-1. 18187).

Existing FM stations

FINAL ACTIONS

KHJ-FM Los Angeles—Broadcast Bureau granted CP to install new type trans., circular polarized type ant., ERP 58 kw, ant. height 2930 ft. and CP to install new auxiliary type trans., auxiliary type ant., at main

trans. location to be operated on 101.1 mc. ERP 40 kw, ant. height 2,880 ft. Action June 6.

WOOO-FM Deland, Fla.—Broadcast Bureau granted CP to install new type ant., change ERP to 76 kw, ant. height 245 ft.; condition. Action June 6.

WCIL-FM Carbondale, Ill.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 28 kw. Action June 6.

WORS-FM Detroit — Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location to be operated on 105.1 mc. ERP 15.5 kw. Action June 6.

■ **KOBC(FM) Joplin, Mo.**—Broadcast Bureau granted mod. of CP to change frequency to 91.1 mc., ch. 216. change type ant., type trans. Action June 6.

■ **KMPL-FM Sikeston, Mo.**—Broadcast Bureau granted mod. of CP to change type trans., type ant. ERP 3 kw, ant. height 205 ft.; condition. Action June 6.

■ **WTTM-FM Trenton, N. J.**—Broadcast Bureau granted CP to install new type ant.; condition. Action June 6.

■ **KMOT-FM Minot, N. D.**—Broadcast Bureau granted mod. of CP to make changes in transmission line, ERP 27.5 kw, ant. height 800 ft. Action June 6.

■ **WCED-FM Du Bois, Pa.**—Broadcast Bureau granted CP to change remote control location, install type trans., dual polarized type ant., change ERP to 50 kw, ant. height 500 ft. Action June 10.

■ **WHNR(FM) McMinnville, Tenn.**—Broadcast Bureau approved data submitted May 24, in accordance with commission report and order adopted April 24 and released April 26 in Doc. 17955 to change frequency to 103.9 mc, ch. 280. Action June 7.

■ Broadcast Bureau granted CP's to replace expired permits for following stations: ***WHUS(FM) Storrs, Conn.** and **WPAG-FM Ann Arbor, Mich.** Action June 11.

■ Broadcast Bureau granted licenses covering changes in following stations: **KSNM Pocatello, Idaho**; **WLUX-FM Loves Park, Ill.** and **WWTW-FM Cadillac, Mich.** Action June 11.

FINE

■ Commission has removed liability for forfeiture of \$1,000 against Frank S. Kovas Jr., licensee of **WKFM(FM)**, Chicago. Action June 5.

CALL LETTER APPLICATIONS

■ **WLOE-FM WLOE Inc., Eden, N. C.** Requests **WEAF(FM)**.

■ **WOL-FM, WOL Inc., Washington.** Requests **WMOD(FM)**.

■ **Indiana University of Pennsylvania, Indiana, Pa.** Requests **WIUP-FM**.

■ **World Christian Radio Foundation, Chattanooga.** Requests ***WVMS(FM)**.

■ **KVIL-FM, KVIL Broadcasting Inc., Highland Park-Dallas, Tex.** Requests **KASE(FM)**.

CALL LETTER ACTIONS

■ ***Coe College, Cedar Rapids, Iowa.** Granted ***KCOE-FM**.

■ **Southwestern Broadcasting Co. of Mississippi, Hazlehurst, Miss.** Granted **WMDC-FM**.

■ **Leslie L. Cunningham, The Dallas, Ore.** Granted **KCTV(FM)**.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for the following stations and compensating auxiliaries: **KANS-FM Larned, Kan.**; **KBZZ La Junta, Colo.**; **KEYR Terrytown, Neb.**; **KGMT Fairbury, Neb.**; **KJLT North Platte, Neb.**; **KMRS Morris, Minn.**; **KNEI Norton, Kan.**; ***KRCC(FM) Colorado Springs, KSCB Liberal, Kan.**, and **KSTF(TV) Scottsbluff, Neb.**

Translators

ACTIONS

■ **K09HX Atascadero, Calif.**—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator station. Action June 7.

■ **W13AU Gary, Ind.** — Broadcast Bureau granted CP for new VHF TV translator station to serve northeast Gary and vicinity, operating on ch. 13 by rebroadcasting **WBBM-TV**, ch. 2. Chicago. Action June 7.

FCC designated for hearing VHF TV translator applications of **WLUC Inc.** and **Norbertine Fathers**, both Iron Mountain, Mich. Objection by Association of Maximum Service Telecasters Inc. and motion by **WLUC Inc.** to dismiss **Norbertine's** application were denied. Action June 12.

■ **K12AB Baker, Mont.**—Broadcast Bureau granted CP for VHF TV translator station covering change in primary station, change trans. location, change type trans., make changes in ant. system. Action June 7.

■ **W79AB Palmerton, Stateville and Slaton, all Pennsylvania** — Broadcast Bureau granted license covering changes in UHF TV translator station. Action June 10.

■ **W04AG Garden City, South Salem, Hidden Valley and Sugarloaf, all Virginia**—Broadcast Bureau granted license covering changes in VHF TV translator station. Action June 10.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following UHF TV translator stations: **K79BO County of Riverside, Calif.**, **Palm Springs, Cathedral City, Palm Desert and Desert Hot Springs, all California** to Dec. 7; **K75CA county of Riverside, Calif.**, **Indio, Coachella, Mecca, Oasis and Chuckawalla, all California** to Dec. 7; **K75BZ county of Riverside, Calif.**, **Beaumont, Banning, Cherry Valley and Cabazon, all California** to Dec. 7. Action June 7.

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: **W04AR Madawaska, Me.**; **W04AW Amsterdam, Rockton, Fort Johnson and South Amsterdam, all New York.** Action June 10.

■ Broadcast Bureau granted licenses covering following new UHF TV translator stations: **K76CM Los Banos, Calif.**; **K70EG Merced, Calif.**; **W83AL Greene and Schoharie counties, and Andes, all New York**; **W76AF Greene and Schoharie counties, and Jefferson, all New York**; **W81AH Greene and Schoharie counties, Bloomville and South Kortright, all New York**; **K71AI Greene and Schoharie counties, and Stamford, all New York** and **W75AG Williamstown, W. Va. and Marietta, Ohio.** Action June 10.

■ FCC amended rules for television broadcast translator stations to ease restrictions on TV translator service (Doc. 15971). Action amending part 74, subpart G of rules, permits VHF translators west of Mississippi River and in Alaska and Hawaii to increase power of 10 w and authorizes origination of announcements on UHF translators for solicitation and acknowledgement of financial support. Announcements, limited to one 20-second spot per hour, may include commercial messages for sponsoring organizations. Amendments also permit VHF translators owned by licensees of television stations to be located outside of stations' Grade B service area unless area is within another station's B contour. In addition, under new rules, regular station licensees are permitted to contribute to maintenance and operating costs of community-owned VHF translators. Action June 5.

■ Broadcast Bureau granted renewal of licenses for the following UHF TV translator stations: **K70AA, K73AA, and K79AT Bishop and Big Pine, both California**; **K76BH Bishop, Calif.**; **W76AH Clark Summit, Dalton, Waverly and part of Scranton, all Pennsylvania**; **W83AA Palmerton, Stateville, and Slaton, all Pennsylvania.** Action June 11.

CATV

APPLICATIONS

■ **Atlantic Cablevision System Inc.**—Requests distant signals from **KRNT-TV** and **WHO-TV** both Des Moines, Iowa; **WOI-TV Ames-Des Moines, Iowa**; **KVTW(TV)** and **KTIV(TV)**, both Sioux City, Iowa; **KUON-**

(Continued on page 81)

Please send

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- **HELP WANTED** 30¢ per word—\$2.00 minimum.

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- **DISPLAY** ads \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space, 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

Growing radio group needs ambitious manager who can work with figures, sell himself and motivate salesmen, and develop solid programming to fit the community; beat the competition. It's that simple—and that tough. All replies confidential. Box F-1, BROADCASTING.

\$15,000-\$20,000 and fringes to start. An unusual opportunity for a seasoned broadcaster to make it with a progressive large market radio operation in the mid-west. Must be 30-40 with a solid background in programming, successful sales and sales management record with capacity for top management. Send all information and if eligible you will be brought in for a personal interview. Hurry. Box F-51, BROADCASTING.

Manager wanted with record of success in small market sales and programming. New York or New England background preferred. Box F-210, BROADCASTING.

Texas station needs manager in single station town of 9,500. You must be willing to sell, work hard and become involved in community activities. Station is located in western part of state and opportunity for part ownership available to right man. Reply at once with all info in confidence. Box F-218, BROADCASTING.

Great opportunity. Program director with middle of the road experience, with creative ideas. Some radio board work and some TV. Constructing 10 kw clear channel. Group owned NBC affiliate. Salary depends on your experience. Contact Jack Rosenthal, General Manager or Fred Burgil, Radio Manager, KTWO Radio & TV, Box 2717, Casper, Wyoming. 307-237-3711.

Wanted manager: Strong on sales, must be able to take full charge, excellent salary, new station located Randolph, Vermont, heart of Vermont's ski area. Also announcers, engineers needed. Send full details first letter to Central Vermont Radio Corp., Box 882, White River Jct., Vermont.

Sales

We are a multi-million dollar link in a very big chain. We have an opening for an account executive. If you are sharp, we want to hear from you. P.S. We do like men from small markets. Golden opportunity. Drop a brief note to Box F-42, BROADCASTING.

Needed, aggressive, young, promotion-minded sales manager, to build and direct sales staff top rated medium market station Gulf Coast near Houston. Opportunity to move up. Income \$900 per month plus override. Box F-179, BROADCASTING.

Sales manager for three-man department. Contemporary format in near great southwest. Firm \$1084 month on assigned accounts, plus liberal commission (override) on total station income. Send resume to Box F-191, BROADCASTING.

Top rated Ohio MOR AM-FM expanding, salesman needed immediately. Box F-197, BROADCASTING.

Upper midwest city of 30,000. Opening for salesman on his way up. Box F-216, BROADCASTING.

San Francisco salesman being added by KYA-KOIT-FM. Radio sales experience necessary. Send resume to Mr. G. Bond, KYA Radio, Number One Nob Hill Circle, San Francisco, California 94108. AVCO Broadcasting of California is an equal opportunity employer.

Sales—(cont'd)

If you're ready to advance into sales we have an ideal opening for sales oriented job with some time devoted to production, contact Clint Formby, Manager, Radio Station KPAN, Hereford, Texas.

Council Bluffs, Iowa—20% commission with guarantee! Need pro, good account list. FM coming soon! Opportunity to advance! 1 station in city of 60,000 with Omaha as neighbor. Rush resume or call (no collect) (712) 322-4041. Garry Brill, KRCB.

Experienced time salesman for prime north-central New Jersey one station market. Salary commissions commensurate with experience. Send resume to Joseph A. Reilly, Commercial Manager, WERA Radio, Plainfield, New Jersey.

Nassau Broadcasting WHWH, 5 kw, Princeton and WTOA 50 KW FM, Trenton expansion requires two cracker-jack salesmen. Salary, commission and high potential. Resume to Box 1350, Princeton, N.J. or call Dave Moss or Herb Hobler, 609-924-3800.

WE BUILT A BETTER ONE

... not to "mousetrap" but to serve better our customers. Readership of this section continues upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use BROADCASTING'S classified section—THE marketplace for everything and everybody in broadcasting.

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-daytime-Alone in the immediate market, 3 stations in county. Modern facilities with latest equipment. Advancement opportunities here or sister station larger market. Immediate opening. Contact Manager, 717-462-2759, Shenandoah, Pennsylvania.

Immediate opening for salesman at upper midwest full time AM-FM. AM number one rated middle of the road automated, good music FM. Excellent account list, health and hospitalization, retirement program, and vacation benefits. Address replies to: Ken Soderberg, Vice President Radio Sales, P. O. Box 577, Austin, Minnesota.

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.

Looking for personality afternoon dj. MOR format in the midwest. Must be experienced. Send resume, tape & photo to Box E-232, BROADCASTING.

"Swingin" Negro personality for "swingin" R&B full-time Ohio station. He will "go" if he's a "cat." Tape, photo, resume. Box F-65, BROADCASTING.

Top journalist-broadcaster needed for nation's most successful good music station on the west coast. High performance in gathering, writing and broadcasting only requirements. An equal opportunity employer. Send tape and resume to News Director. Box F-81, BROADCASTING.

Play-by-play announcer—football, basketball, hockey and baseball—has excellent opportunity in 15th market. Send tape and resume to Box F-130, BROADCASTING.

Need top-40 dec jay for morning show—6 to 10 a.m. in highly competitive North Carolina market. This man must be capable of producing good production and writing copy—also reliable and dedicated. Possibility of promotion to Program Director if qualified—salary open—complete resume—photo, audition tape—references to Box F-188, BROADCASTING.

Number one 5kw station in northeastern North Dakota looking for a 1st Phone announcer. All details and requirements in 1st letter. If you're our man, you can look forward to a happy and profitable relationship with a growing company. Box F-193, BROADCASTING.

Wanted—announcer with 1st class FCC license for leading midwestern good music station. Many, many benefits. Send resume and tape with first reply to Box F-224, BROADCASTING.

Opportunity for capable announcer-dj. We seek experience, enthusiasm, willingness to follow orders. We offer good salary. MOR format—midwest. Tape, resume, photo to Box F-227, BROADCASTING.

Michigan regional blue chip MOR operation will have opening for experienced morning man—production specialist this summer. Base starting salary \$150. Box F-236, BROADCASTING.

Dependable announcer wanted for long established radio-TV station. Chance for good announcer to break into TV and still work in radio. Retirement benefits, group insurance. Send audition tape, complete resume and picture first letter to Will Shaner, KFBC Radio TV, Cheyenne, Wyoming. 82001.

Montana network station needs first phone announcer. Excellent opportunity for right man to progress financially and professionally. For details write KOJM, Havre, Montana. Phone 406-265-7841.

Station will do 70 college and high school football and basketball games. Need sports-caster of ability: sales ability important. Send tape, resume and picture to KOLT, Scottsbluff, Nebraska.

Century, the progressive rock leader is expanding. If you are ready to compete in a top ten market, send your tape and resume to: Ron Elz, KSHE, 9434 Watson Rd., St. Louis, Mo. 63126.

Announcers—(Cont'd)

Need immediately. Full-time personality-announcer for middle of the road NBC clear channel station. If you are creative and can build ratings, you can grow with a group owner. Contact Jack Rosenthal, General Manager, or Fred Burgi, Radio Manager, KTWQ Radio & TV, Box 2717, Casper, Wyoming. 307-237-3711.

Morning man—for happy MOR fun show. Must have first phone (no maintenance), good voice, and desire for permanent home in nation's finest climate. Solid station, latest equipment, congenial staff. Many fringe benefits. Living is great in southern California's fastest growing area. Call now—Lyle Richardson (714) 757-1320 KUDE Oceanside.

Experienced top forty swinger for night shift on top rated rocker in top market. Tapes and resumes to Bill Adams, KYSN, Colorado Springs.

Announcer, experienced for top rated metro feeder station. Near Philadelphia. Contemporary M.O.R. format. No screamers. WCOJ, 215-384-2100.

First phone announcer, no maintenance, MOR station, heavy on talk. Must run a tight board, do production commercials. Good salary—vacation—hospitalization—retirement. Will work with other professionals. Call Joseph J. Vonesh, 815-223-3100, WLPO AM & FM, La Salle, Illinois.

Announcer—Immediate opening, modern air-conditioned facilities with latest equipment. Present man drafted. Send tape and resume immediately to Bob Hyle, P. O. Box 1530, Shenandoah, Penna. 17976.

\$7200.00 annually, plus fringe benefits. Experienced announcer needed. Columbia School of Broadcasting in San Francisco. Assistant in instruction department—not an instructor. Prefer Californian or westerner. Must type well—all office work. Send resume and photo: Dick Good, Columbia School of Broadcasting (not affiliated with CBS, Inc.) 4444 Geary Blvd., San Francisco, 94118.

Major market station looking for lively morning man. CBS metro Atlanta. Up-beat lively middle of the road. Will consider AFRS men about to be or just discharged. Great opportunity for small market man ready for major market. Send resume, tape to Bill Sheridan—Box 491, Marietta, Ga.

Personality with deep voice for fast moving fun type MOR show. Good production and first phone a must (no maintenance). Modern studios, solid station in a great growing area. Southern California is calling—don't wait. Call Lyle Richardson (714) 757-1320. KUDE Oceanside.

Announcer-salesman—daytime—Alone in the immediate market. 3 stations in county. Modern, air-conditioned studios, sales aids, cartridge equipment. Advancement opportunities here or sister station larger market. Contact Bob Hyle 717-462-2759, Shenandoah, Pennsylvania.

Small midwest station needs 3rd phone endorsed, announcer-dj. Send tape and full resume to Box 151, Hettinger, No. Dak.

Top rated adult southwestern station has immediate opening for first phone announcer, mature sound, salary open, call 602-622-7788.

Technical

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.

Chief engineer for metro city, southwest. Full time, directional nite good salary plus modern home provided at transmitter location. Must have excellent qualifications and recommendations. Good working conditions. Send full details. Box F-121, BROADCASTING.

Audio technician—experienced man to work for a small medical electronics firm in suburban Washington, D. C. Good opportunity for a man who can run a shop as well as meet customers. Send full resume to Box F-146, BROADCASTING.

Chief engineer, Baltimore-Washington area. Good directional experience necessary. Up to \$225 weekly to start. Box F-173, BROADCASTING.

Immediate opening—chief engineer for 5,000 watt southern Virginia station to replace engineer with station for fourteen years. Must be able to do some announcing. Salary commensurate with ability and experience. Box F-189, BROADCASTING.

Technical—(Cont'd)

Chief engineer—small market daytime near D.C. Immediate opening. Box F-235, BROADCASTING.

Wanted immediately first class operator for directional station. Reply to F. Cady, Chief Engineer, Box 307, WIZR Radio, Johnstown, N. Y.

Experienced chief engineer to care for our modern equipment plus 23 hours MOR announcing weekly. Permanent position, beautiful Florida coastal community. \$150 week to start, WSTU/WMCF FM Stereo, Stuart, Florida.

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.

Outstanding announcer with first phone needed for nation's most successful good music station on the west coast. Rich, mature voice, good knowledge of music from the 30's thru the 60's. Send tape and resume to attention of Manager. Box F-82, BROADCASTING.

Sharp young newsman wanted for midwest radio-TV operation. Send tape and resume to Box F-101, BROADCASTING.

Newsman to gather, write, deliver local news for established full-time kilowatt in pleasant prosperous Illinois city. Professional staff, gracious living away from metropolitan pressure yet near big city. Best working conditions, many fringe benefits. Brand new, modern building, exceptionally well equipped. Send tape, resume, photo to Box F-117, BROADCASTING.

Reporter-writer. Has excellent opportunity in 15th market. Send tape and resume to Box F-131, BROADCASTING.

Immediate opening—local newsman for 5,000 watt southern Virginia daytime station. Fine community. Excellent working conditions. Looking for someone to stay and grow with station. Box F-190, BROADCASTING.

Strong experienced news man for 33rd market. We are looking for an aggressive, willing to work man, interested in advancement. Send resume. Box F-194, BROADCASTING.

Experienced news director wanted major market S.E. Must know all phases of news gathering and know how to handle men. Good voice necessary. Must be reliable and furnish references. Salary dependent on experience and background. Send picture, tape and resume to Box F-221, BROADCASTING.

Unusual opportunity in Ohio major market for a seasoned newscaster who can write editorials and can assume full charge of a news department. He should be 35-45 with capacity for top management. Tape, photo and details quickly. Box F-226, BROADCASTING.

24 hour news operation needs two full time newsmen. One for mobile and one for on-the-air reporting only. News affiliate in a midwest capital city. You must be prestige minded. No screamers please. Box F-242, BROADCASTING.

Night shift open for aggressive, experienced newsman with the drive to work long and hard and the ambition to work up. Our man must write well and sound good. He will be heard regularly on the 90-station Texas state network and its flagship station KFJZ in Fort Worth. Send tape, resume, and photo to: John Moncrief, KFJZ Radio, 4801 W. Freeway, Fort Worth, Texas 76107.

WDAD Indiana, Pa. needs aggressive newsman. Sports interest can mean extra income. Growing university market. Rush tape, resume to: Paul Todd, Box 668, Indiana, Pa. 15701.

Newsman needed. Experience preferred, but qualified beginners will be considered. Must be able to write for radio, gather, edit, beepers plus strong news voice. Salary open. Send tape and resume to Terry Parker, WRTA Radio, Penn Alto Hotel, Altoona, Pa. 16603.

Radio-television news half-time graduate assistantship available September. Supervise news programming and student news work. Professional experience. Bachelor degree essential. Can work for Masters or Ph.D.—School of Journalism, University of Iowa, Iowa City, Iowa 52240.

Programing,—Production, Others

Experienced young program director for major market station in south. Must be reliable, and supply character references. Salary discussed after your credentials approved. Send personal resume and picture to Box F-220, BROADCASTING. Our station personnel knows we are seeking a man.

Need swingin' morning man and competitive program director (perhaps same man?) \$9,600. MOR plus chicken rock. Box F-222, BROADCASTING.

Production man—we know you're out there—shlepping to work everyday to perform some menial task that doesn't begin to tap your creative ability—weep not—if you think you can cut it—we've got a job for you—we need a crack production man to fill a semi-executive position in one of the hottest creative houses in New York. We deal in radio, television and motion pictures—what you don't know—you learn—tapes and resumes to Box F-228, BROADCASTING. Pros only.

Small market AM & FM would like to contact Program Director who is also a play by play man. PD would not have regular board shift but would fill in when occasion arises. Prefer man who has FM experience. Send full details, snapshot, salary expected, marital status, military status to Mason Dixon, KFTM Fort Morgan, Colorado.

Program director/chief announcer—Immediate opening, 1st class license, tape and complete requirements including salary requirements first letter. WEAW, Evanston, Illinois 60202.

WHWH, Princeton, N.J. 5 kw fulltime, highly rated and recognized MOR needs production and copy supervisor. Good voice, good writer for this expansion position. Also need two newsmen, 1 with potential and experience for news director job. Send tape, resume and requirements to Dave Moss, G.M., Box 1350, Princeton. If in area call for appointment 609-924-3800.

Northfield, Minnesota—new station being built in attractive southern Minn. town. Needs staff. All positions open, announcers, news, sales, others. Send resume, tape to National Communications Inc., Stan Stydnicki, Box 201, Northfield, Minnesota.

Situations Wanted—Management

General Manager—thoroughly experienced manager, successful background. Currently major market. Box F-21, BROADCASTING.

Presently general sales manager major market. Seeks opportunity general manager. Excellent sales and management record. Family. Box F-119, BROADCASTING.

Available as soon as profitable sale of my present station is complete. Radio station manager that brought two stations from losers to profitable operations. Total 14 years experience in radio . . . seven in management and sales and seven in announcing and programing. 30 years old. Would especially enjoy opportunity to put new ideas for good music station to work (in medium or major market and operating below potential). Prefer stock. Will consider all offers. Box F-135, BROADCASTING.

Currently manager top 5 market AM-FM. Top references and credentials. Personal billings and aggressive sales leadership. Box F-154, BROADCASTING.

I found my first gray hair today, and decided I might as well get paid for acquiring the rest. Experienced, talented and inventive air-man desires transition to management. Now qualified for production manager or program director. B.S. degree. Prefer northeast. Box F-176, BROADCASTING.

Management: There are those who talk about it and those that do . . . I do. In sales, production and engineering. More important, I affect others with the vitality of radio. Box F-183, BROADCASTING.

Devoted family man wishes opportunity with gospel-commercial format. Prefer regional in or near metro market, with purchase options. Box F-186, BROADCASTING.

Sincere, dedicated radio pro desires management. Presently operations manager, medium market. Degree, 1st phone, 18 years experience, excellent references. Box F-187, BROADCASTING.

Situations Wanted—Sales

Enthusiastic young (30?) man experienced in every phase of broadcasting, seeking responsible position at a good station. A decade of experience in every phase of radio: Sales, announcing, news, management, four years as VP of radio rep firm. Now ad manager of a national magazine and bored stiff. I know how to program a station to make it salable and how to sell it, too. If you have a good job at a good station—let's talk. I'll come see you. Box F-238, BROADCASTING.

Announcers

Modern C & W disc jockey—first phone. Program, farm director experience. Top ratings. Married, sober, 50,000 watts or substantial metro only. \$200 minimum. Confidential. Box F-35, BROADCASTING.

Disc jockey—experienced. Tight board—dependable. Newscaster—authoritative. Salesman—aggressive. Versatile—creative. Third endorsed. DJ/salesman. Box F-47, BROADCASTING.

Announcer, newsman, five years experience. Currently news director 5th market. Bachelors degree in speech. 23, married, draft exempt, third endorsed, wants better opportunity. Prefer midwest. Box F-83, BROADCASTING.

Versatile dj-announcer-newscaster. MOR or R&R. Tight board, 3rd endorsed. Married. Northeast. Box F-140, BROADCASTING.

Negro announcer, broadcasting school graduate, third phone endorsed, beginner, tape and resume available. Box F-175, BROADCASTING.

Is your area code 415, 408, 707, 916, 209 or 805? That's where I'm going! Experienced combo announcer and production specialist with first phone. Box F-192, BROADCASTING.

Professional for large market MOR. Versatile, relaxed, creative, sincere, personable. Can do talk radio. Box F-195, BROADCASTING.

Experienced, strictly modern country dj—1st phone—sharp production, news. Show biz experience—know the artists. Married, draft-exempt, slight handicap. Prefer southeast. Salary: Approaching \$150 a/wk. Box F-198, BROADCASTING.

Some college, third, two years experience, good voice. Box F-199, BROADCASTING.

Experienced dj-announcer. All phases, mature voice, fine selling sound. Looking for New York or New England market. Married and draft-exempted. Box F-204, BROADCASTING.

Experienced r&b jock available. Radio pro. Box F-205, BROADCASTING.

First-phone morning man-PD, gazing eastward for top-40 morning, all-night. \$125. Box F-206, BROADCASTING.

Negro, dj, announcer, r&b or jazz format. Limited exp. 3rd phone. Will relocate. Box F-207, BROADCASTING.

Announcer salesman. Experienced dependable. Good music. Available immediately. Box F-213, BROADCASTING.

Announcer with 1st phone with program director experience available now. Willing to travel, and will re-locate. Box F-214, BROADCASTING.

Rock, top forty, rhythm and blues. Authoritative newscaster, 3rd class, draft free. Box F-230, BROADCASTING.

Professional country musician. Recent graduate of resident broadcasting school. 3rd endorsed. Box F-234, BROADCASTING.

Versatile, combo man, authoritative newscaster dj. Tight board, 3rd endorsed, will relocate, mature sound. MOR. No floater. Box F-239, BROADCASTING.

Experienced r&b disc jockey. Third class ticket. Looking for larger market, better pay. Married, draft exempt. Employed now. Good references. Box F-240, BROADCASTING.

Third phone, experienced MOR, 43, family, prefer northwest. S. Hardtke, 13005 Kent-Kangley, Kent, Wash. 98031. (206) UL-4-3834.

Novice announcer desires initial position with MOR station. Mature, pleasant voice—good vocabulary—1st phone—veteran—31. Robert Watkins, 219 Lakeview Ave., Spring Valley, Calif. (714) 479-1325.

Announcers—(Cont'd)

Trying to get started, recent broadcasting school grad with 1st phone. Very willing to learn your operation. 32 years old with family. Call Joe after 5 p.m. at 312-425-0722.

DJ announcer—colored—graduate. Single—42-stable. References. Tape on request. Your letter will bring phone answer. Pernel Dorsey, 4718 Washington, Chicago 60644.

Negro announcer, recent broadcasting school graduate will relocate. Third endorsed. Call 373-3264, Haverhill, Massachusetts.

First phone announcer wants opportunity within 200 miles of Minneapolis. Tape and references available. Marc Tall, 612-588-1204.

Announcer dj, tight board, first phone. Good production, top forty or Modern. phone 813-983-7678.

First phone jock . . . swinger, R&B, top 40. Broadcast graduate, experience in news production, top 40, R&B, MOR, some TV. Willing to learn sales and service, also interested in engineering. Young, draft-free. Relocate anywhere for right job. This is it for ambitious, fast-paced, hard worker—Greg, 710-Walnut, Ukiah, California (707) 462-7654.

Buddy Stax WKLZ, Kalamazoo—now available. No summer relief—permanent only—midwest rockers write or call after 5—616-381-1471.

Philadelphia-New Jersey-Wilmington area! Summer position sought by good music announcer with 2 years experience, degree. Available immediately. Call code 609-858-1609.

Have first will travel. Beginner. Chris DeAgazio, 617-923-0249.

Technical

Experienced maintenance engineer—5 years—draft free, can also announce. Seeking chief or assistant chief position. Will relocate. Box F-91, BROADCASTING.

Experienced chief engineer desires a good position at high quality station. Box F-120, BROADCASTING.

Experienced chief available; contract only. Box F-203, BROADCASTING.

Need a devoted chief? My experience your gain. Box F-208, BROADCASTING.

NEWS

I'm one of the hardest working news directors in the business. I presently run a large radio news department in the top three. I want to organize and/or operate an all news station. I have some exciting ideas. Write Box F-128, BROADCASTING.

Veteran radio newsman; dependable, good voice, can have and will produce, references, midwest. Box F-167, BROADCASTING.

Newsman-announcer currently part-time AM-TV, desires full-time. Vet. 29, married, college graduate. Box F-196, BROADCASTING.

I want to work with first class newsman. I need experience, not a lot of money. New York and New England area preferred. I have one year experience and third class endorsed. Box F-209, BROADCASTING.

Good news newsman. Will relocate anywhere. Dependable, experienced. Married to wife and radio. Box F-211, BROADCASTING.

News specialist available immediately. No music board. National and state honors at last position. Good references. \$150 per week minimum. Reply Box F-229, BROADCASTING.

Newscaster strong delivery, contemporary disc jockey. Rock, top forty-jazz. 3rd Class. Box F-231, BROADCASTING.

Cape Kennedy Coverage. Exclusive for your area, details from Cape Kennedy News Bureau, P. O. Box 572 Cocoa, Fla. 32922

Programing,—Production, Others

Need a versatile, creative man? See Management Box F-176, BROADCASTING.

Prog.—Production, Others—(Cont'd)

New idea for small market radio! Could your local commercial production stand improvement? Professional super fast daily service by mail for all your production! Only \$160 monthly. Inquire now! Box F-181, BROADCASTING.

Is your "Top 40" format dragging? I have major market P.D. experience. Let's talk. Box F-232, BROADCASTING.

Modern country programming expert! Eight years experience. Presently major market. First phone. Interested in P.D. or oper. mgr. with growing organization. Box F-233, BROADCASTING.

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

Wanted: Experienced salesman for southwest multi-station market. Oklahoma or Texas preferred. \$9,000.00 base, plus percentage of billing. Fringe benefits include paid vacation, life insurance, retirement plan, etc. Must be able to cultivate new accounts. One of growing group of TV stations. Come and advance with us. Send resume to Box F-151, BROADCASTING.

Sales manager—new Louisiana UHF with NBC affiliation and total color facilities needs top notch man. Excellent living conditions, opportunity to grow. Please send complete resume, picture and salary requirements to Box F-241, BROADCASTING. All replies confidential.

Technical

Engineering personnel: 3 to 4 years experience in maintenance—all phases. Also operator with 2 to 3 years experience. Send resume to Box F-123, BROADCASTING.

Transmitter supervisor with firm background of maintenance and operating experience for existing maximum power VHF. Responsible engineer will earn top salary with excellent fringe benefits. Box F-185, BROADCASTING.

CATV Chief technician for southeastern MSO. 170 mile all band system with 100 more to build. Must be "take-over" man to administer maintenance installation, system design and construction. 1st class license required. Microwave and TDR experience helpful but not required. Salary commensurate with background. Send resume to Box F-202, BROADCASTING.

TV engineering positions available/maintenance and operation of high power UHF transmitter, TK-27 film chains, PC-70 color cameras. Work with professional broadcast engineers who take pride in their air product. 1st class license necessary. Union shop with excellent employee/management relations. Box F-225, BROADCASTING.

Wanted: Immediate opening for assistant chief engineer with a McLendon station. Fully colorized VTR—film chain, etc. Full fringe benefits and ideal working conditions. Contact Chief engineer, A. C. Headley KCND-TV, Pembina, North Dakota 701-825-6292 Collect.

TV Radio engineer, first phone, midwest 125 mi. north of St. Louis on the Mississippi River. NBC-ABC affiliate. Full color. Top benefits. Phone or wire Jim Martens, Chief Engineer, 217-222-6840, WGEM-AM-FM-TV, Hotel Quincy, Quincy, Ill.

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.

Wanted: Summer relief engineer with first phone-some operations. Possible full time employment in fall. Call Curran Wade, WNYP-TV, 716-484-9191, Jamestown, New York.

Western Michigan—immediate openings for television control room engineers. Excellent fringe benefits; good pay; NBC affiliate; full color facilities. Phone collect, or write: Mr. Charles F. Robinson, Chief Engineer, WOOD-TV, Grand Rapids, Michigan 616-459-4125.

TELEVISION—Help Wanted

Technical—(Cont'd)

Transmitter technical supervisor capable of assuming responsibility for day to day operation and maintenance of channel thirteen RCA TT-35 Ch transmitter. Excellent opportunity for man with five to ten years transmitter experience. Salary ten percent above top NABET scale of right man. Also one transmitter technician and one master control technician having first class licenses. Salary commensurate with ability and experience. Apply George S. Driscoll, Vice President and Engineering Manager. WOKR-TV, 17 Clinton Ave., South, Rochester, N.Y. 716-546-4262.

Television engineer, first phone license with operating experience. Excellent working conditions. Immediate opening. South central Pennsylvania. Phone 717-533-9121.

Immediate opening for 1st class TV engineer in a full-power, full-color, channel 6 ETV operation. Must have experience with high-band VTR, TK-42's and TK-27. Air mail resume and references: Chief Engineer, Radio-Television Bureau, University of Arizona, Tucson, Arizona 85721.

Immediate opening for chief engineer for state wide ETV operation. Working administrator—fringe benefits. Contact Ben A. Hudelson—266 Pearl Street, Hartford, Connecticut. 06103—Telephone 203-246-7269.

NEWS

Newsman-radio-TV. Prefer some experience, radio, TV or both. Consider journalism grad with potential. Upper south, non-metro, 5 KW radio, VHF-TV. Include tape and salary with resume first letter. Box F-109, BROADCASTING.

Immediate opening for aggressive young newsman to write, film, and air news. Medium-sized market, multi-station group ownership, now expanding news operations. Work with a 5-man staff, equal opportunity to all applicants. Rush audition material and resume to Box F-223, BROADCASTING.

Reporter-photographers with journalism training. Phone Gene Strul, News Director, WCKT-TV, Miami, FL 1-6692.

Leading station in growing southeastern market needs good newsman for ambitious radio-TV news department. Must be young, good voice and diction, good writer, able to handle radio and TV newscasts. Duties will include news gathering, filming, and editing. Call or write Dave Partridge, WFBC, Greenville, S. C. 29602, phone 239-1324.

Need 3 news photographers and 2 film editors for new department in major market. An equal opportunity employer. Mail resumes to P. O. Box 6100, Cleveland, Ohio 44101. Send no film.

Programing,—Production, Others

Continuity and promotion director with management capabilities to oversee inside operation. Aggressive station in Gulf coast city wants "can do" person. Send resume to Box F-89, BROADCASTING.

Producer-director. Wide open opportunity for mature, creative, experienced director. Must have solid background in commercials, documentaries, and creative programing. Ability to shoot and edit film a must. Salary based on experience. Send resume, photo to Box F-122, BROADCASTING.

Research director—Los Angeles independent television station. Minimum two years experience. Excellent salary and benefits. Dynamic problem solving. Only qualified individuals will be considered. An equal opportunity employer. Send resume to Box F-126, BROADCASTING.

Continuity director—if you do all the work and your boss gets all the credit, why not get out of the rut and join us for both. We are a small station in an explosive market and our competition is asleep. Send complete details in first letter. Box F-156, BROADCASTING.

Production director. New Florida university. CCTV programing, supervise audio service. May develop FM, change to manager. Some teaching. Masters plus experience, minimum. Box F-137, BROADCASTING.

Prog.—Production, Others—(Cont'd)

California network TV station needs strong production man to manage customer service department. Must have ability to meet with local accounts on production matters (no selling), to co-ordinate and delegate assignments to entire production department and be a strong writer. Mature attitude and approach required. Also experience and versatility. Box F-182, BROADCASTING.

Production manager—major southern ETV network production center. Bachelor's degree and 4 years post college production experience required. Creativity and administrative ability a necessity. Open July 1, 1968. Salary \$9,000. Box F-217, BROADCASTING.

Sales service/traffic manager upstate N.Y. TV station needs an experienced traffic manager. Take full charge. Salary commensurate with experience. Send resume and salary requirements to Box F-219, BROADCASTING.

Graphic arts director for expanding ITV station in Orlando, Florida. Employment in July. TV experience necessary. Contact Production Manager WMFE-TV.

TELEVISION—Situations Wanted

Management

Current major market AM-FM manager, 12 years all phases TV. Seeks TV management position. Box F-155, BROADCASTING.

Attention TV station owners. 19 years television experience station and sales management from smallest to largest markets. Last 8 years as sales manager of probably the most successful large TV station in America. Can motivate staff to produce quality operation and top revenues and profits. Age 41, married, children. Top references including last employer. Active in civic and industry affairs. Seeking TV station management or sales management with opportunity to advance. Box F-212, BROADCASTING.

Technical

First phone, some maintenance, studio sound and film editing experience with LA station. Graduate of USC cinema and TV major. 16 mm camera. Available August 15. Ivan Kruglak. 1939 N. Kenmore, Los Angeles 90027.

NEWS

Available July: Three-media performer—writer. Experienced news director, chief announcer, net-feeder and investigative reporter. Degree plus newspaper background. Want news or editorial slot for award-winning talents. Youthful, personable and dependable. Box F-23, BROADCASTING.

Highly educated, enlightened, woman, 27, experienced TV news interview, personality. Seeks challenging position. Box F-174, BROADCASTING.

Programing,—Production, Others

Producer/director seven years experience in all phases of live and video tape. Creative writer. credits. A real idea man. Resume on request. Box F-180, BROADCASTING.

Art director with values for management, salesmanship, promotion & production, plus loads of diversified knowledge, training and experience in all phases of art, graphic techniques, photography and set design. Too advanced for present size market. need change. Box F-237, 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.

Complete used FM package: Monaural 100.7 megacycles. 5 kw transmitter. 8 bay horizontal antenna. Remote control unit. Modulation and frequency monitors. Will also consider used tower, 340' minimum height. Need immediately. If you have all or any part call John R. Kreiger, (512) GR 8-8521. KVET, 113 West 8th St., Austin, Texas 78701.

Gates SCA tube generator for Gates tube FM exciter. Vernon H. Baker, P.O. Box 889, Blacksburg, Va. 24060.

WANTED TO BUY—Equipment

Continued

Wanted immediately, used heavy duty self-supporting tower 500-600 feet, capable of supporting 12 bay circular FM antenna. Glenn Callison, The McLendon Corporation, 2008 Jackson, Dallas, Texas. AC 214-747-9311.

FOR SALE—Equipment

Coaxial-cable—hellax, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

Manufacturer's close out of FM transmitters and amplifiers—all power levels—available at reduced prices. Box D-102, BROADCASTING.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

Desire to donate for education television —420 foot guide television tower capable of extension to 700 feet—tower available immediately. Box E-270, BROADCASTING.

For sale three EMCEE HTU-100 translators for channels 72, 74 and 77 each equipped with Scala SL-8 omnidirectional antenna. Less than two years old. Contact E. M. Tink, Chief Engineer, Black Hawk Broadcasting Company, KWVL Building, Waterloo, Iowa.

3—260 ft galvanized angle iron AM broadcast towers, complete with 2 Austin transformers. Knocked down. Will erect or ship. T. L. Harris, Able Steeplejack Co., Inc., Box 302, Pasadena, Texas 77501—GR 3-3440.

RCA 10 KW FM transmitter—used—modified—priced for immediate sale. Must move at once—closest to \$3,000 take it. WEBH—312-922-7151—Chicago, Illinois.

10 KW FM-ITA transmitter; new exciter, spare diode boards; heavy duty plate supply; spare harmonic trap, \$3,800, WMNI Radio, Columbus, Ohio.

Increase your FM power. 10 kw Westinghouse FM amplifier just removed from service. Will accept any reasonable offer. Box F-124, BROADCASTING.

20 sections of 20 foot 3 1/2" E.I.A. Transmission Line 50 Ohm Line—in Baltimore, Maryland. Best offer! Call 301-542-1021, Mr. Giordano.

Collins type 734A 10kw FM transmitter: Replaced in order to increase station power. Available immediately; write W. R. Wooton. 1362 East 43rd St. Tulsa, Oklahoma, phone 918-742-6663.

2 used 300' heavy AM towers. 1 used 200' and 1 used 300' Blaw Knox S.S. AM towers. 1 used 300' Microwave tower. 4 used 220' AM towers. 1 used 180' Wincharger AM tower. 1 used 180' Rohn AM tower. Call or write to: "A.T.E.C."—Arizona Tower Erection Co. 3747 West Berridge Lane, Phoenix, Arizona, 85019, 602-939-0177.

New equipment: (3) Spotmasters, (1) record/playback, (2) playbacks, \$38.21 monthly. Scully's from \$39.55. Audimax or Voulmax, \$18.77. Crown recorders, \$24.17. (2) QRK's or Russco's with tonearms, \$12.70. We take trades. Write for list. Audiovox, Box 7097-55, Miami, Florida 33155.

Transmission line used Andrews 3 1/2" inch. 900 feet, Washington, D.C. area. Box F-215, BROADCASTING.

For sale Schaffer 1200 automation system in operating condition. System includes 1 Ampex 301. Make up unit, 3 Ampex 301 playback units, and 1 Schaffer 1200 Brain. Make offer. Call or write KWSL radio, P.O. Box 340, Grand Junction, Colorado. 303-242-7800.

1 Gates top-level, 1 Gates dual stereo limiter. 2 Cartrite II solid state record-playback units, + 6 playbacks. Excellent condition. Dick Hardin, WBUD, Trenton.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Help Wanted—Announcers—(Cont'd)

CONTEMPORARY MOR

Southwest station looking for personality that projects warmth and believability. If you are a versatile entertainer looking for a home, we will start you at \$10,000 per year. Forward resume, tape & picture.

Box F-84, Broadcasting.

If You Are—

an experienced announcer, no fluster wanted, have a 1st class ticket—we have an ideal position available. If you are capable of doing a talk program, know how to handle the public—you can earn an excellent salary. Full-time, 5,000 watt, CBS Radio affiliate.

We need 2 good men—one with a 1st class ticket and the other with or without 1st ticket.

Telephone immediately: J. C. Jeffrey, daytime, 317-453-1212 or night 453-5903. Call person to person—collect.

This is not just another Job!

NEWS

Immediate opening

for creative, driving Newsman in 50kw Phila. Independent. Experience essential. Must be able to gather and write vibrant news copy, have authoritative sound, and be willing to work. Good opportunity for right man. Send tape and resume.

Jerry Grove, News Director, WIBC, Phila. Pa. 19103

UNDER-PAID NEWSMAN

We are seeking 3 major market newsmen for our group. If you have a McLendon delivery, with Metromedia or Westinghouse news ability, we would like to see your material. If you have the talent . . . we have the money.

Box F-85, Broadcasting.

Programing.—Production, Others

Program Director Needed

Top midwestern major market station needs a top 40 PD. Program our station and do the afternoon drive time shift. We will give you complete program control. We need a PD-dj, with ideas and competitiveness. Send salary requirements and complete resume in first letter.

Box F-243, Broadcasting.

Continuity Director

We have 2 station clients in Virginia and Alabama, who need a continuity director to supervise a 4 man radio and television continuity department. Top salary for qualified individual, either male or female.

Call Ron Curtis, Nationwide Broadcast Personnel Consultants at 312-337-5318. No Fee. Confidential.

RADIO

Situations Wanted

Management

My Game Is Broadcasting!

It's been my game since 1948. I've announced, programmed, produced, sold, wrote copy, reported news and managed. Management only.

Box F-178, Broadcasting.

Situations Wanted—Sales

V.P.-SALES MGR.

Available now, strong case history, with one of the Nation's foremost Independent Radio Stations—with constant increased yearly earnings. Reliable, self-starting, no drifter. A profit-oriented & seasoned administrator. Full details to

Box F-177, Broadcasting.

TELEVISION—Help Wanted—Management

WANTED

COUNTRY AND WESTERN PROGRAM DIRECTOR

Experienced modern country and western man with good voice and knowledge of music wanted for top 10 market. Send tape, resume and references to:

Box F-184, Broadcasting.

Our Employees Know of This Ad.

TELEVISION—Help Wanted—Technical

Metropolitan Edmonton Educational Television Association seeks EXECUTIVE DIRECTOR

University graduate; experienced in ETV or TV production and administration. Salary \$15,000 - \$18,000.

Inquiries and resume to:

Chairman of the Board

MEETA House

11034 - 87th Avenue

Edmonton, Alberta, Canada

News—(cont'd)

TV NEWS ANCHORMAN KQVR

Experienced TV news anchorman who can gather, write and edit. Submit resume & film or video tape. Indicate salary requirements. Personal interview in Sacramento necessary prior to hire.

Personnel Department
McClatchy Broadcasting
21st & Q
Sacramento, California

MISCELLANEOUS

Watch for the **NEW LOOK**
of Profitable Radio From
CHARLES EVENSON
PRODUCTIONS

Waupun, Wisconsin 53963

Expanding VHF

Station in southern market has openings for engineers at all experience levels. Near beach, good fishing and hunting.

Box F-201, Broadcasting.

TELEVISION

NEWS

ANCHORMAN

Major market TV station needs winning reporter-airman. Send recent VTR and/or film audition or aircheck, plus resume to:

Box F-160, Broadcasting.

MISCELLANEOUS—(Con't.)

your own station NEWSLETTER!

Created to spark retail radio sales and new interest in your station!

Lively, new color format edited for radio "sell". Low quantity prices enables you to circulate all retail radio prospects, customers.

*Exclusive monthly SPOT advertiser
*Exclusive hot-line news for retailers
*In use by 87 stations

Don Klock

marketing
P.O. Box 373
Lima, Ohio

**New
Sales
Idea for
Radio!**

BUSINESS OPPORTUNITY

TELEVISION REP FIRM

We will Guide—Direct—Finance—the forming of a National Rep Firm with principals experienced in National Advertiser Opportunities for a select market. Prefer small existing firm, or senior account people interested in forming their own company. We are not now in the Rep Business. All replies acknowledged and guaranteed to be held in strictest confidence.

Reply to Box F-99, Broadcasting.

OWNERS

If you don't want to: Organize your program, traffic, and sales departments for an astonishing on-the-air sound. Achieve the full potential of the sales area, obtain a good rating, and MAKE MONEY! Then you don't want our services! BUT! If you do, then call or write us today and we will show you how.

Rich Consulting, 1039 Division, Port Huron, Michigan 48060, Telephone 313-984-2019.

AMAZING WAY TO START YOUR OWN ADVERTISING BUSINESS JUST LIKE OWNING YOUR OWN RADIO STATION

Any salesman, salesmanager, or station manager that's willing to work can own his own business, and make big money with hardly any investment—write today for full details—we have openings in 40 states—

Write:

V.I.C. CLUB ADVERTISING
P.O. Box 4
Cypress Gardens, Fla. 33880

FOR SALE—Equipment

FOR SALE UHF-TV ANTENNA

Six bay zig zag antenna taken in on trade for a new Jampro antenna. Power gain of 48, omni-directional, with 55 KW input power capability. Safe wind rating, 120 MPH. Now on Channel 14, but we can retune for Channel 15 or 16. Contact

Bill Cunningham, area code 916, 383-1177, Jampro Antenna Company, 6939 Power Inn Road, Sacramento, California 95828

FOR SALE—Equipment

Continued

Lease your equipment from **Specialists in Broadcasting**

We know and understand your problems—radio, television, CATV, background music. Our ability to appraise the MARKET VALUE of broadcast properties enables us to go beyond the balance sheet net worth when evaluating a lease application. Call us collect.

Broadcast Equipment Leasing Co.

Division of Anchor Leasing Corp.
1218 Plaza Bldg., Pittsburgh, Pa. 15219
Area Code 412—Phone 281-3768

WANTED TO BUY—Stations

WANTED:

Radio station in the East . . . Virginia, North Carolina, South Carolina, Tennessee, Kentucky or West Virginia. Will consider any size market. All replies will be kept confidential.

Box F-200, Broadcasting.

FOR SALE

Stations

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

WHY BUY AN FM?

Build your own.

Over 900 open freqs. 48 states. Operate for \$1,000 mo., with revenue potential \$4,500 mo. If you have decided to enter FM and if you have at least \$20,000 liquid strength—

call collect 213-246-4874

(Continued from page 74)

TV Lincoln, Neb. and KYNE-TV, KNIO-TV, and KAKS(TV), all Omaha to Atlantic, Iowa (Omaha, Nebraska-ARB33). Ann. June 6.

Cable TV of Sylacauga Inc.—Requests distant signals from WCFG-TV Birmingham, Ala.; WSFA-TV, WCOV-TV and WKAB-TV, all Montgomery, Ala.; WJRJ-TV, WSB-TV, and WAGA-TV, all Atlanta, Ga. to Sylacauga, Ala. (Birmingham, Alabama-ARB40). Ann. June 6.

Ceres Cable Co.—Requests distant signals from KTVU-TV, KRON-TV, KPIX-TV, KGO-TV, KQED-TV, KCSM-TV, KEMQ-TV, KSNV-TV, and KBHK-TV, all San Francisco to Ceres, Calif. (Sacramento-Stockton, Calif.-ARB25). Ann. June 6.

Kanawha Cable Television Co.—Requests distant signals from WBNS-TV, WLWC(TV) and WOSU-TV, all Columbus, Ohio; WCPO-TV and WLWT(TV), both Cincinnati; WHIS-TV Bluefield, W. Va., and WDTV(TV) West, W. Va. to St. Albans, Nitro, Dunbar and South Charleston, all West Virginia (Charleston-Huntington, W. Va.-ARB48). Ann. June 6.

KOTA Cable TV Co.—Requests distant signals from KMSP-TV and WTCN-TV, both Minneapolis to Brookings, S. D. (Sioux Falls, S.D.-ARB93). Ann. June 6.

Mexico Cable TV Inc.—Requests distant signals from CFCE(TV) Montreal, and CHLT Sherbrooke, Quebec to Mexico and Dixfield, both Maine (Portland-Poland Spring, Me.-ARB63). Ann. June 6.

Rumford Television Service, Inc.—Requests distant signals from CFCE(TV) Montreal and CHLT(TV) Sherbrooke, Quebec to Rumford, Me. (Portland-Poland Spring, Me.-ARB63). Ann. June 6.

Thumb Video Co.—Requests distant signals from WJBK-TV, WKBD-TV, and WTVS(TV) Detroit; CKLW-TV, Windsor, Ont.; WKNX-TV Saginaw, Mich., and WUCM-TV Bay City, Mich. to Caro and Cass City, both Michigan (Flint-Saginaw-Bay City, Mich.-ARB46). Ann. June 6.

Tri-Town Cable Service Inc.—Requests distant signals from CFCE(TV) Montreal, and CHLT(TV) Sherbrooke, Quebec to Livermore Falls, Livermore, and Jay, all Maine (Portland-Poland Spring, Me.-ARB63). Ann. June 6.

FINAL ACTIONS

■ FCC denied petition by WKNX-TV Saginaw, Mich. for special relief (Sec. 74.1109) against carriage of station WJIM-TV Lansing, Mich. on Booth American Company's proposed CATV system at Saginaw. Action June 5.

■ FCC authorized David P. Monney, db/as Vicksburg Video Inc., to operate CATV system at Vicksburg, Miss. subject to applicable provisions of Sec. 74.1103 of rules. Commission granted waiver of Sec. 74.1107 of hearing requirements of rules to permit operation. Action June 5.

■ FCC directed Wheeling Antenna Co. (WACO), CATV operator at Wheeling, W. Va. to comply with program exclusivity

FOR SALE

Stations—(Cont'd)

LxRue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Ore. small	daytime	\$125M	terms	Ala. small	daytime	\$ 50M	cash
Fla. small	daytime	75M	29%	Col. small	daytime	120M	nego
M.W. medium	(80%)UHF	157M	terms	Fla. coastal	daytime	225M	terms
Kan. metro	FM	65M	cash	N.E. metro	AM&TV	.27MM	nego
East major	profitable	600M	29%	M.W. major	profitable	682.5M	cash



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Atlanta, Ga. 30309

requirements of Sec. 74.1103(e) of rules within 30 days. In same action, commission denied request by Rust Craft Broadcasting Co., licensee of WSTV-TV Steubenville, Ohio-Wheeling, W. Va. for issuance of show cause order against CATV system and WACO's request for waiver of Sec. 74.1103, Action June 5.

OTHER ACTIONS

■ Review board in Clinton, Iowa, CATV proceeding, Doc. 18024, granted Broadcast Bureau's petition to accept late filed pleading filed April 5 denied petition to delete issues and petition to changed burden of proceeding and of proof, filed on March 18 by Clinton TV Cable Co. Action June 10.

■ FCC granted Centre TV Inc., CATV operator at Warwood, W. Va., extension of time to September 1 to comply with commission's order of May 31. Centre had been directed to cease and desist from operation of system at Warwood in violation of Sec. 74.1103(e) of rules, and to afford program exclusivity protection to WTRF-TV Wheeling, W. Va., and WSTV-TV Steubenville, Ohio-Wheeling, W. Va. Order had directed Centre to comply with rules within two days after release date, which was May 31, Action June 6.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on June 11 in First Illinois Cable T.V. Inc., and Rantoul CATV Co., CATV proceeding in the Springfield-Decatur-Champaign, Ill. TV market, designated Hearing Examiner Charles J. Frederick to serve as presiding officer, scheduled prehearing conference for July 19 and hearing for August 5 (Docs. 18206-7).

■ Hearing Examiner Jay A. Kyle on June 10 in Kalamazoo, Mich. (Fetzer Cable Vision) et al. CATV proceeding, granted request by Jackson TV Cable Co. and permitted them to withdraw with prejudice as party participant from proceeding (Docs. 17200-3, 17207-8).

■ Hearing Examiner Forest L. McClenning on June 4 in Manatee county, Fla. (Manatee Cablevision Inc.) CATV proceeding in Tampa-St. Petersburg, Fla. TV market, granted request by Halifax Cable TV Inc. and continued prehearing conference from June 10 to June 13 (Docs. 18093-5).

DESIGNATED FOR HEARING

■ FCC set consolidated hearing and denied requests for hearing waivers for two central Illinois CATV systems, First Illinois Cable T.V. Inc., Springfield, and Rantoul CATV Co., Rantoul. Action June 5.

Ownership changes

APPLICATIONS

KINY-AM-TV Juneau, Alaska — Seeks transfer of control from Ketchikan Alaska Television Inc. to Midnight Sun Broadcasters Inc. (49.1% before, 100% after). Principals: R. D. Jensen, (11.6%) president, Alvin O. Bromstedt, (25%). Consideration: \$64,164. Ann. June 11.

KDOT-AM-FM Scottsdale and KENT Prescott, both Arizona—Seek transfer of control from Central Arizona Broadcasting Inc. to Rio Grande Broadcasting Co. (none before, 100% after). Principals of Central Arizona Broadcasting Inc.: John E. Cox 97.03% et al. Principals of Rio Grande Broadcasting Co.: Fred T. Hervey, president (79.62%) et al. Buyers are owners of KSET and KPAK(FM), both El Paso. Consideration: \$350,000. Ann. June 11.

KPOP Roseville, Calif.—Seeks to assign minority interest (15% of stock) from Donnelly C. Reeves, to Eugene Ragle (10%), Henry Gonzales (4%) and Wesley Meyers (1%) for total consideration of \$12,750. Buyers are employees of KPOP. Ann. June 7.

KCHJ Delano, Calif.—Seeks assignment of license from Charles Herman Johnes (deceased) to Mrs. Jean Goss Johnes. Mrs. Johnes becomes sole recipient. Ann. June 11.

KOMY Watsonville, Calif.—Seeks transfer of control from Craig R. Lawrence Jr. to Phillip E. Rather (50% before, 100% after). Principal: Phillip E. Rather, sole owner. Consideration: assumption of approximately \$102,000 in obligations. Ann. June 5.

WTMC Ocala, Fla.—Seeks assignment of license from WTMC Inc. to Osceola Broadcasting Co. for \$285,000. Principals of WTMC Inc.: William L. Matheson, president (100%). Principals of Osceola Broadcasting Co.: Walter Beinecke Jr., president (100%). Mr. Beinecke has no other business interests indicated. Ann. June 11.

WJRJ-TV Atlanta—Seeks transfer of control from Jack M. Rice (53.9% before, 46.68% after) through delivery of stock through conversion of debentures. Principals: W. R. McKinsey, president et al. Consideration: 130,000 shares of stock at \$4.75 per share, expected to yield aggregate of \$617,500. Ann. June 5.

WRDW Augusta, Ga.—Seeks assignment of license from Radio Augusta Inc. to J. B. Broadcasting of Augusta Ltd. for \$377,500. Principals of Radio Augusta Inc.: George C. Nicholson, president et al. Sellers also have interests in WANS-AM-FM Anderson, S. C. Principals of J. B. Broadcasting of Augusta Ltd.: James Brown, president (90%) and Gregory H. Moses, vice president and secretary (10%). Mr. Brown is negro "soul" singer and owns WJBE Knoxville, Tenn. Mr. Mose is Mr. Brown's business manager. Ann. June 11.

WSNE Cumming, Ga.—Seeks assignment of license from Sawnee Broadcasting Co. to Howard Rowe and Associates for \$80,000. Principal of Sawnee Broadcasting Co.: John T. Pittard, owner. Principal of Howard Rowe and Associates: Howard M. Rowe, president (100%). Mr. Rowe is sole owner of advertising agency. Ann. June 11.

WMRO Aurora, Ill.—Seeks transfer of control from Benjamin A. Oswalt (50% before, none after) to Vincent A. Coffey and Charles V. Hunter, (50% before, 70% after, and none before, 30% after, respectively.) Principals: Vincent G. Coffey, president and treasurer and Benjamin A. Oswalt, vice president and secretary. Mr. Hunter is sales manager of WMRO. Consideration: \$225,000.

WMJL Marlon, Ky.—Seeks assignment of CP from Crittenden County Broadcasting Co. to Crittenden County Broadcasting Co., Inc. No consideration or change in ownership involved. Ann. June 11.

WFAG Farmville, N. C.—Seeks transfer of control from H. Clold Wade Jr. to Carl V. Venters Jr. (48.57% before, 94.7% after). Principals: Carl V. Venters Jr. and others. Consideration: \$15,522. Ann. June 11.

WPET Greensboro, N. C.—Seeks transfer of control from Donald L. Wilks and Michael E. Schwartz (each 50% before, 33.3% after) to Thomas V. Armshaw (none before, 33.3% after). Principals: Donald L. Wilks, president and treasurer, Michael E. Schwartz, vice president and director and Thomas V. Armshaw, general manager. Consideration: salary agreement of \$275 per week for Mr. Armshaw. Ann. June 11.

WSPF Hickory, N. C.—Seeks transfer of control from Claude J. Rudisill to Willis A. Deal (50% before, 100% after). Principals: Mr. Deal will be sole owner. Consideration: \$15,000, plus assumption of \$20,000 in liabilities. Ann. June 11.

KVCW(FM) Bartlesville, Okla.—Seeks assignment of license from Quality FM Broadcasters Inc. to Thompson Broadcasting Co. for \$100,000. Principals of Quality FM Broadcasters Inc.: Peter B. Wolcott, president et al. Principals of Thompson Broadcasting Co.: Fred L. Thompson (52%), Anthony Floyd and Ralph B. Evans Jr. (each 24%). Messrs. Thompson, Floyd and Evans each have 33.3% interest in KRSL-AM-FM Russell, Kan. Ann. June 11.

KGAY Salem, Ore.—Seeks assignment of license from Radio Wonderful Willamette-Land Inc. to Capitol Equities Corp. for \$175,000. Principals of Radio Wonderful Willamette-Land: Glen M. Stadler, president and Mrs. Helene N. Stadler, vice president. Mr. and Mrs. Stadler will enter the academic field. Principals of Capitol Equities Corp.: F. L. Dilger, vice president (16.6%), Roy G. Green, Lawrence T. Epping, Edward James Dougherty (each 16.6%) et al. Mr. Green is realtor, F. I. Dilger is dentist. Mr.

Epping is builder and real estate investor. Mr. Dougherty heads own PR firm. Ann. June 11.

WBUG Ridgeland, S. C.—Seeks assignment of license from Broadcast Enterprises Inc. to Dispatch Broadcasting Co. for \$48,000. Principals of Broadcast Enterprises Inc.: James W. Synott, sole owner. Principals of Dispatch Broadcasting Co.: Mrs. Fred O. Sink (50.3%), C. V. Sink, president, (10.3%) and others. Mrs. Sink has 50% interest in publishing company and 50.3% interest of WPYB Benson, N. C. C. V. Sink is 57.1% owner of printing and office supply house and 10.3% owner of publishing firm. Buyers are also licensee of WGCD Chester and WCRE Cheraw, both South Carolina and WPYB Benson, N. C. Ann. June 5.

WODY Bassett, Va.—Seeks assignment of license from WYTI Inc. (S. L. Goodman and Lester L. Williams, each 50%) to WODY Inc. (S. L. Goodman, 100%). Principal: S. L. Goodman, sole owner. Consideration: stock for stock transfer. Ann. June 5.

WYTI Rocky Mount, Va.—Seeks voluntary acquisition of positive control from S. L. Goodman to Lester L. Williams (50% before, 100% after). Principal: Lester L. Williams, sole owner. Consideration: stock for stock transfer. Ann. June 5.

KMEL Wenatchee, Wash.—Seeks transfer of control from Phillip E. Rather (50% before, none after) to Craig R. Lawrence Jr. (50% before, 100% after). Principal: Craig R. Lawrence Jr., sole owner. Consideration: assumption of approximately \$75,000 in liabilities. Ann. June 5.

ACTIONS

WKDN Camden, N. J.—Broadcast Bureau granted assignment of license from South Jersey Broadcasting Co. to Roberts Broadcasting Co. for \$775,000. Principals of South Jersey Broadcasting Co.: Raulf Compton, president (31%), Douglas M. Compton, vice president (31%) et al. Principals of Roberts Broadcasting Co.: Thomas Roberts, president and treasurer (51%) and Ella Weldner Wetherill, (49%). Mr. Roberts is sportscaster. Miss Wetherill is publisher of weekly newspapers in Manyunk and Philadelphia, both Pennsylvania, and owns 50% of farm. Action June 4.

KAND Corsicana, Tex.—Broadcast Bureau granted assignment of license from Alto Inc. to KAN-D Land Inc. for \$300,000. Principals of Alto Inc.: R. E. Glasgow, president, 98.2%. Mr. Glasgow is 100% owner of WACO Waco, Tex. Principals of KAN-D Land Inc.: R. C. Parker, president (100%) et al. Mr. Parker has 33.3% interest in real estate firm. Action June 7.

KFTV Paris, Tex.—Broadcast Bureau granted transfer of control from Mrs. Dorothy M. Hendrix to Michael T. Halbouty. Principal: Dorothy M. Hendrix, president (100%). Principals: Michael T. Halbouty, sole owner. Mr. Halbouty is 100% owner of geology and petroleum engineering company, is president and chairman of oil company, is controlling stockholder and chairman of four banks and is stockholder in two additional banks. Consideration: \$140,000. Action June 10.

KEVA Evanston, Wyo.—Broadcast Bureau granted assignment of license from Evanston-Kemmerer Broadcasters Inc. to KEVA Inc. Principals: Albert J. Pilch, president and Harry L. Harris, secretary-treasurer (each 50%). Mr. Pilch is partner in automobile agency. Mr. Harris is attorney and secretary-treasurer and stockholder of drive-in restaurants. No consideration. Action June 7.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 12. 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.

■ Marshall County, Ind.—Valley Cablevision Inc. has been granted a franchise for unincorporated areas of Marshall county. County will receive 3% of annual gross revenues.

■ LuVerne, Iowa—Mike Steil, West Bend, Iowa, has been granted a franchise.

■ Jackson, Ohio—Jackson County Com-

munity Antenna Corp. has been granted a franchise. Installation and monthly fees will be \$10 and \$5 respectively. Tower Antenna Corp. (multiple CATV owner) was the other applicant.

■ Koppel, Pa.—Armstrong Utilities Co., Kittanning, Pa. (multiple CATV owner), has been granted a 10-year franchise. Monthly fee will be \$4.50 with no installation charge. Borough will receive 5% of annual gross revenues.

■ Pleasantville, Pa.—Telephonic Associates, Brookville, Pa. has been granted a franchise.

■ Watertown, S. D.—Riedel Enterprises, Marshall, Minn. (multiple CATV owner), has been granted a nonexclusive 20-year franchise. Installation and monthly fees will be \$20 and \$5.75 respectively.

■ Skamania county, Wash.—Robert W. Robinson has been granted a 15-year franchise for unincorporated areas of Skamania county.

FREDDIE FIELDS is a theatrical talent agent. He has been one for some 23 of his 44 years. He doesn't like television much and television doesn't know much about him. Both conditions are likely to change if an imminent business merger goes through.

Freddie Fields makes his business base in the Sunset-Doheny West building on the Sunset Strip. The directory in the lobby lists 36 names under Creative Management Associates Ltd. Freddie Fields leads all the rest. He's chairman and president of the talent agency. His office is in the penthouse.

It's always a busy place. The girl at the switchboard says "Good morning, CMA" over and over again with hardly a pause for office gossip. Flowers are being delivered. A man in a neat business suit assures another man that "the minute I get an answer I'll cable London."

Freddie Fields isn't in his office. He's late for an appointment. "Mr. Fields is tied up in an important business meeting at another company," it's explained. "Next week he's off to England and from there he'll go to New York."

Merger Plan ■ Nobody says so, but it all has to do with CMA's merger with one and maybe two bigger companies. Last March, General Artists Corp. and CMA announced they would merge through an exchange of stock. The resulting company would be an agency named CMA, operating as a division of a parent company, GAC Inc.

The plan would be for Mr. Fields to be president and chief executive officer of the new CMA Division. He also would be executive vice president of the parent company. The proposed merger has been approved by directors of both companies. Yet there have been several delays. Now a special GAC stockholders meeting to approve the merger is scheduled for June 28 in New York. (GAC is publicly owned and traded over the counter, while CMA is privately held, principally by Mr. Fields and his partner and agency co-founder, David Begelman.)

The reason for the continuing delays is possibly the Trans-Beacon Corp. A Beverly Hills-based company, formerly Television Industries Inc., Trans-Beacon is primarily involved in motion-picture theater exhibition and merchandising activities. A day before GAC and CMA announced their proposed merger, Trans-Beacon, publicly owned and listed on the American Stock Exchange, called off its own merger discussion with the two talent agencies.

Since that time, Trans-Beacon reportedly again has become active in the CMA-GAC marriage. If Trans-Beacon ever becomes part of the merger, CMA could develop into the world's largest talent agency. The pecking order now has CMA following somewhere

CMA's prospect for a bounty of talent goodies

after William Morris Agency Inc., Ashley Famous Agency Inc. and GAC.

All top agencies represent performers of all kinds, writers, directors and producers and usually engage in television and theatrical motion-picture packaging and sales representation. The often quoted rule of thumb of the business is that 90% of a talent agency's income comes from 10% of its clients.

Freddie Fields, who started CMA in 1962 after nine years of keeping his desk clean and climbing the executive ladder at MCA Inc., is credited with a blue-chip variation of this industry axiom. He's made it basic company policy to turn away fringe talent who would contribute the 10% of income

and proselytize for the big talent likely to generate whopping commissions.

CMA's client list is thus notably shy of character actors and second-unit creative people. But it includes Judy Garland, Henry Fonda, Phil Silvers, Joanne Woodward, Paul Newman, John Frankenheimer, Peter Sellers, Milton Berle, Steve Allen, Fred Astaire, Kirk Douglas, Barbra Streisand, Faye Dunaway, Candice Bergen, Zero Mostel, Mia Farrow, Bobby Darin, Martin Ritt, George Roy Hill, Franklin Schaffner, S. J. Perleman, Sherwood Schwartz, Joe de Stefano, Burt Bacarach, Rock Hudson, Robert Goulet, Tony Franciosa, Robert Wagner and Elizabeth Montgomery.

In television, CMA has represented the Debbie Reynolds and Barbra Streisand specials, *F Troop*, *It's About Time*, the Wednesday and Sunday night dramatic special on ABC-TV, and is now representing the 90-minute syndicated *Steve Allen Show*.

Fast Consumer ■ Still, television hasn't been one of CMA's specialties. When Freddie Fields finally pauses at his penthouse office, he explains: "We generally represent people in all media. Their ambition and our goal is to take them into the whole spectrum of entertainment. But television devours talent in a minuscule period of time. We're truly concerned about the way to preserve talent longevity. Some kind of balance must be found. Pay TV may be the salvation. But in television, the way it is now, talent is hot one year and unemployable the next year. I don't intend to liquidate a career in 17 weeks."

Yet CMA, like all entertainment entities, may not like living with television but it can't live without the medium. A merger with GAC, however, may make the living a little more compatible.

"What the merger would give us," Freddie Fields points out, "is an expanded and first-rate television area. It'll also give us a concert area we never had. And I guess the very best variety department/personal-appearance department in the industry. Plus what we already had in the motion-picture area, which I guess was number one. So it will give us a broader, international scope. It really is a plethora of goodies."

The story has it that Freddie Fields, the younger brother of Shep Fields, a well known big-band leader of two decades ago, only became an agent when he flopped as a trombone player. Since that failure, he has become one of the most successful operators in the talent-agency field.

"Freddie Fields is going to make a substantial capital-gains killing if the merger goes through," a financial analyst reports. A plethora of goodies, indeed, may be the best way to size up Freddie Fields today.

WEEK'S PROFILE



Freddie Fields—chairman and president, Creative Management Associates Ltd., Beverly Hills; b. July 12, 1923, Ferndale, N.Y.; grew up and went to high school in Sullivan county, N.Y., 1923-41; U.S. Coast Guard, discharged as first class petty officer, 1941-44; started as office boy with Abner J. Greshler agency (which produced shows for resort hotels and managed and booked artists for vaudeville, hotel and cafes), rising to junior partner, 1945-50; joined MCA Inc., New York, as agent in personal appearance department, rising to VP and member of board of directors, 1950-1959; free-lance theatrical talent agent on West Coast, 1959-62; founded Creative Management Associates Ltd., Beverly Hills, with David Begelman, 1962; chairman and president of CMA, 1962-present; m. actress Polly Bergen (Nellie Paulina Burgin) of Knoxville, Tenn., Feb. 14, 1956; children—Kathy, 21 (by former marriage of Mr. Fields); Pamela Kerry (P.K.) 10; Peter, 8.

Violent reaction

It is probably to be expected that irrational acts will provoke irrational responses, and the expectation has been fully realized in the aftermath of the Kennedy tragedy. Suddenly television is accused of fomenting violence through its literal depiction of the Vietnam war and its fictional portrayals of action and adventure. As the politicians and editorialists rush into print, it begins to look as if television had invented the political assassination.

It is all a little unreal. The President appoints a commission—the knee-jerk reaction that usually strikes heads of governments when confronted by perplexing events—and explicitly refers to the “public’s airwaves” as one place for the commission to search for causes of violence in this country. In the same instructions the President points out that four of his predecessors were killed in office, but nobody mentions that three of them died before any of the modern means of communication had been created.

Elsewhere politicians pick up the theme as a sure way to get themselves on public view. Senator Dodd emerges from well-earned obscurity to indict television as the first of three contributory causes of an “epidemic of violence” (ranking TV ahead of extremist groups and ease of firearm acquisition). Senator Lausche, who believes that local television coverage caused his defeat in the recent Ohio primary, quotes on the Senate floor from “a column” reporting “that a picture was shown on television of a man from California, Frank Sinatra, and a woman reaching what is supposed to be the superlative stage of ecstasy.” (Perhaps if Mr. Sinatra had been from Ohio, it would have been all right.) “How,” asked Senator Lausche, “can a nation expect to survive on that basis?”

It will get worse before it gets better, and perhaps there is little that television can do but weather out the storm, even when nobody seems to love it but the people.

Spectrum progress

It would be myopic to suggest that the end of broadcasting’s spectrum problems are in sight. But it isn’t premature to observe that progress is being made and that at least a faltering first step has been taken.

In the last fortnight 26 megacycles adjacent to the UHF television band have been made available by the Office of Telecommunications Management for FCC allocation. This provides elbow room for land-mobile and other user development without doing violence to TV allocations. And the Supreme Court a week ago settled the question of the FCC’s jurisdiction over CATV, giving it “broad responsibilities” to regulate cable TV to protect the “orderly development of local (on the air) TV. . . .”

Land-mobile users can be expected to resist assignment to this new spectrum because equipment must be researched and developed. They want the fertile lower channels, forgetting these were developed at the expense of independent broadcasters.

The landmark CATV decision is the first of two that will emanate from the highest tribunal. Upcoming any time—perhaps today (June 17)—will be its determination of the property rights of broadcasters and copyright owners in the programs redistributed by cable operators. That decision, if it favors the copyright owners, could change the face of future cable operations.

These ostensibly unrelated developments in spectrum space and in jurisdiction lift some of the fog. But they have

only slight bearing upon national communications policy under consideration by the President’s Telecommunications Task Force, whose report is now due this fall. There the gut issue is whether all broadcast service ultimately will be wired into the home, with the spectrum turned over to new and exotic modes of telecommunications technology.

For the 26-megacycle windfall from the Office of Telecommunications Management, private users owe a debt to James D. O’Connell, OTM director. Operating at low visibility, he has been successful in convincing government users that they didn’t need this spectrum space. During all of the land-mobile tumult, FCC Chairman Rosel H. Hyde and his more stable colleagues on the FCC have confidently predicted that a solution was in sight without disrupting existing allocations.

There will be anguish and handwringing over the CATV decision. Here again an FCC majority persevered. These are times of change, but not hasty action, to meet the unreasonable demands of new users at the expense of those who pioneered and developed the world’s greatest broadcasting system.

Question of balance

THIS publication intends no disrespect to the memory of Robert Kennedy and no belittlement of the widespread anguish that his death aroused when it suggests that television may have overplayed his funeral. Is it truly in the public interest for the whole American television system to be fastened for an entire day on the obsequies for any public figure, except, perhaps, a President who dies violently in office?

On April 9 the networks devoted seven-and-a-half hours to the funeral of Martin Luther King. On June 8 they gave, respectively, 14, 15 and 17 hours to the funeral of Senator Kennedy. What will they do when the next important person dies if extensive funeral ceremonies are arranged by his survivors and associates?

In Amarillo, Tex., as a story elsewhere in this issue reports, two television stations elected to rotate network coverage of the Kennedy funeral with local programming. Neither has heard one word of criticism from anyone in its audience. Public opinion in Amarillo may not be typical of opinion nationally, but perhaps there is at least a clue here to future scheduling.



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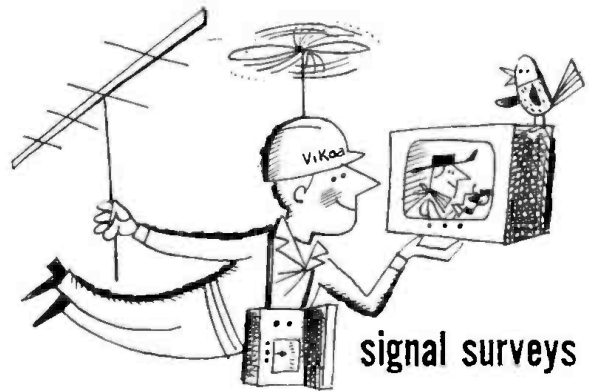
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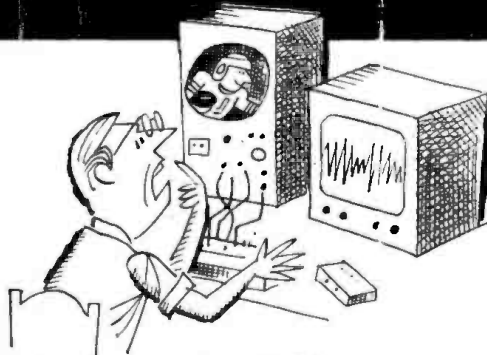


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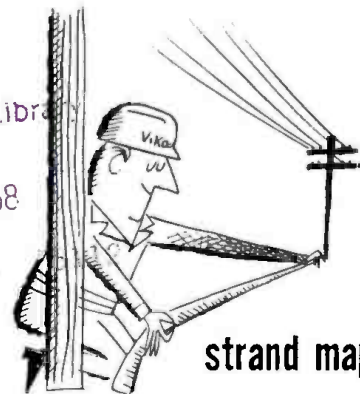


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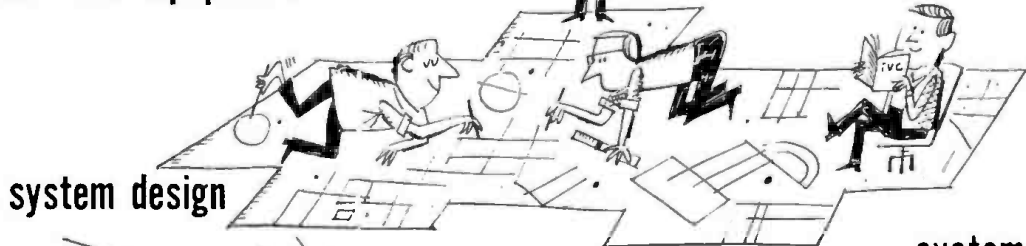


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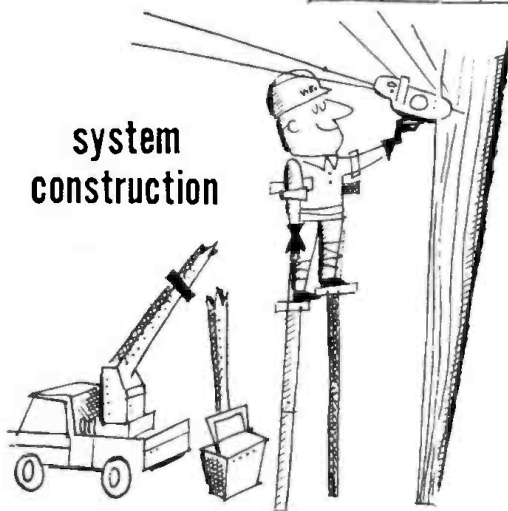
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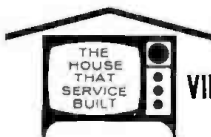


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MISCELLANEOUS

Continued

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"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.

INSTRUCTIONS—(Cont'd)

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 Gillham Road, Kansas City, Missouri 64109.

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Management—(Cont'd)

ADMINISTRATOR

28 to 45 years old. Married. A real worker. However, diplomatic in handling others. Extremely bright. Adaptable. Good at details and good at overall planning. Neat. Willing to work long hours to get job done. Even weekends if necessary. Incisive. Fluent. Organized. Writes things down. Man who can literally DO EVERYTHING. Must know books, budgets, controls and Broadcasting thoroughly. Inventive and original, yet realistic. Spends my dollars like they were his. I got a great future for you: Send typewritten resume, photo. You'll live in California and I'll move you.

Box F-171, Broadcasting.

State salary required, plus salary on all previous jobs.

Help Wanted—Sales

One of America's Great FM stations is looking for an experienced, professional salesman. Excellent growth potential with important broadcast company. Good salary, plus commission, plus fringe benefits. Send us your sales record, resume and references NOW!

WJBI Cincinnati
W. 8th and Mason Place

RADIO GENERAL SALES MANAGER

One of the west coast's leading radio stations needs an aggressive, CREATIVE General Sales Manager. The position is available now.

The person for this job will be well experienced in running a sales team, have a good track record in local broadcast sales, and have the imagination, organizational ability, and energy to develop and implement a continuing local sales activity.

Please send qualifications and salary requirement to:

Box F-103, Broadcasting.

RECORDED NEWS SOUNDS

If Your Newscasts sound like your competition. . . You Need—"Twenty-Original-News-Sound-Effects". . . You get—News Intros . . . Story Dividers . . . Time Signals . . . Weather Intros . . . Background Sounds . . . and More! 20 recorded News Sounds in all! "Exclusive" to only one station per market! Send Only \$9.95 to Command Productions, Box 1591, Portland, Oregon 97207.

Announcers

ANNOUNCERS AND PD

Major Group Staffing for
Top Ten Market

East coast. Seeking operations manager/PD. Strong on detail, music, production; with on-air experience. Seeking several personalities who project warm, believable, happy sound. Outstanding growth opportunity. Send resume, tape, salary requirements now to

Box F-244, Broadcasting.