



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Is CATV's future in the hands of the FCC? p19

Candidates digging deep for political buys. p24

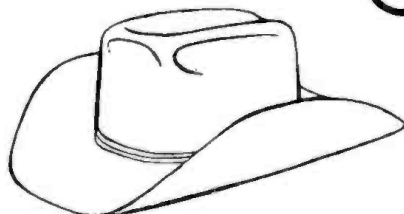
Optimistic NCTA ready for convention this week. p33

What the exhibitors will be showing in Boston. p36

NEWSPAPER

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1948 - 1968



WBAP-TV NBC

Represented Nationally by
Peters, Griffin, Woodward, Inc.

GETS YOU 20 YEARS OF EXPERIENCE IN DALLAS-FORT WORTH

**Beginning this September,
a minimum* of 62 half-hours
of programming from
Screen Gems is scheduled to be
shown on New York's television
stations each week.**



SCREEN GEMS

Bewitched WABC-TV Thursdays and Weekdays. I Dream of Jeannie WNBC-TV Mondays. The Flying Nun WABC-TV Thursdays. Here Come the Brides WABC-TV Wednesdays. The Outcasts WABC-TV Mondays. The Ugliest Girl in Town WABC-TV Thursdays. Days of Our Lives WNBC-TV Weekdays. The Farmer's Daughter WCBS-TV Weekdays. Hazel WNEW-TV Weekdays. The Flintstones WNEW-TV Weekdays and Sunday; and WNBC-TV Saturdays. Dennis the Menace WCBS-TV Weekdays. Burns and Allen WPIX Weekdays. The 3 Stooges WPIX Weekdays. The Perfect Match WPIX Saturdays. Jungle Jim Features WNBC-TV Saturdays. Johnny Quest WCBS-TV Saturdays. Top Cat WNBC-TV Saturdays. Route 66 WNBC-TV Saturdays. Donna Reed Show WCBS-TV Weekdays.

* Does not include network originated feature films on WABC-TV and WCBS-TV, and locally originated feature films (from a library of more than 1,400 titles) on WABC-TV, WCBS-TV, WNBC-TV and WOR-TV, and specials, both network and locally originated.

On May 17, 1968 we got the signal to go ahead.



That was the day we received authority to proceed with applications to use “short haul” microwave for distributing TV signal to CATV subscribers.

This commercial authorization would allow for tests in New York City and two rural areas.

For the present, application of this new system will be limited, but its promise for the future can be far-reaching. CATV sys-

tems can become economically practical in sparsely populated rural communities.

Many rural viewers can enjoy the full range of television programming, for the first time. The delivery of CATV signal to city dwellers can be accomplished without major street construction, public inconvenience, or delay.

Natural barriers can cease to be barriers.

We, at Theta-Com, who developed “short haul” microwave, are proud to see it move ahead. Through the combined skills of a leading communications systems company and a leading CATV operating company, it has proved something about electronic communications: There are no impossible dreams.

THETA-COM

50 West 44th Street, New York 10036

Theta-Com is a jointly-owned subsidiary of TelePrompter Corporation and Hughes Aircraft Company.

WTEV soaring to new heights in the greater Providence area

The new channel 6 WTEV tower, reaching 1,049 feet above sea level, has vastly increased the effectiveness of this station throughout the greater Providence area.

Increased efficiency in key areas, plus more powerful coverage of its entire market, is proved by a 53% increase in overall average audience.*

WTEV is on the move—soaring to new heights in service, programming, audience reach. This new WTEV is important in your sales picture.

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

Represented by



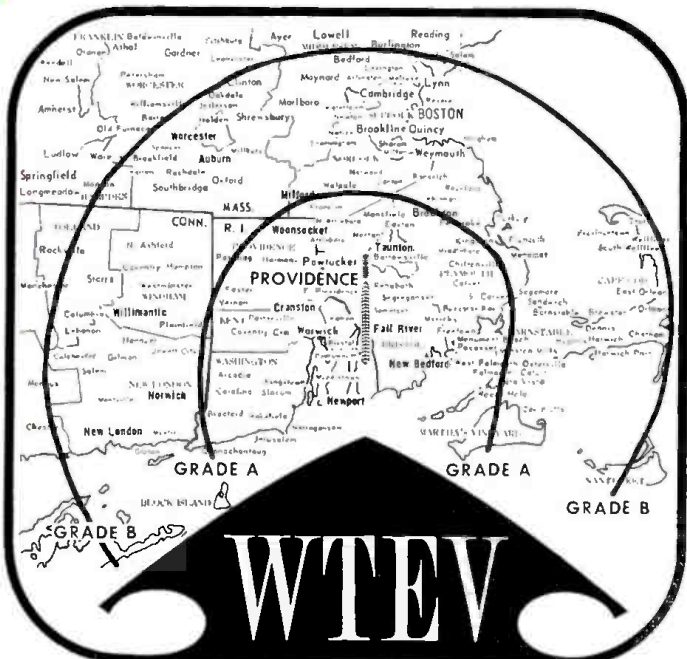
Television, Inc.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area



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

BROADCASTING, June 24, 1968

Pearson's play

There may be more than coincidence in candidacy of Joseph Borkin, Washington "consultant," for upcoming FCC vacancy and recent syndicated columns by Drew Pearson advising President Johnson to name commissioner who will align himself with hard-line regulators Nick Johnson and Ken Cox. Messrs. Borkin and Pearson are old friends and—more to current point—participants in application for TV and AM stations in Washington.

Owning 4.824% of stock each, Messrs. Borkin and Pearson are in 22-member group that has applied for channel 14, now occupied by WFAN-TV, and 1340 kc, now occupied by WOOK, both owned by Richard Eaton. Mr. Borkin would have to drop his interest if appointed to FCC—which insiders think is unlikely (BROADCASTING, June 17).

Tighter control

FCC is expected to bite off large new piece of regulatory responsibility over CATV this week, in case that has bearing on question of who is to control wired communications network of future. On commission agenda is issue as to whether telephone companies should be required to seek commission authority before building facilities to provide channel service to CATV systems. Commission is expected to say that they should.

CATV systems have long urged commission to take that position, arguing that regulatory void now exists as result of failure of local and state authorities to assert jurisdiction over such facilities. Because of this void, cablemen say, telephone companies are able to maintain "iron-fisted control" over all forms of wire communications. If commission rules as it is expected to, it will put itself in position of regulating growth of telephone companies in CATV.

Vulnerable?

Antitrust suit against National Association of Broadcasters is regarded as distinct possibility as result of NAB TV board's tabling of code board proposal to lift ban on advertising of certain personal products on TV (see story page 44). Issue was raised explicitly last December by attorney for Alberto-Culver in letter to code au-

thority in behalf of A-C's FDS deodorant spray. Although letter did not openly threaten suit, it dealt at length with antitrust implications and said that group action to put or keep FDS off TV would be discriminatory and raise serious restraint-of-trade questions.

Tentative decision to retain personal-products ban apparently ends easy truce that reportedly has been in effect between code authority and FDS. When review of ban was agreed upon last winter, FDS commercials were on half-dozen code stations, and code and Alberto-Culver people reached understanding that while review was in progress, stations would not be asked to drop them and A-C would not seek to expand station list. Now code authority must tell stations to cease and desist—and it's good bet some may refuse. At earlier stage, at least one broadcaster is known to have told code authority that he thought FDS commercials were in excellent taste and he had no intention of dropping them.

Long summer

There'll be no summer "hiatus" at FCC this year as far as Chairman Rosel H. Hyde is concerned. Until last year, FCC traditionally had recessed for month of August. Chairman Hyde expects quorum of commission will be available each Wednesday during summer although there will be automatic slow-down with many employees taking their vacations and with Congress and courts in recess.

Hot house

George Schlatter-Ed Friendly Productions, riding high now with *Rowan and Martin's Laugh-In* series, has received firm commitment from major advertiser to produce 16 half-hour programs for new comedy series tentatively called *Kockamamie*. Project is aimed at January 1969 start. Production team also has commitment from NBC-TV to produce hour special pilot called *Soul*. Scheduled to go before cameras first week in July, show will be heavily Negro-oriented both in performing and technical personnel and in theme. It's likely to be sneak-previewed by network in fourth quarter of this year as forerunner to continuing series.

Stretching the wire

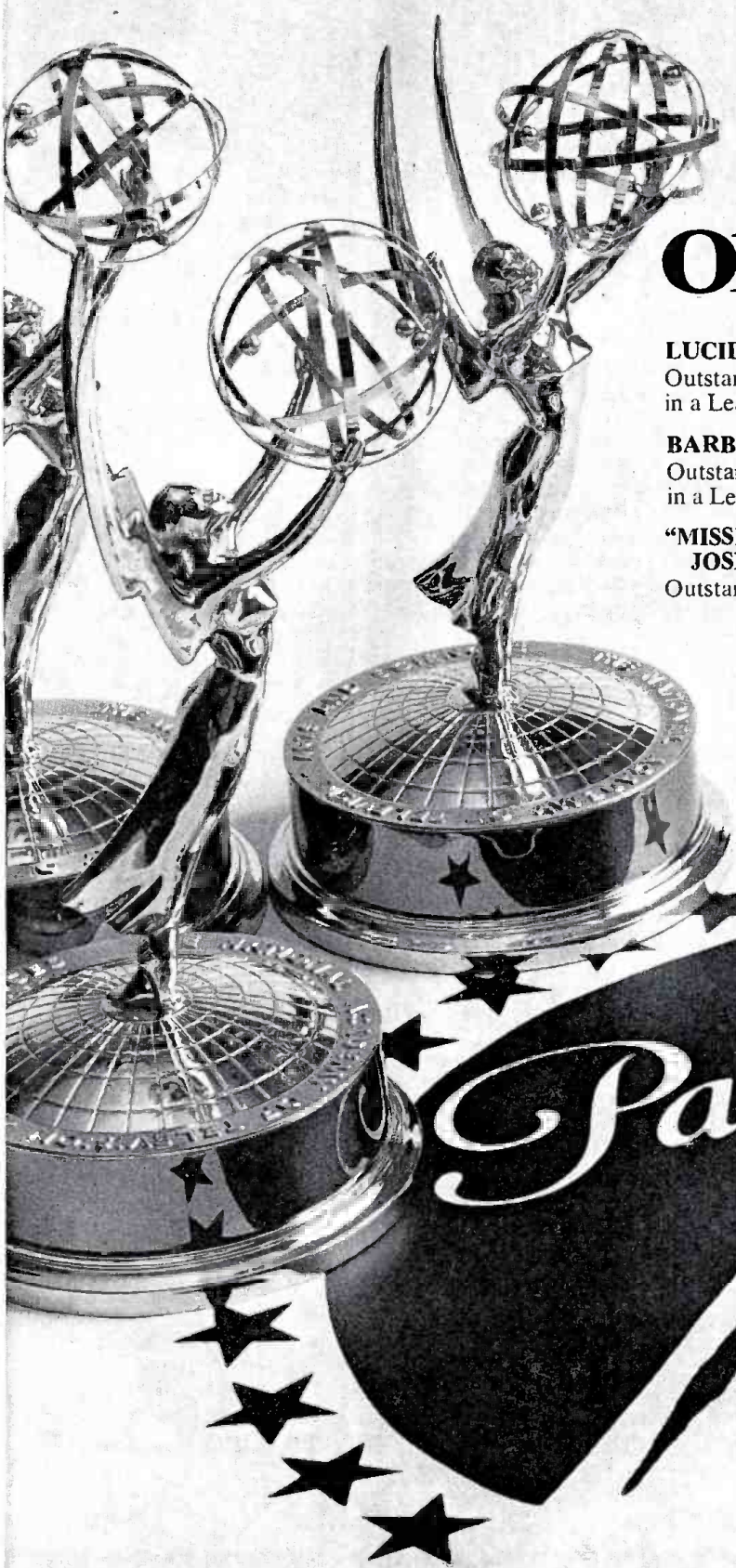
Major cable TV system owner, Television Communications Corp., New York, in exchange of stock is acquiring Universal Cable Vision Inc., subsidiary of Cowles Communications and operator of CATV in Winter Haven, Fla. Winter Haven system has 1,500 subscribers, and with this addition. Television Communications, of which Alfred R. Stern is chairman and president, can now claim more than 65,000 subscribers with about 15 CATV's in U.S. Multiple-station owner Cowles retains CATV holding (Total TV) in Memphis through its WREC-TV there.

Thing to do

TV stations in Madison, Wis., may be next broadcasters to feel pressure from anti-smoking groups. Sources close to anti-cigarette interests say ad hoc citizens group in Madison is preparing petition to FCC calling for revocation of station or stations' licenses on grounds that outlets have not presented enough anti-smoking messages to counter cigarette commercials. Petition apparently would be similar to that recently filed against WNBC-TV New York by John Banzhaf III and his Action on Smoking and Health (BROADCASTING, June 17). Anti-smoking forces are said to feel Banzhaf petition will set off chain reaction and that action in Madison is first of many to come.

Numbers game

Disagreement between broadcasters and American Research Bureau over methodological changes instituted by ARB in its local-market TV reports apparently is still there. ARB officials and Television Bureau of Advertising's research advisory committee met last week in effort to resolve difference, but TVB group came away feeling nothing had really changed—or was likely to. ARB officials appeared somewhat more optimistic, at least on long-range basis, but acknowledged "we're still searching for answers to some of these questions." TVB advisory group, headed by James M. Rupp of Cox Broadcasting, plans to meet this week to draft resolution outlining its objections.



A view of the top

LUCILLE BALL—"THE LUCY SHOW"

Outstanding Continued Performance by an Actress
in a Leading Role in a Comedy Series

BARBARA BAIN—"MISSION: IMPOSSIBLE"

Outstanding Continued Performance by an Actress
in a Leading Role in a Dramatic Series

"MISSION: IMPOSSIBLE"—

JOSEPH E. GANTMAN, PRODUCER

Outstanding Dramatic Series

PARAMOUNT
TELEVISION



Paramount

* A DIVISION OF PARAMOUNT PICTURES CORPORATION

WEEK IN BRIEF

U.S. Supreme Court provides shocker in decision exempting CATV's from copyright liability, but court action appears to thrust burden on FCC to integrate CATV into existing system of free, local TV. See . . .

CATV'S FUTURE? . . . 19

With eyes on public-opinion polls, candidates for presidential nominations are preparing heavy plunges into broadcast advertising. Pre-convention runs to media may limit avail. See . . .

EARLY POLITICAL BUYS . . . 24

17th annual convention of National Cable Television in Boston this week is buoyed on high note as the result of that favorable Supreme Court copyright decision, but tough questions still face cable industry. See . . .

CATV OPTIMISM . . . 33

NAB's TV board, meeting in Washington, discusses problem of what to do about violence on television; personal product advertising code provisions fail to pass; 26 mc spectrum gift urged for land-mobile allocation. See . . .

VIOLENCE BACKLASH . . . 44

FCC Commissioner Lee Loewinger, volatile philosopher and ex-New Frontiersman, who began his regulatory career in days of Calvin Coolidge, leaves commission June 30 after five years of service. See . . .

BOISTEROUS ERA ENDS . . . 48

Aggregate \$7.5 million for two station sales. On the block are WKNR Dearborn, Mich. and KTHI-TV Fargo, N. D. FCC approves Metromedia Washington-Baltimore FM trade. See . . .

WKNR, KTHI-TV SOLD . . . 50

Broadcast journalism finds an ally in FCC Chairman Rosel Hyde. In appearance before House Investigations Subcommittee on WBBM-TV pot party, he says broadcast journalism should have same latitude as print. See . . .

NEWS EQUALITY . . . 56

Excessive violence in programing will be soft-pedaled this summer and fall say network, station and syndicator spokesmen; networks appear determined to review existing standards at all levels. See . . .

CONTINUING TV REVIEW . . . 58

Broad but quiet undercurrent of affiliate dissatisfaction is being expressed over TV networks' coverage of funeral and burial services for Senator Robert Kennedy June 8. See . . .

COVERAGE TOO MUCH? . . . 65

Association of Maximum Service Telecasters hits FCC's policy of providing unrestricted radio frequencies in business radio services. AMST calls policy "intolerable" in times of pressing demands for spectrum space. See . . .

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$10.00. Annual subscription including Yearbook \$20.00. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. BROADCASTING Yearbook, published every January, \$10.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C. 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.

EFFECTIVE JULY 1



RADIO TELEVISION SALES, INC.
380 MADISON AVENUE, NEW YORK, NEW YORK 10017

**WILL BECOME THE
EXCLUSIVE REPRESENTATIVES
FOR**

WAVY-TV

SERVING

**NORFOLK-PORTSMOUTH-NEWPORT NEWS-HAMPTON-VIRGINIA BEACH-CHESAPEAKE
VIRGINIA**

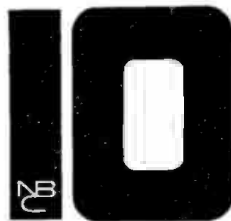
(AVCO Sales also represents WAND-TV Decatur—Springfield—Champaign, Illinois and WBBF Radio Rochester, N. Y. for LIN Broadcasting.)

When you look over a market . . . don't *overlook* the Norfolk-Newport News Metro area. Estimated here is the greatest concentration of people in the entire Southeast — more than 900,000 people in *half* the area of metro Atlanta or Miami!

Tidewater Virginia's true size is obscured by the fact that the U. S. Government, Sales Management and other statistical references unrealistically list Norfolk and Newport News as separate metro areas. (Actually . . . the two areas are *only* 2½ miles apart, connected by bridge and tunnel.)

To get the full picture you must *always* add Norfolk and Newport News, *all ways*. They are much closer than Tampa-St. Pete, for example, with more people — and don't overlook the hidden market — the huge military complex in Tidewater with a military and civilian payroll of over *TWO MILLION DOLLARS* a day!

WAVY-TV



Naturally... in Color

Licensee is the ultimate judge

**NAB board still up in air
on what industry can do as
unit regarding TV violence**

For four days National Association of Broadcasters board met in Washington last week and mulled over question of how to best respond to charges media has aired excessively violent programming (see page 44).

General conversation jelled Friday (June 21) into firm statement that seemingly defined NAB's position. But despite expression of high principle and lofty language, underlying tone indicates NAB still doesn't know at this time how it should cope with violence problem.

Best it could come up with was outright rejection of blanket indictment levelled against all media (specifically, TV) that they are responsible for increase in lawlessness in our society, and renewed pledge to work within existing machinery (code restrictions, network program review) to solve problems of program content.

In Licensee's Hands ■ However, board acknowledged that there was little it could do concretely to ameliorate problems. It laid burden of "the final and basic responsibility for program acceptance" at licensee's doorstep. "As he exercises this profound responsibility," NAB statement reads, "each broadcaster should enter into fullest dialogue with the people of his area to work together for a regeneration of social morality and a respect for the processes of law and order throughout America."

Some NAB staffers say statement is reasonable response given present attitude of public toward broadcasters. If statement had been stronger or if NAB had taken some other unspecified and heavy-handed action, it's theorized effect could have been "disastrous."

NAB statement endorses President's Commission on the Causes and Prevention of Violence, noting that present troubles are "deeply rooted in economic, social and psychological forces which are too little understood." But it also notes that there's yet to be established a causal relationship between street violence and presentation of vio-

lent acts on TV, particularly on news programs: "Along with all news media, broadcasting must continue to present the world as it is, not as we might like it."

Supports Code ■ Statement emphasizes present code language that finds depiction of excessive violence for dramatic effect unsuitable for family viewing. And it commends "positive action" of three networks in conducting extensive review of current programming (see page 58).

Board further directs NAB Code Authority to "intensify its surveillance of dramatic program content to have it conform effectively with the spirit and the principles of the code." What surveillance is going to be intensified is not yet known, because code authority has been chary about crossing delicate line of program censorship. Several possibilities might include increased monitoring of programs by code staff or intensified review of script material submitted by Association of Motion Picture & Television Producers, affiliate code members. Extent of surveillance is yet to be worked out by code staff.

Backs Oklahomans ■ In other matters board commended Oklahoma broadcasters for "firm handling" of survey conducted by FCC Commissioners Kenneth A. Cox and Nicholas Johnson (BROADCASTING, April 15 et seq.). It was noted that "the vigilant action of Oklahoma broadcasters resulted in a minimal response to the unusual request by the two commissioners."

Board further approved plans for two seminars at Harvard University during 1969—sales seminar July 13-19, and post-graduate course for broadcast

executives from July 20-26.

It heard report that on-air campaign to promote careers in broadcasting has 280 radio and 107 TV stations participating. And it set up tentative schedule for 1969 fall conference to be held in Chicago, Boston, Atlanta, Dallas, Denver and Portland, Ore. As for its 1970 winter board meeting, board voted to hold session in Honolulu. January 1969 meeting is already set for San Juan, P. R.

CBS reopens attack on CATV copyright

CBS will press four-year-old copyright-infringement suit against Teleprompter Corp. to determine sweep of U. S. Supreme Court decision that CATV systems do not incur liability when they relay copyrighted material (see page 19).

This was interpretation placed on statement Friday (June 21) by Richard W. Jencks, CBS vice president and general counsel, on high court's decision in CATV copyright case.

Mr. Jencks said decision did not make clear whether CATV systems that relay signals hundreds or thousands of miles from television station's normal service area, or that originate programming, are exempt from copyright liability. He said such systems do not appear to fit analogy that court drew to cooperatively owned television antenna.

Clarksburg and Fairmont, both West Virginia systems in case which United Artists brought against Fortnightly

Use renewals to combat TV violence

New national group has been formed to press for reduced violence and more prime-time public-affairs programming on television. Television Improvement Society of America wants to organize viewers to wire protests to FCC, build up files of telegrams at commission in hope of influencing license-renewal decisions.

Incorporated Friday (June 21) under District of Columbia non-profit laws, TISA organizer Edward C. Dougherty, semiretired public-administration consultant, said he's aware commission can't oversee con-

tent of individual programs but notes that renewal process, under law, should consider stations' over-all operation in public interest.

Complaints to sponsors would be cumbersome approach, he notes, compared with ease of "picking up phone and sending telegram to FCC."

Mr. Dougherty said research is planned on ways to get broadcasters to de-emphasize "violence, cruelty, brutality and savagery," and he indicated foundation financial support will be sought.

Corp., relayed signals less than 100 miles and did not originate programming. Some of systems in CBS suit, in Farmington, N. M., Elmira, N. Y., and Johnstown, Pa., use microwave to relay signals and originate programming. Action on CBS suit filed in 1964, has been held up pending decision in Fortnightly case.

"We believe," Mr. Jencks said, that courts should now adjudicate the question whether the holding of the Supreme Court . . . applies to CATV systems which, like those in the CBS lawsuit against Teleprompter Corp., import signals over great distances by microwave and also originate programming of their own in competition with broadcasters."

However, he also indicated that CBS would drop suit if "satisfactory legislative solution of the problem" were achieved. He said CBS has long supported reasonable revision of copyright law which could provide compromise between legitimate interests of CATV operators and those of copyright owners and broadcasters. He said efforts should be renewed to secure such legislation.

2 stations liable for candidate's words

WSAZ-TV Huntington, W. Va., and WLSI Pikesville, Ky., were directed by FCC, Friday (June 21) to comply with its personal attack fairness doctrine requirements in connection with complaints of Kentucky antipoverty workers who had been arrested under a state sedition law. WSAZ-TV ruling was first in which station incurred reply obligations as result of broadcast by political candidate.

Complainants were Mr. and Mrs. Joseph Mulloy and Mr. and Mrs. Alan McSurely. The McSurelys and Mr. Mulloy work for Appalachian Volunteers, which is financed by Office of Economic Opportunity. All four had been indicted for sedition under Kentucky law, but charges were dropped after federal court held state statute unconstitutional.

Complaint against WSAZ-TV involved Nov. 3, 1967, broadcast by Thomas Ratliff, then candidate for Lieutenant Governor of Kentucky. Commission said material supplied by station showed Mr. Ratliff had identified complainants by name as having been indicted for sedition and had quoted portions of county grand jury report which implied that complainants were among "Communist organizers" who had infiltrated antipoverty groups in area.

Commission said case was first to come to its attention in which licensee incurred obligation to make time avail-

WEEK'S HEADLINER



Mr. Cramer

Douglas S. Cramer, VP in charge of program development for 20th Century-Fox Television, Los Angeles, appointed executive VP in charge of production for Paramount Television, Hollywood. Mr.

Cramer, 36, will be responsible for creation and development of new TV properties for television division of Paramount Pictures as well as overseeing production of studio's three current network shows. He was formerly VP in charge of program development for ABC-TV and prior to that broadcast supervisor for Ogilvy & Mather and TV supervisor for Procter & Gamble. Top TV production job had been vacant at Paramount since last November when Herbert F. Solow resigned to take similar position with MGM TV.

For other personnel changes of the week see FATES & FORTUNES

able for reply to person attacked, as result of broadcast by political candidate.

Attacks by candidates on other candidates are exempt from personal-attack rule. But commission rejected station's arguments—that candidates' broadcasts cannot be censored—for waiving requirements in connection with attack on complainants.

Commission said question is whether public-interest factors involved in making time available to persons attacked are outweighed by consideration that licensee cannot censor broadcast of candidate. "In our view, they clearly are not," commission said.

Commission insisted on WLSI compliance with fairness doctrine in connection with two aspects of complaint. One was that James L. Balser, vice president and general manager, broadcast derogatory information about McSurely's after raid on their home in which he participated as deputy sheriff of Pike county. "There is clearly a special obligation to be fair in such unusual circumstances," commission said, adding WLSI had not indicated it met that obligation.

Other aspect of complaint involved station's handling of complainants' request to purchase time to answer announcements carried on behalf of two candidates for local office. Announce-

ments dealt with state sedition laws and arrest of complainants.

Station had been willing to sell time only after election. Commission said time should have been made available, even if some ordinary commercials had to be shifted, so that public could be informed on other side of issue before election.

FCC directed WSAZ-TV and WLSI to submit statements within 20 days on how they will comply with fairness rules.

CBS's Shakespeare joins Nixon effort

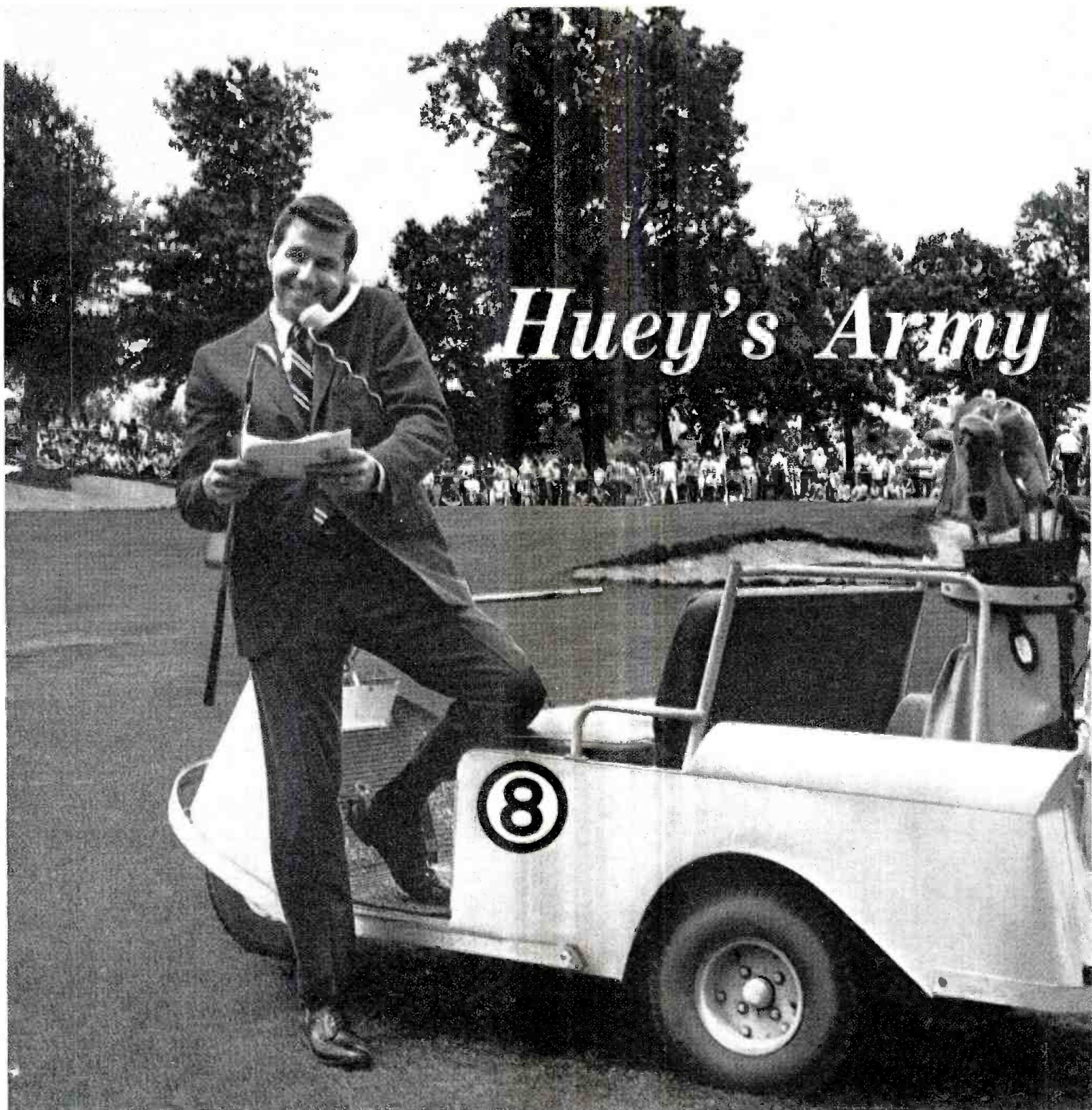
Frank J. Shakespeare Jr., president, CBS Television Services Division, announced Friday (June 21) that he's taking immediate leave of absence to participate in presidential campaign of Richard M. Nixon. He said he will serve on executive staff and told BROADCASTING his services as broadcast consultant "would not be excluded" from his responsibilities. He will "work out of" Nixon for President Committee headquarters offices in New York.

During his absence, which will continue past Republican convention in August and through election day in November if Mr. Nixon wins Republican nomination, his duties at CBS will be supervised by Felix A. Kalinski, president of CBS/Comtec Group of which CBS Television Services is division.

Mr. Shakespeare joined CBS in 1950, became manager of WXIX-TV (now WVTM-TV) Milwaukee in 1957, when station was owned by CBS, moved on to WCBS-TV New York as general manager in 1958, and in 1965 was elected successively senior vice president, CBS-TV Network Division, and then executive vice president, CBS Television Stations Division. He became president of services division in realignment last October.

Bank buys old shows

LaSalle National Bank, Chicago, was high bidder Friday (June 21) for package of 195 five-minute monochrome programs featuring Burr Tillstrom and puppets Kukla and Ollie. Bank itself had ordered sale to satisfy note of Taynod Productions held by bank. (BROADCASTING, June 10). Price was not disclosed but LaSalle said it was only fraction of amount due it.



Huey's Army

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

WFAA-TV DALLAS-FT. WORTH

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

night call

A NATIONAL RADIO TELEPHONE CALL IN SHOW ON VITAL ISSUES

Black is a red-blooded American color.

The Black showed the color of his blood in places like Vietnam and Korea. (And other all-American battlegrounds in two World Wars, the Civil War and the Revolution.)

His country called for help, and he heard.

But we can't seem to hear his call.

Perhaps if Black and White could listen with their hearts they could hear each other. That's what **NIGHT CALL** is all about. It's a radio program that lets people air their views man to man. Color to color. Live. From phones anywhere in the country.

After all, a syringe full of junk bites into Black and White skin with the same ruining surge. And a Black mother cries over her child just like a White one does.

The problems are pretty much the same; just the characters have different colors.

NIGHT CALL's person-to-person nationwide radio hook up lets Black and White tell it like it is . . . each in his own words.

Call it a social pressure valve—the voice of the ghetto, the voice of disgust, the voice of hope. Call it what you will—it's the voice of the people. **NIGHT CALL** lets people talk. And experts on the phone anywhere in the country or world offer answers to some of the problems.

Having a heart-to-heart squawk. (At least it gets people talking. First about their problems. And eventually to each other.)

NIGHT CALL has a cast of millions (200 millions of us).

Produced by The United Methodist Church's TV, Radio and Film Commission (TRAFECO), the program covers 43 stations in 36 cities and Washington, D. C.

It could just be the most important listening post on the air today because it starts people talking. A program you should program.

Because if we don't start talking to each other, we'll end up shouting. And there's no telling where we'll wind up after that.

Monday thru Friday
11:30 PM-12:30 AM (EDT)

For complete information on programming and format, contact:

**night
call** 475 Riverside Drive—Suite 420
New York, New York 10027
(212) 663-8900

DATEBOOK

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

■Indicates first or revised listing.

JUNE

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 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 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 Kotchian, 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 pro-

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, Cincinnati.

Nov. 14-15—Dallas Hilton, Dallas.

Nov. 18-19—Atlanta Marriott, Atlanta.

posed 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 on FCC's proposed rulemaking to specify, in lieu of the existing MEOV concept, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours in the standard broadcast service.

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

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

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

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. 5-7—Association of National Advertisers workshop on advanced administrative and planning techniques. Drake Oak Brook hotel, Chicago.

THIS SPACE CONTRIBUTED BY THE PUBLISHER



Mr. Louis Armstrong

Learn the seven warning signals of cancer. You'll be in good company.

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
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7. Change in a wart or mole.

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It makes sense to give to the American Cancer Society.

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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 BROADCASTING-TELECASTING Bldg., 1735 DeSales
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BROADCASTING® Magazine was founded in 1931
 by Broadcasting Publications Inc., using the
 title, BROADCASTING®—The News Magazine of
 the Fifth Estate. Broadcasting Advertising®
 was acquired in 1932. Broadcast Reporter in
 1933 and Telecast® in 1953. BROADCASTING-
 TELECASTING® was introduced in 1948.

*Reg. U. S. Patent Office
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Aug. 5-9: Annual meeting, American Bar
 Association. Among principal speakers are
 Senator Philip A. Hart (D-Mich.), U.S. Cir-
 cuit Judge Otto E. Kerner, former governor
 of Illinois and chairman of President's Com-
 mission on Civil Disorders; Betty Furness,
 President's adviser on consumer affairs;
 Commissioner James M. Nickholson, Federal
 Trade Commission. Civic Center, Philadel-
 phia.

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

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

Aug. 22-23—Fall convention of the Arkan-
 sas Broadcasters Association. Arlington hot-
 el, Hot Springs, Ark.

August 30-September 1—1968 International
 Radio-TV-Press Exhibition, sponsored by
 International Broadcasters Society "to pro-
 mote interdisciplinary dialogue within the
 mass communications media." The IBS
 Honors List will be announced at the an-
 nual 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 Broad-
 casters Society, Zwailuwaan 78, Bussum
 (NH) The Netherlands.

SEPTEMBER

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

Sept. 9-13—International Broadcasting Con-
 vention, sponsored by Electronic Engineer-
 ing Association; Institute of Electrical and
 Electronics Engineers; Institution of Elec-
 tronic and Radio Engineers; Royal Televi-
 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. 20-22—Southwest area conference
 and East central area conference, American
 Women in Radio and Television Inc.,
 Menger hotel, San Antonio, Tex. and
 Christopher Inn, Columbus, Ohio.

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

■Sept. 23—New deadline for filing comments
 on FCC's proposed rulemaking that would
 provide simplified procedures for class IV
 AM power increases, and promote for those
 stations stricter compliance with minimum

RAB MANAGEMENT CONFERENCES

Sept. 12-13—Atlanta, Hilton Inn (air-
 port)

Sept. 16-17—White Plains, N. Y.,
 White Plains hotel.

Sept. 19-20—Cincinnati, Carrousel Inn.

Sept. 30-Oct. 1—Chicago, Marriott
 motor hotel.

Oct. 7-8—Dallas, Marriott motor
 hotel.

Oct. 10-11—San Francisco (Burlin-
 game), Burlingame Hyatt House.

separation rules. Previous deadline was
 June 24.

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—Western area conference,
 American Women in Radio and Television
 Inc., Sheraton Motor hotel, Portland, Ore.

Sept. 27-29—Meeting of the Hawaiian As-
 sociation of Broadcasters. Surf hotel, Kauai.

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

OCTOBER

■Oct. 4-6—Southern area conference, Amer-
 ican Women in Radio and Television Inc.,
 Parliament House, Birmingham, Ala.

■Oct. 11-13—Northeast area conference,
 American Women in Radio and Television
 Inc., Jug End, Egremont, Mass.

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. 18-20—West central area conference,
 American Women in Radio and Television
 Inc., Midtown Motor Inn, Des Moines, Iowa.

■Oct. 22—New 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. Previous dead-
 line was July 24.

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.

■Oct. 25-27—Midwest area conference. Amer-
 ican Women in Radio and Television Inc.,
 Hilton hotel, Pittsburgh.

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.

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

■Indicates first or revised listing.

Show the flag

EDITOR: Out of Freedoms Foundation's Operation "Closed Ranks," encouraging a national display of the American flag as a dramatic expression of national faith and unity, has come an excellent suggestion which we think should be passed on to television stations.

The suggestion is made that there has been a surprising absence of the display of the flag in broadcasts of public service programs for years.

We believe that the American emblem should be displayed when possible in every studio as a part of the American tradition. This was the suggestion of the national publicity committee representing 25 distinguished American public relations and media men which met in New York.—*C. James Proud, vice president, Freedoms Foundation, 530 Fifth Avenue, New York 10036.*

Particularly penetrating

EDITOR: I thought your two editorials of May 27 ['All the way' calling for repeal of Section 315 of the Communications Act and 'Time of tension' concerning station compensation] were unusually outstanding if that's possible, since all of your editorials are highly significant.—*H. W. Maschmeier, general manager, WNHC-TV New Haven, Conn.*

On 'Attack and Destroy'

EDITOR: Let me take this opportunity to commend your good magazine on the editorial 'Attack and Destroy' [BROADCASTING, June 10].—*Harlan G. Oakes, president, Harlan G. Oakes & Associates, Hollywood.*

(Editorial warned of assaults from many directions being made on free-enterprise broadcasting.)

BOOK NOTES

"Color Television: The Business of Colorcasting." edited by Howard W. Coleman. Hastings House, New York. 287 pp. \$8.95.

This survey, drawn from the expertise of 20 contributors, all of whom were involved in the shift to color from the beginning, covers aspects of color television from engineering and production techniques to selling and promoting this new communications force. Compiled by Howard Coleman of the A. C. Nielsen Co., the book includes chapters written by Ward L. Quaal, president, WGN Continental Broadcasting; Sheldon W. Peterson, Time-Life Broadcast; Norman E. Cash, Television Bureau of Advertising, and Mr. Coleman's boss, Arthur C. Nielsen Jr. Especially helpful are appendices on color-TV-set ownership and a glossary that clarifies engineering terms.

"Broadcast Management." by Ward L. Quaal and Leo A. Martin. Hastings House, New York. 251 pp. \$8.95.

This comprehensive examination of management aspects in American radio and television is drawn from the long and distinguished broadcasting careers of Ward Quaal and Leo Martin. Their study is based on historical perspective but offers suggestions for future improvement in all areas of managerial leadership. Among the elements explored are audience, programing, sales and profit management and govern-

ment regulations.

Ward Quaal, president of WGN Continental Broadcasting Co., Chicago, qualifies as an authority on broadcasting management through experience gained since his entry into radio back in the mid-1930's. Added perspective on the regulatory aspects of the industry was garnered by Mr. Quaal while serving as director of the Clear Channel Broadcasting Service in Washington after World War II Navy service.

Leo Martin, professor and chairman of the television and radio department at Michigan State University, has been in broadcasting education for over 30 years.

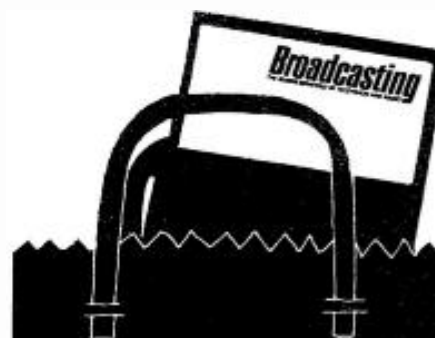
The volume is the first in a series, "Studies in Media Management," under the general editorship of Dr. A. William Blum, Newhouse Communications Center, Syracuse University.

"Producing You," by Robert G. Swan. Barcreek Books, Elizabeth, N. J. 216 pp. \$5.98.

Techniques for effective public speaking and appearances on radio and television are distilled in this book from Mr. Swan's 30 years experience as a consultant to national figures (including the production of Adlai Stevenson's telecasts during the 1952 presidential campaign). The book offers instructions in voice control, public dress, researching and writing speeches and press relations.

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Advertising careers are born in political campaigning

In the various marketing courses most business students have, somewhere along the line they usually are told you can't get a job in advertising without experience and you can't get experience without a job.

There seems to be a lot of truth in this statement unless the students have taken specialized business courses that could carry them directly into a training program in one of the larger agencies. But this route represents a very limited number of jobs.

Over the years I've talked to many college graduates who wanted to explore advertising as a career. A useful guide has evolved from these experiences.

Many candidates have been college trained in creative writing courses. It would seem natural to expect instant success, but this isn't true in more cases than you would imagine.

The Midget Message ■ The trouble with creative writing courses is that they do not teach the disciplines that are required for success in advertising. The creative writer may take three to 30 pages to express something meaningful. The advertising writer has to express something meaningful in one to three paragraphs of copy or script. He may have to present his entire thesis in a single 10-second ID.

There are others who during their college careers have spread themselves all over the place studying rhetoric and literature, have taken some psychology and sociology, have gotten into the theater by choice or accident and may have designed scenery or written or directed a play and maybe fooled around with a dance band on the side. Every person with this type of background who has come to me for a creative job has been hired.

This background doesn't necessarily indicate lack of a singleness of purpose; rather, it demonstrates a wide set of interests, a feeling for the dramatic, an ear for music (whether they write or not), a curiosity about things and a wide exposure to people and ideas of various kinds. It generally means the student is an aware person interested in what is going on around him and probably with an affinity for people. This sort of person can get a job in advertising in very short order with a little persistence.

The third and most difficult candidate is the recently-out-of-school graduate who has found his first job unrewarding and tells you he long has

been interested in advertising but doesn't know if he is qualified. He would like to see if he could get a job in advertising and find out if he can contribute. This is tough on the agency.

Until the agency is big and rich it can't afford an over-supply of trainees. Certainly it has some. But a man or woman already earning a salary may find that they have to take a cut to get a trainee job.

None of these three classifications, though, fit the majority of college students who in their junior, senior or graduate years get the notion they would like to get into advertising. Is there a way?

Yes there is. For the majority I suggest there is an opportunity to get free on-the-job training in advertising before they are ready to make a career decision. It will cost only their time.

My suggestion: Go into politics.

By going into politics as a volunteer worker such students will come out of the experience not only with personal satisfaction but also with credentials that can land them a job with an advertising agency. There are many parallels in advertising and politics. About the only thing missing in the latter is the three-cents-off coupon and the money-back guarantee.

Step by step the selling problem in politics is almost identical. The product is the candidate; the pre-set goal is election. Your research is the straw polls and the precinct reports. You study your candidate's assets and liabilities in relation to the competition and develop an overall campaign strategy to successfully market the product.

You concentrate your creative efforts to build a winning image of your man. If his package needs dressing up, you change his haircut, polish his teeth and

choose his ties. If you are working for a Rockefeller you'll have a Procter & Gamble-size budget. If you're working for a McCarthy your budget may be peanuts and you have to make every dollar work harder—you allocate your budget among the media which can deliver the largest prospect audience at the lowest possible cost and you phrase your copy to have the broadest possible appeal among your prospective customers, the voters.

The student volunteer has a chance to observe, learn and even participate in all the activities that make up a political campaign. He can do it at any level—ward, city, county, state or national. Every job he is given will teach him something useful about advertising.

Experience Gained ■ First he will learn his unit has to live within a budget—and there's never enough money to do everything he'd like to do. He'll probably sit in on long meetings (one needs endurance in advertising) where strategy is discussed, polls dissected, precinct reports digested and courses of action determined. He may be sent to a newspaper office or to a station where he'll learn how a scratchy piece of paper becomes a polished selling message to enhance the image of his product.

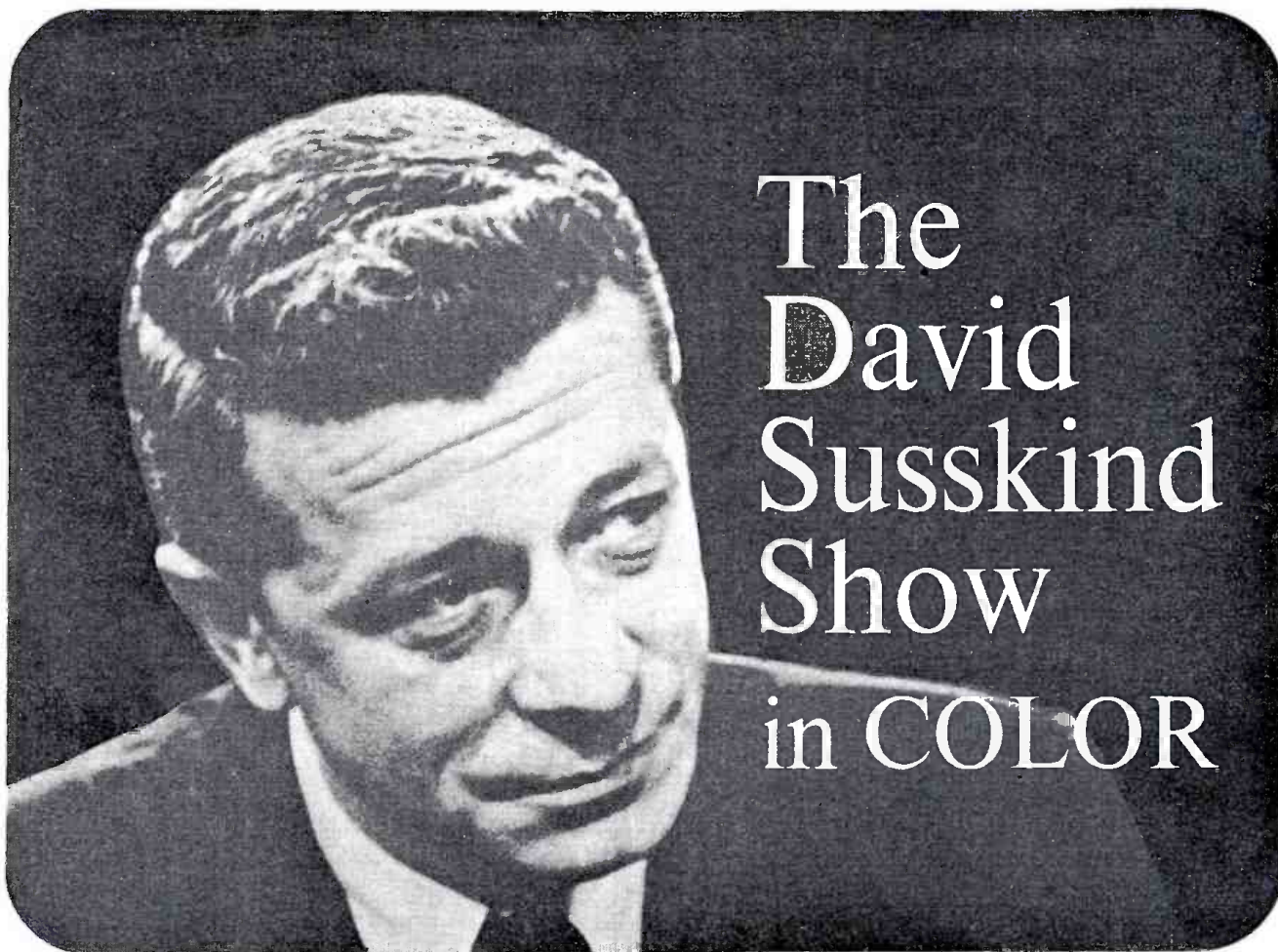
The student volunteer will learn how hard it is to build and sell an image. He will establish some values of his own as to what is believable and what isn't, what is in good taste and what isn't.

He'll see how advertising can be a potent force for change. He'll also find he can't do a good job unless he believes in his product.

If such a student then will analyze this experience, develop a report showing how it could be done better—show he knows how to think—I guarantee he'll get a hearing from K&E.



Peter Frantz joined Kenyon & Eckhardt in April 1967 as senior vice president in charge of western operations with headquarters in Chicago. For eight years previously he had been with Leo Burnett Co. there and was administrative vice president of creative services before he joined K&E. Prior to that Mr. Frantz had been chairman of the plans board at Waldie & Briggs, Chicago. He served in the Navy in the Pacific. A native of Iowa, Mr. Frantz graduated from Northwestern University.



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- ★ WASHINGTON, D.C. — averages 5-7 rating.
- ★ LOS ANGELES, CALIF. — averages 6 rating in highly competitive seven station market during prime time play.
- ★ NEW YORK — outstanding prime time rating averaging between 7 and 10.

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Is CATV's future in FCC's hands?

That's what high-court copyright ruling implies,
but authorities at commission and elsewhere say
Congress should step in with new legislation

The dark cloud of copyright liability that had long hung over the CATV industry appeared to have passed out of sight last week, wafted along by a U.S. Supreme Court decision that CATV systems do not incur liability when they pick up and retransmit copyrighted programming.

But no sooner had the industry begun to enjoy the sunshine than new clouds began rolling in. The FCC was facing up to what it saw as the need for new, and possibly tougher, CATV rules to accomplish the goal of integrating CATV into the existing system of free, local television. Commission sources said the present rules, adopted in March 1966, were only a "holding action" designed to keep CATV matters under control until the copyright question was resolved.

And while many in Washington counted the court's decision a resounding victory for the CATV industry, not all lawyers agreed it was as sweeping as it appeared. Some said it seemed to be limited to the kind of systems involved in the decision—nonmicrowave-fed operations that do not originate programming. CBS was trying to decide last week whether to test that theory, with a copyright-infringement suit of its own that has been on file since 1964.

However, the high court's decision last week, on a 5-to-1 vote, was a stunning surprise, reversing as it did an appeals court decision that had affirmed a federal district court's opinion.

Essentially, the court held that CATV systems are "viewers" rather than "performers" and thus do not infringe copyrights when they pick up and relay copyrighted material.

Earlier Decision ■ The decision was being read in Washington—and particularly at the FCC—in conjunction with the one handed down by the high court a week earlier conferring broad authority on the commission to regulate CATV systems (BROADCASTING, June 17).

Chairman Rosel H. Hyde and other members of the commission had long

counted on copyright to lighten the commission's regulatory burden in CATV. They felt that, if CATV systems were held liable for copyright payments, the systems would be forced to compete on more equal terms with stations and that, as a result, the commission's need to afford broadcasters economic protection against CATV competition would be reduced. Furthermore, some pointed out that stations' right to exclusive use of copyrighted material would be protected to a greater degree than that provided by the commission's nonduplication rules.

But in light of last week's Supreme

Court decision, the commission realizes it will have to do more, not less. And, in light of the earlier decision, it is satisfied it has all the authority it needs.

There was talk at the commission of limiting severely CATV systems' right to originate programming and carry commercials. (Chairman Hyde said last year that some commissioners feel that CATV systems that use the product of broadcasters "should be limited in the extent to which they may originate programming and carry advertising" [BROADCASTING, May 1, 1967]).

Some officials have even mentioned the possibility of licensing CATV sys-

It was a big week for NAB, NCTA

Feature of the NAB joint-board meetings in Washington last week was the "topping-off" ceremony for the new NAB headquarters. Appropriately enough NAB President Vincent Wasilewski (wearing a hard hat, as were all NAB board members) made a dedicatory speech through a bullhorn. Among his comments: "This building is being erected by 50-cent spot announcements."

Before and during the speech champagne was served. (See page 45).

Meanwhile, down the street, members of National Television Cable Association were pondering their apparent copyright victory in the U. S. Supreme Court (see above) and wondering about changes in the agenda for their annual convention (see page 33) scheduled to begin in Boston next Saturday.

While NCTA President Frederick Ford refused to comment (see page 21), general sentiment among NCTA



Vincent Wasilewski

members was one of jubilation at the somewhat unexpected victory in the CATV copyright case.

IS CATV'S FUTURE IN FCC'S HANDS? continued

tems, saying that the commission might want to assume authority for making a finding as to whether proposed systems would be in the public interest—a function now exercised, if at all, by state and local authorities. There is also interest in such questions as multiple-ownership and cross ownership of CATV and broadcast media, and whether access to CATV channels should be limited to the owner of a system (BROADCASTING, June 17).

Big Backlog ■ But much of the concern at the commission is with its backlog of CATV cases. There are pending some 200 top-100-market cases—in which CATV systems seek waivers of the rule requiring hearings when systems propose to import distant signals into major markets—and most are over two years old. Also pending are some 300 other cases. The load is primarily the responsibility of a 12-member task force.

Some officials favor junking the top-100-market rule. The hearing it requires is intended to determine whether a system would have an adverse impact on present or potential UHF stations in major markets. But CATV representatives regard the rule as a thinly disguised freeze on the establishment of cable systems in those markets—and

some commission officials agree.

Commission sources say the hearings are slow and costly, and not likely to establish proof of anything. Of some two dozen top-100-market cases designated for hearing since the rules were adopted, only one has reached the stage of an initial decision. There is talk of replacing the rule with one that would simply permit long-distance importation in some markets, presumably underserved ones, and prohibit it in others.

Job for Congress ■ Both the majority and minority opinions in the Supreme Court decision last week reflected the view that the job of apportioning copyright liability in CATV matters is best left to Congress.

The Justice Department, in a friend-of-the-court brief, had suggested that the court accommodate the various interests by holding that CATV systems relaying only the signals of local stations be exempt from copyright liability. But Justice Potter Stewart, writing for the majority, said that kind of compromise job is for Congress to perform. And Justice Abe Fortas, the lone dissenter, said: "Our ax, being a rule of law, must cut straight and sharp and deep; and perhaps this is a situation that calls for the compromise of theory and for the architectural improvisation

which only legislation can accomplish."

Legislation providing for the first overhaul of the copyright statute since 1909 has been pending in Congress for almost two years; the office of the register of copyright has been working on the matter for 13 years. And the Senate version of the bill contains a provision that would specifically make CATV systems liable for copyright payments but also provide for certain exemptions—for instance, systems carrying only local signals and not originating programs would be exempt. The CATV section was stricken by the House, when it approved the bill.

But no one expects Congress to move fast on the copyright bill. Action on it had been stalled largely because of disagreements on the cable-TV section between copyright holders and broadcasters on the one hand and CATV representatives on the other. Even before the Supreme Court decision came down, there was no likelihood that Congress would complete action on the bill in the final weeks of the current session.

(The commission has long been aware of this, and began taking its "new look" at its CATV responsibilities two weeks ago, after the court decision on its powers to regulate CATV. Sol Schildhouse, chief of the CATV task force, was instructed to suggest a new approach to CATV regulation. His recommendations are to be made through General Counsel Henry Geller and Broadcast Bureau Chief George Smith, an apparent concession to those on the commission who feel the task force has been pro-CATV in administering the CATV rules.)

Not Soon ■ In view of the court decision, the expectation is that Congress will not act before the second session of the next Congress—that is, some time in 1970—if then. Any of the parties directly affected by the legislation could probably block action. And it was widely assumed that the CATV industry, in view of the Supreme Court decision, would be more inclined to stall than to speed action on new legislation.

This clearly is the expectation of broadcasting industry representatives. Members of the National Association of Broadcasters committee that has been attempting to negotiate a bi-industry agreement with the National Cable Television Association are not sanguine about the future of those negotiations.

However, NCTA officials indicated readiness to continue the negotiations (see page 21). And one cableman, Irving Kahn, who is chairman and president of Teleprompter Corp. and a member of the NCTA's negotiating team on the copyright matter, took a decidedly positive approach. He said that although he is "thrilled" that the court's decision "was totally in CATV's

Wired TV possibility, Roger Clipp believes

A man who helped to build a 16-station broadcast group and its worldwide syndication subsidiary from a Philadelphia radio station foresees a time that most TV transmitters can be closed down.

Roger W. Clipp, who stepped down Jan. 31 as general manager of the radio and television division of Triangle Publications Inc., predicted that "by 1985, using the most conservative figures, 46-million homes out of an estimated total of 70 million will be connected by wire to program origination sources. For all practical purposes, most of the 800 or more TV transmitters can be padlocked."

Mr. Clipp's prophecy was made in a short speech following his acceptance of the silver medal award from Philadelphia's advertising society, the Poor Richard Club. Club President Alfred McCrea (r) and Dr. Millard Gladfelter (c). Temple University



chancellor, conferred the medal on Mr. Clipp.

Triangle has nine CATV systems in New York and Pennsylvania in addition to its stations. Mr. Clipp remains with Triangle as a vice president and consultant.

Reason for rejoicing in CATV ranks

CATV industry sources didn't hide their ebullience regarding the future of their industry as the result of last week's U. S. Supreme Court decision (see page 19), but they proved to be more inscrutable (or was it super-cautious?) about the future of copyright negotiations with broadcast groups. Those negotiations between the National Cable Television Association and the National Association of Broadcasters have remained dormant since last month pending some decision by the high court (BROADCASTING, May 13).

But sources at the NAB appeared to be more willing to discuss the prospects of future talks. As one official put it glumly: "Why should they [NCTA] want to talk now?" Another source termed future negotiations an apparent "exercise in futility." If the talks are to continue, he said, perhaps the question of CATV copyright liability should be pressed more by the copyright owners rather than by NAB.

However NCTA spokesmen indicated that as far as they were concerned, there was "no reason why

we shouldn't keep meeting," although they were indefinite as to whom they would continue to meet with. Another NCTA source responded to a question about the negotiating by saying that "it's their move now."

Ford Silent ■ Frederick W. Ford, NCTA president, refused to comment on this court decision and its companion that affirmed FCC jurisdiction over CATV (BROADCASTING, June 17). He said that the two decisions presented a number of questions that would have to be mulled over by NCTA's board of directors and executive committee during the association's convention in Boston June 29 (see page 33), and that he couldn't publicly take a position regarding the two CATV decisions at this time.

One board member said that at those Boston meetings the board may hammer out a united front to present to the NCTA membership regarding the complexities resulting from the copyright decision. In his opinion the board may not want the membership to walk out of the con-

vention with the idea it's not going to have to pay copyright fees, because he feels that some copyright payments on local originations are "inevitable."

Other cable sources said they preferred to let "the dust settle" before making firm predictions about CATV's future. But there were some who expressed relief that a muddled legal cloud that has hung over the cable industry for the last two years has apparently been dispelled. The court decisions, they said, prescribe "livable conditions" under which CATV could build a "solid basis for the future."

Another industry source speculated that now that the ground rules have been established, more investors, who to this point had been leary about getting into the cable marketplace for want of some specific rules, would be putting money into cable. With the new ground rules, he said, what CATV's should be concerned about now is who are going to occupy seats on the FCC. What CATV needs, he suggested, are "favorable" commissioners.

favor," the fact remains that "legislation which is fair to all concerned . . . will be the proper and enduring solution to the copyright problem."

Mr. Kahn said the cable industry negotiating committee is seeking that end, and added, "I hope that the fruits of this negotiation are a bill which Congress can vote on favorably, thus enabling us to achieve very soon a fair resolution we all seek."

Charles F. Dolan, president of Manhattan Cable Television which, like Teleprompter, operates a CATV system in New York, indicated what he feels the Supreme Court decision means to CATV systems. He said Manhattan Cable's "subscribers will be protected from increase in rates "that might have resulted from copyright charges imposed on the cable systems. "Third parties," he added, "will not be permitted to interfere with the right of the subscriber to receive all programs carried by the cable system. The decision is a giant step forward in permitting cable television operators to make full use of the enormous multichannel capabilities which are inherent in coaxial cable."

Mr. Dolan said Manhattan Cable is considering the importation of sports programs, feature films and educational

programs from Philadelphia stations that will "supplement but not duplicate local programming."

More Talks ■ In New York, representatives of programming sources appeared optimistic that talks that copyright owners had been holding with CATV-industry spokesmen would resume in an effort to arrive at a fair formula for payment by cable companies that relay copyrighted material. The programming sources representatives said that several CATV operators had, in the past, indicated a willingness to pay. Copyright owners are expected to confer with CATV industry spokesmen at the NCTA convention in Boston this weekend (see page 33).

There is considerable disagreement among copyright owners as to whether congressional action is necessary to effect a fair compromise. Some feel it is. But one program company official said: "Nobody really wants Congress in the act." He thought the parties could do a better job of devising a compromise than could Congress.

There is also the feeling among copyright owners that they are not without bargaining power, despite the court decision. CATV systems unwilling or, because of stockholder pressure, unable to make a reasonable settlement could

be brought into line by the copyright holders' ability to make them pay dearly for programming material that is subject to copyright payment, that is, material that originates on the CATV system cable.

How It Started ■ The case on which the court acted involves the copyright-infringement suit that United Artists brought against Fortnightly Corp. as a result of the pick-up and retransmission of UA-controlled programs by systems Fortnightly then owned in Fairmont and Clarksburg, both West Virginia. The systems, now owned by Jack Kent Cooke, relay the signals of stations in Pittsburgh, Wheeling, W. Va., and Steubenville, Ohio.

The court held that the copyright act does not give a copyright holder control over all uses of his material—it merely lists certain rights that are made exclusive to the holder. Anyone using the work within the scope of those rights infringes those rights, the court said.

The lower court had held that a CATV system "performed" the works it was relaying by virtue of the amount of work it did in bringing the copyrighted material to the public.

"But mere quantitative contribution cannot be the proper test to determine

IS CATV'S FUTURE IN FCC'S HANDS? continued

copyright liability in the context of television broadcasting," the Supreme Court said, as it sought to apply an act drafted at a time that television, let alone CATV, had not been invented. "If it were, many people who make large contributions to television viewing might find themselves liable for copyright infringement—not only the apartment-house owner who erects a common antenna for his tenants, but the shopkeeper who sells or rents television sets, and, indeed, every television set manufacturer."

The court's key finding was that CATV systems—in the program-distribution process—are more akin to viewers than to broadcasters. "One [the broadcaster] is treated as active performer; the other [the viewer], as passive beneficiary."

"When CATV is considered in this framework," the court said, "we conclude that it falls on the viewer's side of the line. Essentially, a CATV system no more than enhances the viewer's capacity to receive the broadcaster's signals; it provides a well-located antenna with an efficient connection to

the viewer's television set . . . CATV equipment is powerful and sophisticated, but the basic function the equipment performs is little different from that performed by the equipment generally furnished by a television viewer."

"With due regard to changing technology," the court concluded, "we hold that the petitioner did not under [the] law 'perform' the respondent's copyrighted works." Joining Justice Stewart in the majority opinion were Chief Justice Earl Warren and Justices Hugo Black, William Brennan, and Byron D. White. Justices William O. Douglas, John M. Harlan and Thurgood Marshall did not participate in the decision.

Justice Fortas argued that the majority had erred in not following the precedent of a 1931 case in which the court had held that a hotel receiving a broadcast on a master radio set and piping the broadcast to all rooms of the hotel had "performed" the material that was broadcast.

Justice Fortas said that the majority's opinion would not be "objectionable" if the majority had replaced "what it considers an outmoded interpretation

of the term 'perform' with a new, equally clear and workable interpretation." But it hasn't, he said. And, barring such an acceptable substitute, he said, the court's major object should have been "to do as little damage as possible to traditional copyright principles and to business relationships, until the Congress legislates and relieves the embarrassment which we and the interested parties face."

Justice Department attorneys who participated in the preparation of the friend-of-the-court brief that was filed in the case, regard the verdict a rather complete victory for CATV—one that would affect all 2,000 systems. They cite the language stating that CATV systems do not "perform" the works they carry.

However, communications lawyers taking a different view cite two footnotes in the opinion. One stated that the decision is "with reference to the facts of this case." The Fortnightly CATV systems do not employ microwave; they relay signals of stations no more than 82 miles away. What, these lawyers ask, about systems using microwave to bring in signals from a point hundreds, possibly thousands of miles distant?

The second footnote, appended to a sentence noting that the Fortnightly systems neither edited the programs they received nor originated programs of their own, said: "Some CATV systems, about 10%, originate some of their own programs. We do not deal with such systems." Does this mean, the lawyers ask, that CATV systems that do originate programs would be liable for copyright payments?

The CBS case which could be used to seek the answers to these questions has been held in abeyance pending a decision on the UA suit. It involves a suit CBS brought against Teleprompter in 1964, in an effort to establish the principle that CATV systems may not retransmit programs without permission of copyright owners (BROADCASTING, Dec. 14, 1964). One of the three systems involved, in Farmington, N. M., uses microwave in relaying CBS programs from Albuquerque, N. M., some 100 miles distant. It also originated programming. One of the other systems in Elmira, N. Y., uses microwave to import programming from New York independents. The third system is in Johnstown, Pa.

CBS officials and attorneys were intensively studying the Fortnightly case last week but as of Thursday were unable to say whether the CBS case would be pursued. They said they would not discuss any phase of the Fortnightly decision or its possible ramification until they had completed their study.

CATV delivers daily newspapers by wire

Local origination on CATV has many forms, but there appears to be a new one in Placerville, Calif.—a televised daily newspaper.

The newspaper, currently published weekly, is the *Placerville Mountain Democrat*. It's cooperating with Valley Vision Cable Television to provide that CATV's 700-plus subscribers a televised daily newspaper, compiled by the *Mountain Democrat* staff, through the use of a Tell-A-Channel machine.

The machine, developed by Valley Vision engineer Robert B. Cooper Jr., displays news reports on local events on a continuous-belt device. News items on cards are inserted on the belt and are displayed on the TV screen in a vertical crawl. These items may be updated without disturbing other news being shown. The machine at present has 900-word news capacity with a visual flow of words at the rate of 100 words per minute.

Although the prototype machine is a floor-to-ceiling monster, Mr. Cooper says he's developed a miniaturized version about three-feet long



Valley Vision Cable Television general manager William T. Baker (l) and 'Placerville (Calif.) Mountain Democrat' publisher Phil Hayes II with the Tell-a-Channel news machine.

and one-foot high. The machine, now undergoing testing in the Placerville system, provides multiple audio-video inputs and switching facilities for local origination control, and is expected to sell for about \$2,500.



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The WSB-TV 6 O'Clock Newsroom is Atlanta's only locally produced hour of news. A fast-moving hour gathered and prepared by a crack news staff which is largest in Atlanta—by far.

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Early surge of political buys

With eyes on public-opinion polls, candidates
for presidential nominations prepare heavy plunges
in broadcast advertising; avails may run short

National political candidates are breaking records for preconvention advertising activity, network, station and station-rep sources said last week.

The candidate currently spending the most during these preconvention weeks was said to be New York's Republican Governor Nelson A. Rockefeller, who is seeking his party's nomination for the Presidency. Others are reported to be negotiating for imminent purchases.

In the past, there's been little or no national advertising before the conventions, but in this topsy-turvy political year, characterized in part by television-oriented "new politics," the party pro's and their advertising men are turning to radio and television earlier, and with more determination, than ever before. Their heavy reliance on broadcasting in specific state-primary campaigns was expected; their early plunge into broadcast media on a national scope before the conventions was not.

Station and network sources already are saying current activity suggests that demand may exceed supply, simply because of the high level of both network and station sales in those time periods politicians seem most interested in.

Early Scouting ■ With the exception of the Rockefeller forces, actual broad-

cast buys to date have been slow, but timebuyers for the campaigns of Senator Eugene McCarthy, Richard Nixon, Vice President Hubert Humphrey and George Wallace reportedly have been in contact with the networks and with reps for stations in key markets, laying the groundwork for what will surely be the biggest-spending campaign in U.S. history.

Although most of the TV demand thus far seems to be for minutes, there appears to be a growing interest in five-minute periods. On networks, five-minute blocks may be created at the end of short movies or by shortening those shows susceptible to shortening, normally a messy technical problem.

One reason for the trend toward five-minute spots among political advertisers lies in what apparently is a network rate card fluke: According to agency sources, it is possible in some instances to buy five minutes of network TV time at anywhere from 20% to 50% of the cost of a single network minute in a generally comparable time period. This is because the overhaul of network rate cards made a few years ago was designed chiefly to reflect the fact that virtually all network business is in participations rather than straight time

buys.

For example, under the rate cards in effect four years ago, the rate for a quarter-hour was generally about 40% of the hour rate. Now it is closer to 25%. The networks may not have five-minute rates, but an extension of this ratio would mean that in some cases, according to agency sources, five minutes can be bought for, say, \$10,000 in or near time periods where the rate for a single minute—for program and time charges—may be \$40,000 to \$50,000 or more, and rarely below \$20,000 regardless of the season.

Still another reason agency men see more five-minute political spots is the fact that some of the issues cannot be dealt with by a candidate within a one-minute TV spot. "We've been accused of giving complicated issues a quick going-over, in 60 seconds," a leading political advertiser told BROADCASTING. "Some issues can be intelligently treated in a minute; the important ones can't. Still, we don't want to buy a half-hour. The audience tunes the candidate out, so we're turning to five-minute spots."

Ones or Fives ■ As for TV half-hours, some agency men say that as a format for political campaigning the 30-minute program may have gone the way of the

BAR network TV-billing report for week ended June 9

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 9, 1968 (net time and talent charges in thousands of dollars)

	ABC		CBS		NBC		Total minutes week ended June 9	Total dollars week ended June 9	1968 total minutes	1968 total dollars
Day parts	Week ended June 9	Cume Jan. 1-June 9	Week ended June 9	Cume Jan. 1-June 9	Week ended June 9	Cume Jan. 1-June 9				
Monday-Friday										
Sign-on-10 a.m.		145.8	28.9	1,728.2	134.4	7,611.5	29	\$ 163.3	1,586	\$ 9,485.5
Monday-Friday										
10 a.m.-6 p.m.	1,050.7	27,888.1	2,241.4	68,468.2	1,196.6	51,149.7	722	4,488.7	20,930	147,506.6
Saturday-Sunday										
Sign-on-6 p.m.	86.8	24,024.2	119.4	21,739.0	46.5	10,471.1	45	252.7	5,470	56,234.3
Monday-Saturday										
6 p.m.-7:30 p.m.	203.9	7,157.8	452.5	13,526.7	414.3	14,473.0	76	1,070.7	2,005	35,157.5
Sunday										
6 p.m.-7:30 p.m.	36.0	2,642.2	150.0	5,007.2	196.6	4,832.5	20	382.6	479	12,481.9
Monday-Sunday										
7:30 p.m.-11 p.m.	2,845.0	114,176.7	3,339.9	143,344.4	2,916.2	140,242.2	300	9,101.1	9,810	397,763.3
Monday-Sunday										
11 p.m. Sign-off	248.1	7,996.2	75.8	1,095.1	177.4	10,136.0	57	501.3	1,684	19,227.3
Total	\$4,470.5	\$184,031.0	\$6,407.9	\$254,909.4	\$5,082.0	\$238,916.0	1,249	\$15,960.4	41,964	\$677,856.4

Up, up and away: airlines boost TV spending 26% in 1967

Total airline investment in television in 1967 increased to almost \$37 million, up 26.1% over 1966, according to figures released last

week by the Television Bureau of Advertising.

The top-10 airlines raised their television spending by 23.4% in

1967 to more than \$34 million, TVB noted. Though newspapers still are the leading medium of the airlines, TV is making inroads, TVB indicated.

Total airline advertising investments

	Television	Newspapers	Magazines	Outdoor		Television	Newspapers	Magazines	Outdoor
1967	\$36,890,000	\$44,757,000	\$24,583,555	\$3,408,000	1964	13,287,000	37,156,000	15,250,641	—
1966	29,246,000	41,058,000	22,239,774	4,869,200	1963	9,406,000	33,413,000	14,907,562	—
1965	20,156,000	38,901,000	18,308,982	—	1962	2,982,000	39,765,000	10,751,752	1,760,639*

* Includes all reporting national airline accounts that spent \$25,000 or more.

Sources: Television Bureau of Advertising/Leading National Advertisers/Rorabaugh; Bureau of Advertising, American Newspaper Publishers Association; Publishers Information Bureau.

Top-10 domestically owned airlines in TV 1967

	Spot TV (26.7%)	Network TV (13.1%)	Total TV (39.8%)	Magazines (18.2%)	Newspapers (31.6%)	Total Radio* (10.4%)	Total Media (100%)	% TV
United	\$ 4,494,600	\$ 3,980,100	\$ 8,474,700	\$ 3,427,498	\$ 4,328,163	\$1,526,000	\$17,756,361	48%
American	3,498,100	3,057,500	6,555,600	1,537,540	3,845,935	1,921,000	13,860,075	47
TWA	3,017,200	2,614,800	5,632,000	2,200,950	3,826,531	2,061,000	13,720,481	41
Eastern	2,621,000	1,280,000	3,901,000	2,594,701	3,888,549	—	10,384,250	38
Braniff	2,309,000	—	2,309,000	—	2,656,043	—	4,965,043	47
National	2,351,900	284,000	2,635,900	143,079	1,853,294	—	4,632,273	57
Pan American	1,971,100	—	1,971,100	3,966,639	3,678,081	3,277,000	12,892,820	15
Northeast	1,041,100	—	1,041,100	298,196	293,557	—	1,632,853	64
Continental	1,167,700	—	1,167,700	770,964	1,329,771	—	3,268,435	36
Western	333,700	—	333,700	639,413	1,324,270	—	2,297,383	15
	\$22,805,400	\$11,216,400	\$34,021,800	\$15,578,980	\$27,024,194	\$8,785,000	\$85,409,974	

* Radio figures reflect only the top-100 spot and network advertisers as released by the Radio Advertising Bureau.

Sources: Publishers Information Bureau; Radio Advertising Bureau (top-100 spot radio advertising); Television Bureau of Advertising/Leading National Advertisers/Rorabaugh.

whistle-stop: It will be trotted out for special occasions, but the mainstay of the broadcast message will either be the one-minute or the five-minute spot.

Making frequent use of the 15- to 30-minute form on network radio (CBS and NBC) is former Vice President Nixon, Mr. Rockefeller's opponent and currently considered the front runner in the race for the GOP nomination.

Mr. Rockefeller has brought TV half-hours on June 11 (CBS) and June 18 (NBC). Senator McCarthy is known to have used the 30-minute form on TV on at least one occasion during the Indiana primary; and on NBC-TV a few nights after President Johnson's announced withdrawal. The late Senator Robert F. Kennedy, through Papert, Koenig, Lois, New York, asked NBC-TV for a prime-time half-hour which had been tentatively set for June 7. The senator died on June 6, victim of an assassin's bullet.

All candidates have made extensive use of radio, and all are expected to do so within the coming months. Heaviest user of network radio so far this year is Mr. Nixon, while Senator McCarthy made extremely heavy use of local radio in the recent primaries. It has been noted that a candidate can buy time on a full radio network for less than the cost of a full page in the *New York Times*.

Hot Production ■ Along with the

hefty dollar amounts expected to change hands, observers of electronic campaigning generally agree that politicians and their agencies are using broadcast media with much more professionalism than ever before.

The Rockefeller half-hour on CBS-TV Tuesday evening (June 18) was cited as "a produced half-hour, not just a candidate speaking in front of an American flag." Mr. Rockefeller's minute spots, utilizing voice-over and modern film-editing techniques, have also impressed observers with their professionalism.

Whatever the production values, Mr. Rockefeller's TV spots now being aired are part of the biggest national push so far this election year. Some sources say Mr. Rockefeller may spend some \$5 million on a six-week campaign that kicked off June 12 and is designed, speculation has it, to win the last pre-convention national political preference poll, expected late in July.

Mr. Rockefeller, through his agency, Jack Tinker and Partners, New York, is known to have ordered large numbers of minutes—apparently in prime time—on all three television networks, in addition to his half-hours on June 11 and 18. Sources say he has also ordered many minutes on key local stations, but because of prior commitments, these stations are able to place his spots mostly in early and late fringe

time. The Rockefeller forces are also said to be preparing a number of five-minute spots.

The Plans ■ The pre-convention activities of the other major national candidates are, in alphabetical order:

■ Hubert Humphrey, through his agency, Doyle Dane Bernbach, New York, has shown considerable interest in TV minutes and some in five-minute spots. He is also expected to buy several 30-minute slots. He has made no local buys at this moment, but reps say DDB advance men have tentatively contacted stations in several key markets.

■ Eugene McCarthy's campaign has not been active in broadcast since the California primary early in June. His supporters are said to be preparing a series of one-minute and five-minute spots designed for national exposure.

■ Richard Nixon, through his former agency, Feeley & Wheeler, New York, has used CBS and NBC Radio for appearances ranging from 15 to 25 or 30 minutes. His campaign has not yet bought network or local TV. Since the primaries, Fuller & Smith & Ross, New York, has been handling Mr. Nixon's campaign.

■ George Wallace, through Luckie & Forney, Birmingham, Ala., reportedly has been in touch with the networks to discuss the use of TV in general terms.

New firms to help retailers into TV

Local apparel retailers will find television advertising more accessible through Retail Spot Syndicate Corp., a new company offering a directory of film-clip sources, a system for cooperative production and a syndication service.

The directory, "Telefashion Cooperative," will list manufacturers and retailers who have fashion spots and film clips available on current styles and concepts. The book will be published five times a year.

The cooperative production system will consist of an inquiry card file, which will enable stores to locate other retailers with mutual interests to jointly produce raw-material footage which then can be molded to each store's image.

The company also will arrange syndication of footage on fashions to retailers who want to produce their own commercials and will keep stores informed of manufacturers' television campaigns and co-op programs.

Edward H. Zimmerman Jr., director

of the apparel division of the Wool Bureau Inc., will leave that post around July 1 to head Retail Spot Syndicate Corp. Offices are being established at 172 Madison Avenue, New York 10016, telephone: (212) 683-1678.

Mr. Zimmerman contends that "obstacles to multiple store use of TV fashion materials must be overcome, or the independent merchant may lose his image of fashion leadership to the major retail chains, which are equipped to use their own syndicated fashion spots with tremendous local impact."

Quaal cites dangers of over-regulation

Business, the consumer and government, a triumvirate that previously worked in harmony to build a stable, progressive U. S. economy, have broken down into factions that disrespect and mistrust each other, according to Ward L. Quaal, president, WGN Continental Broadcasting Co., Chicago. And the discord, he said, stems from "the clamor for consumerism," which endangers the free play of the marketplace.

Addressing the Better Business Bu-

reau of Metropolitan Washington's annual meeting last Monday (June 17), Mr. Quaal endorsed the idea that government should limit its regulation of industry to the greatest extent possible, and that business should bear added moral burdens. He said it is "preposterous to suggest that business can do no wrong," but that the solution should be self-discipline rather than government control.

The consumer, he added, is not defenseless. To support this, Mr. Quaal cited a 1964 research study of 27,000 new products introduced to the public, in which it was found that 80% were rejected by the consumer, resulting in business losses of over \$3 billion.

Group Productions plans stock offering

Group Productions Inc., New York, TV-commercial producer, has decided to go public, it became known last when the company filed a statement with the Securities and Exchange Commission seeking registration of 180,000 shares of stock, which is expected to yield an aggregate of \$180,000.

The statement also requests a warrant for purchasers to buy an additional share for each share purchased, exercisable initially at \$1.50 per share.

The company will use \$25,000 to purchase film printing equipment or machinery and the balance will be added to general corporate funds.

GP has 356,520 shares outstanding, of which Tully F. Rector, president, owns 71% and Robert T. Wolf, vice president, owns 24%. Upon completion of the offering, Messrs. Fully and Wolf will own 66.5% of the outstanding shares for which they paid \$40,000, and public investors will own 33.5% for which they will have paid \$180,000.

Color-Tel impact shown in 900-shopper test

The selling effectiveness of a television commercial increases with the introduction of the Color-Tel process, according to a study conducted by Tele-Research Inc. of Los Angeles and released last week by Color-Tel.

The process, recording light impulses on tape or film which produce a flashing color effect on black-and-white sets, was first announced last summer (BROADCASTING, July 31, 1967).

Tele-Research said it tested 900 women shoppers in three groups. One group saw four black-and-white commercials, another saw the same commercials with one using Color-Tel, and



PREVIEW: Rheingold's 10-minute head

Three bartenders watch three glasses of Rheingold beer to time how long the head lasts in a new series of one-minute TV commercials keyed to the theme, "the 10-minute head—the sign of a great beer." The commercials for Rheingold Breweries Inc., Brooklyn, N. Y., were filmed by Wylde Studios, New York.

The bartenders time the heads on

the beer by watching a lab timer which shows how long the head holds. The 10-minute elapsed time is edited into one minute.

Through Grey Advertising, New York, the spots are getting their initial showings on the New York Mets games telecasts on WOR-TV and are on spots schedules in Rheingold's Northwest marketing area.

a third control group saw no commercials. Results were said to show a 17.3% increase in sales of the product to the group viewing color as compared to those viewing the black-and-white version, and a 30% increase compared to the control group. Recall of the product and brand name after 24 hours was also higher in the group that saw the color commercial, according to Tele-Research.

American Motors makes big buy on 'Monitor'

American Motors Corp., Detroit, will sponsor a 10-weekend series on politics on NBC Radio's *Monitor* starting July 6. "American Political Scene '68" will feature NBC news correspondents joining with humorists and authorities on human behavior in a look at politics. The buy represents an investment of about \$250,000 by American Motors, through Wells, Rich, Greene, New York.

The features will be broadcast six on Saturday and four on Sunday, and will feature Chet Huntley, Edwin Newman, Henry Morgan, Al Capp, Dr. George Gallup, Dr. Joyce Brothers, Bob and Ray and Ray Farkas, NBC newsman, who will use the actual remarks of candidates to illustrate the "unconscious humor" in supposedly serious campaign statements.

Radio code tightens gun-sale advertising

Approval of a National Association of Broadcasters radio code amendment prohibiting mail-order advertising of firearms and ammunition and the employment of an outside consultant to study the continuing problem of impending copyright restrictions on broadcast performances highlighted the Washington meeting of the NAB radio board last week.

The language of the code amendment is similar to that of a TV code amendment made in January (BROADCASTING, Jan. 29). What the code now stipulates is that the advertising of firearms and ammunition can be accepted only when it promotes these products as sporting equipment. The advertising is also required to conform to "recognized" standards of safety and "applicable laws."

Pending copyright legislation that would require a payment to performers and record companies every time a record is aired has been opposed in the past by NAB (BROADCASTING, March 6, 1967 et seq.). The hiring of an outside consultant is expected to produce an analysis of the benefits which record manufacturers and performers receive

Noodle for real, Manny

Improvisation is big in Bohemian coffee shops and in both on and off Broadway theaters so why not in radio commercials, Gumpertz, Bentley & Dolan, a Los Angeles advertising agency, decided. The Southern California Broadcasters Association was told all about this creative twist at a luncheon meeting in Hollywood last week. The agency had just won a new account—The Akron, a local chain of retail stores. The demand was for a campaign that would do two totally dissimilar things: sell specific items and indicate to listeners that shopping in the stores is fun and adventure.

Radio specialist Klein/Barzman was called in. "We have somebody who can't be duplicated by any script," said Klein/Barzman, "let's improvise the whole thing." The unduplicated somebody is Arte Johnson, a regular performer on NBC-TV's *Rowan and Martin's Laugh-In* series. With Klein/Barzman President Alan Barzman playing straight man, comedian Johnson improvised 14 minutes of ramblings as he acted out the jobs of various employees in the Akron stores. From the tap that was made of this raw material, spots will be lifted for the advertiser's first radio campaign to begin next month.

through the airing of their product. The consultant will be asked to demonstrate how record broadcast "enhances" record sales, contributes to the "current affluence" of the record industry and that additional performance payments would be "unjustified."

In other matters John M. Couric, vice president for public relations, reported that the May National Radio Month produced an increase in support from "effective outside sources," and that revisions in the radio-month kit booklet resulted in "better quality and quantity orders" from the membership.

Business briefly . . .

Anheuser-Busch Corp. for Budweiser beer through D'Arcy Advertising, both St. Louis, will sponsor *Francis Albert Sinatra Does His Thing*, special on CBS-TV Nov. 25, 9-10 p.m. EST. Show will be taped in August.

Colgate-Palmolive Co., New York, has begun an extensive advertising campaign for its new pre-soak laundry pow-

der, Axion, in around 200 eastern and midwestern markets where it is being distributed. One-minute commercials are appearing on spot radio and television from May through August, with a saturation of up to 24 television and 150 radio spots per week. William Esty Co., New York, is agency.

Coffee Rich Inc., subsidiary of Rich Products Corp., through Rich Advertising Co., both Buffalo, N. Y., and **American Tobacco Co.**, through Gardner Advertising Co., both New York, have ordered advertising schedules on CBS Radio's *News-On-The-Hour* and *Dimension*, to promote Coffee Rich, a non-dairy coffee creamer, and Roi-Tan cigars.

Kampgrounds of America Inc., Billings, Mont., through Sage Advertising Inc., Helena, Mont., has purchased sponsorship in NBC Radio's *Monitor*. The order is in behalf of a national campaign to promote the firm's camping sites and camping conveniences.

Slorance heads new unit

Grey Advertising Inc., New York, has established a commercial production administration department to provide the agency with "a tighter rein on ever-increasing television production costs without a sacrifice of creative quality." Stanley G. Slorance, administrative manager of commercial production for Grey, will head the new department as vice



Mr. Slorance

president and administrative manager. Joining this unit as commercial production cost supervisor is Donald A. Franklin, formerly a production supervisor at TV Graphics Inc., New York.

AMA makes concession

The anticigarette crusade, which five years ago was significantly spurred by an American Medical Association policy statement, last week received a setback from the same source. There is no positive proof that cigarette smoking causes certain illnesses, including lung cancer, according to a report by the AMA's project for research on tobacco and health. After four years of research it was concluded that "many years may be required to gather sufficient experimental facts and data to clear what is at best a muddled picture." The sur-

DEPENDABLE WORKER seeks radio/tv employment. Will start on time every time, 24 hours a day, 7 days a week. As little as \$50 a month. Easy to maintain; with proper handling will work for your station indefinitely. Call your Ampex distributor or our world headquarters: (415) 367-4400. I could be earning money for you next week. Ampex AG-440. Photo and credentials attached.

Front mounted electronics are easy to service Plug-in modules help you keep down-time to a minimum with instant replacement from the front. Maintenance is fast and simple. All setup adjustments are made from the front.

Expandable to grow with your needs You can start with one channel, then add a second, third or fourth for local production of commercials and the like, to make off-the-air time profitable. Modular electronics make it simple.

Plug-in relays save time, trouble Down-time for relay replacement is held to a minimum because all relays are plug-in. And, since only one type of relay is used throughout, spares requirement is greatly reduced.

Accessible transport components cut down-time The AG-440's time-proven, trouble-free transport is 100% accessible for easy servicing whether rack mounted or in console. Components can be removed and remounted with exact alignment for proper tracking. The precision milled, rigid die-cast top-plate maintains precise long term alignment of the tape path.

Quick-change heads align easily The AG-440 head assembly and individual head stacks plug into place quickly. No struggle. No time lost. Registration dowel pins bring heads into perfect alignment. And for cleaning, degaussing, editing, the head gate opens wide.

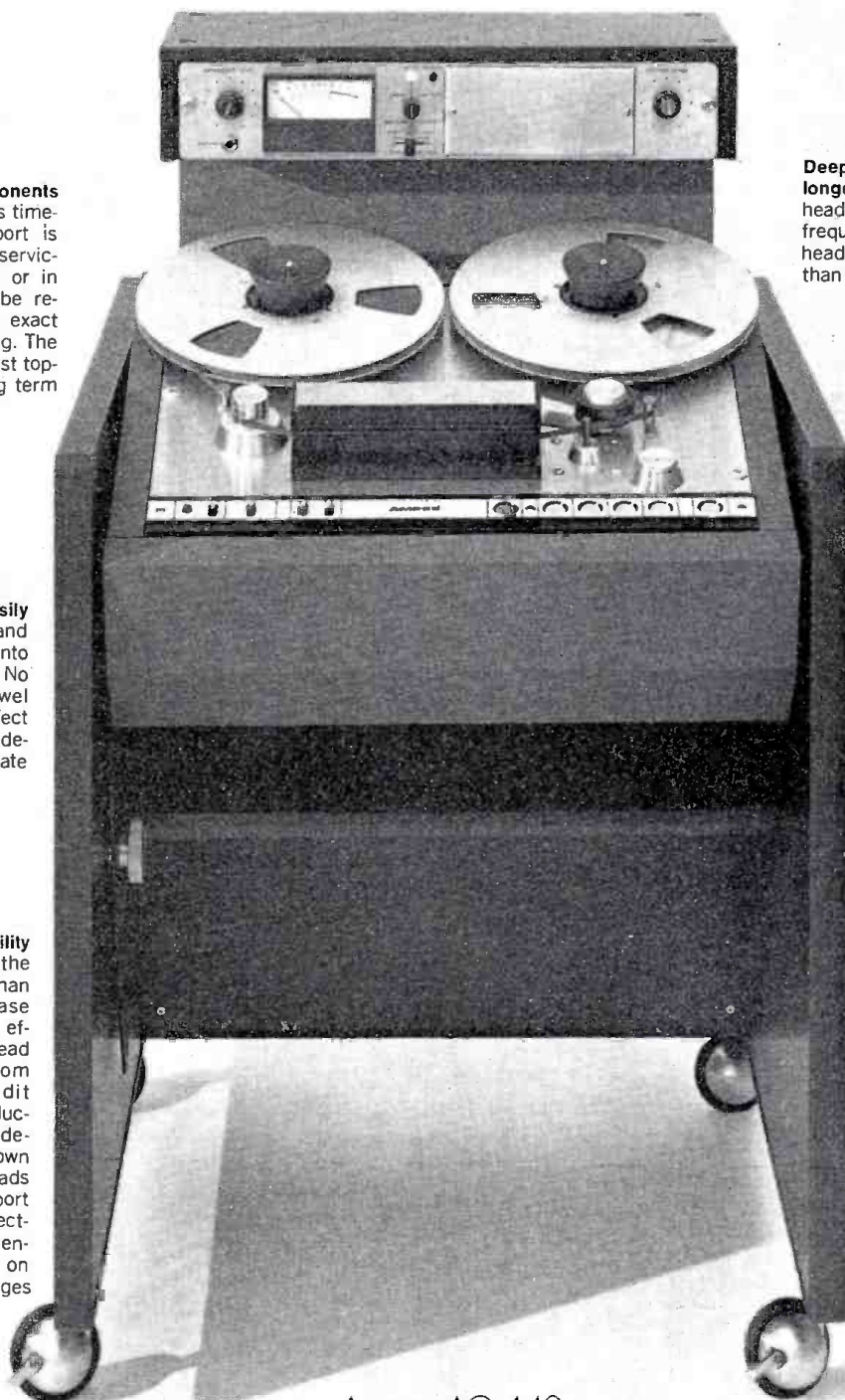
Extra features, extra versatility The AG-440 has more of the features engineers ask for than any recorder: Ferrite erase heads, with their increased efficiency; triple mumetal head shielding against hum from stray RF fields; three edit modes for fast, easy production; low profile console designed for convenient sit-down operation; low impedance heads that let you separate transport from electronics without affecting S/N or losing high frequencies; and a security cover on the electronics that discourages unauthorized fiddling.

Deep-gap heads keep signal bright longer Our advanced "deep-gap" head design keeps delivering full frequency response even as the head wears—many times longer than conventional heads.

Trouble-free operation comes from quality components The AG-440 was designed and built with the best components available. Because the broadcaster's product depends on this recorder, every possible step is taken to insure that the AG-440 is the most dependable recorder made.

Your AG-440 can pay its own way Ampex offers a unique choice of lease or extended payment plans. Order your AG-440 now; for as little as \$50 a month you can put it to work for you right away and pay for it out of current earnings. Ampex AG-440 is the most popular professional recorder in broadcasting... you can depend on it!

Ampex Corporation, Professional Audio Products Division, 401 Broadway, Redwood City, California 94063



Ampex AG-440
...the dependable one

AMPEX

prising report was released in San Francisco, where the AMA is holding its annual convention. In 1963, the AMA adopted an official policy that there is "a significant relationship between cigarette smoking and the incidence of lung cancer and certain other diseases, and cigarette smoking is a serious health hazard."

Agency feels it's not wrong to own KOME

The membership of Tracy-Locke Co., Dallas, in the American Association of Advertising Agencies appears to be in jeopardy, thanks to the agency's acquisition of KOME Tulsa, Okla. (BROADCASTING, May 27).

And AAAA is asking all its members whether they own any media—but not, AAAA officials asserted, because of the Tracy-Locke incident. The survey, they said, pre-dates the KOME acquisition and is not related to it. Rather, they said, it is part of a periodical updating

of AAAA files on adherence to the association's policy against members' owning media.

They said the association has a "flat prohibition" against the ownership of "any media" by "any member agency." This ban does not apply, however, to media ownership by agency people, if properly disclosed.

In the KOME case, FCC records show the license was transferred to Unicom Inc., described as a wholly owned subsidiary of Tracy-Locke. Another wholly owned subsidiary, Broadcast Consultants Corp., owns 10% of KJIM Fort Worth and has an option to acquire 70%.

No Prejudice ■ In response to questions, Morris L. Hite, president of Tracy-Locke, told BROADCASTING last week he hoped the seeming conflict could be resolved, and defended his agency's broadcast acquisitions as no more likely to prejudice media decisions than some other agency-media ties that he said the AAAA currently approves.

He said Campbell-Mithun, Minneapolis, owned outdoor advertising plants but apparently resolved that ownership

to the AAAA's satisfaction by turning it over to Campbell-Mithun employees.

He wondered, however, whether an agency employee-stockholder would be more or less likely to favor a given medium if he owned stock in it directly than if he had stock in the agency that owned it.

Mr. Hite also questioned whether Foote, Cone & Belding's ownership of community antenna systems shouldn't be challenged under the AAAA policy.

He noted that Tracy-Locke's station interests are held through subsidiaries but said that, as a practical matter, this in no way alters the fact that Tracy-Locke is the owner. However, he added, "if they [AAAA] want a subterfuge, this can be it."

He said he was confident his agency's broadcast ownerships would not affect its handling of client business. He said Tracy-Locke is so sensitive to the importance of unbiased media decisions that it will handle no media accounts, lest it be suspected of placing more business with them than it would if they were not clients.

Mr. Hite, who was secretary-treasurer

FINANCIAL REPORTS

Blueprint for a big merger

CMA, GAC, Trans-Beacon agree on outline for talent-theater-merchandising complex

The on-again, off-again three-way merger among Creative Management Associates Ltd., Beverly Hills; General Artists Corp., New York; and Trans-Beacon Corp., also Beverly Hills, Calif.; moved a big step closer to realization last week. The three companies agreed to form a major new entertainment complex, with Trans-Beacon as the parent company with three operating divisions.

Creative Management Associates will survive as a talent agency, Trans-Beacon Theaters will have the theater division and Weston Merchandising, currently a division of Trans-Beacon Corp., will be the merchandising-licensing division.

All of these moves are subject to the approval of stockholders of General Artists Corp., traded over-the-counter; and Trans-Beacon, traded on the American and Pacific Coast Stock Exchanges. Creative Management Associates is privately owned.

Functions of Each ■ Trans-Beacon Corp., formerly Television Industries Inc., owns or manages 21 theaters across the country and in Canada. It specializes in road-show attractions. Its Weston Merchandising Division has rights to the Pogo comic-strip character,

among other interests.

General Artists Corp. and Creative Management Associates are both leading theatrical talent agencies. Indications are that the New York, Beverly Hills, London, Rome and Paris offices of the two agencies, will be consolidated, while the Chicago and Las Vegas offices of the two will continue to operate separately. The combined agency, operating as CMA, will represent a minimum of eight hours of prime-time network TV programming in the upcoming season.

It is proposed that the name of the parent company of the new entertainment complex will be changed to Trans General Artists Corp. Aaron Heine, chairman of the board of GAC, would be chairman of the board and chief executive officer, under the proposed corporate setup. Sheldon Smerling, president of Trans-Beacon Corp., would be president and chief operating officer. Freddie Fields, chairman and president of Creative Management Associates, would be vice chairman of the board of directors, and Buddy Howe, president of GAC, would be chairman of the executive committee.

Rush in Charge of TV ■ The principal officers of the surviving talent agency would be Buddy Howe, chairman of the board and executive committee, and Freddie Fields, president and chief executive officer. David Begelman, now head of CMA's New York office, would be vice chairman and president of CMA International. Executive vice president in charge of television would be Herman Rush, now president of GAC's West Coast operation and vice president of the company's TV department.

GAC and CMA last March announced they would merge through an exchange of stock. The move was announced the day after Trans-Beacon called off its own merger discussion with the two talent agencies. Subsequently, however, Trans-Beacon again became involved in the merger plans.

DDB 1st-half net down, looks for upswing

Doyle Dane Bernbach Inc., New York, reported gross billings up but net income down during the first six months of the fiscal year.

In a report to stockholders, the New York-based agency said its gross billings for the six months ended April 30 were \$117,465,000, a 6% increase over the comparable period a year ago.

of the AAAA some years ago, said he had only the highest praise for the organization and that his discussions with AAAA officials about the station ownership had been cordial throughout.

"I hope we can work it out," he said. "We want to stay on as a member. But at the same time we have a lot of time and money invested in the stations."

AAAA officials said the final decision on the Tracy-Locke issue would be made by the association's board of directors or the board's operations committee. The next scheduled board meeting is in October. The operations committee, which meets monthly when the board is not in session, is next scheduled to meet in late July.

The KOME ownership transfer, from David Wagenvoort at a price of \$450,000, was approved by the FCC last month. KOME is on 1300 kc with 5 kw days, 1 kw nights. Mr. Wagenvoort controls WWOM-AM-TV New Orleans and KRBE(FM) Houston.

Rep appointments . . .

■ KCIU-TV Visalia-Fresno, Calif.: National Television Sales, Chicago.

■ KBIM-TV Roswell, N. M.: Avery-Knodel, New York.

■ KFMK-FM Houston: Gert Bunchez & Associates, St. Louis.

■ WOTW-AM-FM Nashua, N. H.: Grant Webb & Co., New York.

■ WKOX-FM Framingham, Mass.: Kettell-Carter, Boston.

Norelco buys heavily for its shavers

North American Philips Co., New York, last week announced a "record second-half" campaign for its Norelco shavers this year that includes network and spot television. Norelco's budget for 1968 exceeds \$7 million. Advertising will be concentrated in the last quarter of 1968, to peak during the Christmas selling season. Norelco will participate in CBS-TV's National Football League games and in CBS prime-time shows such as the *Ed Sullivan Show*, *The Jonathan Winters Show*, *Gunsmoke*, *Smothers Brothers*, *Hogan's Heroes*, *Wild Wild West*, *The Carol*

Strong 2d quarter

In combined sales, the second quarter of this year is the best for the six NBC-owned radio stations in a decade. Stephen C. Riddleberger, vice president and general manager of the owned radio stations, said sales for the quarter were 20% ahead of the comparable period a year ago. In the January-March period the six stations had a 16% increase in sales over the 1967 quarter, making it the highest first-quarter sales over the past five years. Stations are WNBC-AM-FM New York, WRC-AM-FM Washington, WMAQ-AM-FM Chicago, KNBR-AM-FM San Francisco, WKYC-AM-FM Cleveland and WJAS-AM-FM Pittsburgh.

Burnett Show, *Mannix*, movies and others. Spot television commercials with dealer tags will appear in 70 markets. LaRoche, McCaffrey & McCall, New York, is the agency.

Net income was \$1,738,000 or 83 cents per share, a decline of 30% from last year's figures.

DDB said the major part of the profit decline occurred during its first quarter, due largely to reduced ad expenditures by several major clients. The rise in billings came from new accounts but the added revenue was insufficient to cover rising overhead costs. The agency said the second quarter was better and the outlook for the rest of the year encouraging.

DDB's board also declared a 22-cent per share quarterly dividend on its class A and B shares. The dividend is payable July 15 to stockholders of record on June 28.

For the six months ended April 30:

	1968	1967
Income per share	\$0.83	\$1.20
Gross billings	117,465,000	111,387,000
Net income	1,739,000	2,484,000

Bell Television seeks funds for expansion

An underwriting has been privately placed by Oppenheimer & Co., New York, on behalf of Bell Television for \$2,650,000 in common stock and 5% convertible subordinated debentures due June 1, 1988. Bell will use the funds for further acquisitions in the closed circuit, community antenna and educational television fields.

Bell is a major installer and servicer of master antenna TV systems. It is in

CATV, principally through Comtel Inc., its wholly owned subsidiary. Bell-Comtel has been sued by New York City which seeks to restrict the operation in New York, charging the firm has not obtained a city franchise. A state court, however, held that CATV's which use telephone lines do not require such a franchise, and the city has subsequently filed notice of an appeal (BROADCASTING, June 17, April 22).

Financial notes . . .

■ Hubbard Broadcasting Inc., Minneapolis-St. Paul, has acquired the Holiday Inn-South in St. Petersburg, Fla. President Stanley S. Hubbard said the motel might house studios and offices of WTOG-TV in Tampa-St. Petersburg, a UHF for which Hubbard Broadcasting has a construction permit. Hubbard operates KSTP-AM-FM-TV Minneapolis-St. Paul, KOB-AM-FM-TV Albuquerque, N. M. and WGTO Cypress Gardens, Fla. and has a construction permit for WTOG-TV Ocala, Fla.

■ Republic Corp., Beverly Hills-based TV and movie processor, reported net earnings from operations rose 78% to \$3.6 million for the six months ended April 30, compared with the previous year period on a restated basis. Net sales increased 32% to \$54 million on a restated basis. In the prior year period the company had a special credit

item from sales of films and studio facility for \$6,825,000.

■ Columbia Pictures Corp., New York, reports that its board of directors has declared a quarterly dividend of 15 cents per share on its common stock. It is payable July 19 to stockholders of record June 28, according to the company's announcement.

Company reports . . .

Ampex Corp., Redwood City, Calif., had record sales in the fiscal year ended April 27 but earnings dipped sharply due to an April 2-May 19 strike of the company's machinists and production workers.

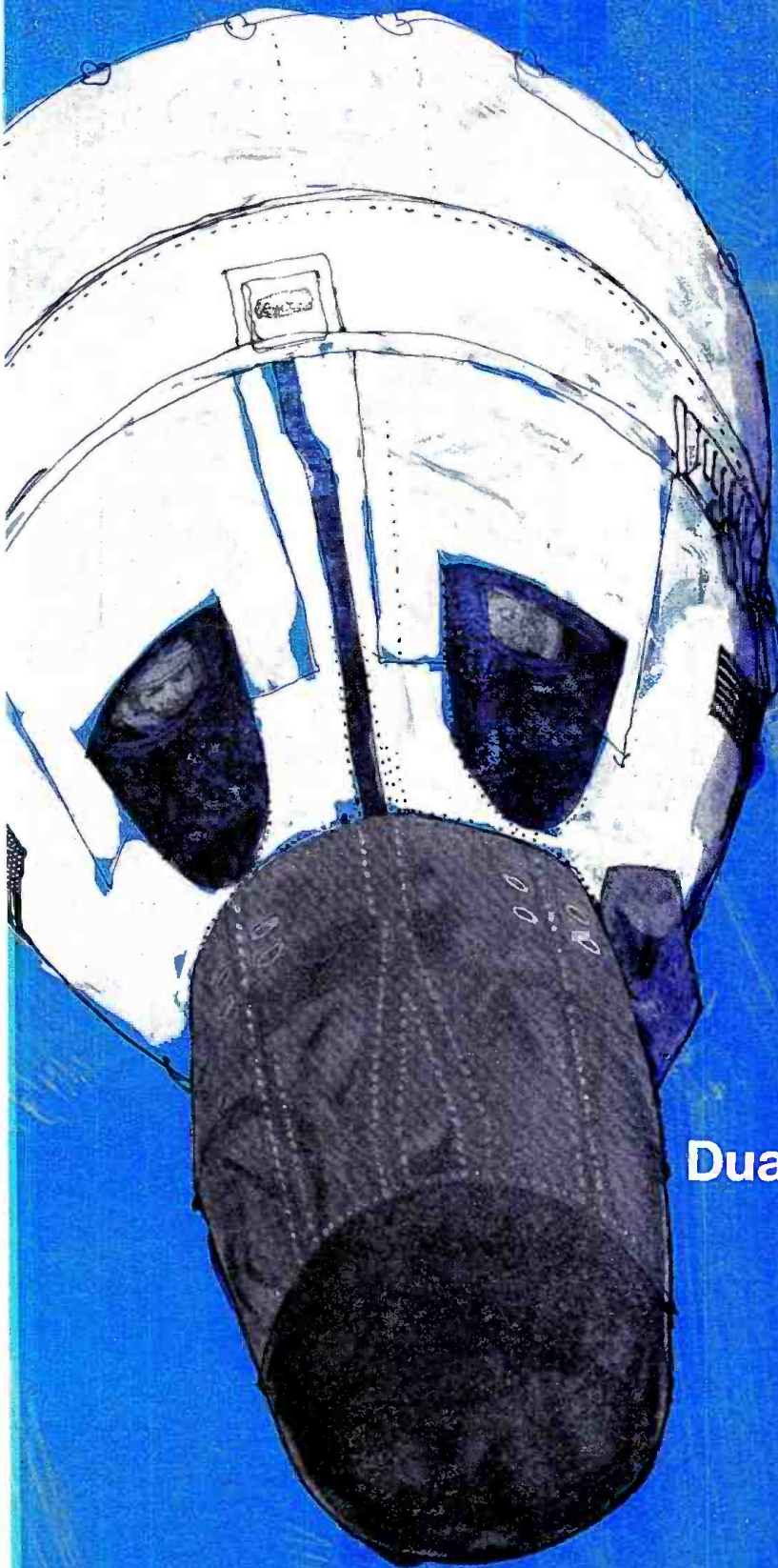
For the fiscal year ended April 27:

	1968	1967
Earned per share	\$0.80	\$1.09
Revenues	233,433,000	215,529,000
Net earnings	7,665,000	10,326,000
Shares outstanding	9,600,827	9,501,683

MPO Videotronics Inc., New York, producers of filmed television commercials and sponsored films, showed increases in revenues and net earnings for the six month period ended April 30:

	1968	1967
Earned per share	\$0.18	\$0.18
Revenues	7,495,000	7,154,000
Net earnings	94,000	85,000
Average number of shares outstanding	516,880	470,000

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Dual Pilot Carrier System
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Optimism prevails for CATV

NCTA convention to start on high note after favorable Supreme Court decision on copyright, but tough questions still face the industry

When the euphoria wears off, CATV operators are going to find themselves faced with many of the same problems they had before the two U.S. Supreme Court decisions—and perhaps some new ones as a result. But there's little doubt about it—conventioners gathering in Boston this week (June 29) for the 17th annual National Cable Television Association meeting are going to be savoring the results of those long-awaited high court actions (see page 19).

And what may be a festive mood at the convention may further enliven what should turn out to be a wide-open Saturday afternoon panel on the "Future of Cable TV." Panelists include Irving Kahn, Teleprompter Corp.; Alfred R. Stern, Television Communications Corp.; Bill Daniels, Daniels & Associates, and J. Leonard Reinsch, Cox Broadcasting Corp.

Conventioners may also be given a clue as to what CATV's can expect out of the FCC in the way of future regulation when Chairman Rosel Hyde delivers an address at the Monday luncheon. And the emphasis this year during the technical sessions points to more cablecasting, more origination and more channel capacity.

Tough Questions ■ But what's expected to be discussed in the corridors of the Sheraton-Boston and in executive session are the problems still facing the industry: the telephone companies' emergence in the CATV community, what the President's Task Force on Telecommunications may recommend, and the public-utility regulation of CATV. The new problems are what the FCC may have in store for CATV's on the regulatory front.

CATV interests and the telephone companies have locked horns over the role those companies will play in the growing cable business. Before the FCC now is a narrow legal issue of whether telephone companies must seek commission approval before building plant to provide channel service to CATV's. Section 214 of the Communications Act stipulates that common carriers must obtain a certificate of convenience and necessity before building or extending lines of service.

But the issue transcends the narrow

point of law. What's involved is whether telephone companies will ultimately obtain a major share of the nation's CATV plant because of an alleged regulatory void.

CATV's are hoping that Section 214 applies. They claim that state and local governments don't exercise jurisdiction over construction and use of such facilities with the result that telephone companies are free to build systems in competition with CATV's existing ones without local approval. The cable interests further claim that telephone companies, which control the poles CATV's use to string their wire, force them to take channel service rather than build their own plants.

Carriers' Role ■ Application of Section 214 would permit CATV's to oppose carrier prospects for constructing CATV channel-service facilities. But the crux of the greater issue is what role the commission will determine that common carriers will play in the CATV industry. Its decision, in fact, may determine the future of cable television.

Another long-standing dispute between CATV's and telephone companies involves pole-attachment rights. CATV from its inception has used telephone poles, and those of other utilities, on which to hang its cables. The fees for such use were modest, about \$1 to \$1.50 per month per pole.

But times have changed. Pole rates now run about \$4 to \$4.50, and the Bell System's attitudes is that CATV's "can now [afford to] pay the freight." The Bell System maintains that it seeks a "fully compensatory rate" for communications space used, so that cable doesn't burden existing telephone service. The rate formula used is termed a "complicated" one which is based on the percentage of communications space taken up by cable.

Fair Rate ■ CATV's are rankled over the derivation of the rate formula. They claim that although they're prepared to pay "fair share based on use" for pole attachment agreements, such pacts should be reached after "bilateral" negotiations between cable operators and the Bell System. The CATV's say they should be permitted to "discuss and contest" proposed rate hikes.

CATV's are also concerned that pole attachment contracts may not keep pace with developments in program origination. Some pacts include prohibitions on origination. But the Bell System's attitude has been that although the contracts contain "fairly limiting language as to what can be sent over facilities," they have been modified in the past to include some occasional local programming. Stipulations regarding more frequent origination "can be worked out," the Bell System says. What degree of cooperation in this area that may result between CATV's and the telephone company may depend on how the Section 214 case is resolved.

Shake-Up ■ Another development on the CATV front may be recommendations affecting cable interests to be issued by the President's Task Force on Telecommunications in August. That commission has been delegated the responsibility of examining national and international communications policy, involving both spectrum distribution and management (August 21, 1967 et seq.).

One of the concepts currently being bandied about and one which may receive a receptive ear is the wire grid system or "wired city" concept that eventually would encompass all-inclusive and related services, with that spectrum now allocated reassigned to non-broadcast services.

What's envisioned in the concept is shifting television to a 20-channel cable system with appropriate charges incurred by TV's and other services for leasing system facilities. Proponents of the system cite one advantage quite akin to those claimed by CATV's, clear reception, as well as the advantages of lower TV station cost and removing the "burden" TV places on the spectrum. Obviously cable interest and assorted public utilities would receive a windfall if the concept were adopted.

State Controls ■ Another problem is that presented by state public-utility regulation of CATV. It's perhaps ironic that NCTA's convention site this year is on the virtual doorstep of the Massachusetts legislative halls where PUC regulation is currently being incorporated into a proposed CATV bill. The bill was offered by the state's

WHAT'S HAPPENING AT THE NCTA CONVENTION

Official agenda for the 17th annual convention of the National Cable Television Association at the Sheraton-Boston hotel, Boston, June 29-July 3.

SATURDAY, JUNE 29

Opening Session—1-1:30 p.m., Grand and Independence rooms. **Official Welcome:** Kevin White, Mayor of Boston; Senator Jennings Randolph (D-W. Va.), chairman, Public Works Committee.

General Session—1:30-4:30 p.m., Grand and Independence rooms. **Panel: Future of Cable TV.** **Moderator:** Benjamin J. Conroy Jr. **Panelists:** Irving Kahn, Teleprompter Corp.; Alfred R. Stern, Television Communications Corp.; Bill Daniels, Daniels & Associates; J. Leonard Reinsch, Cox Broadcasting Corp. **Reception**—7 p.m., Boston War Memorial auditorium.

SUNDAY, JUNE 30

Brunch—11 a.m.-1 p.m., Grand and Independence rooms. Courtesy of NCTA associate members.

Technical Sessions—1:30-4:30 p.m., Boston War Memorial auditorium. **Moderator:** John Russell, Entron Inc. **Technical Considerations of Cablecasting**—**Panelists:** Frank D'Ascenzo, Visual Electronics Corp.; Fred Haines, International Video Corp.; Lyle O. Keys, Telemation Inc.; T. Keith, Internet Productions Inc.; Jack Neff, Broadcast Electronics Inc. **Training for Cablecasting**—**Panelists:** James Crooks, Ampex Video Institute; Matt Spinello, Ampex Video Institute.

Management Sessions—2-4:30 p.m., Grand and Independence rooms. **Cablecasting—Discovering New Horizons**, panel discussions. **Future of Cablecasting**—2-3:30 p.m. **Moderator:** S. S. Street, NCTA. **Panelists:** Mort Berfield, Cohen & Berfield; Dick Garrett, ITT Mackay Marine; Ed Drake, Gencoe Inc.; Greg Liptak, Cleveland Area TV Inc.; Dick Shively, Tel-esis Corp. **Film Packages for Cable TV**—3:30-4:30 p.m. **Moderator:** Greg Liptak, Cleveland Area TV

Inc. **Panelists:** Bob Weisberg, Telemation Program Services; C. E. Feltner Jr., TransAmerica Film Corp.; Gene Dodge, Modern Talking Picture Service.

Reception and Dinner—7:30 p.m., Grand and Independence rooms. Courtesy of Jerrold Corp.

MONDAY, JULY 1

Chairman's Report—9-9:15 a.m. Jack R. Crosby, NCTA chairman, Grand and Independence rooms. **Management Session**—9:15-11:45 a.m., Grand and Independence rooms. **Cable TV and the Law**—Latest word on FCC, copyright, PUC and telephone relations. **Panel A**—9:15-10:45. **Moderator:** Bruce Lovett, NCTA general counsel. **Panelists:** Harry M. Plotkin, Arent, Fox, Kintner & Kahn; John P. Cole, Cole, Zylstra & Raywid; E. Stratford Smith, Smith, Pepper, Shack & L'Heureux; Walter Schier, Katz, Moselle & Schier; John D. Matthews, Dow, Lohnes & Albertson; Lewis A. Rivlin, O'Connor, Green, Thomas, Walters & Kelly. **Panel B**—10:45-12:00 **Moderator:** Gary Christensen, NCTA assistant general counsel. **Panelists:** Albert J. Hoban, regional director, New England office of National Labor Relations Board; Robert W. Kopp, Bond, Schoeneck & King; Thomas J. Kilday, assistant regional director, U. S. Department of Labor, wage & hour & public contracts division.

Technical Sessions—CATV Safety—9-10 a.m. Boston War Memorial auditorium. **Moderator:** Bill Karnes, Gencoe Inc. **Panelists:** Malcolm M. Ferguson, Philadelphia CATV Co.; R. H. Griffith, AT&T, Jay M. Eitel, Telsta Corp. **12-80 Channel Systems**—10:15 a.m.-12 noon, Boston War Memorial auditorium. **Moderator:** Archer Taylor, Malarkey, Taylor & Associates; **Panelists:** Malcolm M. Ferguson, Philadelphia CATV Co.; Gay C. Kleykamp, Kaiser CATV Corp.; Michael Rodriguez, Vikoa, Inc.; Ken Simons, Jerrold Corp.; James Palmer, C-COR Electronics; Roger Wilson, Teleprompter Corp.

Luncheon—12:30 p.m., Grand and Independence rooms. **Invocation:** Right Rev. Walter L. Flaherty,

consumers' council in April and is now in the hands of the House Government Affairs Committee which expects to report out the measure this week. What the council measure proposed, among other things, was a joint arrangement between the state department of public utilities and the various communities desiring CATV service. They would retain the primary responsibility for granting franchises. The DPU would set up standards of signal quality, govern the propriety of CATV rates and conduct investigations into rule infractions when necessary.

The bill also provides that permits may not exceed 10 years and that pub-

lic disclosure of the "true owners" of all CATV systems must be made. What the CATV's gain by the measure is an annual \$1,500 outlay in franchise and state fees; the communities lose their traditional haggling rights over profits and kickbacks (BROADCASTING, April 22).

But Massachusetts CATV interests have argued against the proposed bill, claiming that DPU control might "freeze up" investment capital in a "fledgling industry" (BROADCASTING, June 3). And they would appear to have some backing in the Supreme Court decision affirming FCC jurisdiction over the whole field of "interstate" communi-

cation by wire or radio.

Local Action ■ However a spokesman for the House Government Affairs Committee shunted aside the possible prohibition of PUC-type regulation. "Yes, we're aware of the [court's] decision," he said, "but we must clear the air of certain matters and spell out what communities can or cannot do." The high court action, he indicated, would not affect the progress nor the substantive content of the proposed bill.

PUC control over CATV is becoming a popular regulatory theme in other states as well. California is considering placing cable under public-utilities' control and denying its communities the

director Boston Catholic TV Center; *Introduction:* Honorable Torbet H. Macdonald, chairman, subcommittee on Communications and Power, House Committee on Interstate and Foreign Commerce; *Moderator:* Frederick W. Ford, NCTA president; *Speaker:* Rosel Hyde, FCC chairman.

General Session—2 p.m., Grand Ballroom.

Annual Membership Meeting (NCTA Members Only)—*Presiding:* Jack Crosby, NCTA chairman. Election of officers and directors, and other business.

Chairman's Reception—7-8 p.m., Constitution room.

Annual Banquet—8 p.m., Grand and Independence rooms. *Presiding:* Martin Malarkey, Malarkey, Taylor & Associates.

TUESDAY, JULY 2

Management Session—Grand and Independence rooms. **The Broad Spectrum of CATV**, 9-10:30 a.m. *Moderator:* Sol Schildhause, chief, FCC CATV Task Force; *Panelists:* S. Jerry Cohen, staff director and chief counsel, Senate Subcommittee on Anti-Trust and Monopoly; Dr. Martin H. Seiden, M. H. Seiden & Associates; Greg Potvin, counsel to House Select Committee on Small Business. **Educational Television & CATV**, 11 a.m.-12 noon. *Moderator:* David Keith Hardy, Brandeis; *Panelist:* William Harley, president, National Association of Educational Broadcasters.

Technical Sessions—Boston War Memorial auditorium. **Wiring Cities—Problems & Solutions**, 9-10:30 a.m. *Moderator:* James Keller, Television Signal Corp.; *Panelists:* Sol Yager, Teleprompter Corp.; S. W. Pai, Craftsman Electronic Products Inc.; Daniel Lieberman, Vikoa Inc.; John Ford, Jerrold Corp. **Microwave Considerations**, 10:30 a.m.-12 noon. *Moderator:* Gary Christensen, NCTA assistant general counsel. *Panelists:* Milford Richey, Collins Radio Co.; Tom Anderson, Theta Communications Corp.; Roland Yount, Transcom Inc.

Technical Sessions, Commonwealth room. **Antenna Design & Headend Considerations**, 9-10:15 a.m.

Panelists: Alexander B. Best, Scientific-Atlanta; Albert Fowler, R. F. Systems; John Campbell, CAS Manufacturing Co. **System Design, Measurement & Two-way Transmissions**, 10:30 a.m.-12 noon. *Panelists:* J. Earl Hickman, Ameco Inc.; Donald Dworkin, Vikoa Inc.; Brian L. Jones, Fairchild Semiconductor; Gaylord Rogeness, Anaconda Electronics Co.

Luncheon—12 noon Grand and Independence rooms. *Speaker:* Frederick W. Ford, NCTA president.

Technical Sessions—Boston War Memorial auditorium. **Trends in Coaxial Cable**, 1:30-2:30 p.m. *Moderator:* James Stilwell, Telesystems Corp.; *Panelist:* Frank Spexarth, Texas Instruments Inc. **New NCTA Standards**, 2:30-4:30 p.m. *Moderator:* Archer Taylor, Malarkey, Taylor & Associates; *Panelists:* Ken Simons, Jerrold Corp.; Jacob Shekel, Spencer-Kennedy Labs; James Stilwell, Telesystems Corp.; Michael Rodriguez, Vikoa Inc.; J. Earl Hickman, Ameco Inc.; Hub Schafly, Teleprompter Corp.

Management Session—Grand and Independence rooms. **PR/Advertising/Promotion Session, Getting the Most out of Your PR Program, Cable TV Week: The Opportunity That Knocks Twice**, 2-2:30 p.m. *Presiding:* Doug Jarvis. Presentation of 1968 highlights and 1969 plans—John Druckenbrod, NCTA PR director; John Barrington, Richards Associates, and winner 1968 Cable TV Week Award.

Blue Ribbon Projects and Programs: Getting off the Launching Pad, 2:30-4 p.m. *Moderator:* M. William Adler. A portfolio of successful public relations, promotion and advertising case histories presented by winners, 1968 NCTA National Awards.

Free-for-All: Introducing the "Mini-Workshop", 4-4:30 p.m. An informal discussion among award winners, with audience participation encouraged, on all aspects of cable TV public relations, advertising and promotion.

WEDNESDAY, July 3

Board of Directors Meeting—9 a.m.-12 noon, Commonwealth room.

right to issue franchises. New Jersey has a bill that would convert CATV into a public utility, requiring its cable systems to obtain certificates of convenience and necessity from that state's PUC before they can do business.

Connecticut in 1967 awarded franchises for 83 communities to 17 applicants through its PUC, and at that time enunciated a policy of disqualifying from franchise consideration broadcasters with TV interests in the service areas of proposed cable systems (BROADCASTING, March 27, 1967 et seq.). The policy wasn't strictly adhered to, and several broadcast-CATV interests have taken the case to court, effectively stay-

ing implementation of the grants. The FCC has declined to act on requests for top-100 market waivers for certain of those systems until final disposition of the matter in the courts.

So Connecticut remains without CATV service, and if the delays continue the 80-odd franchises, which must be exercised by March 1969, may be revoked.

Pre-empted PUC ■ CATV interests will undoubtedly face similar challenges in the future. They're unhappy about being classified both in interstate and intrastate commerce, and receiving the brunt of both types of regulation. And their best defense, at this moment, would

appear to be the high court decision that apparently "pre-empts" such PUC-state regulation.

Further facing CATV is a veritable Pandora's box of thorny issues that have lain dormant pending high court action. The FCC, with its newly asserted jurisdiction over CATV, may now be expected to tread with more assurance into CATV program origination, multiple ownership of cable systems and cross-ownerships of CATV and broadcast facilities.

The commission may also explore whether one operator should be authorized to control all services offered on broad-band systems of more than 12

channels; whether CATV's should become contract carriers, leasing channels to other parties (the "wired city" concept), and whether access to CATV channels should be limited to the system owner. Ultimately the commission must decide whether or not to license CATV's and require them to comply with certain restrictions now imposed on broadcasters.

CATV concerns might also follow with some interest the commission's so-called one-to-a-customer rulemaking that would prohibit the licensee of any full-time radio or television station from acquiring another full-time outlet in any broadcast service in the same market (BROADCASTING, March 25). Although CATV's are not immediately involved, NCTA President Frederick W. Ford has

warned that the proposal is a "danger" to the cable industry. "What is to keep the commission from saying that you can't own a TV, FM or full-time AM station in the same market where you also own a cable television system?" he has asked, noting "well-qualified individuals who risked their money" to develop TV would be hindered from investing in cable (BROADCASTING, April 15).

Sophisticated gear abounds in Boston

NCTA EXHIBITS PROMISE MORE NEW PRODUCTS, NEW FACES THAN '67

Manufacturers of CATV equipment will exhibit in the War Memorial Auditorium in Boston.

ABERDEEN CO.

Booth 56

A new span clamp and house hooks as well as sealed closure and pedestal will be shown in addition to lashing wire clamp and cable support strap.

Personnel: George M. Acker and N. J. Acker.

ADVANCE INDUSTRIES

Booth 20

Towers, aluminum head-end equipment, buildings, microwave passive reflectors, tower lights, CATV antenna booms and installation services will be shown.

Personnel: G. S. Chesen, L. J. Tokarczyk and P. J. O'Connor.

ADVANCED RESEARCH CORP.

Booth 49

On display will be a model M-1600

RF mixer and a performance monitoring system.

Personnel: Dr. E. A. Rollor Jr. and Dan Shirley.

AMECO INC.

Booth 66

New products include a 27-channel system which employs a Channeleer ST and dynamic headend, a solid-state heterodyne cable TV processor; a new Pacesetter ST series, solid-state cable TV amplifiers for aerial and underground applications; new Pacesetter split-band AGC leveling station, and new Pacesetter STL along with Pacer ST, a CATV line extender which has thermo compensation and high output. All equipment is designed for multi-channel (12 plus) systems.

Personnel: Bruce Merrill, John Buchannan, Bill Lastinger, Robert Hanon, Earl Hickman, Bill Rheinfelder, Sherrill D. Dunn and Jack Woods.

AMERICAN ELECTRONIC LABORATORIES INC.

Booth 83-85

AEL will show its new 50-270 mc Superband broad band amplifiers as well as its Telemobile, a complete mobile studio for local origination programs.

The studio is equipped with cameras, film projector and video tape recorder.

Personnel: Dr. Leon Riebmán, Conrad J. Fowler, Samuel M. Merion, Irving A. Faye, I. Goldstein, Harold Musler, Robert Hayes, Anthony Kationa, Joseph Belcher, Walter Wydro, Pat Bartol and S. Colodny.

AMERICAN PAMCOR INC.

Booth 132-134

A complete line of solderless coaxial connectors will be shown.

Personnel: J. St. Clair, J. Rowlenson, J. Le Blanc, D. Quigley, E. Seero, G. Richards and D. Sedberry.



Mr. Reinsch



Mr. Daniels



Mr. Stern

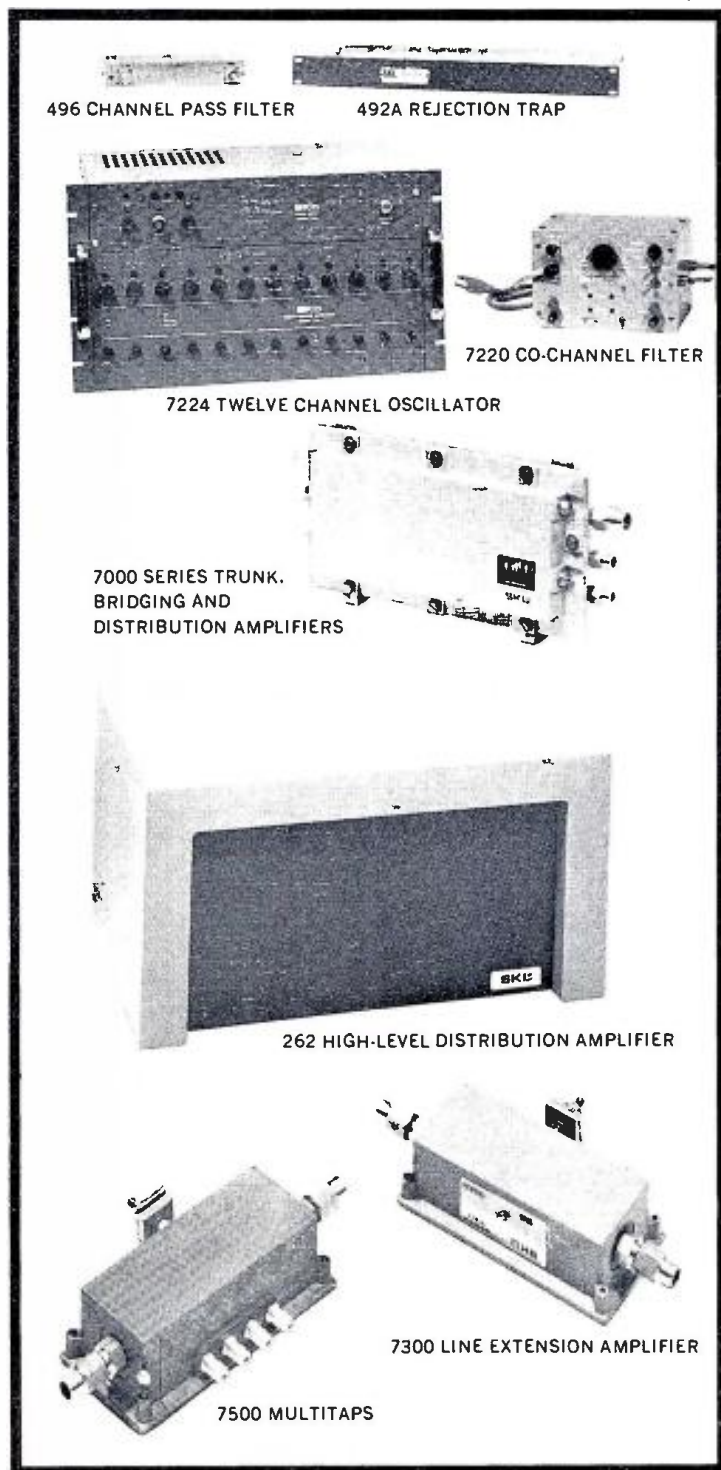


Mr. Kahn

One of the opening day highlights at the NCTA convention will be the Future of Cable TV panel, moderated by Benjamin J. Conroy Jr. Panelists include Irving Kahn, Tele-

prompter Corp.; Alfred R. Stern, Television Communications Corp.; Bill Daniels, Daniels & Associates, and J. Leonard Reinsch, Cox Broadcasting Corp.

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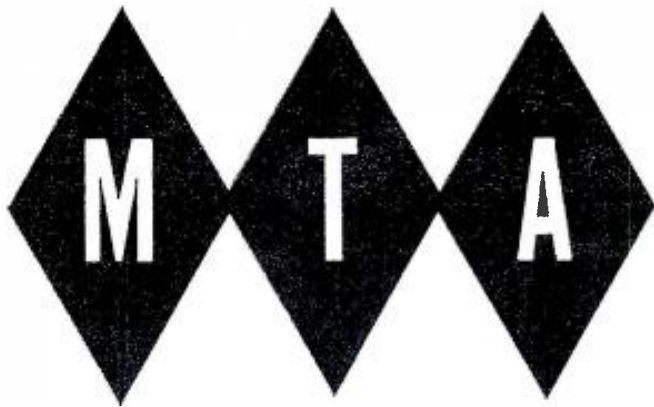
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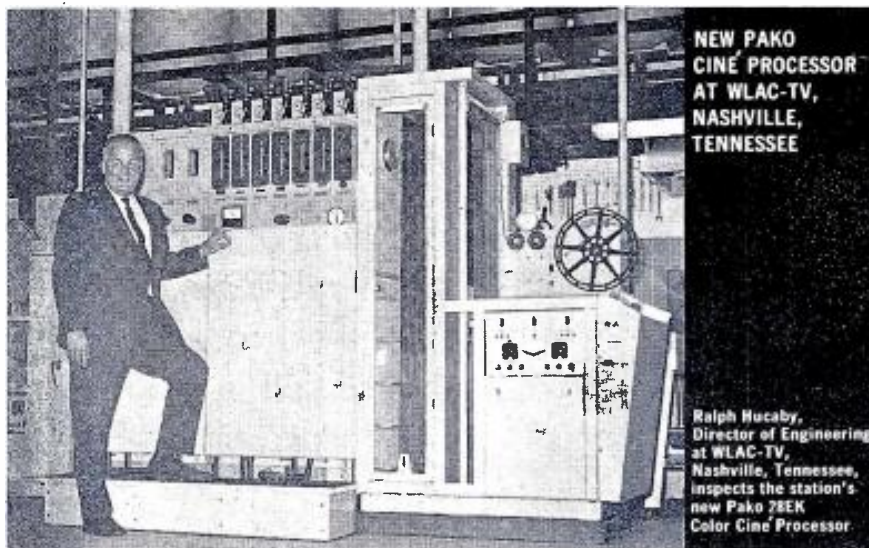
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second 'plus' is knowing there is a trained Pako service representative at our Distributors—just a phone call away."

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AMERICAN TECHNOLOGY CORP.

Booth 51

New products include a directional tap for underground installation that features high-match, low-insertion loss and is field convertible for strand mounting.

Personnel: E. A. Munson and C. W. David.

AMPEX CORP.

Booth 39, 41, 43

Videotape recorder products to be shown include the VR-5000 portable unit, VR-7500C color unit, VR-7800 monochrome unit with 327 remote control studio camera.

Personnel: William Murphy, Ed Pessara, Stan Brightwell, Bob Marmiroli, Bill Carpenter and George Foster.

AMPHENOL CABLE DIV. AMPHENOL—BORG ELECTRONICS

Booth 59

New ultra-foam cable will be shown along with the new BC-6 low-loss house drop cable. Also to be shown are new coaxial switches for 21-channel systems and new connectors.

Personnel: Jack Aylward, Charles Camillo, Mike Wetterer and Henry Pessah.

ANACONDA ELECTRONICS CO.

Booth 32, 34, 36

Exhibited will be the 8800 series CATV amplifiers including a new line extender amplifier that features 12 to 20 channel color capability. New product includes a sweep analyzer.

Personnel: Ed Regan, Al Ginty, Duane Crist, Donn Nelson, Gay Rogness, Vic Tarbutton, Bill Crain, Dean Roberts, Arie Zimmerman, Jim Emnick, Richard Old, Jay Hubbell, and Bill Robinson.

THE ASSOCIATED PRESS

Booth 101

New equipment includes the all-electronic AP DataVox as well as the AP news channel projector designed for CATV use.

Personnel: Fred L. Strozier, Paul M. Clifford, Justin R. Anderson, Robert M. Sundry and James Smith.

AT&T

Booth 76-78-80

Display will be highlighted by Bell System transmission facilities from an historical approach.

Personnel: N. L. Pullan and staff.

BROADCASTING, June 24, 1968

BECKER DAVISON

Booth 88

On display will be splitters, transformers and fittings.

Personnel: Maynard Polkinghorn and John Lowe.

BENCO TELEVISION CORP.

Booth 145-146

New equipment to be shown includes Benavac Mark II transistorized CATV automatic video-audio control unit (headend channel processor) and Ben-feed transistorized distributor and feeder line multi-purpose amplifier. Also shown will be CATV headend equipment, distributor line and feeder line equipment and passive devices.

Personnel: Harry D. Gray, Chuck Swehla, Jim Spoon, Maurice W. Townsend. John Cappon and Heinz Peters.

BLONDER-TONGUE LABS INC.

Booth 136

New gear on display will include a line of solid state headend amplifiers with 40 db AGC range and a new low cost indoor line extender. Also included in display will be CATV headend amplifiers, filters, traps and mixing devices, along with CATV trunks and distribution amplifiers and test equipment.

Personnel: Isaac S. Blonder, Ben H. Tongue, Fred J. Schulz, Arthur H. Lassers and Wiley Steakley.

CAS MANUFACTURING CO.

Booth 105

On display will be a new solid-state CATV amplifier designed for 12 or 20 channel operation as well as the CC-312 channel control headend system.

Personnel: John Campbell, Ben Campbell and John Meny.

CASCADE ELECTRONICS LTD.

Booth 128, 130

On display will be CATV amplifiers and distribution equipment plus new extended-band units and passive devices.

Personnel: W. G. Pither, B. J. Shepard, Victor Tarbuton, Philip Allman, R. P. Brown, R. F. Yearick, Jon Westfield. Tom Athans and Joe Derocher.

CATV MARKETING INC.

Booth 167

Information on a variety of marketing services for CATV's will be available including direct selling programs and

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techniques, premarketing survey analyses. UHF-CATV cooperative advertising programs. Featured will be use of computers for a number of CATV service demands.

Personnel: Mark Van Loucks, Lisa Best and Jim Briggs.

C-COR ELECTRONICS INC.

Booth 163

On display will be the Novacor line of trunk amplifiers, bridging amplifiers, pilot generators, splitters and tap unit.

Personnel: J. R. Palmer, G. Dixon, J. Hastings, C. Durrell, G. Harrington, E. Mundy and H. Kemp.

COLLINS RADIO CO.

Booth 125-129

Equipment to be shown includes the MW-109E 5-w IF heterodyne and MW-308D 1-w microwave radio systems.

Personnel: K. R. Fox, Milford Richey, Verne Hedges, John Beddal, Clyde McCauley and John Morrissey.

CONDUCTRON CORP.

Booth 15, 17

Products shown will be the C-6433 line extender amplifier and C-6703 and C-6705 trunk AGC bridger amplifiers.

Personnel: Wm. Healy, John Betts, Perry Schwartz and Robert McInerney.

CRAFTSMAN ELECTRONIC PRODUCTS INC.

Booth 1, 2, 4, 6

Products shown will be a new series of directional tap off devices.

Personnel: D. N. Mezzalingua, S. W. Pai, J. Fannetti, M. J. Lysek, K. P. Siegel, R. Johnson, R. A. Munroe, B. Howard, R. Spencer, L. Buckridge, J. Jerosse and A. Myrdek.

DANIELS MANAGEMENT CO.

Booth 160

Information on the firm's services as negotiator, consultant, appraiser and broker will be available.

Personnel: Bill Daniels, Monroe Rifkin, Alan Harmon, Jerry Buford, Tom Johnson, John Saeman and Mary Jo Klingberg.

DAVIS MFG. INC.

Booth 171, 173

Equipment displayed will be earth-trenching tools: Task Force 600 trencher with 30 hp engine, P-40 line layer and 12+2 trencher with 12 hp engine.

Personnel: Phil Neff, George Pritchard and Milton E. Tuell.

DELTA ELECTRONICS LTD.

Booth 120

Display will feature splitters, matching transformers, line extenders and mass booster amplifiers.

Personnel: G. I. Baxter and Ken Keefe.

DYNAIR ELECTRONICS INC.

Booth 69, 71, 73

On display will be the model RX-4000 solid-state TV demodulator, the MINI series equipment for local-original systems, HX-4000A solid-state heterodyne converter, TS-100B solid-state sideband analyzer and an assortment of switching equipment and pulse distribution amplifiers.

Personnel: E. G. Gramman, R. L. Paullus, G. W. Bates, W. D. Killion, D. A. Keller, R. A. Jacobs and D. N. Bowdish.

ENTRON INC.

Booth 10, 12, 55, 57

A solid-state line of suitcase amplifier equipment will be featured including R6T repeater, RB-6T repeater plus bridger, B-3 bridge, E6C extender and the new SMT universal tapoff. Also shown will be a new high-level, extended band-width channel line extender.

Personnel: Ed Whitney, John G. Russell, Ed Harman, Glenn Littlejohn, Don Wyckoff, Paul McInnish, Bruce Frazier, Tony Taranto, John Lehner, Heinz Blum, O. D. Page and Tony Vendemia.

FORT WORTH TOWER CO.

Booth 185-186

Information on towers, reflectors and equipment buildings will be available.

Personnel: T. W. Moore, A. C. Tolton and Gloria Wood.

G.B.C. AMERICA CORP.

Booth 114

On display will be a complete line of closed-circuit TV cameras, viewfinder cameras, monitors, video-tape recorders, accessories and lenses.

Personnel: Irving Solotoff and Steve Lefkowitz.

GENERAL CABLE CORP.

Booth 169

On display will be the new diamond coaxial cable clamp as well as a Pure-gas model 550 air dryer for dry-air protection of CATV systems, transmis-

sion lines and air dielectric coaxial cables.

Personnel: J. F. Stock, P. E. Saulnier, H. Lubars, Larry Smith and Dave Doetsier.

GILBERT ENGINEERING CO.

Booth 131

Products shown will include 31 new connector items and a complete line of Diamond G connectors

Personnel: Earl Gilbert, Jim Mulin and Paul Rhodes.

HTV SYSTEMS INC.

Booth 81

New line of CATV trunkline and distribution amplifiers, the Vista 20 series of fully-transistorized broad-band units, will be shown.

Personnel: Dr. Alwin Hahnel, James D. Confeld and David H. Coe.

INTERNATIONAL VIDEO CORP.

Booth 70, 72, 74, 139, 141, 143

Live demonstrations of the IVC-100 color TV camera and IVC-800 color video-tape recorder in various configurations are planned.

Personnel: Ronald Fried, William Fink, Richard Reilly, Joseph Bottali, Raymond West, Carter Elliott, James Carroll, Jerry Kraus and Jack Rockwell.

INTERNET PRODUCTIONS INC.

Booth 137

Firm trains CATV operators on art of cablecasting.

Personnel: T. Keith, Edward S. Thomas, Anthony B. Acone, Elizabeth Livingston and Charles J. Crozier.

JERROLD ELECTRONICS CORP.

Booth 166, 168, 170, 172, 174, 176, 178, 187-194, 196, 198, 200-203

A complete line of head end, subscriber and distribution equipment will be shown.

Personnel: Robert H. Beisswenger, Paul A. Garrison, Lee R. Zemnick, Joel P. Smith, Jeremiah E. Hastings, Si Pomerantz, Art Hall, Ken Simons, Howard Lomax, Walter Mecleary, John Zawojski, Joseph Clifford, Joseph Conowall, Melvin Gray, Rudolph Cadori, Richard Goodner, Donald Imbody, Anthony DeLoss, John Dieckman, Zea Grissinger, Robert Pesick, Ray Davis, Martin Moran, Robert Garner, Ed Dart, Ray Pastie, Fred Stone, Carroll Wood, James Forgey, Leo Borin, Al Micheli, Richard Pew, S. A. Syversen, J. C. Sparkman, Robert Toner, Art May, Bill Grant, Chuck Anderson, Joe Loscalzo, Bob Santora, Frank Martin, Caywood

Cooley, David Brody, Frank Cooper, Ed DeMarco, Vroman Riley, Walter Ullrich, Bob Gruno, Marvin Thall and Samuel Blakeman.

KAISER CATV CORP.

Booth 102, 104, 106, 107, 109, 111

A full line of CATV distribution equipment will be shown including a new series of line extenders and small passive devices.

Personnel: R. W. Behringer, Walter Baxter, Gay Kleykamp, James Taggla, John Bryant, Robert MacMillan, Don Gregory and Jean Welch.

FCC's spot in Boston

It'll be the third time in as many conventions for the FCC's CATV Task Force at the National Cable Television Association convention in Boston June 29-July 3. FCC staffers will man the Andover room of the Sheraton-Boston hotel for the benefit of CATVers interested in obtaining information on the commission's rules and policies affecting cable. But, as in past practice, no inquiries about current cases before the commission will be discussed.

Scheduled to represent the commission at the convention: Sol Schildhouse, Task Force chief; Edward L. Brown, Patricia Murphy, and Lloyd Smith of the Task Force staff.

LINDSAY SPECIALTY PRODUCTS LTD.

Booth 103

Display will include long periodic antennas, LPY's, high level distribution equipment and passives.

Personnel: John Thomas, Mark Eggs, Steve Richey, Koert Koster.

MICROWAVE ASSOCIATES INC.

Booth 8

On display will be new equipment including MA-13B color or monochrome microwave TV relay system, low-noise tunnel diode preamplifiers for CARS band antenna combiners & RF channel filters and a portable TV pickup unit.

Personnel: Erik A. Stromsted, I. Tunis Corbell, Donald Smith, Jack Toropovsky, Mert Knold, Walter Johnson, Philip Cass, Michael J. Fields, Richard F. Kirchberger and Dana W. Atchley.

PACKARD BELL

Booth 161-162

On display will be the POS-1 pre-packaged small studio control concept, PB 940 16mm variable frame projector and PB-920 VF viewfinder type camera.

Personnel: Jerold E. Slocum, J. Philip Stack, Jim Killrakis, Herbert J. Bayer, Greg T. Scott, and Howard Slider.

MODERN TV

Booth 159

Products exhibited include free-loan prerecorded video tapes, 16mm film chains, color video-tape recorder and color monitor.

Personnel: Gene Dodge, George Faulks and Bob Cole.

PHELPS DODGE

Booth 112

Display will feature coaxial cables.

Personnel: A. L. Soule, C. F. Reed, F. A. Stevens, H. E. Hurst, J. J. Nevin and S. W. DeTurk.

PLASTOID CORP.

Booth 53

On display will be aluminum sheathed cables and 59/U drop cables.

Personnel: Wilbur Grant, Dean Haggerty and Milton Weinschel.

PREFORMED LINE PRODUCTS CO.

Booth 158

On display will be various Guy-Grip dead-ends, splices and false dead-ends for strand, telegrip, teletap, reducing teletap, telesplice and other service-drop dead-ends for RG 59/U and figure 8 RG 59/U coaxial cables.

Personnel: Max A. Lekson, William C. Hershey, George H. Murray, Jack A. Reifenberger, and Robert D. Skilton.

PRUZAN CO.

Booth 175, 177

New product to be featured is the slip-on-sleeve that provides water-proofing bulkhead connections. Also shown will be antennas, headend equipment, coaxial cable, trunk and distribution amplifiers, power supplies, taps, splitters, fittings, transformers and test equipment.

Personnel: Jack Pruzan, Herbert Pruzan, Lloyd Hannah and Bill Keilwitz.

QUICK-SET INC.

Booth 138, 140

New equipment includes a cam head

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for use with firm's series of tripods that handles cameras from 20 to 200 lbs, and a modified Husky TV unit with added safety features.

Personnel: Tony Briglia and Art Weber.

RAYTHEON CO.

Booth 3, 5

On display will be the KTR 2A 1-w remodulating microwave system for 12Gc operation and the 10-w KTR 3A heterodyne repeater.

Personnel: S. Topol, H. P. Bannon, J. E. Banister, G. A. Hinckley, R. F. Kanney, P. R. Cass, R. Keller, D. A. Hill, J. M. Cheval, and D. J. Tomacelli.

RF SYSTEMS

Booth 38

Products to be shown include CATV antennas, parabolic antennas, CATV yagi antennas and accessories.

Personnel: A. K. Fowler, D. R. Vining, J. E. Hayes, T. P. Walsh and G. F. Higgins.

ROHN SYSTEMS INC.

Booth 82

On display will be the line of CATV microwave towers, obstruction lighting, reflectors and related tower accessories.

Personnel: Dwight Rohn, Donald Rohn, R. A. Kleine, Grady Rooker, C. A. Wright, Al Repsumer, Gene Francis, David Fehr, Kenneth Lloyd, Robert Kennedy and Darrel Kelly.

SCIENTIFIC-ATLANTA INC.

Booth 16, 18

Display will feature quadrate antennas for VHF and UHF. Also on display will be CATV heterodyne signal processors, solid-state UHF pre-amplifiers, featuring field-effect transistors and pre-amp power supply with 6 channel capability.

Personnel: Tom D. Smith, A. B. Best and J. B. Weston.

SHINTRON INC.

Booth 133

Products to be shown include special effects generators for playback editing, and video distribution and audio distribution amplifiers.

Personnel: Shintaro Asano, Ted Whit-tacher and Larry Baxter.

SIGMA INDUSTRIES INC.

Booth 7

The SSE 60-R, re-enterable water sealed enclosure offering water and corrosion protection, will be shown.

Personnel: R. W. Reardon and K. C. Monroe.

SOD MASTER

Booth 135

A new earth-trenching tool, 120 Pipe Piper, will be shown.

Personnel: James J. Trunk.

SONY CORP. OF AMERICA

Booth 108, 110

On display will be video tape re-corders and closed circuit TV equip-ment.

Personnel: Richard F. O'Brien, Rudy Handel, C. Lange, M. Washington, R. Raymond, E. Sherry, D. Matheny, John McDonnell and R. Gonzalez.

SPENCER-KENNEDY LABORATORIES INC.

Booth 9, 11, 13-14

New products featured include 7027K and 7037K automatic level and slope control trunk amplifiers, 7224 12-channel oscillator and 8500 variable tap.

Personnel: Charles R. Patterson, Charles H. Wright, Robert A. Brooks, Denis W. Sparks, Roy Gauthier, Wil-liam Carr, Don Lemire, Richard Schroeder, James Loker, Stuart K. MacNown, Jacob Shekel, Argyle W. Bridgett, William O'Neil, George H. Ray, Ersh Rotholz, Joseph Schindler, Thomas Quinn, Richard Cullinane, E. Mark Russell, William Bryant, Lloyd Tate, John Spaulding, Dick Lundgren, R. L. Hepner, Ned Chapin, Tom Burg-ess, C. A. Gunn and Fred Garza.

SUPERIOR CONTINENTAL CORP.

Booth 50, 52, 54

Products to be shown include Alumagard and Coopergard coaxial cable, co-axial connectors, video pair cable and TV equipment housings and accessories.

Personnel: J. L. Robb, W. T. Smith, J. H. Bowman, D. C. Stewart, Ben Hughes, Vern Coolidge, J. J. Wardell, T. Eugene Johnson, C. Ray Ballard, John Buscemi, Roy Jacobi, Chester Hale, C. E. Schnegelsberger, R. E. Wohlberg, Don Larkin, W. B. Pitts, Kenneth Powley, John English, Don Hoffman, Walter Roberts and Fred Wilkenloh.

SYLVANIA ELECTRONIC

Booth 152-155

Display will feature a live demonstra-tion of local origination capabilities with cable casting equipment including TV cameras, console and film chain. A TV van will be on display.

Personnel: M. Gross, L. Frankwitz, T. Leonard, J. Dhimos, R. Hethering-ton, R. Curwin, A. Fiegenson, R. Tay-lor, R. Olsson, R. Louth, R. Dole and T. Henry.

TAPE-ATHON CORP.

Booth 165

Exhibited will be the model 5000

automated broadcasting system, a self-contained music system.

Personnel: George M. Anthony, David J. Anthony and Wally Rubin.

TELEMATION INC.

Booth 147-151

New products include the TMC-2100 vidicon camera in viewfinder and non-viewfinder versions, video and pulse distribution amplifiers, message center system and video switcher. Other equipment includes TMM-211 broadcast television multiplexer, TSG-1000 Porta-Sync and TSG-2000 EIA sync generators, TMV-600 Cablecaster video control center, TMV-650 Multicaster video control center and TMV-707 universal camera control unit.

Personnel: Lyle O. Keys, Robert C. Bacon, Kenneth D. Lawson, John P. Weeks, Robert Weisberg, William G. Laird, Kay Pope, Ron Hymas and Jack R. Daniels.

TELEVISION PRESENTATIONS INC.

Booth 156-157

Alphamatic News, a fully automated system that displays a news service and stock information, will be on display. A color version of the system is new this year.

Personnel: Charles Dolan, George Kaye, Morton Fink, Ira DeLumen, Bill Troy, Lew Dickey, Bob Liberty, Burt Kittay, Mel Sweet, Roger Cahaney and Patricia Malzacher.

3M CO. PRODUCTS DIV.

Booth 142, 144

On display will be a 11:1 zoom lens for cablecasting and fixed focal length lenses for news and stock ticker-tape presentations.

Personnel: R. V. Clapp and N. R. MacKay.

TIMES WIRE AND CABLE

Booth 179-181

A new line of direct burial trunk and feeder cables available in three sizes (1412, 1500 and 1750) as well as new drop cables in two sizes (59/U and 6/U) will be shown.

Personnel: Larry DeGeorge, Bob Burton, Ray Schneider, Bill McNair, Don Atchison, Mike Ganley, Heinz Gf. Matuschka and Bud Desmond.

USM FASTENER CO.

Booth 115

On display will be the AP-150 Champ powder-actuated tool and Power-Cap caseless load plus a variety of settings of cable clips to concrete and steel.

Personnel: Donald D. Doerge and Joseph Pieragostini Jr.

VIKOA INC.

Booth 19, 21-31, 33, 35

Products shown include Futura 12

and Futura 21 amplifiers and accessories; coaxial cable for aerial and underground installation, and a variety of cablecasting equipment.

Personnel: S. Biro, R. L. Cowart, John Gault, Abe Patlove, D. Ammerman, L. Angell, W. Randles, R. Stout, W. Keenan, M. Joyce, R. Nadeau, W. Wertz, A. Lip, W. Ewing, A. Johnson, D. Arndt, D. Shumate, H. Rogers, H. Quier, G. Guner, L. Cull, P. Abrams, N. Phillips, B. Doherty, K. Brummage, J. Monte, K. McMahon, S. Aronson, A. Baum, T. Baum and R. Baum.

VISUAL ELECTRONICS CORP.

Booth 182-184

Data/TV systems, information storage, retrieval and communication setups, will be displayed in several configurations.

Personnel: James B. Tharpe, Newland F. Smith, Charles S. Spicer, Herbert Nettleton, M. Lent, Paul Wagner, William Phillips, Carl Wenzinger and Frank D'Ascenzo.

WHITNEY BLAKE CO.

Booth 126

Products to be shown include aluminum sheathed cables and drop cables.

Personnel: David Karrmann, Al Garde and Bob Kelsey.

FCC orders protection for W. Va. market

Importation of a distant signal into one of the top-100 TV markets without FCC approval was the basis of a commission cease-and-desist order leveled at a West Virginia CATV system last week.

The commission's decision was directed to Asbury & James TV Cable Service which has been carrying the distant signals of WHIS-TV Bluefield, W. Va., on its system. The areas served by the system are Lower Belle, Malden, Dupont City, Rand and George's Creek, all in the Charleston-Huntington, W. Va., market, ranked 48th.

Asbury & James had presented the argument that the operation in question is only one phase of a single CATV system that began operations in February 1965 from a headend located at Campbell's Creek, a nearby community in the Kanawha River valley. The CATV said that, in this sense, the system was established prior to the adoption of the commission's rules on distant signals and therefore the entire operation is "grandfathered."

The commission responded to this argument by stating that it had determined that two distinct systems existed rather than one being part of the other. The commission said that the "evidence

of record establishes that each facility was constructed at a different time; that each operates from a separate headend; that each serves separate and distinct areas, and on the basis of such evidence we find that each is a separate and distinct system."

Kaiser CATV becomes operating division

Kaiser Aerospace and Electronics Corp., Oakland, Calif., announced last week that Kaiser CATV Corp., a wholly owned subsidiary, will become a operating division within the corporation on June 30. Kaiser Aerospace and Electronics is a wholly owned subsidiary of Kaiser Industries, which owns Kaiser Broadcasting Corp., group broadcaster.

The new division, headquartered in Phoenix, will be responsible for all Kaiser CATV activities, including manufacture and sale of equipment and installation of CATV systems.

Kaiser Aerospace and Electronics President Clay P. Bedford said that a substantial increase in CATV sales for the first five months of 1968 compared to the same period last year was a factor in combining production and marketing efforts into one major division.

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Violence backlash worries NAB board

Directors decide this no time to relax code; allocation of new space to land mobile urged

What to do about violence on television and what the critics charge is too much gore on home screens were principal topics during last week's meeting of the National Association of Broadcasters' TV board in Washington. Nothing concrete was established in the way of what position NAB should take to combat the somewhat violent national backlash. But the prevailing mood of the board members and the climate TV entertainment is operating in today claimed one victim—personal-product advertising has been kept from reaching the TV screen for the present at least.

Discussion of violence shared the spotlight with other pressing problems of spectrum usage.

The board urged the FCC to allocate for land-mobile use the 26 mc of spectrum space in the band adjacent to the upper end of UHF channels that was made available to the FCC for reallocation three weeks ago (BROADCASTING, June 10). The spectrum gift was made by James D. O'Connell, director of the Office of Telecommunications Management, who said that a review of government spectrum needs indicated that half of the band (890 mc to 942 mc) could be returned to nongovernment use.

The board said that allocation of the 26 mc space could be used to relieve pressures being brought by land-mobile users, "who claim there is a shortage of frequencies" to meet their needs.

Translator Use ■ The board further adopted a resolution encouraging the continued use of UHF-VHF translators to provide "excellent, multiple-channel" TV reception for remote areas. And it heard status reports on the NAB cooperative effort with government-sponsored Spindletop programing research and the NAB-sponsored Herman Land programing survey.

But the main topic of conversation, which was expected to dominate the board sessions last week, failed to produce specific recommendations for joint board approval. There was reportedly some sentiment to cope with the violence problem through NAB code provisions, but that was strongly resisted by some NAB staffers. Opponents of the proposal apparently felt that the code would be a poor vehicle to effectively reduce TV violence since a majority of programing in question is under network control.

At best the code standards that would apply to such programing are loosely worded (themes should be presented on the basis of "true instructional and

entertainment values"). Yet it's known that the NAB Code Authority is reluctant to tread the troubled waters of program control because it's felt that area is more a network or station function.

Bad Timing ■ But the climate surrounding the TV violence discussions served, for the time being, to effectively forestall any home-screen appearances of personal-product advertising. Last month the TV code board recommended that code restrictions prohibiting the advertising of certain personal products be removed. Those products affected include American Home Products' Preparation H, Bristol-Myers's Pazo (both hemorrhoidal preparations) and Alberto-Culver's FDS (feminine deodorant spray) (BROADCASTING, May 27).

Some board members reportedly would have had no objection to the inclusion of the FDS spots. But there was also apparent sentiment that in the present unstable public climate regarding television, broadcasters should not give their critics another cudgel to use against them. The proposed code amendment met with stiff opposition and was officially "tabled for further study." It will presumably be brought up for discussion at the next TV code board meeting.

Other code proposals passed, however. The board adopted recommendations that specific code rules be adopted that would cover the depiction of unsafe acts in commercials, and that the code's "audience buying" provision be deleted. The new language provides that ad representations "which disregard normal safety precautions" shall be avoided, and that children shall not demonstrate or come in contact with any products which are potentially dangerous to them without adult supervision.

Music Fees ■ In other matters the board adopted a proposal by its newly elected chairman, Charles H. Tower, Corinthian Broadcasting Corp. (see this page), that a permanent industry activity (presumably an office) be set up to work on TV music licensing problems. Mr. Tower is also chairman of the All Industry Music Licensing committee.

The board also heard that NAB has filed a motion to intervene in the Colorado Springs, Colo.-Vumore Video Corp. CATV case (BROADCASTING, March 18 et seq.). NAB joins KRDO-TV Colorado Springs and KOAA-TV Pueblo in asking the U.S. Court of Appeals for the District of Columbia to review an FCC decision in April which permitted Vumore Video to begin CATV operations. NAB claims the commis-



Vincent T. Wasilewski, National Association of Broadcasters president, meets with the newly elected board executives during last week's NAB meetings in Washington. (L-r): Richard Dudley, WSAU Wausau, Wis., radio board chairman; Donald Thurston, WMNB North Adams, Mass., radio

board vice chairman; Mr. Wasilewski; Grover Cobb, KVGB Great Bend, Kan., joint board chairman; Harold Essex, WSJS-TV Winston-Salem, N. C., television board vice chairman, and Charles Tower, Corinthian Broadcasting Corp., New York, television board chairman.

sion's ruling "has a substantial and wide-spread effect upon the entire television industry in general and small-market stations in particular."

Lee stakes his positions

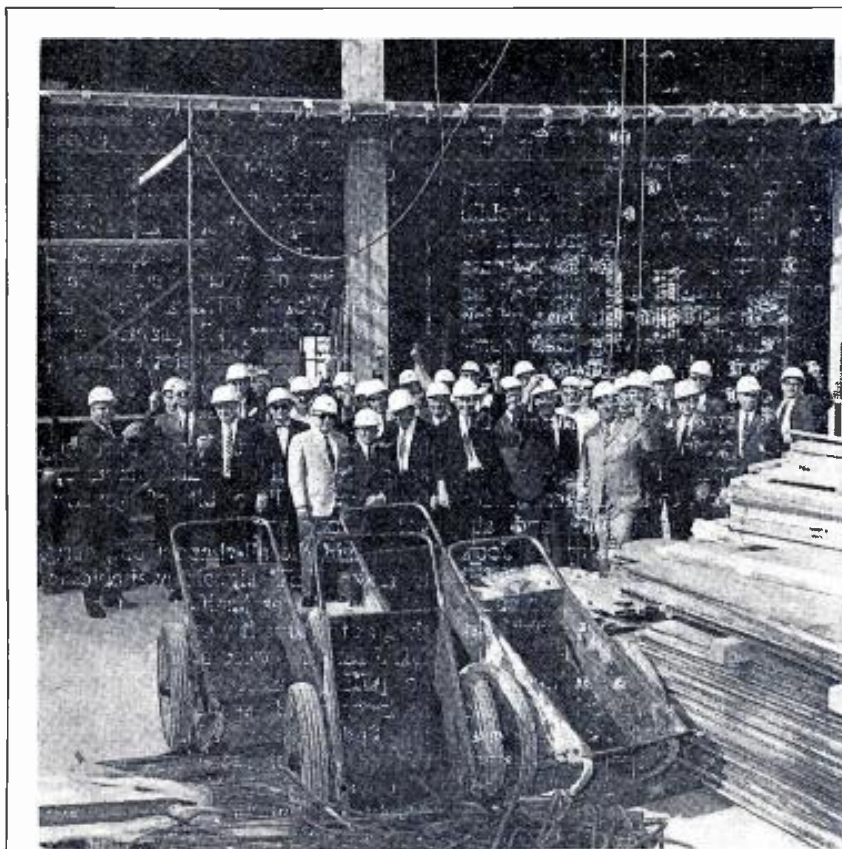
Commissioner backs UHF against land-mobile raid on broadcast spectrum

FCC Commissioner Robert E. Lee has been hopping about the countryside, getting a good deal off his chest on a variety of subjects in recent days. Between Thursday and Sunday in time, and between Lincoln, Neb., and New York in distance, he indicated opposition to reallocating UHF channels to land-mobile radio users, and urged those users to take an "objective" look at the potential of the 26 megacycles of spectrum recently made available to the commission for reallocation; criticized a number of frequency-management schemes, all of which would be detrimental to the present television system; expressed opposition to pending legislation that would require all radio sets to be capable of receiving AM and FM; and, finally, took issue with a former colleague on whether CATV is needed to put UHF on an equal footing with VHF, in terms of transmission quality.

In an appearance at the Electronic Industries Association annual Consumer Show in New York on Sunday, he suggested it would be unfair to require television licensees in the lowest seven UHF channels to move to higher frequencies so that their space could be occupied by land-mobile users, as some of those users have urged.

High Cost ■ He said the cost of switching a low-band UHF station to a channel above 20 would average about \$125,000. In addition, a switch could result in the loss of network affiliation, the unpredictable loss of useable signals in some areas, and the loss of a familiar position on the dial. And the channel-clearing scheme, he said, would penalize the "very builders of the UHF broadcasting industry" who now occupy the seven lowest channels.

Land-mobile users have argued that the cost of transferring stations now operating in the seven lowest channels would be less than the total cost of equipment change required by a commission decision to split channels in the 450-470 mc band in the business radio service. But the commissioner said that this comparison is invalid,



Tote that bar, lift that . . . uh . . . glass

There were champagne (domestic), hats (hard), girls (staffers and wives of board members) and the bane of every broadcaster function — feedback. All combined last Wednesday (June 19) in Washington in what will soon be the plaza of the National Association of Broadcasters new headquarters building.

The occasion, during the NAB board meeting (see page 44), was the topping-off ceremony for the new structure. The building is due to be dedicated next spring when the NAB convention will be in Washington.

NAB President Vincent T. Wasilewski had a few remarks prepared for the assemblage and used a battery-operated bullhorn to reach the back rows. The bullhorn produced feedback but none of the engineers present could say why.

After the president's little talk, in which he described the building as the realization of a 20-year plan, the NAB banner was hoisted above the concrete and steel framework and the champagne glasses were raised on high (see photo). The banner could not be seen by most of those who stood in the plaza below.

since the equipment cost resulting from split-channel decision is borne by "thousands of licensees."

In a speech to the Midwest Conference on Intergovernmental Telecommunications, in Lincoln, Commissioner Lee urged land-mobile radio users not to turn up their noses at the 26 megacycles of spectrum transferred to the commission by the Office of Telecommunications Management three weeks ago (BROADCASTING, June 10). The frequencies are at the top of the UHF band, between 890 and 942 mc, an area for which land-mobile radio equipment has not been developed.

New Look ■ But Commissioner Lee

urged land-mobile radio users to take "an objective view of the potential of this band." He said it wouldn't be surprising to learn that the frequencies are entirely feasible for mobile use, and that solid-state equipment designed for this band would be cheaper, more compact, and more reliable than equipment currently in use." The commission has not yet decided what allocation it will make of the frequencies.

It was in his Lincoln speech that the commissioner sought to knock down various proposals that have been advanced in connection with spectrum management:

■ The proposal to transfer all television

to cable under a "wired-nation" plan is not only impractical but appears to have serious monopolistic overtones, he said. The "worst" feature of the concept, he said, is the loss of service to those who could not afford the charges of wired television.

▪ The suggestion that the television spectrum be cleared for land-mobile use, with television service provided by direct communications-satellite-to-home broadcasting, "makes me shudder," he said. Replacing television stations, which are responsible for serving their communities, "with such monstrous machines is contrary to my idea of an effective TV system and certainly the intent of Congress."

▪ The proposal that spectrum be leased, or peddled, to the highest bidder contains "obvious inequities and absurdities," he said. He foresaw "Joe's Plumbing Shop bidding against AT&T." Besides, he added, such a scheme could not be imposed on society "without ruinous results."

AM-FM Bills ▪ It was at the Consumer Show, in New York, that he expressed his views on the bills, patterned after the all-channel receiver law, that have been introduced in both Houses.

If government "legislates FM into automobiles," he said, "tape recorder

Fla. system sold

Teleprompter Corp., New York, has acquired a franchise from Boynton Beach, Fla., to build and operate a cable television system, the company announced last week. Teleprompter already has 30-year franchises in the contiguous communities of West Palm Beach, Lake Worth, Riviera Beach and Palm Springs, all granted since March. Its cable systems throughout the country number 31.

manufacturers will want part of the action too. All of which points up the fact that a little bit of government goes a long way."

He said the all-channel bill, designed to make UHF signals available to all set owners, was justified on the ground that, at the time it was enacted, in 1962, UHF fortunes were at a low ebb, "with no [UHF] tuners, no advertisers and no income." He said FM radio is growing, both in terms of FM stations and sets capable of receiving FM.

It was in New York, also, that he sought to rebut the assertion—made by former FCC Commissioner Frederick W. Ford, who is now president of the

National Cable Television Association—that UHF needs CATV to close the gap, in terms of transmission, with VHF.

There is no gap, he said. And "the FCC spent \$2 million to prove" that point in tests in New York City, he noted. The tests, carried out under his supervision in 1961 and 1962 demonstrated that "UHF transmissions were on a par with VHF signals" and were found "only slightly inferior" when indoor antennas were employed.

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).*

▪ **WKMR** Dearborn, Mich.: Sold by Knorr Broadcasting Corp. to Mission Broadcasting Co. for approximately \$6 million (see page 50).

▪ **KTHI-TV** Fargo, N. D.: Sold by Fuqua Communications Corp. to the Morgan Murphy station group for \$1.4 million (see page 50).

▪ **KARM-AM-FM** Fresno, Calif.: Sold by George Robert Harm and associates to William Mullen for \$650,000. Mr. Mullen was formerly sales manager for wxyz Detroit, an ABC owned and operated station, and later joined ABC radio as sales manager for the Detroit area. KARM is a daytimer on 1430 kc with 5 kw. KARM-FM is on 101.9 mc with 7.4 kw. Broker: William T. Stubblefield.

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

▪ **WASH(FM)** Washington: Sold by Everett L. Dillard to Metromedia Inc. for \$425,000 (see page 50).

▪ **WCBM-FM** Baltimore: Sold by Metromedia Inc. to the A. S. Abell Co. for \$200,000 (see page 50).

8 radio stations sign with ABC networks

ABC radio affiliates now number 857 with the addition within one week of eight new stations.

Latest AM stations to join ABC's American Information Network are KRYS Corpus Christi, Tex.; WCUB Manitowac, Wis.; KOKX Keokuk, Iowa and WHAN Haines City, Fla. The most recent additions to the American Contemporary Network are KZIA Albuquerque, N.M., and WCUM Cumberland, Md.

KOGT Orange, Tex., is the newest

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affiliate of the American Entertainment Network and WKUB(FM) Manitowac, Wis., the latest American FM Network affiliate.

ABC Radio's 857 affiliates break down to: 302 outlets with the Information network; 172 with the Contemporary; 225 with the Entertainment, and 158 stations with the FM network.

FCC keeps NIAC another two years

The FCC has extended the National Industry Advisory Committee (NIAC) for a period of two years ending June 30, 1970. The subcommittees designated as regional industry advisory committees and state industry advisory committees are included in the extension.

Formed in 1958, NIAC advises the commission on matters relating to emergency preparedness. The committee studies, develops and recommends to the commission plans and procedures for emergency communications systems. The subcommittees establish and coordinate the systems on regional and state levels. The commission indicated that the continuation of these operations was in the public interest.

N.D. broadcasters hit proposed ownership rule

The North Dakota Broadcasters Association has formally opposed the FCC's proposed rulemaking limiting multiple ownership of broadcasting facilities in a single market.

The association said in a statement that broadcasting would not have reached its present state of development without "a system which permitted and encouraged broadcasters to function as broadcasters, rather than as operators of one of the single forms of electronic communications. The association further stated that "a rule which would arbitrarily limit future development by broadcasters in any area of broadcasting would be contrary to the public interest."

Texas stations' renewal ordered into hearing

The FCC has set for consolidated hearing the Walmac Co.'s renewal applications for licenses of KMAC and KISS(FM), both San Antonio, Tex. The issues involve allegations of rule violations by the stations, the technical qualifications of the licensee and possible misrepresentations made to the

commission by the stations.

The commission, in the same action, notified both stations of apparent liability for \$10,000 each, pending the outcome of the hearing. If the renewal applications are not denied, the hearing examiner will watch for repeated violations in the coming year and if they occur recommend to the commission whether or not a forfeiture of \$10,000 shall be issued against each station.

Inspections of KMAC have indicated various rule violations for some time, the commission said. It said difficulties in the KMAC directional antenna were noted as far back as 1951. The commission said that KISS(FM) had also been in violation of several rules and the violations were found in successive inspections. Responses to the rule violations from both stations were "evasive and unsatisfactory," according to the commission.

Bill entered to open USIA product to public

A bill that would permit domestic inspection of U. S. Information Agency publications and films by private individuals—an activity now barred by law—has been submitted in the House by Representative Clement J. Zablocki

(D-Wis.). The measure (H.R. 17941) was discussed before submission with CBS President Frank Stanton, chairman of the U.S. Advisory Commission on Information, Representative Zablocki said.

Dr. Stanton's advisory group, which periodically reviews agency programs, has long advocated a change in the law that would permit access in this country to materials prepared by the government for overseas distribution. The Zablocki bill would not go as far as the advisory commission has advocated—it would permit a central file to be established where individuals could go to inspect USIA's output—but would be less restrictive than present law, which permits inspection only by newsmen or members of Congress.

The advisory commission has advocated actual domestic distribution of USIA materials, upon application to USIA (but without active promotion by that agency).

Congressman Zablocki says his bill would also serve to ensure the central filing of USIA's films, TV tapes, radio scripts and published material. The present situation, he said, is one that "denies USIA the benefit that can be derived from the criticisms and recommendations of outside experts." He also cited "the public's right to know."

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CALIFORNIA—Fulltimer in single station market established in 1948. Is operated under one roof on leased land. Annual sales modest but operation profitable. Retail sales within station's coverage area \$35 million, indicating large potential for improving station billings. Price is \$100,000—29% down, balance to be negotiated. Under aggressive management, station could be a big money-maker.

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Boisterous era ends on quiet note

LOEVINGER, HIS ELOQUENCE, HIS JURIST'S APPROACH, LEAVING FCC

FCC Commissioner Lee Loevinger, the volatile philosopher, the ex-New Frontiersman who emerged as the strong supporter of a chairman who began his regulatory career in the days of Calvin Coolidge, will leave the commission June 30, after five years of service. The commission will likely be a quieter, less-interesting place.

From his participation in the controversial VHF drop-in case—his first major proceeding—five years ago, it's been a busy, noisy time. Commission meetings have echoed to the clash of his arguments with fellow commissioners and staff members. And there have been speeches, frequently eloquent, occasionally etched in the acid of sarcasm.

His appointment, by President Kennedy, in May 1963, to fill the vacancy created by the resignation of former

chairman of the FCC in 1966, more congenial.

Programing Matters ■ This was particularly true in matters affecting programing. For the new commissioner, efforts to regulate programing come perilously close to infringing on the constitutional guarantee of free speech. Thus, he said, time and again, the commission should exercise great restraint in such matters. And over the years, particularly after Mr. Hyde became chairman, his view came increasingly to prevail.

One area in which he indicated that he would take a tough stand was that involving multiple ownership. Diversity of ownership, he was to say, was the best way of meeting diverse programing needs. And he voted for the notice of proposed rulemaking aimed at imposing new restrictions on the number

from acquiring more than one full-time station in a market (BROADCASTING, April 15).

In some controversial matters, he appeared to have the knack of antagonizing both sides. One such example is provided by the proceeding involving the controversial proposal to drop VHF channels into seven markets at short spacing as a means of providing those areas with additional service and ABC with prospective affiliates.

Background ■ The commission, with Chairman Minow casting the deciding vote, had rejected the proposal in May 1963. Then, after Commissioner Loevinger joined the FCC, it decided to reconsider the case. The new commissioner voted to affirm the earlier decision—but only because the case was such a close one that he did not think upsetting the commission's decision—on which interested persons "had the right to rely"—was warranted. He said he would have voted the other way had he been on the commission when the matter first came up (BROADCASTING, Dec. 30, 1963).

And he dismayed pro- and anti-cigarette factions with his concurring opinion in the commission decision last fall holding that the fairness doctrine applies to cigarette commercials. He appeared to argue that the commission had no authority to take such action—but he concurred in the result because "my opinion cannot change the result" and because "of a strong feeling that suggesting cigarette smoking to young people in the light of present knowledge is something very close to wickedness" (BROADCASTING, Sept. 18, 1967).

But for all of the attention he has attracted over the years, the matters in which he appears to take most satisfaction on leaving the commission are those that made few headlines. One was his role in helping to end the commission's years of agony over revision of its program reporting form—actually part IV of the broadcast application form. He drafted a form himself—short of most programing categories—which served as the model for the AM-FM and, later, the TV forms that were eventually adopted.

And, with Chairman Hyde, he pushed through a number of reforms designed to streamline hearing procedures and provide additional safeguards for parties in hearings. One reform was the rules of discovery patterned after those in the federal courts



One of Commissioner Loevinger's final official appearances on Capitol Hill took place last Monday when the FCC testified before the House Com-

merce Committee (see page 56). Holding a prehearing huddle: Mr. Loevinger (l) and FCC Chairman Rosel H. Hyde.

Chairman Newton N. Minow, touched off few cheers among broadcasters. Mr. Loevinger was coming off a job as chief of the Justice Department's Antitrust Division, and the assumption was that he would line up with E. William Henry, the new chairman, and Commissioner Kenneth A. Cox, on the side of tough regulation.

The assumption proved false. It quickly became apparent that he was hostile to the regulatory philosophy of those Kennedy appointees and, in fact, appeared to find the approach of Commissioner Rosel H. Hyde, who had joined the staff of the Federal Radio Commission in 1928 and who was to be appointed to his second tour as

of television stations broadcasters could acquire in the top 50 markets—but he also provided the fourth vote needed to kill that proposal (BROADCASTING, Feb. 12). He said he had felt a re-examination of the multiple ownership rules was warranted, but that he hadn't felt bound by the "institutional opinion" that accompanied the proposed notice. He also charged that the figures supplied by the staff in buttressing the argument for the proposed rule were misleading.

But he never abandoned his view that a multitude of voices was to be encouraged. For he is understood to be the chief architect of the proposal, now pending, to prohibit a broadcaster

and intended to prevent anyone from springing a surprise on his opponent, another was the specification that, where issues are raised involving alleged violations of law or serious malfeasance, the burden of proof rests with the party making the charge, the accused enjoys a presumption of innocence.

Defeats ■ What of his defeats? One commission action he considers as such is the adoption of the Second Report and Order in which the commission in 1966 asserted jurisdiction over all CATV systems and adopted rules regulating them. He voted for the order, only, he says, because he thought it was the best compromise possible.

He says the loser in the long run will be the broadcasting industry, which had sought economic protection. "Broadcasting may find it has won itself a very unfortunate victory," he says of the Supreme Court's decision two weeks ago upholding the commission's authority over CATV systems. "There are principles [in the decision] which look in the direction of broader scope of commission authority. It will encourage those who want more extensive regulation of broadcasting."

Throughout his career on the commission, Mr. Loevinger, a former professor of law and Minnesota state supreme court justice, has given a number of speeches reflecting his interest in science and government in general. Two weeks ago, for instance, he talked of "The Sociology of Bureaucracy." However, at the moment, it appears the speeches that will be remembered longest are those dealing with broadcasting and in which he gave free rein to his considerable phrase-making ability.

In a speech before the New Jersey Broadcasters Association in Atlantic City two years ago, he inveighed against those who would urge a higher calling on television with this description of the medium: It "is the literature of the illiterate; the culture of the lowbrow; the wealth of the poor; the privilege of the underprivileged; the exclusive club of the excluded masses." (Actually, he now finds, on closer examination, that television carries more "high-brow" programming than he has time to watch. But he notes he spends much of his spare time in reading).

Like most commissioners leaving the agency, he has ideas on how it could be improved. He doesn't advocate anything radical—such as breaking it up along procedural or functional lines. His major recommendation is that commissioners be appointed for single, 15-year terms, and be assured of pensions of up to 80% of their salaries if they stay the course. Such an arrangement, which he first suggested in an

interview on WRC Washington last November, would, he feels, tend to improve the quality of the members willing to serve on the commission, and to enhance their independence while serving.

And the idea may just take root. One of his close friends is Vice President Hubert Humphrey, who could be the next President.

In leaving the commission, Mr. Loevinger is keeping a commitment he made to himself when he was originally appointed—that he would not seek or accept reappointment. He has no definite commitment for employment following June 30 but he has prospects, which he declines to discuss; he says only that he is interested in a job that will provide an outlet for his interests in law (by no means exclusively communications law), science and management.

At the commission, there will probably be those who will not miss him; there are a number of staff members who have been burned by his criticism, but others are sorry to see him go. Chairman Hyde will be aware that a strong prop has been removed. And Commissioner Cox will probably find that he has an excess of adrenalin coursing through his system, what with no Loevinger to work it off on. Others, for whom years of service on the commission are taking on a gray sameness, are already aware that some excitement is leaving the FCC.

The long green wins out again

CBS-TV drops plan to pay affiliates for sports with time instead of money

CBS-TV affiliates were told last week to forget the network's proposal to pay them in time instead of money for carrying its sports programs (BROADCASTING, May 20).

The advice came in wires from William B. Lodge, CBS-TV vice president for affiliate relations and networking.

"Because a substantial number of stations have expressed reservations about the concept," Mr. Lodge told them, "we have decided to withdraw the proposal."

It was only a "tentative proposal" in the first place, his message noted. It was first outlined to the affiliates at their annual conference in Los Angeles in May.

As envisioned then, it would have

offered stations, in lieu of cash compensation on sports features, a total of 185 60-second and 70-second sports-program availabilities for sale to local, regional and national-spot advertisers.

Get A Consensus ■ The affiliates at that time were asked to canvass their individual markets, see whether they might not make more money through this plan than from traditional cash compensation and report their conclusions to the network.

Affiliate sources last week said the first responses were so low that Tom Bostic of KIMA-TV Yakima, Wash., chairman of the CBS-TV Affiliates Association, had to send out letters jogging stations into making their reports.

Just how heavy the opposition was could not be ascertained.

Much of it, however, apparently was based on fear that the concept of substituting time for money in station compensation might, if accepted in sports programming, eventually be extended to other program forms.

There also has been considerable speculation that affiliates in big markets probably would benefit under the plan but that many smaller market outlets stood to lose.

Pattern Stays Unchanged ■ Mr. Lodge told the affiliates that CBS-TV officials discussed the plan with the affiliates advisory board and "a large number of individual affiliates" during the process of deciding to withdraw it. Under that decision, he said, affiliates will continue, "as in the past," to receive sales orders "specifying the compensation and station-break pattern on individual sports events."

Earlier in the year CBS-TV asked affiliates to waive compensation on the network's 1968 political campaign coverage and thus "share the enormous responsibility we have undertaken in the presentation of these events" (BROADCASTING, April 1). Under pressure from affiliates it subsequently restored compensation on all such coverage except the two major-party conventions and election night and offered stations more and longer availabilities for local sale during the conventions and around political specials (BROADCASTING, April 29, May 6).

ASCAP sues KEVA

Seven publisher members of the American Society of Composers, Authors and Publishers have filed suit for copyright infringement against KEVA Evanston, Wyo., in the U. S. District Court for the District of Wyoming. The plaintiff asked the court to restrain the station from publicly performing the songs in the future.

WKNR, KTHI-TV are sold for \$7.5 million

METROMEDIA WASHINGTON-BALTIMORE TRADE APPROVED

Two station sales were reported last week for an aggregate of almost \$7.5 million.

Sold were WKNR Dearborn, Mich. (Detroit), by Knorr Broadcasting Corp. to Mission Broadcasting Co. for a price in the neighborhood of \$6 million and KTHI-TV Fargo, N. D., by Fuqua Communications to the Morgan Murphy station group for \$1.4 million.

Also last week the FCC approved, by a 4 to 1 vote, the transfer of WASH (FM) in Washington from Everett L. Dillard to Metromedia Inc. and the sale of Metromedia's WCBM-FM Baltimore to the A. S. Abell Co.

Included in the WKNR package is the purchase of WKHM-TV which holds a construction permit for channel 18 in Jackson, Mich., and an option to buy WKNR-FM Dearborn, at a later date.

WKNR, founded in 1946, is principally owned by Mrs. Fred Knorr of Bloomfield Hills, Mich., who also has controlling interest in Jackson Broadcasting Corp. (WKHM-AM-FM) Jackson. Other principals of the selling corporation include Walter Patterson, executive vice president, Charles J. Sitta, vice president, Robert M. Booth Jr., assistant secretary, and Van Patrick. Mr. Booth owns 33% of WSAL-AM-FM Logansport, Ind., and Mr. Patrick is a 50% owner of WSRF-AM-FM Fort Lauderdale, Fla.

WKHM-TV is owned by Jackson Broadcasting Corp. (51%) and Southern Michigan Broadcasting Corp. and Knorr Broadcasting Corp. (each 17%). Southern Michigan Broadcasting Corp. is the licensee of WKFR-AM-FM Battle Creek, Mich.

Mission Broadcasting Co., controlled by Jack Roth and family, already owns KONO and KITY-FM, both San Antonio, Tex., WRIZ Coral Gables, Fla., and is an applicant for an FM in Miami. The sale of Mission's only television station, KSAT-TV (formerly KONO-TV) San Antonio to The Outlet Co. for \$10.5 million was approved by the FCC last November (BROADCASTING, Nov. 27, 1967).

WKNR is a daytimer on 1310 kc with 5 kw. WKNR-FM, which Mission has an option to buy, is on 100.3 mc with 7.1 kw. WKHM-TV is authorized to telecast with 1,084 kw visual from an antenna that is 1,050 feet above terrain.

KTHI-TV (ch. 11), founded in 1959, is principally owned by J. B. Fuqua, president of Fuqua Communications Inc., a subsidiary of Fuqua Industries Inc. Other Fuqua holdings are WROZ and WTVW-TV, both Evansville, Ind.; KXOA Sacramento, Calif., and WTAC Flint, Mich. Mr. Fuqua personally owns

100% of WJBF-TV Augusta, Ga.

The Morgan Murphy stations are controlled by Mr. Murphy, who also has interests in the *Superior Evening Telegram*, *Manitowoc Herald Times*, *Two Rivers Reporter*, *Ashland Press*, all Wisconsin, and the *Virginia (Minn.) Mesabi News*. The Murphy stations are WISC-TV Madison, Wis., KXYL-AM-FM-TV Spokane and KAPP-TV Yakima, both Washington.

KTHI-TV has 304 kw visual and operates from an antenna 2,063 feet above ground.

Both WKNR and KTHI-TV sales were handled by William T. Stubblefield, media broker.

Metromedia purchased WASH for \$425,000 and sold WCBM-FM Baltimore for \$200,000.

WASH, founded in 1948, was wholly owned by Mr. Dillard, a consulting engineer, who owns WDON Wheaton, Md. (Washington).

A. S. Abell Co., 25%-owned by the Abell family, with the remaining interests held by over 50 stockholders, owns WMAR-TV Baltimore and WBOC-AM-FM-TV Salisbury, Md. and the *Baltimore Sunpapers*.

The two sales were approved by Commissioners Rosel H. Hyde, Robert E. Lee and James J. Wadsworth, with

Commissioner Lee Loevinger concurring and Commissioner Nicholas Johnson dissenting. Mr. Johnson said that the sales raised a concentration-of-control-of-media question, stressing that both Metromedia and A. S. Abell Co. already have major media holdings in Washington and Baltimore, respectively.

Cox Opinion ■ Concern over another station sale was expressed by Commissioner Kenneth A. Cox in a concurring statement released last week in connection with the transfer of KOA-AM-FM-TV Denver by Metropolitan Television Co. to General Electric Co. for \$10 million in GE stock (BROADCASTING, June 10). Commission approval of the Denver transfer was announced two weeks ago.

Commissioner Cox said that "huge conglomerate companies," such as GE, "are not only quite likely to distract management from giving proper attention to the broadcast function, but may also color or impair the news and public affairs programming where other vital interests of the company are involved."

However, Mr. Cox said in voting for the transfer that GE had made "a sincere proposal to improve service to the public in Denver and eastern Colorado." GE's proposals for improved programming of KOA-AM-FM-TV include a \$500,000 investment in new color and studio equipment for KOA-TV and an overall increase in news, public service and instructional programming.

Not enough money to do necessary job

NAEB REPORT CITES NEED FOR ETV LOCAL PROGRAMING

The highest-priority task that educational television stations have committed themselves to—programming to reach the black community and to help heal divisiveness in the U.S.—cannot now be accomplished because of lack of resources, both money and personnel.

This was the heart of a report issued last week by the Educational Television Stations Division of the National Association of Educational Broadcasters. The report was drawn from positions stated during the programming-for-the-disadvantaged workshop held in New York April 21. Riots swept over 100 U.S. cities following the murder of Dr. Martin Luther King Jr., the report said. Most of those cities were served by ETV stations.

Although the Ford Foundation announced station and regional-network grants totaling close to \$5 million for programming on racial and urban problems (BROADCASTING, June 17), funds are still needed. "It's obvious that ETV

is not seriously recognized yet by government or other agencies as a national resource for serving the needs of the disadvantaged. . . . It is ETV's responsibility to take leadership in demonstrating its capabilities," the report stated. The Corp. for Public Broadcasting, whose initial \$9-million appropriation is before Congress, was indicated as one source of future financing.

Local Programming ■ General agreement was reached that the programming needed must be locally originated; if national or shared programming is used, it should be related to local efforts. Further, the report asserted that programming intended for both whites and blacks, rich and poor, urban and rural would be disastrous. Ghetto residents should have a hand in both the planning and execution of programs aimed at city slums; stations should increase their staffs with persons from minority groups to aid this effort. The report noted that "dialogue" programs quickly "wear out their welcome" and do little

The

EIGHTH

annual report on the prolific product of today's hometown television will appear in the August issue of

TELEVISION

Magazine

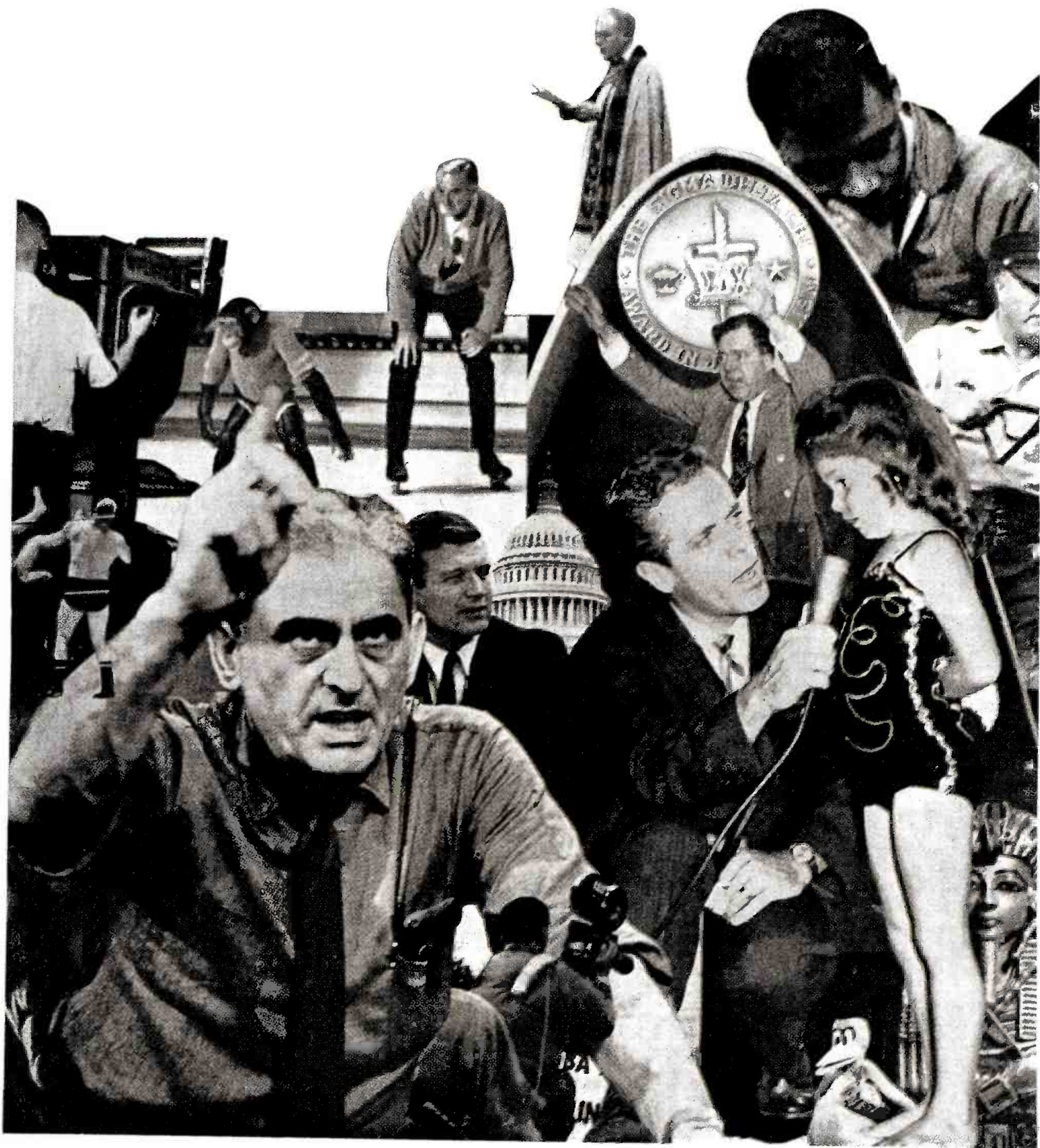
THE MANY WORLDS OF LOCAL TV

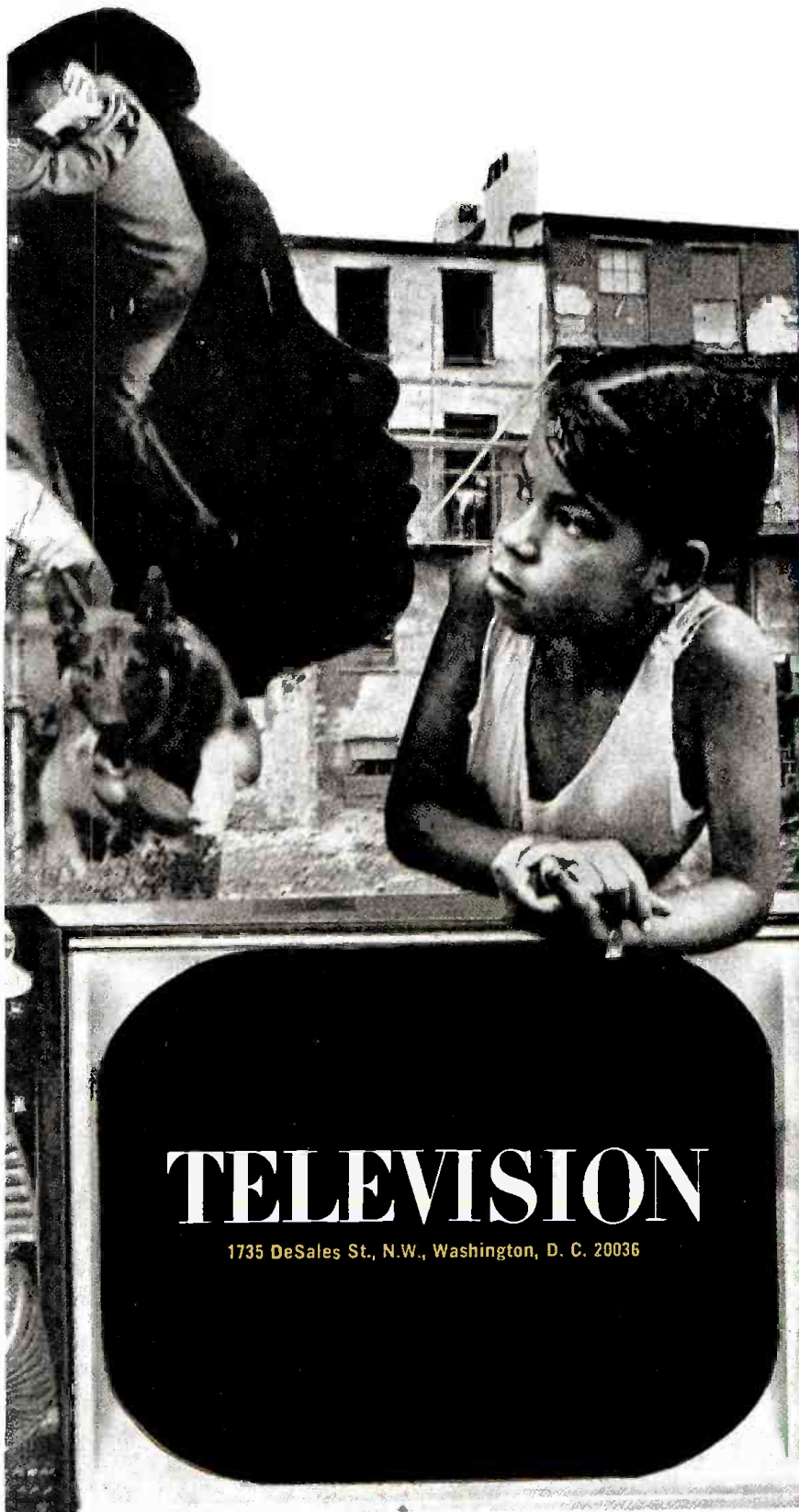
Here's an opportunity for television stations to tell all members of the United States Senate, the House of Representatives, the commissioners and important staff members of the FCC, all state governors and key advertising and marketing executives the important role they play in community affairs at the local level.

The eighth consecutive annual report on "The Many Worlds of Local TV" to be published in the August issue will include three sections:

- (1) A report devoted to local programming done by stations during 1967. This article will be based on the national mail and interview survey being done by the NAB for the President's Task Force on Telecommunications Policy. This report may well influence decisions to be made by this group.
- (2) A section concerning 1968 programming that has been broadcast or is planned in response to the civil unrest that now troubles many communities. This will be based on a TELEVISION survey of all commercial TV stations in the U.S. and will be an up-to-date report on this important aspect of public interest programming.
- (3) A feature on the stations that have won national and regional awards for local television programming. The awards will be summarized and winners named. (These will include awards from Peabody, Sigma Delta Chi, Freedom Foundations, Headliners, Emmy, Sloan American Bar, Radio-TV News Directors, National Association of TV Program Executives and others).

Tell the leaders in the business and governmental world of communications your station's story in the August issue. Advertising deadline is July 17.





A ONCE-A-YEAR ADVERTISING OPPORTUNITY

The important role that television stations play in community affairs will be documented in the eighth annual "The Many Worlds of Local TV," to be published in the August issue of *Television*. Personal copies of *Television* will be received by every member of the FCC, U.S. Senate, House of Representatives, by state governors and communications officials. Distribution will be 15,000 including 6,500 to agencies and advertisers. When the roll is called, make sure you've told your story.

**Deadline for Advertising
Reservations: July 17**
\$670 page; \$490 2/3;
\$375 1/2; \$275 1/3.
Color \$150.

WHAT NATIONAL LEADERS HAVE SAID ABOUT PREVIOUS ISSUES

I noted in the TELEVISION MAGAZINE August or September issue a story about the many local programs on your local stations. I must say that I was very much impressed with this display of the wide variety of public service broadcasts. . . . It is well known to all of you that most people of America now rely upon radio and television for their news. This doesn't mean that other media have no important function to play because they do. I believe the printed word is vital and important, but I also believe that the spoken word is the message most readily received, and I want to congratulate you for the good work you do in promoting these valuable public service programs. Particularly the news programs and many programs that you have on your local stations.

Excerpts from remarks made by Vice President Hubert H. Humphrey to the Broadcasters Promotion Association, Washington, D. C., Nov. 8, 1965:

TELEVISION MAGAZINE does for the industry state by state what the local television stations are doing for their respective communities. The coverage is equally good in either case. — Senator Warren G. Magnuson (D. Wash.), chairman of Senate Commerce Committee.

I found "The Many Worlds of Local TV" to be a very good summary of the local contributions made by the broadcasting industry. Informed publications such as this can make a major contribution to the industry. — Senator Frank E. Moss (D-Utah).

I am sure that the sampler will prove to be an asset in providing me with a picture of television as it is today.—Representative Dante B. Fascell (D-Fla.).

This was a very excellent edition of the magazine and I was glad to note that the local stations were given proper credit for their activities. — Senator James B. Pearson (R-Kan.).

. . . I am well acquainted with the advances being made in local programming, especially in my own state of Iowa. I was pleased to note that Iowa stations were featured in the magazine. — Senator Jack Miller (R-Iowa).

I found the material most informative.—Senator Fred R. Harris (D-Okla.).

There is no doubt that television is now the pre-eminent medium of communication, both on the local and national level. Its influence is felt throughout the country, and I was most interested in the scope of programming represented in TELEVISION MAGAZINE. — Representative Brock Adams (D-Wash.).

. . . The information on local programming is comprehensive and of value to me because of limited viewing time. — Senator William Proxmire (D-Wis.).

You may rest assured that I found TELEVISION most informative. — Senator Vance Hartke (D-Ind.).

I have always felt that television can be one of the most effective and powerful media of education if used wisely and intelligently. Your publication is an excellent example of what can be done . . . with a little effort.—Representative Cornelius E. Gallagher (D-N.J.).

One collect phone call will get you the full story.

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360 N. Michigan Avenue
Phone 312-236-4115

Hollywood, California 90028
Bill Merritt, Western Sales
Manager;
1680 N. Vine Street
Phone 213-463-3148

to move audiences forward over a long period.

The needs of the rural disadvantaged can be as critical as the problems of the slums, the report indicated. Minority groups, such as Indians and Mexican-Americans, should also be considered. "It's difficult not to increase racial polarization by programing," the report said. "Great care and thought are needed to avoid this."

Promotion of programs for the disadvantaged is vital, the report noted. Since newspapers are of little use to reach the ghetto, commercial radio was suggested as the most effective method of informing the target audience about the TV programs.

More than 1,000 programs for the disadvantaged have been aired or are planned for broadcast soon by the 156 ETV stations, ETS reported.

Steering unit set for N.Y. radio group

The formation of an eight-man steering committee to develop organizational plans for an association of radio stations in the New York City area was announced last week. The organization, which will attempt to promote radio as

a basic selling force in the New York market, is expected to be fully operational by the fall.

The steering committee of the group, tentatively called the New York Market Radio Broadcasters' Association, is made up of: Donald Curran, WABC, activities chairman; Robert Mazur, WMCA, by-laws chairman; Joseph Frazier, WNBC, finance chairman; Robert Hosking, WCBs, membership chairman; Mark Olds, WWRL, ethnic station representative; Richard Gary, WPIX-FM, FM representative; William O'Shaughnessy, WVOX, (New Rochelle, N. Y.), suburban station representative; Maurie Webster, CBS Radio, temporary association chairman.

Another round in Dodd-Pearson row

Senator Thomas J. Dodd and columnist-commentator Drew Pearson continued their latest public battle last week—Senator Dodd on the Senate floor and Mr. Pearson in his syndicated newspaper column. The columnist has charged Senator Dodd with suppressing material in his 1961-63 investigation into the effects of televised violence on juvenile delinquency that was detri-

mental to the networks (BROADCASTING, June 17).

Following a floor-speech rebuttal by Senator Dodd, Mr. Pearson charged that NBC attempted to make cash contributions to the senator through Peter B. Kenney, Washington vice president of the network.

Both Mr. Kenney and Senator Dodd promptly denied the allegation, the senator in another floor speech and Mr. Kenney in a statement to news media.

"The statements in Drew Pearson's column about NBC contributions are untrue," Mr. Kenney said. "When I worked and voted in Connecticut, I made small personal contributions to Senator Dodd as one of his constituents. . . . I have never offered any contribution on behalf of NBC, and I know of no NBC contribution ever made to Senator Dodd," he concluded.

CBS Radio adding another

WJMX Florence, S. C., becomes a CBS Radio affiliate effective Sept. 29. The station, on 970 kc with 5 kw daytime and 1 kw nighttime, is owned and operated by Atlantic Broadcasting Co. Inc., with Paul H. Benson Jr. as general manager. WJMX is now an affiliate of the ABC Entertainment Network.

FANFARE

NBC-TV shows off '68 promotion plans

NBC will let loose a heavy barrage in advertising, promoting and publicizing its 1968-69 TV schedule. Initial campaigns start next month for the season that begins on NBC-TV on Sept. 15.

Details were disclosed to promotion managers of network-affiliated stations at meetings held last week in New York and Los Angeles.

NBC will repeat last year's preseason co-op newspaper advertising, which was expanded in 1967 from the 30 major markets used in previous years to all affiliates' markets. Promotion managers also were told of a special 16-page color insert to be carried, just before the political conventions are held in August, in newspapers in New York, Washington and in the convention cities of Miami and Chicago. The insertion supports the network's convention election news coverage.

Included in the preparation of the on-air push are one-minute spots for each of the new program series; a radio campaign to run in major markets; a series of 12 13-second promos for in-

sertion wherever they can be accommodated in the general program schedule; three one-minute spots previewing movies and promos for American Football League games. Promotion in support of convention-election coverage, already underway, will continue to convention time.

These plans were presented by NBC's Robert D. Kasmire, vice president, corporate information; 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 Belin, director, advertising, and Raymond C. Johnson, manager, station advertising.

New awards categories established by BPA

In announcing its seventh annual audience promotion awards competition, the Broadcasters Promotion Association last week pointed out two changes in procedures for 1968: a separate category for on-air promotions has been established, in addition to integrated campaigns, and different categories for large and small markets have been in-

troduced.

Promotions which appeared between Jan. 1, 1967 and June 30, 1968, are eligible, and must be submitted by Aug. 10, 1968. Entries should be sent to BPA Awards, Room 2002, Merchandise Mart, Chicago 60654.

Drumbeats . . .

RFK tribute ■ "Robert F. Kennedy—A Tribute", a record album prepared as a salute to the memory of the late senator, is being offered by WNE news, New York. The record traces events from the senator's decision to run for the presidency to his assassination. The album was written and produced by Mike Stein, assistant news director, and Edward Brown, WNE newsman. It is available at cost: \$1.00 per album plus \$.25 for postage and handling.

Tornado fund ■ Appeals from WHO-AM-TV Des Moines netted \$63,500 for four northeast Iowa towns ravaged by tornadoes last month. The stations launched their "Tornado Fund Drive" two days after the disaster; after receiving contributions from 5,847 listeners in less than two weeks, they presented a check to the Northern Iowa Red Cross on June 12.

Equality for broadcast news

FCC's Hyde tells House pot-party hearing
that electronic media should have same
freedoms as print to expose crime

Broadcast journalism's need for "the same latitude as is given the printed media" was strongly defended on Capitol Hill last week by FCC Chairman Rosel H. Hyde. The specific question—whether newsmen should be obliged to notify police in all cases where they have foreknowledge of the impending commission of any illegal act—is emerging as the core issue of the House Investigations Subcommittee's hearing on a marijuana-party film aired last year by CBS-owned WBBM-TV Chicago.

The subcommittee had set about to air charges levied by Northwestern University that the pot-party filming was staged and that, contrary to the station's allegations, the incident did not take place on the Northwestern campus. The question of whether newsmen should, as a legal or moral matter, make their reports first to the public or first to the authorities was broached by congressmen at an earlier hearing, when CBS and station witnesses were called to discuss the pot-party charges (BROADCASTING, May 13).

But the basic issue of freedom of choice for broadcast journalists came to a head last Monday (June 17) when the subcommittee questioned FCC commissioners and staff members on the commission's responsibilities in the case. (The subcommittee began its formal probe by taking secret testimony from pot-party participants in Chicago [BROADCASTING, April 22]. Details of the Chicago testimony have remained locked in the subcommittee files.)

FCC Questioned ■ Last week's open session explored the FCC's prehearing investigation of the WBBM-TV case. Subcommittee staff questions probed the extent and quality of the commission's fact-gathering effort, and, if these were designed to reveal inadequacies and irregularities, they succeeded by turning up several. But if there was an intent to embarrass the commission, it did not succeed.

Commission witnesses, notably Chairman Hyde and William Ray, chief of the FCC's complaints and compliance division, admitted that the commission's investigation could have been more direct and thorough had sufficient manpower and funds been available but

attempted to explain that the FCC's main investigatory effort—a formal hearing—was still to come, and have been postponed twice at the subcommittee's request.

The prehearing investigation, although conducted with less than optimum resources, said Mr. Ray, was sufficient to show that a full hearing was warranted. The commission was depending, he explained, on the formal hearing to get at information the prehearing probe would have necessarily missed.

That the commission's explanations had not fallen on deaf ears was demonstrated at the close of the session when Congressman John D. Dingell (D-Mich.), an outspoken critic of the FCC, sympathetically asked Mr. Hyde to supply an estimate of the sort of budgetary help that might solve the commission's problems.

Violence Probe Possible ■ The question of journalistic treatment of illegal activities, raised during the CBS-station hearing, was brought up again in questioning of Mr. Hyde by Robert Lishman, subcommittee counsel. The FCC

chairman's measured reply provoked an immediate reaction from Subcommittee Chairman Harley O. Staggers (D-W. Va.). And in the process, Chairman Staggers suggested the possibility that his committee might investigate the over-all role of the electronic media on violence in America (BROADCASTING, June 17).

Mr. Hyde told counsel Lishman that he did not think there should be a rule preventing a reporter from exposing a widespread criminal activity rather than notifying the police, thus preventing, at best, a single violation. And, he urged, "investigatory journalism in broadcasting should have the same latitude as is given the printed media."

"Yes sir," interjected Mr. Staggers, "but that is just exactly what is happening in this nation today. So many are breaking the law and saying they are trying to change it and there is a wave of it across the land and a lot of it has to do with TV, Chairman Hyde, and you know that yourself." He said he wanted to know what the commission was doing about the problem.

The commission was cooperating with the President's commission on violence in looking at the cultural impact of TV news coverage and entertainment programming, Mr. Hyde told Chairman Staggers, but he stuck to his guns on the question of news judgment on coverage of illegal activities.

Throughout the testimony Mr. Hyde said he did not wish to discuss the specifics of the WBBM-TV case, and was replying only to more theoretical considerations. But Mr. Staggers didn't withhold his judgment on the program itself. Some said, he observed, that "maybe it was a good thing for the pot party to be on the air. I say this is wrong."

Provisos ■ As the colloquy developed, FCC Chairman Hyde made two qualifications to his advocacy of journalistic freedom to cover illegal acts. The first was that such coverage is best defended if law enforcement is not adequately coping with the problem (like people parking illegally and not getting tickets, Mr. Ray suggested; Congressman Clarence J. Brown Jr. [R-Ohio] offered a closer-to-home example—numbers writing in the Rayburn House Office Build-



Representative John Dingell (D-Mich.) (l) and Commerce Committee Chairman Harley O. Staggers (D-W. Va.).

ing). The second was that journalists should not encourage or solicit the commission of a crime to get a story.

Throughout the interchange, during which Mr. Hyde repeated his position several times, Chairman Staggers also repeated his ("I can't conceive of that type of philosophy"). But some of the disagreement may have been partially based on a misunderstanding. Near the end of the exchange a question by Chairman Staggers indicated that he thought Mr. Hyde was defending the right of a reporter to encourage the commission of crime, a position that Mr. Hyde denied.

Freedom to cover certain illegal events that would have taken place anyway was defended by Mr. Hyde as an "exercise in judgment" that should be decided in reference to the specific illegal act. ("Pick and choose" was the preferred subcommittee term.) Broadcasters needing the "same latitude" as print reporting was also a point of contention.

Confined to News ■ In his testimony, Mr. Hyde was careful to note that his advocacy for equal latitude was confined to questions of news coverage. "I do not mean to say," Mr. Hyde explained, "that the operation of a newspaper and broadcast station should be exactly on the same basis."

But Chairman Staggers shot back if broadcasters should have the same latitude as print media, "we don't need the FCC."

Later, in questioning of Mr. Hyde by Representative Paul G. Rogers (D-Fla.), who had raised the illegal-acts-coverage question during the CBS-station hearing, the FCC chairman allowed that a clarifying rule, prohibiting the encouraging of illegal acts by broadcast newsmen, might be appropriate.

Several issues involving the FCC's handling (or mishandling) of its pre-hearing investigation were raised in subcommittee questioning, and the FCC itself raised a countercharge. Northwestern officials, Mr. Ray told the subcommittee, said two subcommittee investigators had given the impression that they were, in some sense at least, also representing the commission. The two investigators were later sworn in and testified that they had fully identified themselves as subcommittee investigators and had given no grounds to cause confusion with FCC personnel.

Throughout the course of both investigations there have been backstage charges that both teams were attempting to hamper each other's activities. Bad blood between the groups was evident when James P. Kelly, chief investigator for the subcommittee, cracked that any attempt by subcommittee investigators to be taken for FCC investigators would, in the light the FCC's investigatory record in the pot-party

case, only show them fit as candidates for an insane asylum.

Other Questions ■ Subcommittee charges, implied in questioning, involved an investigatory trip to Nassau, the Bahamas; intimidation of a witness, and the impropriety of having the station, with the aid of its attorneys, conduct an important part of the investigation in behalf of the FCC.

Sending a man to Nassau seemed inconsistent with commission testimony that sufficient personnel or funds were not available to send a two-man team to Chicago for prompt exploration of the case. (When the issue first came to the FCC's attention, Mr. Ray testified, the commission only had three investigators available—of a total of six authorized.)

But the man sent to Nassau, it was

been out of town when FCC investigators visited the station, Mr. Ray replied that he agreed that the procedure was certainly not the best to follow. He added, however, that it was a method within his resources and that his investigation was sufficient to disclose that the charges in the case could not be resolved short of a formal hearing, which was ordered.

Other matters raised during questioning proved to be inconclusive. The commission testified that it did not know, but was not surprised to learn that the pot-party program, with attendant Chicago-area publicity, had raised the station's news program rating 18 points. Also, the commission said it had no rule controlling the station's decision to refuse a preview showing of the film to university officials, while permitting



(L-r): FCC's William Ray, chief of complaints and compliance division; Rob-

ert Cahill, legal assistant to the chairman, and Commissioner Robert E. Lee.

explained, was not sent there from Washington. In fact, the man sent (to ask a prepared set of questions of one of the pot-party participants who had since gone there) was not even a regular investigator. He was Norman Gilbert, Mr. Ray said, a field engineer pressed into emergency service from the FCC's Miami bureau.

While there, Mr. Lishman asked Mr. Gilbert, who was later sworn to testify, did he tell the pot partygoer, who had been a radio-TV student at Northwestern, that if he did not sign the answered questions he might not be able to later obtain an FCC license? Not so, replied Mr. Gilbert. And Chairman Hyde, at that point asked directly if the FCC maintained a roster of hostile witnesses, replied, "of course not."

'Not Best' ■ As for the charge that the commission relied on WBBM-TV staff work to obtain statements from pot-party camera-crew members who had

a Chicago newspaper TV critic that privilege.

The hearing was adjourned "subject to the call of the chair." After the hearing Chairman Staggers said he was not sure that the subcommittee was through with the commission. It might prove necessary to call for further FCC testimony, he said. He gave no indication of any further direction the investigation may take.

Young on Metromedia TV

Metromedia has signed Whitney M. Young Jr., executive director, National Urban League, for news-show features which will go to four of its TV stations. Mr. Young's interviews or comments will be taped early in the day in New York and flown to the other cities, permitting use on all four stations the same day.

Continuing TV review by networks, stations

Syndicators are checking through their product; networks following through on revised standards

Network, station and syndicator spokesmen agreed the sensitivity of the TV industry following the assassination of Senator Robert F. Kennedy would serve to soft-pedal the portrayal of excessive violence in programing at least through the hot summer months and to some degree in the cool autumn and the start of new program schedules.

Meantime, the networks last week pursued efforts to sift through scripts and rough cuts of entertainment production for the 1968-69 season. Officials at all three TV networks appeared determined to carry through on promises made to review existing standards and procedures at the network and producer levels (BROADCASTING, June 17).

An immediate area of concern was the rerun. The networks continued to pull some episodes of series previously scheduled and to shelve specific motion pictures, while substituting other fare that they considered more palatable in the aftermath of the assassination.

Leading TV program syndicators canvassed by BROADCASTING last week reported they had had no reaction as yet from stations regarding the "violence" issue.

They expressed concern over "violence for the sake of violence," and said they would review their series to see if certain episodes could be considered inflammatory and removed from the package. But generally speaking, they felt their series were not violent, per se. They explained that westerns, war series and certain action-adventure series necessitate gunplay and fighting as inherent elements of the plots. Some syndicators said it is often difficult to define the line where "action" ends and "violence" begins.

Reviewing ■ Stations and station groups indicated they would review series and features to determine whether they could be considered "violent." As a matter of practice, stations do edit features but they acknowledged that only on rare occasions have they had to edit a syndicated program. In some instances, they said, they have not carried certain episodes of series they

regarded as "excessively violent" or in poor taste.

Both stations and syndication officials noted there are sizeable investments tied up in series and features, implying it would be unrealistic and financially disastrous if action series were to be withdrawn from syndication, or in the case of stations, kept off the air after they had signed contracts for their use.

Some executives wondered if in the present climate certain segments of the TV industry are not "over-reacting" to the situation. They feel that some officials can't differentiate between violence and action or perhaps are leaning over backward to avoid possible censure.

At ABC-TV, officials withdrew an episode scheduled in each of two series in summer reruns: one about a gang war from *The Flying Nun* and another depicting violence in *The Avengers*.

Meeting Today ■ James C. Hagerty, vice president in charge of corporate relations at ABC, said a meeting would be held in New York today (June 24), at which Elton Rule, ABC-TV president; Mr. Hagerty; Leonard Goldberg, programing vice president, and other officials would further formulate policy. Mr. Hagerty, who was appointed ABC's liaison with the President's commission on violence by ABC President Leonard H. Goldenson (BROADCASTING, June 17), said that Messrs. Rule and Goldberg and other program executives had met with producers in Hollywood last week.

CBS-TV also had its president, Thomas H. Dawson, in Hollywood, following up discussions with producers held a week before by Michael Dann, CBS-TV senior vice president, programs. Mr. Dann said several substantive measures have already been taken. He had received assurances verbally "and in writing" from "every single producer" doing business with CBS to minimize violence in upcoming TV programing. A decision has already been made to drop opening teasers and promos that are used for shock value.

CBS-TV has rescheduled some re-

runs of *Gunsmoke* and *Wild Wild West*—among its regular series—as well as several motion pictures, "some movies indefinitely." Officials declined to identify those put on the shelf.

Language Change ■ Much the same picture was reported at NBC, which last week decided to make a subtle but apparent significant change in its existing procedures and standards.

The NBC code of broadcast standards had stated: "Violence should never be presented for its own sake, for shock effect or as an audience stimulant and should never be carried to excess. Depictions of violence can be justified as an expression of conflict only to the extent essential to the advancement of plot or the depiction of characterization."

Under a review ordered June 14 by Julian Goodman, NBC president (BROADCASTING, June 17), the network has deleted the reference to justification in the extent of violence depicted and will now permit violence only when *essential* to plot or character development.

NBC, under this new guideline, is eliminating all teasers, trailers and promos containing violence unless proven "essential." The new change was brought home to producers last week by Bill Storke, vice president-programs, East Coast, who flew to Hollywood for that purpose.

The network shuffled episodes of several series scheduled for rerun. Among series affected were *Bonanza*, *Tarzan*, *I Spy*, *High Chaparral*, and some episodes of a summer replacement, *The Champions*. Both NBC and ABC substituted comedies and features with "nonviolent" themes for motion pictures originally scheduled but now deemed questionable.

Advertisers, agencies consider TV violence

The issue of violence on television occupied leaders of both the Association of National Advertisers and the American Association of Advertising Agencies last week, but neither reached a firm or final position.

Officials of the ANA said key members of its TV committee, headed by Sanford Buchsbaum of Revlon, began work on a statement that probably would be completed and cleared by the ANA board in a week or two. At AAAA, officials would say little more than "the possibility of action is under consideration."

ANA authorities noted that in addition to the statement in preparation, the violence question had been added to the agenda for a previously scheduled meeting this week (June 27) be-

tween the ANA TV committee and the National Association of Broadcasters code board.

The meeting had been set as the first of what ANA authorities hope will become a series of periodic sessions with the NAB group to discuss commercial clustering, copy clearance and other mutual problems. When the violence issue arose following the assassination of Senator Robert F. Kennedy, it was added to the list for the first meeting.

High marks for riot coverage

Most police, city officials consider media 'superior' or 'good' in UPI survey

Broadcast coverage of civil disorders won plaudits from a majority of police and city officials in 20 American cities, UPI reported last week.

In a report sent to its broadcast subscribers this past weekend (June 22-23), UPI said a recent survey it had made revealed that officials in 15 of 20 target cities rated the coverage "good or superior." Police officials also made several recommendations, mainly that broadcast newsmen exercise more restraint and discretion, that communications between police and newsmen be improved and that newsmen strive for more accuracy.

As part of its report, UPI provided 10 guidelines—most of which are now followed—it says police officials feel newsmen should follow. UPI made no assessment or recommendations of the information in the report or the suggested guidelines.

The resultant report moved on the broadcast wire to be used either for information or for broadcast or both.

Top Marks ■ UPI said officials in eight cities—Washington, Pittsburgh, New York, Philadelphia, New Orleans, Tampa, Fla., Baton Rouge and Oakland, Calif.—rated media coverage "superior." Officials in five cities—Chicago, Boston, Los Angeles, Denver and Hartford, Conn.—rated it "good," and police in Newark, N. J., and Nashville rated it "fair."

Officials in five of the 20 cities surveyed refused to discuss coverage or felt they did not have sufficient grounds for judgment, UPI said.

Seven of the responding 15 officials felt that broadcast coverage managed to "inform without alarming or attracting more rioters." Seven other officials, however, were undecided on this point,

and two officials felt coverage did indeed alarm and attract more people to the scene of violence, UPI reported.

Nine of the 15 officials felt that the appearance of broadcast newsmen with their equipment attracted crowds and tended to motivate some reaction among those crowds. Officials in three of the 15 cities were undecided about this issue, and four others felt that the appearance of electronic equipment has no effect on violence, or that the advantages of on-scene coverage outweighed the disadvantages.

Getting the Word ■ All officials agreed that a key to responsible coverage is closer and more efficient communication between police and newsmen, reported UPI. To this end, several cities are using communications centers where newsmen can be briefed on the latest developments and instructed on the location of safe and dangerous areas. Several other cities are planning such communications centers, UPI said.

As to news operations outside these centers, however, officials in the 15 cities held differing views. According to UPI, some officials said newsmen should have complete freedom to go where they wish; others felt they should be kept away from riot areas; and still others felt there should be limited restrictions, based mainly on the safety of newsmen and noninterference with police work.

Spokesmen for the New Orleans police department, for instance, said the department will give out the news,

but "will not let newsmen confront the people." In Boston, newsmen are allowed into any area except where "the possibility of injury to their person exists," an official told UPI.

Frank Sullivan, a spokesman for the Chicago police department, told UPI that "it is a free press in this country. The media is free as long as it is not interfering with actual police work and should determine for itself a responsible and objective way of covering the news."

Several officials also favor a 30-minute delay on broadcasting details of any flare-ups, so that police can be given a chance to deal with the situation. The time lag would also give newsmen a chance to double-check their facts, it was felt.

Early Pact ■ In Chicago, a local agreement between broadcast and print newsmen and the police department to report violence only after the fact has been in effect since the early 1950's, UPI said. Most media representatives and the Chicago police feel the arrangement has been very effective, UPI reports, but there have been some problems caused by network newscasts feeding back into the city.

UPI reported that officials in Chicago and Tampa feel that while local coverage has been good, national coverage of racial conflicts has been bad. Says Chicago's Sullivan: "National coverage is a scandal because of the incredibly biased opinions of the people who manage broadcast news out of New

HHH questions TV's influence on children

Vice President Hubert H. Humphrey last Thursday (June 20) called for a hard assessment of the effects of TV programming in these times of violence.

Speaking to a National Press Club luncheon in Washington, the Vice President and contender for the Democratic nomination for President, said that an essential item on the agenda for promoting civil order was "effective consideration by the American public—and those responsible for television programming—of how to understand and deal with this pervasive influence on our children's lives."

Vice President Humphrey linked guns in the home to TV in the home. Among the facts that must be "brought into evidence," he said, is "the fact that there are guns today in seven of every 10 American homes—and television sets showing every youngster how they are used in an unreal underworld that be-



comes his vivid reality. . . ."

Later, explaining that he does not propose censorship, he said the nation nonetheless "must take a hard look at the effects of television on our children. What happens when they are exposed to endless exercises in the causal infliction of injury and death on our television screens?"

York."

Mayor Dick Greco of Tampa told UPI that the city's Negroes get many ideas from reading or hearing about what Negroes are doing elsewhere. Mr. Greco, along with officials in Washington, Denver and Philadelphia, feels that closer relationships between police and newsmen are essential to proper coverage. They called for meetings before riots broke out, not waiting until periods of racial crisis.

Many officials also called for balancing news of violence with news of the more constructive measures taken by communities in the area of racial relations; spokesmen felt the media should cover ghetto problems all year.

Whatever their broader news policies, newsmen were advised to follow 10 guidelines when covering actual racial disturbances. UPI said officials generally agreed that:

- "All newsmen sent to the scene of violence should have up-to-date credentials.

- "Only unmarked cars should be used.

- "Police should be advised where newsmen will be operating.

- "Equipment should be used as inconspicuously as possible. Strong lights should be used as little as possible, or not at all.

- "Broadcasts made while the violence is continuing should avoid using exact locations.

- "Newsmen should avoid, or at least balance, any interviews with an inciter.

- "The number of newsmen sent into any area should be limited; only the best reporters should be sent to cover such violence, those familiar with the local situations.

- "Newsmen should avoid interfering with police or firemen doing their work. Interviews should not be attempted by newsmen while arrests are being made.

- "Broadcasts should avoid rumors, sensationalism, inflammatory language and superlatives in reporting on violence.

- "Broadcasters should use the greatest discretion and strive for complete accuracy at all times."

Ford grants aimed at minority groups

The Ford Foundation last week announced three grants totaling \$226,000 for programs to "advance careers of minority-group members in the mass media" and to "improve racial attitudes through more thorough and informed mass-media coverage of minorities."

The Columbia University Graduate School of Journalism will use its \$122,000 to run an eight-week summer pro-

gram for 20 minority-group members interested in entering the broadcast field or furthering careers already begun on station or network news staffs.

Columbia said seven are beginning newsmen with radio and television stations: Philip L. Buckman, WHAS-TV Louisville, Ky.; Furnell Chatman, WVUE-TV New Orleans; William Deiz, KGW Portland, Ore.; Gene Hamilton, WJR Detroit; Claude Matthews Jr., WTOP-TV Washington, Bob Nicholas, WSOC-AM-TV Charlotte, N. C.; and Bobby Reid, WTVJ(TV) Miami. Five others are associated with stations or networks; Mike George, CBS News, New York; Otis James, ABC News, New York; Anthony Mahn, WNDT(TV) Newark-New York; Tony Rousseau, WABC-AM-FM-TV New York; and Hugh Wilson, WJCT(TV) Jacksonville, Fla.

The program will be directed by Fred W. Friendly, chairman of the broadcast division of the Columbia Journalism School and television advisor to the Ford Foundation.

An auxiliary program at Columbia will be special classes taught by working reporters for 15 Negro teen-agers interested in journalism.

A grant of \$30,000 to Syracuse University, to be matched by the school, will be used for graduate fellowships in broadcast journalism for Negro students.

New York's New School for Social Research will apply its \$74,000 grant to two series of forums on urban-minority affairs reporting in the mass media. Invitations will be sent to 25 media executives and 25 working journalists to attend the two series. The New York Urban Coalition will assist in the New School and Columbia programs.

With these grants, the Ford Foundation says, it is attempting to implement the recommendations of the National Advisory Commission on Civil Disorders for a change in news coverage of race relations and ghetto problems.

RTNDA to assess current face of news

Current problems in news coverage—recommended restrictions on news reports of criminal cases, civil disorders and political coverage in an election year—are on the agenda of the June 29 eastern regional conference of the Radio Television News Directors Association in New York.

Participants and agenda were announced last week by the AP, which will act as host to 150 news directors from 14 states attending the sessions in AP's offices in Rockefeller Plaza.

Opening discussions on political cov-

erage include Washington news bureau directors of three networks: John Lynch, ABC; Bill Small, CBS, and Bill Monroe, NBC. Joining them will be a representative of Mutual and AP reporter Relman Morin. In a session on the controversial American Bar Association's Reardon Report (entailing recommendations to restrict reportage of criminal cases), Judge Edward J. Devitt, chairman of the ABA's legal advisory committee on fair trial-free press and chief judge of the U. S. District Court in Minneapolis, will make his first appearance before a media group since taking over the ABA committee that had been headed by Justice Paul C. Reardon. Theodore Pierson, RTNDA general counsel, will take part in the discussion of the Reardon Report.

A panel on civil disorders will include Dave Kelly, news director, WIC-TV Pittsburgh; Len Deibert, news director, WMAL Washington; Daniel Henkin, Department of Defense; Les Carson, AP news staff, and Ed DeFontaine, Westinghouse Broadcasting Co. Jay Crouse, news director of WHAS-AM-TV Louisville, Ky., is moderator. Robert Eunson, AP's assistant general manager for broadcast services, is in charge of arrangements.

Bohen moves up in PBL realignment

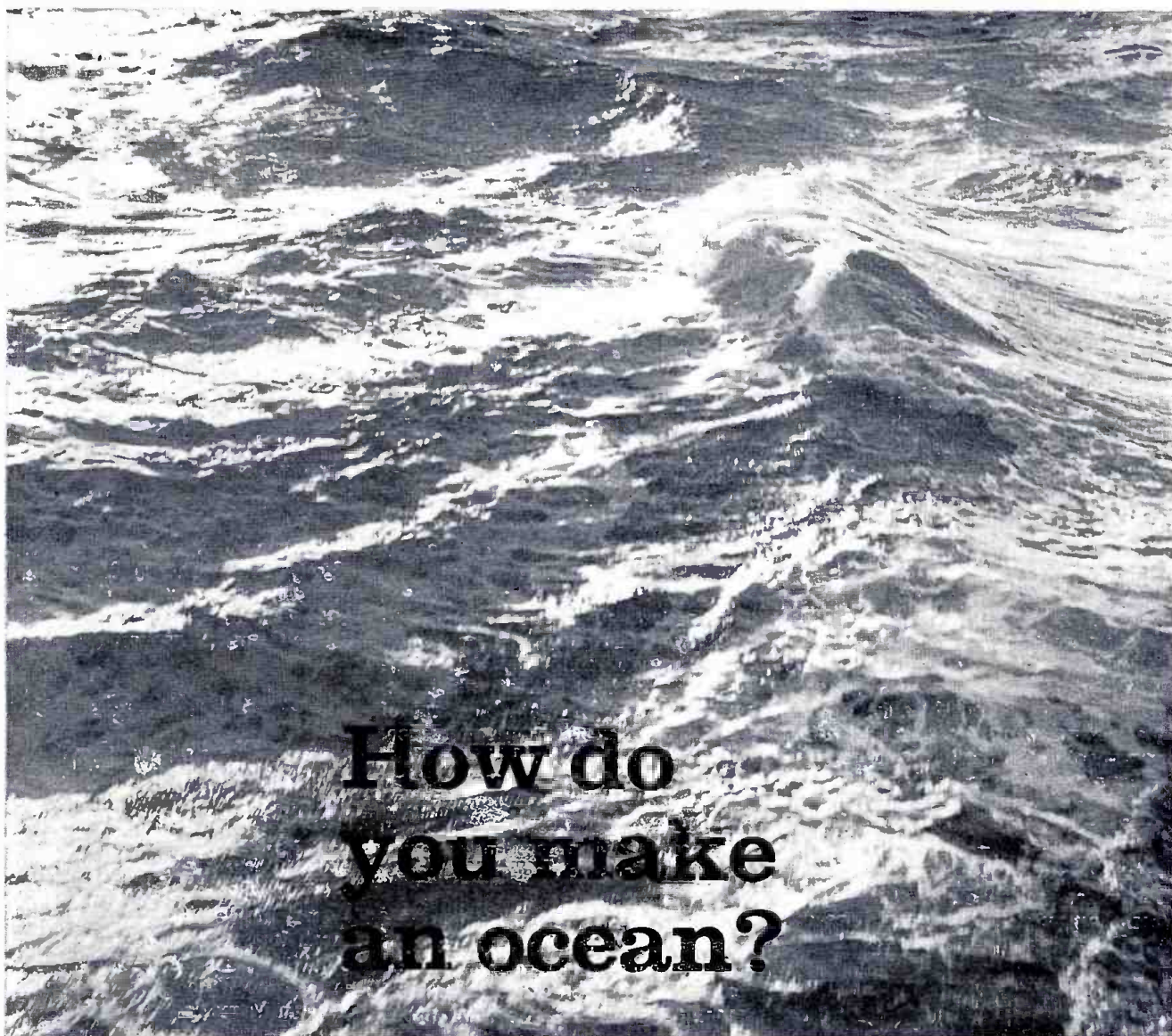
National Educational Television's Public Broadcast Laboratory has a new organizational structure for its second experimental year of existence.

In a reorganization announced last week, Av Westin will continue as executive director; Frederick M. Bohen, former staff assistant to President Johnson, will become executive editor, a new post, and the former editorial policy board will be replaced by a small programming committee to advise on program objectives and editorial policies.

Mr. Westin and Mr. Bohen will report to NET President John White and through him to the NET board of directors. The three officials will be members of the programming committee, along with several others yet to be appointed.

Mr. Bohen, who joined PBL on May 1 as deputy director for programming, will be responsible for the "internal planning and editorial direction and management of PBL's programming efforts." Mr. Westin, whose contract with PBL runs until the end of the season, will be "operationally responsible for all PBL productions."

The two-year experimental project, launched last November on a grant from the Ford Foundation, survived an internal conflict between the editorial board and the PBL staff which came



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BROADCASTING, June 24, 1968

Broadcasters shun spots to promote for gun competitions

The feelings against guns, pushed to a new high by recent events, have prompted at least two broadcasters to ban announcements relating to gun events.

WLKW-AM-FM Providence, R. I., last week said it had adopted a policy of nonacceptance of advertising or public service announcements relating to guns.

The station told BROADCASTING that it aired both paid and public-service announcements promoting shooting competitions throughout the state in the past, and recently turned down two requests for similar adver-

tising. The spots had been for local shooting clubs.

Alexander Tanger, WLKW-AM-FM's president, in announcing the policy, said it was "in line with what the company feels is its obligation to the community and its public safety."

A suggestion by the National Rifle Association Washington, to WDMV Pocomoke City, Md., that the station provide mentions of a regional high-power rifle tournament next month in Quantico, Va., drew a flat refusal and a stern rebuke from owner Erny Tannen.

Mr. Tannen, head of the Agri-

radio Group, last Wednesday (June 19) wrote John R. Hess, director of the office of public affairs, NRA:

"I think you ought to know we have no intention of broadcasting these announcements. Anything that would encourage such activities I believe to be callous and unconscionable. . . .

"To me there's something ghoulish about being proud of the fact that of those who participated in last year's shooting contest, 73% were civilians.

"Congratulations! Maybe Sirhan Sirhan was one of them."

to a head earlier this month. The editorial board then "dissolved itself" and recommended the basic structure adopted by the NET committee working to solve the authority question.

NET officials last week confirmed that the executive director's job had been offered to Fred Friendly, Columbia University professor and television consultant to the Ford Foundation, who is credited with conceiving PBL, but said he declined because of obligations to the university.

The series of two-hour cultural and public affairs programs is scheduled to return for its second season in November. Last year the programs appeared on Sunday nights for 26 weeks.

News will stay in Emmy lineup

Academy vows separate part of program will be set aside for news awards

Network news programs will be in the running for Emmy awards next year, a news and documentary subcommittee of the National Academy of Arts and Sciences decided last Thursday morning (June 20).

The committee, made up of the three network news chiefs, among others, voted to keep network news and documentary efforts within the academy's awards structure despite the cavalier treatment given to TV journalism during this year's awards ceremonies (BROADCASTING, May 27).

In return for remaining within the awards structure, the academy promised that a separate part of next year's

awards program will be set aside specifically for news, it was learned.

The vote favoring continued news participation and the concession by the academy, came after the committee voted down a motion by CBS News President Richard Salant which reportedly called for the withdrawal of network news efforts from competition.

It could not be learned if CBS News planned to withdraw from Emmy competition, but network sources noted that CBS News had once before pulled out when it became apparent the academy was short-changing broadcast journalism.

Secret Ballot ■ Last week's decision to remain within the academy was made by secret ballot of 11 of the 13 members of the news and documentary subcommittee. Two members were absent.

The committee had been scheduled to meet June 7 to decide the future of network news organizations within the academy, but the meeting had been postponed following the death of Senator Robert F. Kennedy on June 6.

The meeting also followed the recent (June 16) ascension of Seymour Berns to the academy's presidency. Mr. Berns, a former academy executive vice president and an independent TV producer, succeeds Royal Blakeman to the two-year term.

Academy spokesman said last week that the first order of business during Mr. Berns's administration will be the appointment of a national awards committee which will meet this summer to "consider revisions in the structure of the [Emmy] awards and their method of presentation." However, academy spokesmen could not be reached for comment on last Thursday's meeting.

In addition to Mr. Berns, other elected officers who will serve a two-year term include: Sonny Fox, program host and producer, as executive vice president (New York) Serge Krizman,

art director, as senior vice president (Hollywood); Charles Mountain, announcer, as secretary (New York), and Charles Fries, vice president, Screen Gems, as treasurer (Hollywood).

Locals upstage nets on Solidarity Day

Although the TV networks pooled cameras and turned out half-hour specials on last Wednesday's (June 19) Solidarity Day activities in Washington, several of the city's TV stations went much further in their coverage. About 50,000 persons took part in the affair around the Washington Monument and Lincoln Memorial.

ABC-TV had one pool camera at the monument and NBC-TV had four pool cameras at the memorial. ABC-TV did a half-hour recap at 4-4:30 p.m., plus a report from 11:55 a.m. to noon; CBS-TV ran a half-hour from 4:30-5 p.m. NBC-TV ran from 4:30 to 5:30 p.m. and was the only TV network to carry live the speech by Mrs. Coretta King, widow of Dr. Martin Luther King Jr. All three networks used live and tape coverage.

CBS-TV and NBC-TV ran recaps from 4:30-5 p.m. Much of the network coverage centered on highlights taped earlier in the day.

Locally, WTTG-TV, Washington's independent VHF had two of its own cameras at the memorial, in addition to taking the pool feed. It carried a half-hour before noon, another half-hour between 12 and 1:15 p.m. Then at 1:15 it dropped all commercials and went with live coverage until 6:55 p.m.

WRC-TV, the NBC-owned station, began its live coverage at 1:30 p.m. and ran through 7 p.m. Although the station carried some commercials, it

dropped about three dozen during the afternoon. WRC-TV did not carry the half-hour network special, preferring to stick with its own coverage.

WTOP-TV began live progress reports every half-hour starting at 9:30 a.m. and then went to full coverage, including taped highlights, from 3-5:35 p.m. It did not carry the CBS-TV half-hour special.

WMAL-TV had brief cut-ins during the day and picked up the ABC-TV special. In addition the station extended its regular 5:30 p.m. newscast for additional coverage.

Program notes . . .

Daytime romp ■ *It's Happening*, a new daily musical show, will begin on ABC-TV on July 15, 1:30-1:55 p.m. EDT. Mark Lindsay and Paul Revere are the hosts, and Dick Clark Productions, Hollywood, the producer.

Soul singer's special ■ Wolper Television Sales will syndicate a one-hour special, *James Brown: Man to Man*, of a performance taped at the Apollo theater in Harlem.

Divisional spinoff ■ As a result of its involvement in the production of *Singer Presents Superteen*: "The Sounds of '68," an ABC-TV special sponsored by Singer Co. and scheduled for Aug. 20, Robert E. Petersen Productions, Hollywood, is expanding into the music-publishing and recording business. Much of the initial talent for these new enterprises are expected to come from personalities now being auditioned in a national contest that seeks performers for the ABC-TV special. Petersen Productions has a seven-year contract with Singer to produce the *Superteen* programs.

ASCAP payday ■ New cash awards made by the American Society of Composers, Authors and Publishers to 161

writer members in the popular and classical fields have raised the total ASCAP awards for 1967-68 to \$651,850, a record-breaking figure, according to ASCAP.

Sports quiz ■ Nick Nicholson and Roger Muir have produced a pilot for a new TV panel show that will feature sports celebrities and fans vying for cash prizes in a quiz game based on general sports knowledge. The program is handled by Sportscome Division of Trans National Communications. Whitey Ford, Dick Lynch, Pat Summerall, and Rod Gilbert are on the panel for the pilot.

Return of Pyne ■ Telephone talk personality Joe Pyne, who has been recuperating from a recurring pneumonia-type illness (BROADCASTING, May 27), has resumed his early morning show on KLAC Los Angeles. During his more than two weeks away from the microphone, Mr. Pyne had been replaced by Tom Duggan (BROADCASTING, June 3). Mr. Pyne's radio talk show is being broadcast live via a direct wire to his home.

Suggesting solutions ■ WLIB New York, Negro-programed station, will begin on July 1 a half-hour Monday night series, *What Must Be Done*. The programs will offer suggestions to ease problems affecting the ghetto and race relations. The series is being produced by Sam Chase, vice president in charge of operations for WLIB, in cooperation with *Newsweek* magazine. Tapes will be made available to other stations.

'Parade' returns ■ *The Passing Parade*, one of radio's more successful programs two decades ago, has been revived under a new format and is offered to stations in syndication by Creative Marketing & Communications Corp., Cincinnati. Originally researched and narrated by the late John Nesbitt, the human-interest vignettes have been newly written and edited to fit a five-minute format. The 130 new episodes are narrated by John Doremus.

NAB requests delay on syndication filing

The National Association of Broadcasters has asked the FCC for a five-month delay on the deadline for comments on the commission's proposal to regulate territorial exclusivity agreements between television stations and suppliers of nonnetwork programs.

NAB requested a delay from July 8 to Dec. 9 for filing comments and from Aug. 8 to Jan. 6, 1969, for filing reply comments.

Republicans pick Amdur for radio-TV post

An ABC newsman has been appointed to coordinate Republican National Committee activities "as they



Mr. Amdur

relate to radio and television," Republican National Chairman Ray C. Bliss has announced. Robert B. Amdur, who has been serving as field producer and news assignment editor, ABC News, Washington, will serve as

special assistant on radio and television in the national committee's public-relations division.

His assignment as activities coordinator covers both the 1968 Republican national convention at Miami Beach and the subsequent campaign programs of the national committee, it was announced.

Mr. Amdur was a unit manager with NBC-TV before joining ABC News. Before his NBC service he was motion-picture production officer in the U.S. Army Signal Corps.

Advertisement

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ACLU shifts program-control position

SCARCITY-OF-FREQUENCIES ARGUMENT DROPPED FOR RADIO, BUT NOT TV

The American Civil Liberties Union has quietly abandoned the argument that scarcity of frequencies justifies government regulation of radio program content, except through application of the fairness doctrine and specifically applicable existing laws.

It "now urges a limitation of FCC regulatory power affecting radio programming."

It does not, however, feel that television has reached the stage where government regulation should be loosened. Indeed, some of its key members feel that radio hasn't, either, and this question is due for further consideration.

These disclosures were made in an 18-page ACLU staff memo drafted as background in preparation for a seminar last Saturday (June 22) on media and the First Amendment, and released with other papers prepared for that session. It was one of a series of meetings at ACLU's seventh biennial conference, which opened Thursday (June 20) at the University of Michigan at Ann Arbor and continues through to-

morrow (June 25).

Other Changes ■ The staff memo, by Alan Reitman, ACLU associate director, and staff associates Trudy Hayden and Susan Goldstein, disclosed a number of policy changes that Mr. Reitman said had been made without publicity several months ago. The memo described some of them as follows:

"The ACLU's past assertions that some government regulation of [broadcast] content was required rested on arguments regarding the technical scarcity of broadcasting channels, combined with the need to insure that the public interest will be served. The union recently reached the conclusion that these technical limitations are no longer present in radio broadcasting. Therefore, it now urges a limitation of FCC regulatory power affecting radio programming.

"While the ACLU agrees that in regard to radio the FCC may seek diversity of ownership and control of broadcasting facilities and diversity of program sources, it opposes FCC action that, in effect, amounts to regulation of

program content.

"This means that the FCC should neither require desirable programs or kinds of programming, except as specified by the fairness doctrine and the statutory provisions concerning political candidates, nor suppress undesirable programs or kinds of programming except those within the established legal categories of fraud, illegal lottery or involving a clear and present danger of unlawful acts.

"In television broadcasting the ACLU believes that the technical factors limiting the availability of channels still prevail. Therefore, at this time the FCC has an affirmative obligation to continue and indeed, to expand regulations in the field of television broadcasting which, without regulation of program content, will insure balance and diversity of programming. This can be accomplished in part by use of such methods as the program service form (a review of each licensee's past and projected programming. . .) and the fairness doctrine."

Positive Position ■ The memo also

Second Stage being built by Tele-Tape

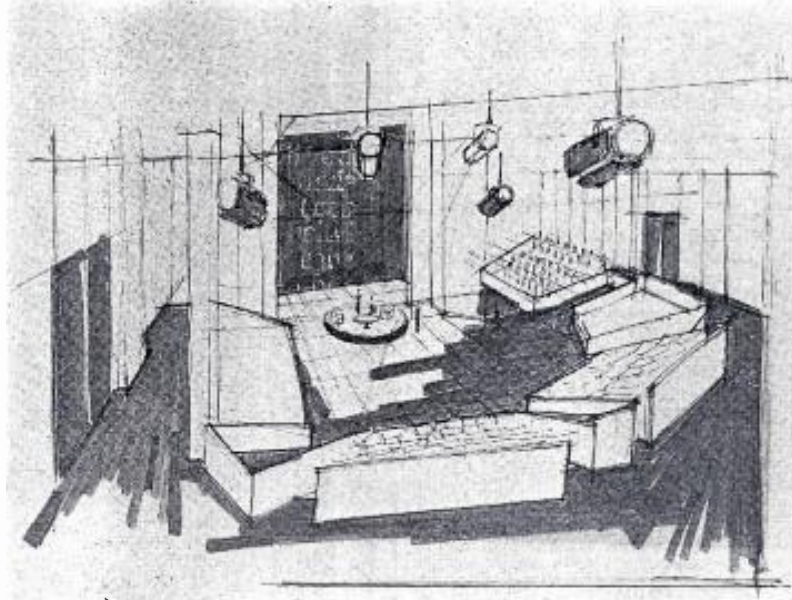
Tele-Tape Productions Inc., New York, last week broke ground at 81st Street and Broadway for a \$2-

million-plus studio theater, "The Second Stage." The theater will have as its first major occupant, *That's*

Life, a weekly ABC-TV comedy series starring Robert Morse. Tele-Tape will handle production of the series, which begins on the network this fall.

As designed, Second Stage, will accommodate a 500-person audience and will have flexibility, permitting it to become a thrust stage, a proscenium theater or an arena or a sound stage. Balconies can fold up and floor seating be quickly removed.

Tele-Tape Productions, which has its offices at 234 West 44th Street, was founded eight years ago primarily to provide tape facilities but now has added fixed location sites to its mobile TV and film production for network and local programming, TV packages, agencies, industry and government. Among shows for which Tele-Tape has provided its production talent: the syndicated *The Merv Griffin Show*, parts of three Barbra Streisand specials (on CBS-TV), a Herb Alpert special, the *Mark Twain Tonight* special, and various daytime and nighttime series for both commercial and educational television.



Architect's drawing of Tele-Tape Production's new Second Stage.

revealed that the ACLU has "come up with a suggestion that would thrust government even more directly into an affirmative First Amendment role." This is a proposal "that local citizen advisory committees be established to handle, on the community level, complaints from citizens that the fairness doctrine has been violated."

The session for which the memo was prepared centered around a paper by Jerome A. Barron, an associate professor at the George Washington University Law School, on his concept that the First Amendment—and the so-called fairness-doctrine law—can and should be used to require both broadcast and nonelectronic media to provide coverage of significant public issues.

Professor Barron's paper, "An Emerging Right of Access to the Media?", brought warm praise and support from Richard D. Heffner, Rutgers University professor of communications and former TV program executive, and Harriet F. Pilpel, a New York attorney, in other papers prepared for the ACLU sessions.

The ACLU staff memo also dealt in detail, at times warmly, with Professor Barron's concept, but also reviewed arguments against it as well as for it.

The memo also offered some suggestions about how the concept might be implemented—through a government-subsidized network, for example, or subsidies to private broadcasters for certain public-service projects, subsidies to start newspapers in one-newspaper towns, sanctions requiring acceptance of noncommercial controversial advertising or points of view by both broadcast and print media, etc.—if it should be decided that the government does have an obligation "to assure a right of access to the mass media."

Twin Goals ■ In his paper, Professor Barron argued that in broadcasting "what is needed is not more legislation but a wider appreciation of the responsibilities of the twin purposes of Section 315 to basic First Amendment goals." He contended that if the statute were administered to require licensees to provide access for significant public issues, one of the most important means for evasion of the fairness principle would be weakened.

"Dislike of a particular side of an issue, or unwillingness to be required to give free time for reply, are presently frequently sufficient reason for a licen-

see to decide to avoid a particular issue altogether, Mr. Barron said.

"An access approach to 315 would make the road to fairness-doctrine evasion a little steeper. If 315 were read as a command, requiring access for controversial public issues as well as a restatement of the 'fairness' principle, then we would have a structure to stimulate access to ideas in broadcasting similar to that which I advocate for the press."

He noted that in broadcasting, access would necessarily have more teeth inasmuch as station licensees must have their licenses renewed every three years. He added that some public issues are underplayed rather than denied access and he cited race relations as one example.

Cross-Ownership ■ Professor Barron pointed to an economic interdependence of newspapers and the broadcast media inasmuch as there is newspaper ownership of stations in many large cities. He added:

"What is necessary is not to point to the lack of a 'fairness' principle with regard to the legal responsibilities of newspapers but rather to point to the 'fairness' principle as a standard which should have application in the press as well."

He appeared to endorse the determination in the Red Lion case, now pending before the Supreme Court, calling upon the broadcaster to furnish an unpaid reply to a personal attack. He observed that if the Supreme Court affirms the Red Lion case, it "will augur well for the beginnings of a First Amendment theory which will have contemporary relevance."

"And so, ironically, will be the entire future of private broadcasting," Professor Barron argued. "Oddly enough, how large a role the advent of public television will ultimately come to play is to a considerable extent contingent upon whether private broadcasting can be legally required to assume some measure of public and social responsibility."

Was coverage just too much?

Affiliates starting to voice

criticism that networks

overplayed Kennedy funeral

A broad but for the most part quiet undercurrent of affiliate dissatisfaction with the TV networks' unwavering day-and-night-long coverage of the June 8 funeral services for Senator Robert F. Kennedy was evident last week.

It appeared that most affiliates had carried the day's coverage almost, if not entirely, in full, but many of them didn't like it. These critics thought it was too much, especially most of the eight hours while the funeral train was en route to Washington.

Network and network-news sources, on the other hand, contended there was nothing they could do about it. Once started with the coverage, they reasoned that, as several put it, "you can't get away."

"It's not the sort of thing where you can walk out and have a cigarette and trade a few jokes and then walk back in," said Richard S. Salant, president of CBS News. This view found general support among other network authorities.

Network officials generally reported that, so far as they had been able to learn, most affiliates carried most of the day's coverage and many carried it all. "All" was 14 hours on ABC-TV, 15 hours on CBS-TV and 17 hours on NBC-TV. All three had expected to resume normal programing by 7 or 7:30 p.m. EDT but ABC and CBS were on till 11 p.m. and NBC till 1 a.m.

Few Complaints ■ Network officials also reported that they had received

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relatively few complaints—and a number of affiliate commendations. Privately, however, several officials acknowledged that the trend of the comments they had received was predominantly critical, and some said they “sensed” that many affiliates who had made no comment were probably critical.

One official divided the reaction into two classes: that from affiliates who felt strongly enough to call or write about the coverage, and that from affiliates who hadn’t called about the coverage but mentioned it after calling about other matters. Members of both groups, he said, were virtually all critical but the latter were quicker to recognize the difficulties that would have been involved in cutting in and out of the funeral day’s events.

He emphasized that the number altogether was “rather small” and included some who praised rather than criticized the full-coverage approach. He “guessed” he had heard complaints from about 20 affiliates in all and assumed most of them had carried the full feed. “Otherwise,” he said, “they probably wouldn’t be complaining.”

Members of the three networks’ affiliates advisory boards indicated for the most part that they had received few or no complaints, although some said they too “sensed” a feeling that there was “just too much of it.”

It was known—and privately acknowledged by officials at most of the networks—that some stations did break away from the network feeds at times and ran local programming, including movies. Just how many could not be ascertained.

In Amarillo, Tex., KGNC-TV (NBC) and KVII-TV (ABC) alternated in presenting funeral coverage during the daytime, keeping viewers advised of the arrangement, and said they received many viewer compliments and no complaints (BROADCASTING, June 17).

Although most station critics preferred anonymity, a number privately indicated they felt the extent of cover-



Mr. Rogers



Mr. Sandstrom

age, especially on the funeral day, was out of perspective.

Was It Needed? ■ One who spoke up was Thad M. Sandstrom of WIBW-TV Topeka, Kan., a CBS affiliate. In a letter to his representative on the CBS-TV affiliates board he questioned the need for “all-out, constant coverage” of any but a presidential assassination or death.

“CBS News did an outstanding job of covering the Kennedy shooting up through the time of his death,” Mr. Sandstrom wrote. “I thought CBS handled the coverage about right up to Saturday morning (June 8), although I somewhat question the decision to pre-empt all of Thursday evening.

“It seemed to me, however, that the decision to give wall-to-wall coverage on Saturday was a bad one. I believe that actual coverage of the funeral service and the burial at Arlington would have been sufficient. Reports every 30 to 60 minutes of the train procession would have been sufficient. As you well know, there was a great deal of repetition. I thought the film of the railroad track would wear out.

“KCMO-TV in Kansas City [Mo.] cut out for several hours on Saturday afternoon to carry a movie. They were smarter than we were. I may be the only CBS affiliate in the country who feels this way, but I doubt it. While this was a tragic event, I believe that CBS affiliates, through the members of the [affiliates] board, should bring this to the attention of the network and try to establish a more sensible set of

ground rules should there be more news events of this type.”

Mr. Sandstrom suggested that a better arrangement might have been for one network to carry the funeral, another the procession to Washington, and a third the burial, though he acknowledged that this might involve abdication of news responsibility. But, he added, “most viewers would be far more interested in seeing a good 30- or 60-minute condensation of what took place, rather than hour after hour of repetition. And those who wanted to view it all could, by switching networks.”

Lack of Perspective ■ Lawrence H. Rogers II, president of Taft Broadcasting, whose stations include affiliates of all three networks, saw “an appalling lack of perspective” in “so-called television news coverage consisting of hours of voice treatment from a helicopter of a stalled railroad train.”

The train was seen as one of the central problems by virtually all network sources. Elmer Lower, president of ABC News, said that “we were trapped by the fact that it went eight hours instead of four.” Others subscribed to that view and felt once the trip started, they couldn’t switch to lighter fare even if they wanted to.

Although the networks felt they “couldn’t cut away,” at least some officials did not appear to object to the fact that some of their affiliates did, so long as they didn’t put in “something that was too jarring.”

CBS News President Salant noted that full network coverage gave affiliates the option of carrying it all or cutting away—and that while some may have cut away, many “carried every minute of it.”

Would coverage be the same if it were to be done over again? Most network sources seemed to think it probably, if not definitely, would. But one offered this reservation: “If anyone had told us that train would take eight hours, we’d probably want to take another look at our plans.”

INTERNATIONAL

PGL, Pacific take top Venice prizes

American production company entries dominated the winners in the 15th International Advertising Film Festival in Venice, Italy, last week.

Among the grand prize winners were PGL Productions, New York, the producer whose six films achieved the best total to win the Trophy of the City of Venice, and Pacific Commercials, Hollywood, whose Ralston Purina “Park Bench” commercial, through

Gardner, won the Grand Prix.

Gold medal and first-prize winners included: Audio Productions for Ocean Spray cranberries through Young & Rubicam; Horn-Griner for Simons Co. through Y & R; Jerry Ansel for Scott Paper Co. through J. Walter Thompson; VPI for Clairol through Foote, Cone & Belding; Filmfair for Philip Morris through Leo Burnett; EUE/Screen Gems for Chevrolet through Campbell-Ewald; Take Two for Burlington Industries through Doyle Dane Bernbach; Audio Productions for Bristol-Myers through Y&R; PGL for the Advertising Council through Y&R; Telemetric

for General Telephone through DDB; MPO for Eastman Kodak through JWT; Howard Zieff for Philip Morris through Wells, Rich, Greene.

Second awards and silver medals going to U.S. companies included: PGL for Diet Pepsi through BBDO; Lee Lacy for Mineral Corp. through Needham, Harper & Steers; Harry Hamburg for Chevrolet through C-E; Jerry Ansel for 3M Co. through Y&R; Audio Productions for Bristol-Myers through Y&R; PGL for the Peace Corps through Y&R; VPI for Union Carbide through Y&R; and Lee Lacy for Armour & Co. through FC&B.

Goldberg sees research gaining sophistication

Broadcast research in the future will require more detailed information about the audience in terms of product usage, demographics and psychographics, Melvin A. Goldberg, vice president, Blair Television, told the Canadian Broadcast Executive Society in Toronto last Tuesday (June 18).

Mr. Goldberg also predicted that a "systems" approach to advertising research will emerge, with all media measured simultaneously rather than each alone. He supported this trend by saying:

"Since I believe that all media influence the consumer in a cumulative and synergistic way, I see no reason

why advertising research in the future can't develop in a 'systems' direction, using television perhaps, as a base around which to build."

He also projected a deeper concern in the future with editorial compatibility between commercials and programs for the benefit of the advertiser as well as the broadcaster. This is true in magazines today, Mr. Goldberg said, and there is no reason why it cannot be true of television.

Despite the changes in the media picture and the expected new approaches to research, television will continue to play an important role in new production, Mr. Goldberg said. But the degree of effectiveness "will probably vary with the types of programs used or in which the commercials are seen," he pointed out.

Abroad in brief . . .

Gets British films ■ NBC International has acquired television distribution rights in Spanish language countries for 39 British feature films from the Rank Organisation, New York. The motion pictures, most of which are subtitled in Spanish, include Sir Laurence Olivier's "Hamlet," "A Night to Remember" and "Tiger Bay."

Agency reduction ■ Lever Brothers Ltd., Toronto, has dropped Needham, Harper & Steers for Canadian advertising, but retains Ogilvy & Mather, MacLaren Advertising Co., J. Walter Thompson and Doyle Dane Bernbach. Ogilvy adds All, dishwasher All, Dove bar and liquid, Lypsil and Omo to its account list; MacLaren takes over Pepsodent and Sun Light products.

EQUIPMENT & ENGINEERING

AMST assails spectrum policy

In comment opposing NABER effort to become frequency advisory committee, group urges stricter allocations

The FCC's policy of providing radio frequencies on an unrestricted basis in the business radio service at a time of pressing demands for spectrum space was labeled intolerable last week by the Association of Maximum Service Telecasters.

AMST expressed its view in a comment on a petition of the National Association of Business Educational Radio Inc. for a rulemaking to permit it to function as the private "frequency advisory committee" for coordinating the assignment of business-radio-service frequencies in the 450-470 mc band. Commission rules now provide for such coordination in other land-mobile bands, and private committees of mobile users operate in some as advisers to the commission. But coordination is not now required in business radio.

AMST opposes the petition. But the thrust of its comment is its criticism of frequency management in the business-radio service, which fits in with broadcasters' concern over land-mobile-radio users' requests for reallocation of television broadcast channels to alleviate what those users say is congestion in their frequencies. Broadcast-industry spokesmen have long argued that the best solution to the congestion problem is stricter allocations procedures in the land-mobile services.

History ■ AMST said that the commission established the business radio service in 1958 "with virtually no limit on eligibility" because of a wish to avoid "the multitude of administrative

decisions that were required in the 'gray' areas of eligibility in the established services."

Commission policy, AMST said, has resulted over the years in a "hodgepodge of disparate users" occupying the business-radio frequencies. AMST, quoting from NABER's petition, noted that in the Los Angeles area, where spectrum space is said to be in short supply, "scarce radio frequencies" are allocated to such users as auctions, auto repossession, bottled water, coin-operated laundry (vendors), drapery cleaners, financial services, gardening and landscaping, graphic reproduction, maid service, mortuary, safe manufacturing, sightseeing tours and weed control.

AMST said such uses cast "doubt on the policy of providing limited radio frequencies on an unrestricted basis for such activities," especially when high-priority services, like police and fire, claim they need additional space.

AMST also expressed doubt as to whether effective frequency coordination is possible in the business radio service, and said the question is whether, "given the present demands on the spectrum," business-radio frequencies can remain available "for the convenience of any 'business,' regardless of need or priority and with meaningful and effective frequency coordination not possible. AMST submits that such use of the spectrum cannot be tolerated."

Not Representative ■ The association added that even if meaningful frequency coordination in the business

radio service were possible, NABER should not be authorized as the frequency coordinator. AMST said that under present frequency-coordination theory, groups performing such service must be "representative" of the industry or service. Considering the variety of users in the service, AMST said, it's doubtful that NABER could be representative of all persons eligible for a license.

AMST also questioned the appropriateness of frequency-coordinating functions being performed by a group that has purposes and goals other than the more efficient use of the existing business-radio-service frequencies. AMST noted that NABER, in its petition, states its belief "that only the assignment of additional spectrum will solve the frequency management crisis . . ."

AMST said this is NABER's "primary goal" and said it is inconsistent "with effective frequency coordination to make more efficient use of the spectrum already allocated to the business radio service."

FCC-backed bill moves

A bill, (H.R. 14910), long sought by the FCC has been ordered favorably reported by Senate Commerce Committee. The measure would give the FCC the authority to regulate the manufacture of devices with a potential for causing radio-TV interference, such as garage-door openers and medical diathermy machines. The bill has been passed by the House and was accepted by the Senate panel without amendment. A favorable report clears the way for Senate floor passage. During House hearings on the bill the FCC termed the legislation the most important item on this year's FCC legislative agenda. (BROADCASTING, Feb. 12).

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Fryer



Mr. Hatheway

Charles V. Fryer and **John H. Hatheway**, management supervisors. Young & Rubicam, New York, named senior VP's. **Thomas S. Knight Jr.** and **Cochran B. Supplee**, account supervisors with agency, named VP's.

Christopher W. Conway, VP, creative services, The Philadelphia Agency. Philadelphia, named executive VP.

Robert B. Edwards, account supervisor, Hoefer, Dieterich & Brown. San Francisco, elected VP.

Walt Erickson, VP and director of production, Gray & Rogers, Philadelphia, also named broadcast media director. **Jim Bowler** named assistant broadcast media director.

Lowell A. Shaffer, with H. G. Peters & Co., TV commercial production firm, Primos, Pa., named VP in charge of production.



Mr. Schinto



Mr. Platt

Gene Schinto, copy chief at Benton & Bowles Inc., New York and **Sheldon Platt**, executive producer at that agency, form television commercial production company, SPi Films. Offices are at 422 Madison Avenue, New York. telephone: 421-5771.

Victor P. Buell, corporate VP, marketing, American Standard Inc., New York, elected president American Marketing Association.

Thomas J. Cochrane, director of production and traffic: **William M. Morris**, **Ronald K. Sherman**, **Henry F. Wood Jr.**, account supervisors: all J. Walter Thompson Co., New York; **John G. Keane**, director, research and planning, JWT, Chicago; **Rodney C. Holbrook**, media director, and **Glen B. Niemi**, account supervisor, JWT, Detroit, all elected VP's.

Gerald T. Rogers, director at Wilding TV, Chicago, named VP and executive producer.

Gary Hill, account executive for Robert Eastman Co., San Francisco, named manager of San Francisco office of Savalli/Gates, national radio-TV representative.

Lou Hummel, sales manager, Peters, Griffin, Woodward Inc., Chicago, appointed manager of San Francisco office. **Paul Wischmeyer** succeeds Mr. Hummel as sales manager of Chicago office.

William H. Mallery, account executive, NBC Spot Television Sales, New York, appointed manager, Chicago spot sales. Mr. Mallery succeeds **Robert Walsh**, who becomes manager, local sales, for NBC-owned WMAQ-TV Chicago.

Barnhard Kvale, sales manager for KDKA Pittsburgh, joins Avco Radio Television Sales Inc., New York, as mid-western sales manager for radio division, Chicago.

Richard F. Appleton, sales manager, KEMO-TV San Francisco, named general sales manager. KFRE-TV Fresno, Calif., succeeding **Elio Betty**, who has moved to executive position at WNHC-TV New Haven. Conn. KFRE-TV and WNHC-TV are Triangle Stations.

Robert W. Hastings, sales manager of KENI Anchorage, named general sales manager of KENI-AM-TV. **David Droege** with KENI, appointed sales manager. **James B. Lawson**, with KENI-TV, appointed sales manager of that station.

GOP picks Hildreth

Horace A. Hildreth, Maine group broadcaster, won nomination in last week's Maine primary election as a Republican to oppose Representative Peter N. Kyros (D-Me.). Mr. Kyros will seek re-election and also won the nomination of his party last week.

Mr. Hildreth had been expected to win the Republican nomination for first congressional district. He faced two opponents, including actor Gary Merrill (who ran as a peace candidate), but handily defeated both.

Mr. Kyros is seeking his second House term and is lowest-ranking member of the House Commerce Committee.

Mr. Hildreth holds majority interests in WABI-AM-FM-TV Bangor, WAGM-AM-TV Presque Isle and WPOR-AM-FM Portland and holds 1% interest in WMTW(TV) Poland Spring, all Maine.

Fred Kaufman, station manager of KTAC Tacoma, Wash., joins KOMO Seattle as general manager. **Al Doyle**, news assistant with KOMO, appointed sales promotion manager.

James R. Martin, account executive, WWDC Washington, appointed local sales manager.

Herbert Farber, research manager, Television Advertising Representatives Inc., New York, appointed research director. **Francene Cohen**, research assistant with firm, appointed associate research director.

Milton H. Strasser, director of advertising and promotion of Wolper Television Sales, appointed director of sales development, WMCA New York.

Daniel T. Sullivan Jr., account executive, WWLP(TV) Springfield, Mass., appointed local sales manager.

Roger C. Harvey, producer, Norman, Craig & Kummel, New York, joins Warwick & Legler, that city, as senior radio/TV producer.

Anthony George Nappi, art director for Young & Rubicam, New York, appointed art director/producer in TV production department of Carson/Roberts/Inc., Los Angeles.

Harry D. Honig Jr., sales promotion and merchandising manager, KSD-AM-TV St. Louis, also named director of creative graphics, new department for preparation and production of radio and TV commercial announcements.

Harry Wilson, with Leo Burnett Co., Chicago, appointed senior art director.

Thomas J. Shutter and **Edward C. McAuliffe**, copy supervisors, Leo Burnett Co., Chicago, named associate creative directors.

Don H. Sunoo, assistant professor of advertising, University of Kansas, Lawrence, joins Foote, Cone & Belding, Chicago, as research supervisor on special projects.

Sid Connolly, sales manager for KLOK San Jose, Calif., joins KGSC-TV San Jose, in same capacity.

MEDIA

Wes Haugen, manager, KFYZ-TV Bismarck, N. D., appointed general manager for all Meyer Broadcasting Co. TV stations (KFYZ-TV Bismarck, KMOT(TV) Minot, KUMV-TV Williston, all North Dakota).

John F. Gault, executive VP, Continental CATV Corp., Hoboken, N. J., named president.

Russell A. Greer Jr., with D. H. Overmyer Communication Co., prior to its dissolution in 1967, named VP and general manager for KGSC-TV San

Jose, Calif

Russ McKennan, director of research for American Research Bureau, New York, joins National Association of Broadcasters, that city, as assistant to **Howard Mandel**, VP for research.

Dave Taylor, with KPRO Riverside, Calif., named executive VP and general manager. **Ralph Lawler** named VP in charge of station operations.

Julian Kanter, previously with WJW-TV Cleveland and Midwest sales manager for Storer Television Sales Inc., Chicago, joins WCIX-TV Miami as general manager.

Pierson G. Mapes, station sales representative, NBC-TV New York, named regional manager, NBC station relations.

Bob Steinberg, business manager for WIP and WMMR(FM) Philadelphia, appointed business manager for KNEW Oakland and KSAN(FM) and KNEW-TV, both San Francisco. All are Metromedia Inc. stations.

Dennis McGuire, general sales manager, named station manager at WKFM(FM) Chicago.

Michael C. Steele, with WNBH Hampton, N. Y., returns to WENY-AM-FM Elmira, N. Y., as station manager.

Norman I. Starr, certified public accountant with Malrite Broadcasting Co. (group owner), Detroit, appointed treasurer-controller.

Virgil B. Wolff, general manager, WQXI-TV Atlanta, elected president Georgia Association of Broadcasters. Other officers elected: **Don Ferguson**, WSOB Savannah, VP radio; **Don Elliot Heald**, WSB-TV Atlanta, VP television; **Esther Pruett**, WTOG Savannah, treasurer.

Frank Soden, WRNL Richmond, elected president Virginia Association of Broadcasters. Other officers: **Philip B. Whitney**, WNC Winchester, VP; **J. Harry Abbott**, WSVA-AM-FM-TV Harrisonburg, secretary-treasurer.

R. D. Jensen, KTKN Ketchikan, elected president Alaska Broadcasters Association. Other officers elected: **C. L. Buck**, KLAM Cordova, VP; **August G. Hiebert**, KTVA(TV)-KBYR Anchorage, secretary-treasurer.

Joseph J. Madden, treasurer, Robert E. Eastman Co., New York, named controller, Sonderling Broadcasting Corp. (group owner), that city.

Jay Ward, program manager, KOMO Seattle, also named assistant station manager.

PROGRAMING

Russ Coughlan, sales manager for KGO San Francisco appointed sales manager for North American Television

Associates, Hollywood.

Edward E. Katz resigns as board chairman and general manager of The Film-Makers Inc., Chicago, but retains part ownership interest. He also continues as consultant.

Arthur Altman, composer and musician; **Ron Greenberg**, producer; and **Allen Reid**, lawyer, Don Reid Productions, New York, elected VP's.

Herbert Estrin, assistant controller, Screen Gems Inc., New York, named director of budgets and corporate planning.

Robert B. Lindemeyer, director of operations, Metro/Kalvar Inc., Darien, Conn., joins Holland-Wegman Productions, Buffalo, N. Y., as assistant to president.

Max Adler, chairman of board, Spencer Gifts Inc., New York, also elected VP of MCA Inc., that city.

Preston Stover appointed program manager, WTAE-TV Pittsburgh. **Edward Young** named operations manager of station.

Bill Loudon, manager of NBC TV Spot Sales, Burbank, Calif., and **Dick Ridgeway**, account executive for NBC TV Spot Sales, that city, have formed film sales representative firm in Hollywood. They will be exclusive representatives for Sandler Films, Hollywood.

Jack R. Wagner, program manager, KNBR San Francisco, joins KCBS there as manager of broadcast operations.

Alberto Lozano, WOR-TV New York, joins WXTV(TV) Paterson, N. J., scheduled to begin broadcasting in July, as operations manager.

Bill Hamby, WSTX Nashville, joins WAVI Dayton, Ohio, as operations director.

Leon F. Hintz, supervisor of studio engineering, WJRT-TV Flint, Mich., appointed operations manager.

Al Kessler, staff announcer, WDVR(FM) Philadelphia, appointed production manager.

Harry Spalding, story consultant for Television Enterprises Corp., Madrid, Spain, named head of literary department for Commonwealth United Productions, Beverly Hills, Calif.

Kevin O'Connell, assistant business manager for WNEW-AM-FM New York, named office manager for Wolper Productions, that city.

Robert R. Sprentall, production coordinator, WMAQ Chicago, named supervisor of program operations.

Rudy Hickman joins wwok Charlotte, N. C., as program manager.

Ed Neilson, VP of Medicaire, Norfolk, Va., joins WTID-AM-FM there as program director.

NEWS

Craig Spence, chief correspondent, WPIX(TV) New York, joins ABC news bureau in Saigon as correspondent.

David Murray appointed news director for WTAE-TV Pittsburgh.

George Thomas, news director, KOY Phoenix, joins KTHT Houston in same capacity.

Sid King, with kvoc Casper, Wyo., re-elected president of Wyoming AP Broadcasters Association.

FANFARE



Mr. Moss

Eugene Moss, with NBC participating program sales division, New York, appointed director of advertising and promotion, NBC Films, that city.

Ann E. Berk, administrator, advertising and promotion, appointed advertising and promotion manager, NBC Radio, New York.

Bob Rimes, manager of station group promotion for Westinghouse Broadcasting Co., New York, appointed promotion manager for WBC's KPFX(TV) San Francisco.

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Jim Ward, promotion manager, WMT Cedar Rapids, Iowa, appointed promotion and merchandising manager WMT-AM-FM-TV, that city.

Tom Robertson, continuity and traffic director for WDAO(FM) Dayton, Ohio, appointed director of promotion and public relations for WAVI and WDAO, that city.

Robert H. Krieghoff Jr., promotion manager, WNEM-TV Bay City-Saginaw-Flint, Mich., joins WJRT-TV Flint in same capacity.

Mike Cloer joins wwok Charlotte, N. C., as public relations director.

EQUIPMENT & ENGINEERING

Joseph J. Casale appointed marketing VP-consumer electronics, Admiral Corp., Chicago. **Stephen H. Morrall**, with Warwick Electronics Corp., joins Admiral as product planning manager for TV.



Mr. Evans



Mr. Dolk

Charles S. Dolk, manager of marketing planning for distributor sales division of Ampex Corp., Redwood City, Calif., named director of division with responsibility for nationwide distributor sales of closed-circuit video-tape recorders, TV cameras and associated equipment. **Oral Evans**, national distributor manager for systems and ap-

plications division, named manager of division with responsibility for systems and technical liaison with educational/industrial products sales force.

Curtis I. Kring, sales manager, General Electric Co., Leawood, Kan., appointed district sales manager for newly combined Great Plains and central districts, Mt. Prospect, Ill.

Charles W. Kepler, with General Electric Co., named product manager-home radio, consumer products division. Motorola Inc., Chicago.

Anthony Terzano, with General Electric Co., Pittsfield, Mass., appointed district sales manager for visual communication products department's Washington office.

INTERNATIONAL

Raymond David, assistant general manager, network broadcasting, French, for Canadian Broadcasting Corp., Ottawa, named VP and general manager, network broadcasting, French, with headquarters in Montreal.

Alvaro Gonzalez Manrique, executive VP, Publicidad General, Mexico City, named VP and general manager, Young & Rubicam, that city. **Peter Schork**, deputy manager, Young & Rubicam, Frankfurt, Germany, elected VP.

Raymond Lewis, senior client executive for Granada Television Network Ltd., London, appointed United Kingdom sales manager for 20th Century-Fox TV International.

DEATHS

Paul Bauman, 52, VP of KPAT Oakland, Calif., died June 11 of heart attack while visiting friends in New York.

Mr. Bauman was general partner of Wright Broadcasting Co., New York, and served as executive VP of WPAI Paterson, N. J., from 1954-62. He is survived by his wife, Ruth, and daughter and son.

Frank J. Assante, 51, field technician for Voice of America, died June 14 in Washington hospital center, Washington, following heart attack. He is survived by his wife, Eleanor, and son.

Joseph Daly, 77, retired program director for NBC Radio network and songwriter, died June 16 in New York. Mr. Daly joined NBC in 1937 and was with network 20 years.

Allan Lawrence, 61, radio and television news writer and editor, died June 15 in Will Rogers Memorial hospital, Saranac, N. Y. Mr. Lawrence was most recently with NBC News and had been with WNEW and WPIX(TV), both New York. He is survived by his wife, Ruth, and three daughters.

Harland R. Morris, 71, retired Washington defense coordinator, FCC, died June 14 of heart failure at his home in Arlington, Va. He is survived by his wife, Antoinette, and son.

Arthur Breider, 46, formerly of MGM TV Sales and Ziv-United Artists Inc., died June 12 at home of his brother. Robert Breitenstein in Brentwood, N. Y. Mr. Breider had been living in Europe past six years, distributing American film products. He is survived by his wife, Francine, of Syracuse, N. Y.

Rev. C. R. Bright, 73, VP of WETZ New Martinsville, W. Va., died June 11 in Wetzel county hospital. He is survived by his wife, Retta, and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 12 through June 19 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 sun-

set. 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.

NCTA
1968



EDWIN TORNBURG
& COMPANY, INC.

Hospitality Suite

STATLER HILTON—BOSTON

ED TORNBURG

ED WETTER

DOUG KAHLE

New TV stations

APPLICATIONS

Kokomo, Ind.—Booth American Co. Seeks UHF ch. 29 (560-566 mc); ERP 240 kw vis.; ant. height above average terrain 364 ft.; ant. height above ground 384 ft. P. O. address: 2300 Buhl Building, Detroit 48226. Estimated construction cost \$368,721; first-year operating cost \$185,000; revenue none. Geographic coordinates 42° 25' 01" north lat.; 86° 06' 51" west long. Type trans. RCA TTU 10A. Type ant. RCA TFU 30J. Legal counsel Marcus Cohn; Consulting engineer Paul Wolfcale. Principals: John L. Booth, president (55.36%), Mrs. John L. Booth (16.08%) et al. Remainder of stock held by John L. Booth II and Ralph H. Booth II, children of Mr. and Mrs. John L. Booth. Applicant is licensee of WABQ and WXEN-FM Cleveland and WTOD-AM-FM Toledo, both Ohio, WIBM and WBBQ(FM), both Jackson,

BROADCASTING, June 24, 1968

Mich., WJVA-AM-FM South Bend, Ind., WIOU and WKMO(FM) Kokomo, Ind., WJLB and WMZK(FM) both Detroit and WSGW Saginaw, Mich. Applicant is also permittee of new FM at Saginaw, Mich. Applicant is also multiple CATV owner, with franchise for 25 systems many throughout Michigan. Ann. June 14.

*State College, Miss.—Mississippi Authority for Educational Television. Seeks VHF ch. 2 (54-60 mc); ERP 20 kw vis., 11.76 kw aur. Ant. height above average terrain 1,227 ft.; ant. height above ground 1,086 ft. P. O. address: P. O. Drawer 2470 Jackson, Miss. Estimated construction cost \$1,297,225; first-year operating cost \$165,600; revenue none. Geographic coordinates 33° 19' 56" north lat.; 89° 09' 32.3" west long. Type trans. RCA TT-25DL. Type ant. RCA TF-5CL. Legal counsel none indicated; consulting engineer Gautney and Jones. Principals: Applicant operates under Mississippi state law to establish educational TV. William R. Smith Jr. is director of the Mississippi Authority for Educational Television. Ann. June 14.

FINAL ACTIONS

Honolulu—UHF-Hawaii Inc. FCC granted UHF ch. 20 (506-512 mc); ERP 251 kw vis., 50.1 kw aur. Ant. height above average terrain minus 129 ft. ant. height above ground 367 ft. P. O. address: c/o Thomas W. Flynn, 926 Fort Street, Honolulu 96813. Estimated construction cost \$349,000; first-year operating cost \$200,000; revenue \$150,000. Geographic coordinates 21° 17' 00" north lat.; 157° 49' 48" west long. Type trans. RCA TTU-10A. Type ant. RCA TFU-30J. Legal counsel Welch & Morgan; consulting engineer Willis C. Beecher, both Washington. Principals: Charles H. Spoehrer, president, Robert J. Griffith, vice president and Hermann F. Spoehrer (each 14.29%). Thomas W. Flynn, secretary-treasurer and Lucius H. Bingham, assistant secretary-treasurer (each 4.76%) et al. Mr. Charles Spoehrer and Mr. Griffith are attorneys. Mr. Spoehrer is also in manufacturing. Mr. Flynn is attorney and is counsel of savings and loan company, contracting and is director of printing company. Mr. Bingham is president of industrial supplies firm. Mr. Hermann Spoehrer is in manufacturing. Messrs. Charles and Hermann Spoehrer and Griffith are stockholders in KGSL-TV St. Louis. Action June 12.

■ FCC denied petition by All American Television Features Inc. asking for reconsideration of FCC action upholding review board decision granting CP for ch. 50, Washington to Theodore Granik. (Docs. 16088-89. 91.) Action June 19.

OTHER ACTIONS

■ Review board on June 12 in Sacramento, Calif. TV broadcast proceeding (Docs. 17778-79, granted request filed on June 10 by Grayson Television Co., extended to June 17 time within which to file response to Broadcast Bureau's opposition filed on May 28.

■ Review board in Santa Maria, Calif., TV broadcast proceeding, Doc. 16430, scheduled oral argument before panel of review board for July 11. Action June 18.

■ Review board in Medford, Ore., TV broadcast proceeding. Docs. 17681-82, granted petition for extension of time filed June 13, by Liberty Television, a joint venture comprised of Liberty Television Inc. and Siskiyou Broadcasters Inc., and extended to July 1 time within which to file oppositions to petition to enlarge issues filed by Medford Printing Co. Action June 14.

ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle on June 13 in Boston (Patriot State TV Inc. and Boston Heritage Broadcasting Inc.) TV ch. 68 proceeding, because there is joint request for approval of agreement looking toward dismissal of Patriot State Television Inc. application before review board ordered hearing continued from July 29 to Sept. 16 (Docs. 17742-3).

Existing TV stations

FINAL ACTIONS

WBMO-TV Atlanta — Broadcast Bureau granted mod. of CP to change name to U. S. Communications of Georgia Inc. Action June 11.

WLVA-TV Lynchburg, Va.—Broadcast Bu-

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reau granted CP to make changes in transmitting equipment. Action June 14.

OTHER ACTION

■ FCC postponed to Aug. 15, hearing into charges that WBBM-TV Chicago staged marijuana party for filming for news program. Action was taken because investigation into matter by House Committee on Interstate and Foreign Commerce is still in progress. Action June 12.

ACTION ON MOTION

■ Hearing Examiner Thomas H. Donahue on June 11 in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV], and Fidelity TV Inc.) TV proceeding, on examiner's own motion rescheduled hearing from 2 p.m. to 10 a.m. on June 12 (Docs. 16679-80).

RULEMAKING ACTION

WCOV-TV Montgomery, Ala.—Denied request for amendment of rules so as to make following alternative changes in television table of assignments, and concurrently issue order to Selma Television Inc. to show cause why its authorization for VHF Television Station WSLA-TV Selma, Ala., should not be modified to specify operation pursuant to one of the alternative plans projected below: in Selma, Ala.—on ch. 8, requests ch. 58 and in Tuscaloosa-Birmingham, both Alabama, requests ch. 8, or in Birmingham, Ala., on ch. 6 and *10, requests 6, *10, and in Selma, Ala. on ch. 8 and 58, requests 58. Action June 5.

CALL LETTER ACTION

■ WEEE-TV Mercury Media Inc., Albany, N. Y. Granted WQWE-TV.

New AM stations

APPLICATIONS

Webster, Mass.—Webster Broadcasting Co. Seeks 1520 kc; 250 w. P. O. address: c/o Allan W. Roberts, 90 South Street, Ware, Mass. 01082. Estimated construction cost \$46,070.20; first-year operating cost \$75,000. Revenue \$95,000. Principals: Allan W. Roberts, president (75%) and Edward F. Perry, Jr. treasurer (25%). Mr. Roberts is 98% owner of WARE Ware, Mass. and 25% owner WDEW Westfield, Mass. and 60% owner of Central Cablevision Corp., Ware, Mass. Mr. Perry Jr. is 55% owner of electronics and communications firm. Ann. June 17.

Cameron, Mo.—Cameron Radio Inc. Seeks 1360 kc; 500 w. P. O. address: Box 221 Cameron, Mo. 64429. Estimated construction cost \$27,978.30; first-year operating cost \$35,000. Revenue \$40,800. Principals: John B. Bowers, president of board of directors. Applicant has approximately 40 stockholders. Mr. Bowers is elementary school principal. Ann. June 14.

Waynesboro, Tenn.—Waynesboro Broadcasting Co. Seeks 1480 kc; 1 kw. P. O. address: Box 395, Waynesboro 38485. Estimated construction cost \$25,317.88; first-year operating cost \$21,200. Revenue \$15,000. Principals: William Thomas Helton Jr. and Ashoke K. Ghosh (each 50%). Mr. Helton owns medical supply firm and food market. Mr. Ghosh is medical doctor. Ann. June 13.

FINAL ACTIONS

Ozark, Ala.—Wade B. Sullivan. Broadcast Bureau granted 1190 kc, 1 kw-D. P. O. address: P. O. Drawer 1591, Huntsville, Ala. Estimated construction cost \$25,041.45; first-year operating cost \$36,000; revenue \$42,000. Principals: Mr. Sullivan is employee of transfer and storage business. Action June 11.

■ FCC denied applications for review of review board supplemental decision of Apr. 5, granting CP to Radio Elizabeth Inc. for class II daytime only AM on 1530 kc, 500 w, non-directional, in Elizabeth, N. J., (Docs. 14755-6-7). Applications had been filed by Jupiter Associates Inc. and Somerset County Broadcasting Co., mutually exclusive applicants in comparative hearing for facilities. Jupiter proposed operation in Matawan and Somerset in Somerville, both New Jersey. Action June 19.

Lenoir, N. C.—Furniture City Broadcasters Inc. FCC granted 1080 kc, 1 kw-D. P. O. address: Box 428, Lenoir 28645. Estimated construction cost \$20,452; first-year operating cost \$31,000; revenue \$44,000. Principals: George G. Beasley, (55%), and Robert L. Baker vice president (32%). Mr. Beasley is licensee of WPBY Benson, N. C., permittee of WKBY Chatham, Va., and 33 1/3% owner of WKYX Paducah, Ky. Mr. Baker is 33 1/3% owner of WPCC Clinton, S. C. In same action, FCC granted joint request of Robert L. Baker Jr., and Furniture City Broadcasters Inc., both Lenoir, N. C., for approval of drop-out agreement for Mr. Baker in their mutually exclusive applications for CP in Lenoir. Under agreement, Mr. Baker with-

draws his application and becomes vice-president, director, and 32% stockholder in Furniture City. Action June 12.

INITIAL DECISION

■ Hearing Examiner Chester F. Naumowicz Jr. in initial decision proposed grant of application for AM in Columbus, Miss., to operate on 1400 kc, 250 w, unrestricted, to J. W. Furr of Macon, Miss. (Doc. 17444). Ann. June 17.

OTHER ACTIONS

■ FCC approved application of KIBH Seward, Alaska to broadcast from 7 a.m. until 7 p.m. Monday through Saturday, and from 12 noon until 7 p.m. on Sunday. KIBH now broadcasts from 12 noon until 12 midnight Monday through Sunday. Action June 12.

■ Review board on June 13 in Grandview, Mo., AM broadcasts proceeding, Docs. 18183-84, granted motion filed on June 11 by Broadcasting Inc., extended to June 25 time within which to file oppositions to petition to enlarge issues filed by H-B-K Enterprises.

■ Commission has waived requirements of Sec. 1.569(b) of rules concerning filing of applications for frequencies adjacent to Class I-A channels and accepted for filing application filed by All-Channel TV Service for new daytime AM station to operate on 1190 kc, with 250 w at Crystal Springs, Miss.

■ Review board on June 17 in Bowling Green, Ohio, standard broadcast proceeding, Docs. 16290-1, denied appeal from hearing examiner's adverse ruling, filed May 9 by Ohio Radio, Inc.

■ Review board in Sioux Falls, S. D., standard broadcast proceeding, Doc. 17174, scheduled oral argument before panel of Review board for July 30. Action June 18.

■ Commission's policy statement on Sec. 307(b) considerations for standard broadcast facilities involving suburban communities has been revised to close procedural loophole. Policy adopted by commission Dec. 27, 1965 required applicants for AM stations in suburban communities to demonstrate that their proposal for new or improved facilities would provide realistic local transmission service for specified community. Revised policy requires that lone applicant who originally proposes to serve smaller community and subsequently seeks authorization for nearby larger community must formally petition to amend application to specify that larger community. Revision further provides amended application will be removed from hearing, returned to processing line and assigned new file number, and amended application comply with all requirements for larger community before it can be granted. Action June 12.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on June 13 in Grandview, and Kansas City, both Missouri (H-B-K Enterprises; Broadcasting Inc.) AM proceeding, designated Hearing Examiner David Kraushaar in lieu of Hearing Examiner H. Gifford Irion to serve as presiding officer and in accordance with previous scheduling prehearing conference will be held July 3 and the hearing July 24 (Docs. 18183-4).

■ Hearing Examiner Isadore A. Honig on June 13 in East St. Louis, Ill. (East St. Louis Broadcasting Co., and Metro-East Broadcasting Inc.) AM proceeding, granted petition by East St. Louis Broadcasting Co., for leave to amend application to reflect purchase by Dr. Arthur M. Jackson of additional 2.81% stock interest from Dan Blackburn and Jackson's subscription for an additional \$5,000 income bond in lieu of Blackburn's bond subscription in that amount. Amendment was accepted subject to condition that comparative position of East St. Louis in proceeding shall not be enhanced as result of acceptance (Docs. 17256-7).

■ Hearing Examiner Isadore A. Honig on June 14 in East St. Louis, Ill. (East St. Louis Broadcasting Co. and Metro-East Broadcasting Inc.) AM proceeding, granted motion by East St. Louis to reopen record and received in evidence additional exhibit materials, effected deletions from East St. Louis exhibits previously received and substitutions and changes proposed, and again closed record (Docs. 17256-7).

■ Hearing Examiner Forest L. McClenning on June 11 in Waukegan and Des Plaines, both Illinois. (The News-Sun Broadcasting Co., Edward Walter Piszczek and Jerome K. Westerfield and Maine Township FM Inc.) AM and FM proceeding reopened record and granted petition by Maine Township FM Inc. for leave to amend application to reflect current data of other broadcast interest of H. Leslie Atlas, Jr.; accepted amendment filed with petition, and again

closed record (Docs. 13292, 13940 and 17242).

■ Hearing Examiner Chester F. Naumowicz Jr. on June 14 in Springfield, Mo., Gilmer, Tex. and Ozark, Ark. (Babcom Inc., Upshur Broadcasting Co., Giant Broadcasting Co.) AM proceeding, ordered hearing continued from June 17 to July 15 (Docs. 17921-3).

RULEMAKING ACTION

■ FCC by letter waived Sec. 1.569 of rules to accept for filing application by Michael D. Haas for new AM station on 1140 kc, 250 w, directional ant.-D at Bay Saint Louis, Miss. Action June 19.

CALL LETTER ACTION

■ KMBY-TV, Monterey-Salinas TV Inc., Monterey, Calif. Granted KMST(TV).

Existing AM stations

FINAL ACTIONS

WDME Dover-Foxcroft, Me.—Broadcast Bureau granted license covering new station. Action June 11.

WEBB Baltimore—Broadcast Bureau granted CP to relax MEOV. Action June 11.

WJMS Ironwood, Mich.—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action June 11.

KAUS Austin, Minn.—Broadcast Bureau granted CP to decrease ant. height of #3 tower. Action June 11.

WYSL Buffalo, N. Y.—Broadcast Bureau granted mod. of CP to change trans. location to between Kensington Avenue and Kensington Expressway West of Filmore Avenue, Buffalo; conditions. Action June 12.

KSWB Seaside, Ore.—Broadcast Bureau granted mod. of CP to change trans. location to Southeast of Neawanna Creek Bridge and Sundquist Road, southeast corner of Seaside, Ore. Action June 11.

KMBL Junction, Tex.—Broadcast Bureau granted CP to replace expired permit. Action June 11.

OTHER ACTIONS

■ Commission has waived requirements of rule Sec. 1.569 concerning filing of applications for frequencies adjacent to Class I-A channels and accepted for filing application filed by WSMI Graham, N. C. to increase power on 1190 kc, D from 250w to 500 w and make changes in directional ant. pattern. Action June 12.

■ Commission has waived requirements of Sec. 1.569(c) of rules concerning filing of applications for frequencies adjacent to Class I-A channels and accepted for filing application by WHJB Inc. to increase daytime power of WHJB Greensburg, Pa. from 1 kw to 5 kw. WHJB is licensed to operate on 620 kc, 500 w nighttime, 1 kw local sunset, with directional ant. Action June 12.

ACTION ON MOTION

■ Hearing Examiner Jay A. Kyle on June 11 in Jacksonville, Fla. (Mel-Lin [WOBS]) AM proceeding, ordered that proposed findings of fact and conclusion be filed by August 12 and replies by September 12, and further ordered that record shall be held open temporarily, pending receipt of additional copies of WOBS exhibits 22, 23, 24 and 25, which have been received in evidence (Doc. 17474).

FINE

■ Commission has reduced liability for forfeiture of \$500 to \$350 against Luis Alan Mejia, licensee of WISA Isabela, P. R. Action June 12.

RULEMAKING PETITION

KAVA Burney, Calif.—Requests allocation of class C FM ch. 291 to Burney, Calif. Ann. June 14.

CALL LETTER APPLICATIONS

■ WOTR, Olivia T. Rennekamp, Corry, Pa. Requests WORY.

■ WKZR, WKZR Inc., Oil City, Pa. Requests WOCY.

CALL LETTER ACTION

■ George Carr and Thompson Magowan, Reno. Granted KOBV.

New FM stations

APPLICATIONS

New Albany, Ind.—Lankford Broadcasting Co. Seeks 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 132 ft. P. O. address: c/o Samuel Miller, 952 Washington Building, Washington 20005. Estimated construction cost \$19,497; first-year operating cost \$15,000; revenue \$20,000. Principals: M. R., Stuart K., George R. and Ray J. Lankford (each 25%). Ann. June 14.

Henrietta, N. Y.—What The Bible Says Inc. Seeks 103.9 mc, ch. 280A, 3 kw. Ant.

height above average terrain 211.65 ft. P. O. address: 34 Lawn Street, Rochester, N. Y. 14607. Estimated construction cost \$37,463.57; first-year operating cost \$30,000; revenue \$30,000. Principals: Benjamin A. Baur, president. Applicant is nonprofit, religious organization. Ann. June 14.

Oswego, N. Y.—State University of New York. Seeks 89.9 mc, ch. 210, 41 kw. Ant. height above average terrain 16 ft. P. O. address: 8 Murrow Terrace, Albany, N. Y. 12201. Estimated construction cost \$14,175; first-year operating cost \$33,600; revenue none. Principals: Board of trustees of State University of New York. Ann. June 18.

Myrtle Beach, S. C.—Grand Strand Broadcasting Corp. Seeks 101.7 mc, ch. 289, 3 kw. Ant. height above average terrain 122 ft. P. O. address: Box 2005, Myrtle Beach 29577. Estimated construction cost \$28,420.45; first-year operating cost \$15,000; revenue \$15,000. Principals: Isadore Kramer, president, J. M. Soles Jr., secretary-treasurer and Thomas J. Rogers, vice president (each 33 1/3%). Mr. Kramer is department store owner. Mr. Soles is 22.5% owner and manager of WTAB Tabor City, N. C. Mr. Rogers is general manager of WTGR Myrtle Beach, S. C. Ann. June 14.

FINAL ACTIONS

Roanoke, Ala.—Earl E. Manning Jr. Broadcast Bureau granted 95.3 mc, ch. 237, 2.5 kw. Ant. height above average terrain 318 ft. P. O. address: Box 709, Roanoke 36274. Estimated construction cost \$14,099.50; first-year operating cost \$12,000; revenue \$19,000. Principal: Earl E. Manning, sole owner of WELR Roanoke, Ala. Action June 11.

Pryor, Okla.—L. L. Gaffaney d/b as Lakes Area Broadcasting Co. Broadcast Bureau granted 104.5 mc, ch. 283, 100 kw. Ant. height above average terrain 323 ft. P. O. address: 5th at South Mill, Pryor 74361. Estimated construction cost \$28,800; first-year operating cost \$7,000; revenue \$6,000. Principal: Mr. Gaffaney is licensee of KOLS Pryor. Action June 13.

Kaukauna, Wis.—Fox River Communications Inc. Broadcast Bureau granted 104.9 mc, ch. 285, 3 kw. Ant. height above average terrain 205 ft. P. O. address: Box 310, Kaukauna, Wis. 54130. Estimated construction cost \$22,435; first-year operating cost \$10,000; revenue \$15,000. Principals: William F. Huffman, (11.1%), Richard D. Dudley, president, (11.1%) et al. Applicant is (33.3%) owned by Forward Communications Inc., licensee of WKAU Kaukauna, WSAU-AM-FM-TV Wausau and WMTV-TV Madison, all Wisconsin and WCAU-TV Sioux City, Iowa. Action June 12.

OTHER ACTIONS

■ Review board, on June 14 in Pleasantville, N. J., FM broadcast proceeding, Docs. 18005-06, granted request for notice filed on May 22 by WMID Inc. and denied petition to enlarge issues filed April 9 by Broadcast Bureau.

■ FCC denied application of Fairleigh Dickinson U., Teaneck, N. J., for review of review board action denying petition to enlarge and modify issues in comparative hearing with New York University, New York, for CP for education FM station. (Docs. 17454-5.) Action June 12.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on June 12 in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.) FM proceeding, denied petition by Rodio Radio Inc., filed March 6 for intervention (Docs. 18005-6).

■ Hearing Examiner Thomas H. Donahue on June 14 in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.) FM proceeding, denied petition by WMID Inc. for leave to amend application (Docs. 18005-6).

■ Hearing Examiner Charles J. Frederick on June 13 in Pompano Beach and Deerfield Beach, both Florida (Almardon Inc. of Florida, Sunrise Broadcasting Corp. and Deerfield Radio Inc.) FM proceeding, set certain procedural dates and scheduled for July 23 hearing which had been continued indefinitely (Docs. 18020-1, 18187).

RULEMAKING PETITIONS

The following amendment of FM table of assignments have been proposed by FCC: Blairstown Township, N. J., proposed ch. 292A; Lexington, Mo., proposed ch. 292A and Knox, Ind., proposed ch. 257A. And in North Syracuse, N. Y., proposed ch. 269A; in New Castle, Ind., on ch. 273, proposed ch. 232A, and 273; in Ukiah, Calif., on ch. 228A and 233, proposed ch. 233 and 277. Ann. June 19.

DESIGNATED FOR HEARING

■ FCC designated for hearing Virginia

Broadcasting Co. application for new FM station to operate on ch. 296 (107.1 mc), with ERP of 3 kw, and ant. height of 105 ft. in Virginia, Minn. Action June 12.

■ Commission has designated for consolidated hearing applications filed by R. Edward Cerles and Jack C. Hughes for new FM stations to operate on ch. 262 (100.3 mc), with ERP of 9 kw in Albuquerque, N. M. Cerles with ant. height of 4,107 ft. and Hughes with ant. height of 4,110 ft. Hearing issues include financial qualifications of both applicants. Action June 12.

■ FCC designated for hearing applications of Functional Broadcasting Inc., and WPOW Inc. for new FM stations to operate on ch. 299 (107.7 mc) in Albany, N. Y. with application of Regal Broadcasting Corp. to change operation of WHRL(FM) Albany, from ch. 276 (103.1 mc) to ch. 299 (107.7 mc). Functional proposes to operate with 12 kw and ant. of 890 ft. WPOW with 9.4 kw, and ant. of 983 ft., and Regal Broadcasting to change from 3 kw to 37 kw, and ant. from 245 ft. to 246.6 ft. Hearing issues include determination as to efforts made by Regal and WPOW to ascertain community needs and interests of area to be served and means by which applicants propose to meet needs and interests. Action June 12.

Existing FM stations

APPLICATION

WAEZ(FM) Miami Beach, Fla.—Requests mod. of license to change studio location to 801 South Bayshore Drive, Miami and operate trans. by remote control from studio location. Ann. June 19.

FINAL ACTIONS

KAMU(FM) Anchorage—Broadcast Bureau granted license covering change in ant.-trans. location, change ERP and ant. height. Action June 11.

KAFF-FM Flagstaff, Ariz.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height minus 240 ft. Action June 11.

KFTM-FM Fort Morgan, Colo.—Broadcast Bureau granted license covering new station, specify type trans., type ant. Action June 11.

WKCI(FM) Hamden, Conn.—Broadcast Bureau granted CP to change ant.-trans. location to Downes Road, and Hoadley Road, Hamden, change studio location to site to be determined. Hamden, install new type trans., type ant., make change in ant. system, ERP 13 kw, ant. height 860 ft.; conditions. Action June 11.

WCCC-FM Hartford, Conn.—Broadcast Bureau granted CP to make change in transmitting equipment, install new type ant. Action June 12.

WHUS(FM) Storrs, Conn.—Broadcast Bureau granted mod. of CP to change type trans., install circular polarized type ant. Action June 11.

WWQT(FM) Gainesville, Ga.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action June 14.

*WNIU-FM De Kalb, Ill.—Broadcast Bureau granted CP to change frequency from 89.7 mc, ch. 209 to 89.5 mc, ch. 208. Action June 11.

WMSK-FM Morganfield, Ky.—Broadcast Bureau granted CP to change type trans., type ant., make change in ant. system, change ERP to 2.85 kw, ant. height 180 ft.;

condition. Action June 11.

WFYC-FM Alma, Mich.—Broadcast Bureau granted CP to add vertical polarization, install new type ant., make change in ant. system, ant. height 300 ft.; condition. Action June 11.

WPAG-FM Ann Arbor, Mich.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to southeast of intersection of Waters Road and Saline Road, near Ann Arbor, make change in ant. system, ant. height 255 ft.; condition. Action June 11.

WWTX(FM) Corinth, Miss.—Broadcast Bureau granted mod. of CP to install dual polarization, change type ant. Action June 12.

WJDX-FM Jackson, Miss.—Broadcast Bureau granted CP to install new type trans., type ant. (main). Action June 12.

WTOA(FM) Trenton, N. J.—Broadcast Bureau granted mod. of CP to change type trans., change ERP to 10.5 kw. Action June 12.

KAFE-FM Santa Fe, N. M.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 30 kw. Action June 12.

WRCS-FM Aoshkie, N. C.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action June 12.

WGNC-FM Gastonia, N. C.—Broadcast Bureau granted mod. of SCA to make change in programming. Action June 11.

KMOD(FM) Tulsa, Okla.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 1722 south Carson, Tulsa, install new type trans., circular polarized type ant., ERP 50 kw, ant. height 380 ft. Action June 11.

WRLC(FM) Palmyra, Pa.—Broadcast Bureau granted CP to install new type trans., change ERP to 3 kw. Action June 11.

WLAC-FM Nashville, Tenn.—Broadcast Bureau granted CP to install new auxiliary trans. at main trans. location to be operated on 105.9 mc, ch. 290, 1 kw, ERP 5.3 kw, ant. height 410 ft. Action June 11.

WNOR-FM Norfolk, Va.—Broadcast Bureau granted CP to install new type trans., type ant., ant. height 165 ft., remote control. Action June 12.

WRFL(FM) Winchester, Va.—Broadcast Bureau granted CP to install new auxiliary trans. and ant. at main trans. location to be operated on 92.5 mc, ch. 223, ERP 1 kw, ant. height 1,340 ft. Action June 12.

WNBI-FM Park Falls, Wis.—Broadcast Bureau granted license covering new station, specify type trans. Action June 11.

*WHMD(FM) Suring, Wis.—Broadcast Bureau granted request for SCA on sub-carrier frequency of 67 kc. Action June 14.

*WHMD(FM) Suring, Wis.—Broadcast Bureau granted license covering station. Action June 11.

■ Broadcast Bureau granted CP's to replace expired permits for following stations: KHOF(FM) Los Angeles; KRPM(FM) San Jose, Calif.; WATL-FM Tampa, Fla. (auxiliary trans.) Action June 14.

ACTION ON MOTION

■ Hearing Examiner Thomas H. Donahue on June 14 in Lincoln, Neb. (Cornbelt Broadcasting Corp., KFMQ Inc. [KFMQ-FM] FM proceeding, upon petition by Cornbelt Broadcasting Corp. ordered conference continued from June 18 to June 19 (Docs. 17410, 18174).

CALL LETTER APPLICATIONS

■ WHCN(FM), WHCN Inc., Hartford, Conn. Requests WRFH(FM).

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SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 18, 1968

	ON AIR		TOTAL		NOT	
	Licensed	CP's	ON AIR	ON AIR	ON AIR	TOTAL
				CP'S		Authorized
Commercial AM	4,183 ¹	18	4,201 ¹	87	4,288 ¹	
Commercial FM	1,812	37	1,849	236	2,085	
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²	
Commercial TV-UHF	118 ²	32	149 ²	163	313 ²	
Educational FM	336	11	347	31	378	
Education TV-VHF	68	6	74	3	77	
Educational TV-UHF	55	27	82	28	110	

STATION BOXSCORE

Compiled by FCC, May 31, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,180 ¹	1,808	614 ²	333	123
CP's on air (new stations)	15	30	41	10	33
Total on air	4,195 ¹	1,838	654 ²	343	156
CP's not on air (new stations)	86	242	177	34	30
Total authorized stations	4,281 ¹	2,080	832 ²	377	186
Licenses deleted	0	0	0	0	0
CP's deleted	0	1	0	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.

■ WWPB(FM), Latin Broadcasting Corp., Miami. Requests WLTO(FM).
 ■ WBCN(FM), WBCN Inc., Boston. Requests WRFB(FM).
 ■ WDJR(FM), WKRC Inc., Oil City, Pa. Requests WOCY-FM.

CALL LETTER ACTIONS

■ KATT(FM) Tiger Broadcasting Inc., Woodland, Calif. Granted KRBT(FM).
 ■ Heard Broadcasting Inc., Leesburg, Fla. Granted WLBE-FM.
 ■ WGOFS(FM), Community Service Broadcasting Inc., Miami Beach, Fla. Granted WBUS(FM).
 ■ WWQT(FM), Hall County Broadcasting Co., Gainesville, Ga. Granted WFOX(FM).
 ■ WIBC-FM, WIBC Inc., Indianapolis. Granted WNAF(FM).
 ■ Sound Sales Inc., Hutchinson, Kan. Granted KSKU(FM).
 ■ Moberly Board of Education, Moberly, Mo. Granted *KMTS(FM).
 ■ Waterman Broadcasting Corp. of Texas, San Antonio. Granted KTSA-FM.
 ■ WDMS-FM, Rulon Maynard Corp., Lynchburg, Va. Granted WJJS-FM.

RULEMAKING ACTION, CERTAIN AM, FM AND TV STATIONS

■ FCC ruled that mutual funds will be permitted to own up to 3% of stock of broadcast licensees with over 50 stockholders owning total of more than seven AM, FM or TV stations. They had previously been restricted to 1% maximum ownership. Funds, however, are required to issue statements disclaiming intent to control or manage licensees. Action June 17.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations and co-permitting auxiliaries: KADA Ada, Okla.; KLIB Liberal, Kan.; KLCO Poteau, KNFB(FM) Nowata, and KWCO Chickasha, all Oklahoma. Action June 13.

MODIFICATION OF CP'S, ALL STATIONS

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KCHV-FM Coachella, Calif. to Nov. 24; condition: *KKOG-TV Ventura, Calif. to Dec. 14; *WWUH(FM) West Hartford, Conn. to July 20; WWRH(FM) Columbus, Ga. to Dec. 20; condition: *WONC(FM) Naperville, Ill. to Oct. 7; KJRL(FM), Liberal, Kan. to Dec. 20; *WMPB(TV) Baltimore, Md. to Dec. 14; *WTSD(FM) Waterford, Mich. to Nov. 20; WDAL-FM Meridian, Miss. to Dec. 26; KSEN Shelby, Mont. to Sept. 30; KRVN Lexington, Neb. to Dec. 11; WELX Xenia, Ohio to Dec. 1; WKJB Mayaguez, P. R. (auxiliary) to Jan. 1, 1969;

WKJB Mayaguez, P. R. (main) to Jan. 1, 1969; KAWB(FM), McKinney, Tex. to July 20. Action June 14.

■ Broadcast Bureau granted mod. CP's to extend completion dates for following stations: WTUF Mobile, Ala. to Oct. 6; KWYN Wynne, Ark. to July 30; KUDU Ventura, Calif. to July 15; *WPKN(FM) Bridgeport, Conn. to Nov. 30; WBNB-FM Charlotte Amalie, V. I. to Dec. 11; KBMW-FM Breckenridge, Minn. to Oct. 1; KLFD-FM Litchfield, Minn. to Sept. 1; WVLY Water Valley, Miss. to Aug. 15; KOVN-FM Billings, Mont. to Jan. 2, 1969; KOZN Omaha, Neb. to Sept. 1; KPOJ-FM Portland, Ore. to Nov. 1 and WFNY(FM) Racine, Wis. to Oct. 7. Action June 13.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WLOB Portland, Me. to Aug. 1; WNCT Greenville, N. C. to Dec. 12. Action June 11.

Translators

ACTIONS

Intermountain TV, Bieber, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Bieber, Little Valley and Fall River Mills, operating on ch. 4 by rebroadcasting KCRA-TV, ch. 3, Sacramento, and also granted CP for new VHF TV translator station to serve Bieber, Little Valley and Fall River Mills operating on ch. 6, by rebroadcasting KHSL-TV, ch. 12, Chico. Action June 13.

Joaquin Sierra Educational Television Association, Coulterville, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Coulterville and Greely Hill, operating on ch. 12, by rebroadcasting KQED(TV) ch. 9, San Francisco. Action June 7.

Intermountain TV, Fall River Mills, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Hat Creek and Burney, operating on ch. 13, by rebroadcasting KHSL-TV, ch. 12, Chico and granted CP for new VHF TV translator station to serve Fall River Mills, Hat Creek and Burney, operating on ch. 11, by rebroadcasting KCRA-TV, ch. 3, Sacramento. Action June 13.

Sacramento Valley Television Inc., Fall River Mills, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Burney, operating on ch. 5, by rebroadcasting KRCR-TV, ch. 7, Redding. Action June 13.

Joaquin Sierra Educational Television Association, Mt. Bullion, Calif.—Broadcast Bureau granted CP for new UHF TV translator station to serve Mariposa, Cathey's Valley and Hornitos, operating on ch. 80,

by rebroadcasting KQED(TV), ch. 9, San Francisco. Action June 7.

KRU-33 Oxnard, Calif.—Broadcast Bureau granted license covering changes in instructional TV fixed station. Action June 17.

KZB-22-5 San Francisco—Broadcast Bureau granted mod. of CP to extend completion date for instructional TV fixed stations to Oct. 31. Action June 17.

KTB-97 San Francisco—Broadcast Bureau granted mod. of license covering change in direction radiation lobes for instructional TV fixed station. Action June 17.

Joaquin Sierra Educational Television Association, Twain Harte, Calif.—Broadcast Bureau granted CP for new VHF TV Translator station to serve Twain Harte and Bellevue, operating on ch. 6, by rebroadcasting KQED(TV), ch. 9, San Francisco. Action June 7.

K12EF rural area between Dotsero and Carlsburg, Colo.—Broadcast Bureau granted mod. of license for VHF TV translator station covering change in primary TV station to KBT(TV) ch. 9, Denver. Action June 13.

K03BT Kilauea, Hanalei and Coast Guard Station, Kauai, Hawaii—Broadcast Bureau granted mod. of license covering change in primary station for VHF TV translator station to KALI-TV Wailuku. Action June 14.

W05AK Elizabethtown, Ky.—Broadcast Bureau granted CP to replace expired permit for new VHF TV Translator station. Action June 13.

KVI-61 Portland, Me.—Broadcast Bureau granted license covering new instructional TV fixed station. Action June 17.

KVP-20 Detroit—Broadcast Bureau granted license covering new instructional TV fixed station. Action June 17.

Phillips County TV Association, Malta, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve rural area northeast of Malta, Malta Strater, Wagner and rural area northwest of Malta, operating on ch. 7, by rebroadcasting KFBB-TV, ch. 5, Great Falls. Action June 13.

Wolf Point TV District, Wolf Point, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Sunnyside operating on ch. 3, by rebroadcasting KXGN-TV, ch. 5, Glendive. Action June 13.

Phillips County TV Association, Saco, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Saco, Hinsdale rural area, west rural area (of antenna site) and north rural area (of ant. site), operating on ch. 6, by rebroadcasting KFBB-TV, ch. 5, Great Falls. Action June 13.

Phillips County TV Association, Whitewater, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Wynot, Whitewater, Love Jov and Loring operating on ch. 7, by rebroadcasting KFBB-TV, ch. 5, Great Falls. Action June 13.

Wise River TV Booster Association, Wise River, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Wise River, operating on Ch. 9, by rebroadcasting KXLF-TV, ch. 4, Butte. Action June 13.

■ Commission has granted application filed by Wometco Skyway Broadcasting Co. for new VHF TV translator to serve Robbinsville and Andrews, both North Carolina, by rebroadcasting WLOS-TV, ch. 13, Asheville, N. C. Action June 19.

K81AW Redmond, Prineville and Madras, all Oregon—Broadcast Bureau granted CP to replace expired permit for a new UHF TV translator station. Action June 13.

W49AB, York, Pa.—Broadcast Bureau granted license covering new UHF TV translator station, specify type trans. Action June 11.

K02EQ Paris, Tex.—Broadcast Bureau granted CP to make changes in ant. system for VHF TV translator station. Action June 14.

K74AY Salt Lake City—Broadcast Bureau granted license covering new UHF TV translator station. Action June 12.

K04EA, Riverton, Wyo.—Broadcast Bureau granted mod. of CP to make changes in ant. system for VHF TV translator station. Action June 14.

■ Broadcast Bureau granted CP's to change type trans. for following UHF TV translator stations: K71AV, K73AQ Florence, Ore. Action June 13.

■ Broadcast Bureau granted CP's to replace expired permits for following UHF TV translator stations: K73AE Redmond, Ore.; K79AJ, Redmond JC-TV Inc., Redmond and Prineville, Ore. Action June 13.

■ Broadcast Bureau granted CP's for following new instructional TV fixed stations: KIK-50-53, KIK-78-9, Weakley County Board of Public Instruction, Martin, Tenn. Action June 14.

(Continued on page 83)

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Help Wanted—Management

\$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 programing, 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.

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.

Southeast group operator needs manager for single market station in mountain area. Dependable, sober hard worker start in five figure salary-commission bracket. Also announcer salesman \$100 base. Announcer-program director \$100. Send complete details. Employees know of this ad. Box F-275, BROADCASTING.

Excellent California market needs sales manager for fastest growing of 11 stations. Part of nationally expanding chain. Man must be capable of directing sales staff in growth situation. Salary open, many benefits. Send resume, including salary requirements. Box F-287, BROADCASTING.

Young, married, educated, community-minded man—strong in sales. Must be willing to learn, cooperative, hard-working. New York state single station. Box F-332, BROADCASTING.

Sales manager wanted to take over as managing editor of weekly newspaper. Will teach good salesman newspaper business. \$800 to \$800 per month possible. It's up to the man. Needed immediately. Call collect at 404-358-2334, after 5 p.m. 404-358-2298. Ask for Don Morton, Publisher.

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.

Need experienced manager immediately. Small New Mexico AM. 505-538-2324.

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.

Upper midwest city of 30,000. Opening for salesman on his way up. Box F-216, BROADCASTING.

5 kw prestige adult station in central Pennsylvania needs experienced, self-starting account executive. Five figures to start, excellent active account list. Great opportunity. Need immediate. Send resume and photo to Box F-294, BROADCASTING.

Sales—(cont'd)

Experienced salesman wanted. Could work into sales management. Major market in Kentucky. Send resume to Box F-308, BROADCASTING.

Desert southwest MOR, fulltime AM in 50,000 market needs experienced salesman. Resume, photo, references, financial needs in first letter. Box F-329, BROADCASTING.

Learn to be manager. Young, married, educated, community-minded man—strong in sales. Cooperative, willing, hard worker. New York state—single station. Box F-333, BROADCASTING.

San Francisco salesman being added by KYA-KOIT-FM. Radio sales experience necessary. Send resume to Mr. Gil Bond. KYA Radio, Number One Nob Hill Circle, San Francisco, California 94108. AVCO Broadcasting of California is an equal opportunity employer.

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.

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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.

First class. Chicago. Permanent. Immediate. All details, requirements 1st letter, please. Box F-110, BROADCASTING.

Need top-40 dee 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.

First phone, midwest medium market, number one station, contemporary format for large college audience. Box F-249, BROADCASTING.

Announcer: Midwest regional in medium market needs mature announcer for evening shift. Should have more than two years experience and be familiar with MOR format. Good salary and fringe benefits. Send air check, resume and photo to Box F-260, BROADCASTING.

Immediate opening ... top 40 morning man, first ticket. Top 10 eastern market ... top salary. Send resume and tape to Box F-273, BROADCASTING.

First class contemporary, lively and experienced announcer ... immediate opening. Good pay. Send resume and tape to Box F-282, BROADCASTING. Eastern market.

Need swingin' Negro jocks for major midwestern market. First phone would help but not necessary. Send salary requirements, tape and resume in first letter. Call 313-239-8631. Box F-293, BROADCASTING.

Announcers—(Cont'd)

Top 50,000 watt southwestern MOR. Looking for bright FM drive personality. Top job for top man. No has-beens or will-be's. Must be an 'is now.' Job available July 1st. Box F-301, BROADCASTING.

Sports Director/announcing position. Top quality Indiana small market station. 40 hour week/play-by-play, football and basketball/20 hours good music disc shows. Must be family man with minimum five years commercial broadcast experience seeking permanent position in good community with excellent schools and recreation. \$150 weekly plus talent. Send tape and resume to Box F-304, BROADCASTING.

Building new staff in major midwestern market. Need top 40 announcers immediately. First phone preferred but not necessary. Permanent position. Rush salary requirements, tape and resume in first letter. Call 313-239-8631. Box F-313, BROADCASTING.

Growing station group in Carolinas has opening for 2 middle of road announcers. One opening on coast, the other in Piedmont. Good opportunity for advancement. Send tape and resume immediately to Box F-334, 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.

Experienced first phone announcer for 1 kw fulltimer, salary commensurate with ability. Announcing and production sport in a fast growing Pacific northwest station group. Send tape and resume to John H. Brown, Program Director KODL, The Dalles, Oregon 97058.

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 sportscaster of ability; sales ability important. Send tape, resume and picture to KOLT, Scottsbluff, Nebraska.

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.

First phone. Take charge music, production. MOR format. Successful California AM in beautiful Napa Valley near SF. Great opportunity. Resume, tape to KVON, Napa, California.

Have opening September 1 for MOR announcer able to pronounce Spanish names. Must have mature music judgement, good voice and be congenial team member. Some sports desirable. No calls. Send tapes and resume to Joe Young, KVOZ, Laredo, Texas.

Experienced top forty swinger for night shift on top rated rocker in top market. Tapes and resumes to Bill Adams, KYSN, Colorado Springs.

Top pay for a clever fellow with lively approach who can woo the ladies in mid-morning. MOR format accent on personalities. Permanent. Send information, tape and salary expected to Ed. K. Smith, WCMB Radio, Harrisburg, Pa. 17105. Decision in June.

WFMT, Chicago's fine arts station, needs an experienced professional announcer with an excellent knowledge of classical music. Send non-returnable tape to Mr. Robinson, WFMT, 221 N. LaSalle St., Chicago, Ill. 60601.

Have summer position open starting July 11, for experienced announcer. Minimum salary \$100.00 a week. Could be more. Apply immediately. Harry M. Thayer, WGHQ, Kingston, New York.

Experienced combo—bright news/sports MOR, standard. Salary \$150, first phone. WHMC, Gaithersburg, Maryland.

Successful modern country operation looking for creative announcer/newsman. Quality voice. Mature attitudes. If this is you let's talk. Don Miller (703) 434-1777/WKCY, Harrisonburg, Virginia.

Announcers—(Cont'd)

Announcer with first phone. Newspaper owned MOR AM. 50,000 watt stereo FM stations in land of lake. \$500 to \$563 month. Blue Cross insurance. WRSW-AM-FM, Warsaw, Indiana. Mail tape or phone 219-267-3111.

Mature staff announcer wanted for AM-FM shift. Adult format. Excellent working conditions. Good pay. Send tape and resume. WSOY, P. O. Box 2250, Decatur, Illinois 62526.

Immediate opening for experienced mature voiced announcer. Must be good board man. Straight shift, 5 day week. Better than average salary. MOR station. No rockers. Send tape, pic, and complete story to: Hal Barton, Pgm. Dir., WTAD, Quincy, Ill. 62301, phone 217-222-6200.

Sports director/announcer wanted immediate opening. Must do competent football, basketball and baseball play-by-play for station broadcasting approximately 100 high school and junior college level games. Sports/sales combination be considered. Send information including tapes and picture to C. R. Griggs, WVLN, Olney, Illinois.

C&W deejay—start August 12. Small, friendly, growing town near state capital. Permanent. Extra pay for 1st phone and maintenance. Present man returning to college. Tape, picture, details to Dale Brooks, WVRG, Spencer, W. Va.

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, Hettlinger, No. Dak.

Western station needs announcer with third class phone endorsed license. News, sports, good music non-personality straight operation. No collect calls. 602-537-2345.

Experienced announcer needed by top educational radio station. Immediate opening. Basic challenge will be in expanding news and public affairs service to audience. Should have some familiarity with classical music. Competitive beginning salary, based on experience. Opportunity to further education. Send tape and resume to Martin Busch, Director of Telecommunications, University of South Dakota, Vermillion 57069.

Technical

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.

Chief engineer. Baltimore-Washington area. Good directional experience necessary. Up to \$225 weekly to start. Box F-173, BROADCASTING.

Chief engineer—small market daytimer near D.C. Immediate opening. Box F-235, BROADCASTING.

Technical—(Cont'd)

Chief engineer needed at once for Ohio daytimer. Must know installation and construction of AM and FM equipment. Good salary plus travel allowance. Box F-245, BROADCASTING.

Chief engineer. Milwaukee metropolitan area. Full charge AM-direction, FM, MX. No board hours necessary. Announcing ability desirable. Complete work history first letter. Box F-297, BROADCASTING.

If you like maintenance, believe in it and enjoy keeping equipment operating—I'd like to talk to you. KWIX in central Missouri is looking for a mature engineer. Working conditions are excellent. The shop is well equipped with new test gear added as needed. Work week is 45 hours. KWIX Radio, is nationally recognized and employees enjoy the benefits of the station's stature in the community. If you are a family man with a desire to settle in a pleasant community and work at a top flite radio station, call Richard Womack, 816-263-1230.

One of the southeast's top 50 kw AM and FM radio stations has an immediate opening for chief engineer. Must be capable of complete maintenance of 50 kw AM directional and FM. All new equipment. Apply only if interested in permanent employment. Contact Frank Thies, WQIK, 904/354-4501.

Christian Engineer for missionary radio station on a West Indian Island. Prefer middle aged man with experience. Should be good announcer also. Send resume to: New Testament Baptist Enterprises, 3906 S. Mission Oaks Dr., Chattanooga, Tenn.

NEWS

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.

Newsman to gather, write, deliver local news for established full-time kilowatt station 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.

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.

All around reporter-newscaster for major Florida outlet. \$125, starting. Rush resume, tape to Box F-257, BROADCASTING.

Network-owned station updating its availability list of aggressive, hard-working, contemporary newsmen. Must have B.S. or B.A. degree, preferably in journalism; crisp, deep voice with exciting delivery; and wide experience. If you want to be considered for possible future position, send resume, samples of news writing, tape and picture to Box F-259, BROADCASTING.

Experience, aggressive—authoritative newsmen for 5 kw news oriented NBC station in central Florida. Include tape with resume. Box F-281, BROADCASTING.

News and public affairs director for top 20 metro. You must have experience and dedication in running an effective news department. You must have opinions and be able to express them by writing probing editorials for a controversial talk station. If you are intelligent and alert, send resume, air check, photo and letter telling us why you're our man to Box F-290, BROADCASTING.

News—(cont'd)

Take charge news director. Gather—write—deliver. Fast growing young multiple group. Top benefits. Southern California medium market. Box F-300, BROADCASTING.

At least 5 years experience—radio news, reporting, writing, good air man. Journalism degree preferred for news-information station eastern major market. Send resume, writing samples, air-check tape to Box F-326, BROADCASTING.

Immediate opening for second newsmen in expanding operation. 100 thousand population. Top-notch equipment, mobile unit, management backing . . . six station company. Send tape and resume to Tracy Rowe, News Director, KMNS Radio, Box 177, Sioux City, Iowa 51102.

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.

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.

Hudson Valley MOR—chicken rock adult needs PD. \$9,850. Some air work, too. Box F-247, BROADCASTING.

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.

Work with pros—southern New England fulltime 5 kw top 40 wants you if your show says something, you're a creative production man and have 1st ticket, \$\$. Phone 617-677-9477. Dave Craig.

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.

Fully experienced operations manager—currently employed on the air top 10 market; prefer management in smaller market. Sales and promotion oriented; 12 years experience handling personnel, programming, sales and production. First phone, family and desire to be a part of the community. Box F-258, BROADCASTING.

Experienced broadcaster desires medium market management. Sales, programming and engineering background. Box F-262, BROADCASTING.

Working partnership wanted for experienced female announcer. Tight board. Invest for better news, sales, music, management. Prefer eastern Indiana—western Ohio. Box F-280, BROADCASTING.

Station manager—northeast preferred, broad experience sales, production, promotion, administration. Proven sales management record. Box F-305, BROADCASTING.

Situations Wanted—Management

Continued

Manager or sales manager. Twelve years experience, medium to small market. Sales manager 6 years for successful mid-west fulltime . . . presently co-owner of small market radio, leaving for personal reasons. Experienced, qualified, 31, married . . . , announce, production, news, play-by-play, and strong sales . . . available immediately. Box F-306, BROADCASTING.

Available soon. All around small market general manager not afraid to work. Strong on sales, announcing, play-by-play. 15 proven years experience. Box F-314, BROADCASTING.

Former L.A. pd, presently assistant manager, medium market group operation. "Trouble shooter" with proven background in "new breed" contemporary programming and sales, seeks position as manager, small-medium market, operations or assistant manager, medium-major market. Excellent references. Married. Salary in five figures. Box F-327, BROADCASTING.

Southwest station owners—available, 30 years experience in radio. All phases except engineering. Will handle all operations of your station. Schafer automation oriented. Major market personality for employed station manager. Excellent references. Contact: John Wilcox—305-889-2505.

Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner, tape and resume available. Box F-175, BROADCASTING.

Negro, dj, announcer, r&b or jazz format. Limited exp. 3rd phone. Will relocate. Box F-207, BROADCASTING.

Imaginative dj, versatile, metro-board, 3rd endorsed. Adult "now" sound, distinctive newscaster, adaptable—TV creative, sales appeal, married with family. Box F-253, BROADCASTING.

Two years experience, some college, third, good voice. Box F-255, BROADCASTING.

Announce—sales or other phases of station. 3rd endorsed. C/W, pop, 2 years experience. Permanent, Arizona. Box F-263, BROADCASTING.

DJ, news, first phone, radio or television. Medium market. Five years experience. Middle age. Box F-264, BROADCASTING.

Experienced Christian dj desires announcer, md and/or pd position with religious oriented station. Prefer West coast, Rocky Mt. or southwest area. First phone. Box F-265, BROADCASTING.

British ex-pirate boss jock needs top 40 station. 10 years in radio, thirty, draft exempt. Add a different sound to your station. Contact Lee Mason, Box F-268, BROADCASTING.

Stations in Alaska, Canada and the Big Sky country. DJ with 1st, wants to move to your country. Now 6-12 midnight on number one station in 300,000 market. College, inactive reservist, single, non-drinker. Top 40 or MOR. Box F-270, BROADCASTING.

DJ, newscaster, salesman, announcer. Experienced, third endorsed, versatile, creative, aggressive. Tight board, authoritative newscaster. Box F-271, BROADCASTING.

Announcer/major market FM program director, experienced in all phases of broadcasting, desires position in midwest or northeast. Box F-272, BROADCASTING.

Young, experienced sportscaster desires advancement. Excellent play-by-play. College graduate, single and knowledgeable in all sports. Radio and/or TV. Box F-278, BROADCASTING.

Top contemporary sound. Knows music. Production specialist. Seasoned professional. Major market. References. Box F-284, BROADCASTING.

Experienced play-by-play, professional presentation. Eight years Jr. College and High School experience. Family man with civic responsibility. Prefer central midlands. Box F-286, BROADCASTING.

Announcers—(Cont'd)

Attractive, wholesome female wants air work: MOR dj, phone shows, interviews, commercials, etc. Some experience on urban station. Intelligent, creative, college degree. Presently employed in radio. Write Box F-288, BROADCASTING, before July 12th. Will relocate.

Seeking first position. Mature, primary interest in news reporting, writing and gathering. Excellent educational background. Broadcasting school training. Box F-291, BROADCASTING.

Mature, experience announcer, radio and/or TV. Play-by-play, news, commercials, knows music. No rock. Available immediately. Box F-296, BROADCASTING.

DJ-announcer-newscaster, 3rd endorsed, tight board, married, northeast. No floater. Box F-303, BROADCASTING.

Qualified, imaginative, take charge program or production director . . . 1st phone . . . family . . . currently earning 5 figures! Box F-307, BROADCASTING.

Dependable dj, news, tight board, third endorsed, versatile. Relocate. Box F-310, BROADCASTING.

Good voice plus something to say. Non-screaming. Hot 100 or Progressive rock, experience, 3rd endorsed. Want to hear more? Box F-316, BROADCASTING.

Negro dj, looking for first job. School trained operate three turn tables. Great sales pitch. 3rd FCC. Hard worker. Married. Will relocate. Try me. Box F-317, BROADCASTING.

Experienced bright, happy dj. Not a prima dona. Willing to relocate. Box F-318, BROADCASTING.

Country-western personality, number one attraction on 50,000 watter. Past fifteen years in deep south wishes to relocate in south. Tapes and resume on request. Strong on sales, promotions and news. Box F-320, BROADCASTING.

Experienced and devoted announcer, age 24, draft exempt, 3rd ticket. Prefer midwest or east. Box F-321, BROADCASTING.

Major market personality now available. 10 years experience . . . top-40 or MOR . . . 28, married, prefer mid-Atlantic. Box F-322, BROADCASTING.

Top flight New York City newsman has "had it" with strait jacket radio news. Vibrant, dynamic, and personable . . . ready to take over your major market "talk show" or fashion an exciting new entity. Also have TV background. Box F-325, BROADCASTING.

Experienced, dependable, third endorsed. Available Saturday-Sunday, New York; New Jersey. Box F-330, BROADCASTING.

Experienced female disc jockey, announcer, newscaster. Versatile, tight board, third endorsed. Creative commercial writing. Sales, aggressive, dependable. Box F-335, BROADCASTING.

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.

Announcer-dj. Broadcast graduate. Personable, versatile, elegant delivery, third endorse. Tight board. Newscaster par excellence. Strong classical-MOR. Kramer, 1725 Randall, NYC 10472.

First phone—announcer. Washington, D. C. area. 548-2677—Alexandria, Va.

Young, energetic, and experienced newsman seeks position in medium market on east coast. \$125 minimum. Contact Richard Wrisley, 305-424-4277. Days.

Third phone, needs start. Ambitious, knows the business. Location open—even Canada. Broadcast school graduate. Kevin Manna, 367 Barbara Ct., Hayward, Calif. 94544. 415-537-0357.

Situations Wanted—Announcers

Continued

Presently in 9th market—tight-bright top 40 morning man—creative production manager with 1st phone married—draft exempt—assumes responsibility—enjoys a challenge—thoroughly professional—also TV oriented prefer major markets—minimum salary 225 weekly—will wait if necessary for the right job. Call Bob Steven at 412-921-3412 in Pittsburgh.

1½ yrs. exp./brd./grad./3rd endorsed/desires Michigan market. Phone area code (616) 827-2784 or (616) 827-4640.

Experienced MOR and top 40. Have worked a lot in speech area and can use my smarts if necessary. Have graduate work and teaching, can dig young market, and worked under Bill Wade in San Francisco—have first phone and taught FCC course. Good air experience and dig that bag most. Prefer west coast air or combo but will consider right offer elsewhere. No draft. Contact Art Jordan, 545 Jones Apt. 59, San Francisco.

1st phone, eleven years experience, top forty, middle of the road, news, sports, continuity writing party line program. Available 402-256-3151.

Glib, creative talent seeks personality station. Now employed. 515-276-4756.

New York City area announcer. In broadcasting since 1960 Robert Francis Curley, 201-Mercury 4-5024.

Technical

Experienced chief engineer desires a good position at high quality station. Box F-120, BROADCASTING.

Chief engineer wants change. Over 20 years experience TV-AM. All phases. Western states only. Box F-279, BROADCASTING.

Daytime xmttr watch wanted in New Mexico. Vic Greer, 115 W. Vine, Enid, Okla. 233-2007.

NEWS

I want to work with first class newsmen. 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.

Seasoned professional. 7 years radio-TV. Knows news. Knows radio. Major market. Top references. Box F-285, BROADCASTING.

Newsreader, mature, background, includes two metropolitan New York stations (one as news director). Interested in television, radio-TV or overseas assignment. Box F-289, BROADCASTING.

Cape Kennedy Coverage. Exclusive for your area, details from Cape Kennedy News Bureau, P. O. Box 572 Cocoa, Fla. 32922

Ambitious journalist undergrad with two years experience in radio and some experience in TV seeks immediate position in news department of downtown Chicago or North suburban station. I have had wide experience as a reporter, commentator, and announcer. For resume, audition tape, photo and interview, contact Jeff Atkinson, 2245 Sheridan Road, Room 331, Evanston, Illinois 60201. Phone: (312) 475-9029.

Strong on news and sports, 5 years play-by-play; tight board, married, family, draft exempt, medium market, 1st phone, college, Jack Rabito, Royal Arms Apts., Rochelle, Illinois 61068, 815-562-7805.

Young progressive news director looking to move up. Have recommendation and support of present management. Call Au Claire, Wisconsin, 715-832-1629.

Programing,—Production, Others

Is your station #1 in your market? No? I have top twenty market PD experience. Shall we talk? Box F-246, BROADCASTING.

Sir, let young aggressive pro be your PD. Experienced all programing; top 10 market; draft exempt; married; move for solid future only! Box F-254, BROADCASTING.

Prog.—Production, Others—(Cont'd)

New York City-New Jersey. Number 1 market program director, production director, air personality. I bring big money through writing, production, sales knowledge. This is no desperation move, a really good offer gets an all pro, Box F-269, BROADCASTING.

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-323, BROADCASTING.

Former L.A. pd., presently assistant manager, medium market group operation. "Trouble shooter" with proven background in "new breed," progressive contemporary programming. Seeks position as PD, major or medium market. Excellent references and numbers. Married. Draft-exempt. Salary in five figures. Box F-328, BROADCASTING.

Att. small stations you can have your commercial announcements taped by Prof. Freelance—announcer, at reasonable cost. Sample on request. Henry Mintz, 11475 Vanport St., Lake View Terrace, Calif. 91342.

TELEVISION—Help Wanted—Sales

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.

Television sales representative for Tyler, Texas VHF single station market. Prefer TV sales experience but radio will be considered. Salary plus commission with established account list. Excellent opportunity. Sales Manager, P.O.B. 957, Tyler, Texas 75701. Apply by letter only with photo.

Announcers

Announcer for small TV market. Please send resume, photograph, tape, and salary requirements to Box F-299, BROADCASTING.

Immediate opening for announcer for booth and some on-camera work. Prefer moderate hard sell. Major market independent. Five day week and excellent benefits. Send audio tape and resume to Box F-315, BROADCASTING.

Technical

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 broadcasters who take pride in their air product. 1st class license necessary. Union shop with excellent employee/management relations. Box F-225, BROADCASTING.

Chief engineer—radio/TV and microwave system. Pay above union scale. Must be prepared to set up color installation. Must believe anything is possible, some things are difficult. Send resume to Box F-266, BROADCASTING.

Wisconsin Radio-television operation has opening for engineer with FCC first. No experience required—good salary and fringe benefits. Send telephone number and recent photo. Box F-319, BROADCASTING.

A chance to move up. Opening for assistant chief engineer with KCND-TV, a McLeod station. Full benefits with A-1 working conditions. Fully modernized and colorized equipment including Ampex VTR. Contact Chief Engineer, A. C. Headly, Mt. Pembina, North Dakota, 701-825-6292 collect.

Assistant chief engineer—first class phone license and TV experience required. Contact Robert Pincumbe, Chief Engineer, WILX-TV, 1510 Springport Road, Jackson, Michigan 49204.

Technical—(Cont'd)

Technician with FCC 1st phone. Experience with color and video tape desirable. Contact Marsh Williamson, Ch. Eng., 414-494-8711 or send resume to WLUR-TV, Box 711, Green Bay, Wisc.

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.

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.

Midwest UHF station needs engineer for combination studio transmitter operation. Phone M. J. Lamb, 419-225-3010.

NEWS

Immediate opening for aggressive young newsmen 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.

News/sports announcer. Must be experienced on camera, able to shoot 16mm film. Will be paid exceptionally well for exceptionally hard work and ability. Must bring us No. 1 ratings in one of toughest markets in southwest. Send resume and photo to Box F-267, BROADCASTING.

Newsmen with TV or radio experience in gathering, writing, and on-air presentation. Please send resume, photograph, tape and salary requirements to Box F-298, BROADCASTING.

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.

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.

Film director needed now for established station in southeast #1 market. Send resume, photo and salary requirements in 1st letter. Box F-312, 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

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.

Television manager available for new or established television station. Operations manager with 11 years of TV and sales. Box F-274, BROADCASTING.

Presently employed junior executive with extensive and very impressive sales background, college education and management abilities desires management opportunity with aggressive company that can afford growth. Ready to discuss mutual opportunities. Reply Box F-292, BROADCASTING.

Your public relations needs can be most effectively met by a specialist. Box F-295, BROADCASTING.

Announcers

Wish to move into television news. Five years radio. Medium market. Middle age. First phone. Good appearance. Want to settle down. Box F-309, BROADCASTING.

Technical

Chief engineer position desired—several years experience, will consider assistant chief. Box F-250, BROADCASTING.

First phone, experienced. Married. Available August. No relocation expenses required. Box F-302, BROADCASTING.

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.

Young, experienced radio news-man-announcer seeks position in television. Opportunity to work with top news and public affairs station more important than market area. References, tape. Box F-248, BROADCASTING.

News director top rated anchorman and experienced administrator available now. Successful track record includes major news stories from the White House to Cape Kennedy, award winning newscast. Box F-261, BROADCASTING.

Programing,—Production, Others

Enthusiastic young man would like to get into television production in some capacity. B.S. in television from major midwestern university. Two years experience in industrial audio-visual production, approximately one year TV experience. Married, 25, military complete. Will relocate. Box F-251, BROADCASTING.

Cameraman. Network and ETV experience. RCA TV studio school draft exempt. FCC 3rd endorsed. Presently employed. Will relocate. Write Box F-283, BROADCASTING.

Highly experienced children's entertainer (magician, ventriloquist, clown) seeks position producing and presenting original children's program. Currently co-producer of top rated kid's show in a top fifty market. Willing to relocate. Resume and VTR upon request. Box F-311, BROADCASTING.

Promotion: Need aggressive, imaginative and intelligent approach? Top ten man with results—ready for your challenge. Box F-324, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

WANTED TO BUY—Equipment

Continued

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 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.

Nems—Clarke field intensity meter model 120. Call collect 512-454-7014.

FOR SALE—Equipment

Coaxial-cable—helix, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

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.

20 sections of 20 foot 3 1/4" E.I.A. Transmission Line 50 Ohm Line—in Baltimore, Maryland. Best offer! Call 301-542-1021, Mr. Giordano.

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.

Transmission line used Andrews 3 1/4" inch, 900 feet, Washington, D.C. area. Box F-215, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter. 2 Cartrita II solid state record-playback units. + 6 playbacks. Excellent condition. Dick Hardin, WBUD, Trenton.

Presto 8 DG disc recorder, 5-B Cook record amplifier. Western Electric 124-10 watt monitor amplifier, Spencer microscope, concentric groove cutter and console housing —\$800.00 FOB plus crating. Chief Engineer, KCOR, San Antonio, Texas 512-CA 5-2751.

Heavy duty galvanized tower, 14-inch cross section, guyed. Newly painted. 160 ft. Beacon, flasher, side-lights, photo-cell. FOB Machias, ME. \$1300.00. Dick Chapman 207-255-4452.

Four TK-41 color cameras with sync generators, color bar generator in air conditioned truck, less audio and switching. Reasonable. Reply Box F-256, BROADCASTING.

Invitation to bid. Sealed bids are being accepted by Washington State University up to 4:00 P.M., Thursday, June 27, 1968 at the Division of Purchasing Office, Room 220 French Administration Building, Pullman, Washington 99163, for the sale of a used television transmitter and six used television cameras. Bid form copies are available at the above office upon request. Contact R. Perry Triplett, Purchasing Manager, for further details at area code 509-ED 5-3541. Washington State University reserves the right to reject any or all bids.

FM Andrews 4 Bay antenna and all connecting hardware. Tuned to 94.9 mc. Immediately available. Make offer. L.E.V., 1033 Green Street, San Francisco, 94133. Phone 415-474-0647.

RCA TK-26 3V color chain complete. Everything to make color except S. G. Standard. \$6,000.00 FOB. Contact KULR-TV, P. O. Box 2512, Billings, Montana.

FOR SALE—Equipment

Continued

2—1968 Ampex AF-440 tape recorders, one 1968 Ampex AG-445 reproducer. Full track, unmounted, 7 1/2-15 ips. 212-722-7781.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

"Rock" aircheck recordings . . . top dj's . . . major market "rock" stations . . . inexpensive . . . free brochure. Command Productions, Dept. D, Box 1591, Portland, Oregon.

Instant gags for Deejays—Thousands of one-liners, gags, bits, station breaks, etc. Listed in free "Broadcast Comedy" catalog. Write: Show-Biz Comedy Service—1735 East 26th St., Brooklyn, N. Y. 11299.

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month \$3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

Interested in buying comedy tapes, or one-liner tapes. Box F-331, BROADCASTING.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for June 26-Sept. 25. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

INSTRUCTIONS—(Cont'd)

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin July 29, Sept. 3, Oct. 7. Call 955-6922 or write Radio Engineering Incorporated, 1336 Main St., Sarasota, Florida 33577.

"Boy, I say Boy, you not lisenng". 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 July 29, Sept. 3, Oct. 7—or write 809 Caroline Street, Fredericksburg, Virginia 22401.

Going to Kansas City, Kansas City here I come. They gotta R.E.I. school there and I'm gonna get me some—F.C.C. 1st Phone in (5) weeks. Tuition \$350.00. Rooms & apartments \$12-\$17 per week. Classes begin July 29, Sept. 3, Oct. 7. Call The Pope at WE-1-5444 or write R.E.I., 3123 Gilham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

Help Wanted

TRY OUR METHOD OF SECURING PERSONNEL!

Get the cream of the crop! Our extensive recruiting services and nationwide contacts provide our clients with top executive, administrative, programing, sales and engineering personnel.

Call 312-337-5318
For Search Charges.



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Sales

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.

INSTRUCTIONS—(Cont'd)

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory class August 5. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

We train broadcasters. . . . The Don Martin School (America's foremost School of Broadcasting. Established in 1937) offers training in FCC 1st Class License preparation. Radio & TV Announcing covering News, Sports, Commercials, Narrative & Descriptive reading and Languages. Radio Production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & Commercial writing and producing. Sales & Station Management. Television Production including Camera Operation. Floor Management. Production & Tech Directing, 16mm filming, Video taping. Audio. Lighting, and Makeup. All Courses are approved for veteran training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 N. Cherokee, Hollywood, Calif. Hollywood 2-3281.

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.

If You Are—

an experienced announcer, no floater 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!

Programing,—Production, Others

Programing,—Production, Others

Continued

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.

Situations Wanted

Announcers

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.



**Columbia School
of Broadcasting**

4444 Geary Boulevard/San Francisco 94118
(Not affiliated with CBS, Inc)

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-252, Broadcasting.

Our Employees Know of This Ad.

Situations Wanted Announcers—(Cont'd)

RENT MY VOICE FOR \$10 Per Month!

Mature commercial announ. 22 yrs. experience. Will record all straight copy you want on your tapes via mail. Station clients gladly furnished. Quick service. Try me on your station.
Maury Ferguson, 901 N.E. 63, Okla. City, Okla. 73105

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.

TV—Help Wanted—Management

EXECUTIVE OPENING

Where are the bright, young TV and radio executives? Major broadcast group wants an experienced executive to handle multiple stations from a new Chicago headquarters. This is an ideal position for a young executive under 35 with a college degree who knows Chicago and the great Midwest. Salary open plus ownership possibilities. Send resume in complete confidence to

Box F-336, Broadcasting.

Sales

IS THIS YOU?

- You want to live in San Francisco and work in TV.
- You want to make good money.
- Your biggest satisfaction from working is making a sale.
- You can talk retailer language.
- You can write a good, selling letter like the one you're going to write me telling about yourself.

L. Wm. White
General Manager
Kaiser KBHK TV
San Francisco

An Equal Opportunity Employer

NEED HELP?
Place Your AD in
Broadcasting
where it receives
nationwide display.

TELEVISION

Help Wanted—News

SO YOU CAN
BE THE TOP-
RATED NEWSCASTER
IN SAN FRANCISCO
AT 10 PM ON A
U COMPETING WITH A
V.

(Call me: 415 / 771-5115)
(L. Wm. White, Gen. Mgr.)
KBHK TV,
Kaiser Broadcasting)

An Equal Opportunity Employer

Technical

Expanding VHF

Station in southern market has openings for engineers at all experience levels. Near beach, good fishing and hunting.

Box F-201, Broadcasting.

Maintenance Engineers

Experienced studio maintenance and VTR engineers for television system in SOUTH PACIFIC. 1st class license required. Minimum two-year assignment, \$10,500 per year. Pleasant family living conditions in the tropics. Send comprehensive resume to:

R&D Office, NAEB, 1346 Connecticut Avenue, Washington, D. C. 20036.

NEWS

TV NEWS ANCHORMAN KOVV

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

Programing,—Production, Others

Major East Coast

VHF has need for experienced, versatile, creative, hard working director. Challenging position for a person who can accept challenge. Submit resume to

Box F-277, Broadcasting.
An Equal Opportunity Employer

MISCELLANEOUS

Watch for the **NEW LOOK**
of Profitable Radio From
CHARLES EVENSON
PRODUCTIONS

Waupun, Wisconsin 53963

your own station NEWSLETTER!

Created to spark retail radio sales and new interest in your station!

Lively, two color format edited for radio "sell". Low quantity prices enables you to circulate all retail radio prospects, customers.

*Exclusive monthly SPOT subscriber

*Exclusive last-line news for retailers

*In use by 87 stations

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Marketing
P.O. Box 373
Lima, Ohio

**New
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Idea for
Radio!**

Employment

Service

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Shirlee Barish, Director

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

Quantity	Description	Price
1	GE PC-11 Camera Head and Chain including TM-35 Camera Control Unit, 50 feet of camera cable and TIP-23 Power Supply, less IO Tube and lenses	\$3850
1	GE TV-86-C Optical Multi-plexer	\$ 750
1	Dual Drum Spindler-Soupee slide projector with two spare drums and lenses.	\$ 300
1	GE TM-18 Master Monitor and Pedestal (Make Offer)	
1	GE TV-31-H four-in-frame pulse DA with bias supply	\$ 400
1	Presto sixteen-inch cutting table and lathe—33 and 78 rpm (Make Offer)	
1	Tektron Automatic target control unit for use with GE or RCA Vidicon camera.	\$ 100
18	19 1/2 foot lengths of 3/8-inch, 50 ohm, Pradalin coax transmission line @ \$75 per length.	
Contact Ellis Feinstein Director of Engineering KMED-TV, Medford, Oregon (97501)		

FOR SALE—Equipment—(Cont'd)

FOR SALE

- 1 Truscon 210 foot self supported; insulated tower complete with lights and hardware. On the ground now \$1,500.00
- 1 Kintronics 20 KW isocoupler for use with 3 inch transmission line. Tuned to 104.7 MHz. Can be retuned for approximately \$50. Used one year \$800.00
- 1 Kintronics 100 watt isocoupler for remote pick-up. Tuned to 161.70 MHz. Used 3 months \$100.00
- 2 Scully model 270 Stereo Reproducers with cue sensing and automatic reversal. Used 200 hours each \$1,600.00 each
- 1 IGM Model 340 25 Hz tone generator \$100.00
- 1 Rust 3FM-10 19KHz Pilot Frequency Monitor. Used 1 year \$200.00
- 1 Hughey & Phillips TI-2085 Isolation transformer. 3500watt rating. Used 1 year \$265.00

Contact: Dick Womack
Chief Engineer
KWIX Radio
Box 309
Moberly, Missouri 65270

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
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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

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Our Hospitality Suite will be at the Sheraton Boston Hotel

Whether you are interested in acquiring . . . or selling, we'll be looking forward to seeing you.

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NEW YORK, N. Y. 10019
212-265-3430

Fla. small	fulltime	\$100M	nego
Wisc. small	daytime	210M	cash
S.D. small	daytime	90M	29%
Gulf metro	daytime	175M	terms
M.W. major	daytime	168M	nego

(Continued from page 74)

CATV

APPLICATIONS

General Electric Cablevision Corp.—Requests distant signals from WJYY-TV Jacksonville, Ill.; WGN-TV and WCIU-TV, both Chicago; and KPLR-TV St. Louis to Decatur, Ill. (Champaign-Decatur-Springfield, Ill.-ARB 72). Ann. June 17.

Lebanon Valley Cable TV Co.—Requests distant signals from WKBS-TV, WIBF-TV, and WPHL-TV, all Philadelphia to West Lebanon township, Pa. (Harrisburg-Lancaster-Lebanon-York, Pa.-ARB 30). Ann. June 17.

FINAL ACTION

■ CATV Task Force June 11 granted CP's for following new community antenna relay stations: KGT-31, Mountain Home T.V. Cable Co., Mountain Home, Ark.; KGR-88, Direct Channels of Defiance Inc., Defiance, Ohio; KGT-34, Southwest Microwave Inc., Ozona, Tex.; KGT-64, Southwest Microwave Inc., Ozona, Tex.

OTHER ACTION

Review board, on June 13 in Bessemer, Ala., CATV proceeding, Docs. 18064-66, granted petition filed on June 11 by Clear Vision TV Co. of Bessemer, extended to June 14 time within which to file appeal from examiner's ruling on petitioner's motion to clarify.

ACTIONS ON MOTIONS

■ Hearing Examiner Charles J. Frederick on June 14 in First Illinois Cable TV Inc. and Rantoul CATV Co. (CATV proceeding in the Springfield-Decatur-Champaign, Ill. TV market), because of conflict in hearing dates rescheduled hearing from August 5 to August 7 (Docs. 18206-7).

■ Hearing Examiner Isadore A. Honig on June 17 in Somerset, Pa. (Laurel Cablevision Co.) CATV proceeding in Johnstown-Altoona, Pa. TV market, granted petition by Laurel Cablevision Inc. and extended from June 25 to June 28 time in which to file proposed findings and conclusion and from July 9 to July 16 in which to file replies (Doc. 17538).

■ Hearing Examiner Forest L. McClenning on June 14 in Manatee county, Fla. (Manatee Cablevision Inc.) CATV proceeding in Tampa-St. Petersburg, Fla., TV market, et al., continued certain procedural dates and scheduled hearing for September 23 (Docs. 18093-5).

FOR SALE

Stations (Cont'd)

BEST BUY*****BEST SPOT

Southern single market daytime. Best frequency. Profitable but can do better. Absentee ownership. \$80,000. 29 per cent . . . No brokers. Reply

Box F-276, Broadcasting.

SOUTHWEST

MAJOR MARKET. Grossing over \$200,000. Very profitable. Owner will sell for 1½ times annual gross. 29% down.

Box F-337, Broadcasting.

Ky. small	daytime	\$100M	terms
Ala. small	AM&FM	106M	terms
Ore medium	daytime	125M	29%
M.W. CATV	profitable	540M	cash
South major	daytime	165M	29%



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Atlanta, Ga. 30309

■ Hearing Examiner Chester F. Naumowicz Jr., on June 12 in Galax, Va. (United Transmission Inc.) CATV proceeding, granted petition by United Transmission Inc. and ordered transcript corrected as specified (Doc. 17653).

■ Office of Opinions and Review on June 11 and June 12 in Delaware County Cable Television Co., et al. (CATV proceeding in Philadelphia TV market), by separate actions, granted petition by Broadcast Bureau and extended time to June 21 in which to file responsive pleadings to petitions for reconsideration filed by Tri-County Cable Television Co., Jerrold Electronics Corp., and General CATV Inc.; granted petition by Tri-County Cable Television Co., Montgomery Cable Television Co., Philadelphia Community Antenna Television Co., Jerrold Electronics Corp., The Jerrold Corp., International Equity Corp. and Lower Buck Cablevision Inc. and extended time to June 17 in which to file oppositions to petition for consolidation and partial reconsideration filed by U. S. Communications of Philadelphia Inc. and Westinghouse Broadcasting Co.; and granted petition by WIBF Broadcasting Co., U. S. Communications of Philadelphia Inc., Westinghouse Broadcasting Co., and copyright owners and extended time to June 21 in which to file responsive pleadings to petitions for reconsideration filed by Chester County Broadcasting Co., Conestoga Television Cable Co., Jerrold Electronics Corp. and General CATV Inc. (Docs. 18140-18166).

■ Hearing Examiner Elizabeth C. Smith on June 13 in Clear Vision TV Co. of Bessemer, Televue Cable Alabama Inc. and Jefferson Cablevision Corp. (CATV proceeding in Birmingham, Ala. TV market), denied "request of Jefferson Cablevision Corp. for inspection of materials not routinely available for public inspection"; granted Jefferson Cablevision Corp.'s "motion for order permitting discovery and production of documents and things for inspection, copying, or photographing" insofar as such motion requests data and information, including copies of annual financial reports of WBMG from Birmingham Television Corp., and denied motion insofar as it requests access to copies of annual financial reports of WBRC-TV from Taft Broadcasting Co. (Docs. 18064-6).

Ownership changes

APPLICATIONS

WBSA Boaz, Ala.—Seeks transfer of control from L. D. Bentley Jr. and Rachel B. Bentley to Glenn M. Cornelius (46.87% before, 96.97% after). Consideration: \$16,000. Ann. June 17.

KJNO Juneau, Alaska—Seeks transfer of control from Warren W. and Donna Wiley to Sitka Broadcasting Co. (none before, 100% after). Sellers own 100% of KJNO. Principals of Sitka Broadcasting Co.: Roy Paschal, president (69%) et al. Mr. Paschal is also 69% owner of KIFW Sitka, Alaska. Applicant is also owner of KIFW-TV Sitka. Consideration \$52,500. Ann. June 14.

KCAC Phoenix—Seeks assignment of license from KCAC Broadcasting Inc. to E.S.H. Inc. for \$175,000. Principals of KCAC Broadcasting Inc.: Harold and Elta Lampel (100%). Principals of E.S.H. Inc.: Antony Evans, president (8.97%), George W. Soderquist, vice president (8.97%) and others. Remainder of stock is held by 10 other individuals. Mr. Evans is former music and program director of KRIZ Phoenix and owns music firm in that city. Mr. Soderquist is former president and 10% owner of engineering firm. Ann. June 14.

KIKX Tucson, Ariz.—Seeks assignment of license from John B. Walton Jr. to Walton Broadcasting Inc. Principals: John B. Walton Jr. (99%) et al. Assignment requested for purpose of incorporation. Mr. Walton is owner of KVVM-TV Monahans. KERP-AM-TV El Paso. KDJW-AM-FM Amarillo and KBUY-AM-FM Fort Worth, all Texas. KVOD Albuquerque and KAVE-TV Carlsbad, both New Mexico. Ann. June 14.

WYNX Smyrna, Ga.—Seeks transfer of control from Laurence N. Polk Jr. to Times Journal Inc. and M. W. Kinney Jr. (none before, 100% after). Principal: Seller (Mr. Polk) is sole owner of WYNX. Principals of Times-Journal Inc. et al.: M. W. Kinney Jr. (25%) and Times-Journal Inc. (75%). Elizabeth D. Brumby, as executrix of estate of Otis A. Brumby is 52% owner of Times-Journal and personally holds 7% interest in aforementioned company. Applicant is also 60% owner of WBLJ Dalton, Ga. Consideration: \$8,000 cash, plus assumption of \$194,000 in liabilities. Ann. June 14.

WKDS-AM-FM Jacksonville, Ill.—Seeks transfer of control from W. A. Fay (51.28% before, 39.14% after) to Robert A. and William L. Fay (each 23.87% before, each 29.94% after). No change in structure of corporation is involved and no consideration. Shares are to be transferred as gift. Ann. June 14.

WOCB-AM-FM West Yarmouth, Mass., **WDOS** Orono, N. Y. and **WVPO** Stroudsburg, Pa.—Seeks transfer of control from James H., David B. and Ruth Ottaway Sherer to form trustee with parent corporation, Ottaway Newspapers-Radio Inc. for purpose of business reorganization. No consideration or change of ownership involved. Ann. June 18.

WWHG-AM-FM Hornell, N. Y.—Seeks assignment of license from Ra-Tel Broadcasters Inc. to Steuben County Broadcasters Inc. for \$160,000. Principals of Ra-Tel Broadcasters Inc.: Saul Dresner, president, Samuel, vice president, Alfred, secretary and Rose Dresner (each 25%). Principals of Steuben County Broadcasters Inc.: Gary W. Hagerick, president and treasurer (33.3%), Edgar L. Nevins, vice president (16.6%), Arthur C. Meushaw Jr., vice president (16.6%) et al. Mr. Hagerick is former sales manager of WCRO and also former sales manager of WJAC, both Johnstown, Pa. Mr. Nevins is sole owner of duplicating company. Mr. Meushaw has interests in acoustical and flooring firms. Ann. June 17.

WFEC Harrisburg, Pa.—Seeks assignment of license from East Coast Broadcasting Co. to Scott Broadcasting Corp. for \$550,000. Principals of East Coast Broadcasting Co.: Stanford L. Stevens, president (30%), Richard B. Stevens, vice president (30%) et al. Richard B. Stevens owns 100% of KGFL Los Angeles and 25% of KDON Salinas, Calif. Principals of Scott Broadcasting Corp.: Herbert Scott, president and treasurer (100%). Mr. Scott has 45% interest in WPAZ Potstow, Pa., 100% interest in WJWL and CP for WJWL-FM, both Georgetown, Del., 75% interest in WTTM-AM-FM Trenton, N. J., 100% interest in WKST New Castle, Pa. and CP for WFEM(FM) Ellwood City, Pa. and WTIG Massillon, Ohio. Ann. June 14.

KPCN Grand Prairie, Tex.—Seeks assignment of license from Radio KPCN Inc. to Republic Broadcasting Corp. for \$422,455. Principals of KPCN: Giles E. Miller, chairman of board, Selling Corporation has over 25 stockholders. Principals of Republic Broadcasting Corp.: Alan D. Feld, president, Dee J. Kelly, vice president, Charles F. Payne, vice president (each 20%) et al. Mr. Feld is partner in law firm and director of three insurance companies. Dee Kelly is attorney and sole owner of investment firm. Mr. Payne is general manager of WINS New York and is president and 51% owner of WCPK Chesapeake, Va. Ann. June 14.

WRVA-AM-FM Richmond, Va.—Seek assignment of licenses from Larus and Brother Co. to WRVA Radio Inc. and WRVA-FM Inc., respectively, for purpose of incorporation. No monetary consideration involved. Ann. June 17.

WESP Charlotte Amalie, V. I.—Seeks assignment of CP from Warrenville Broadcasting Co. to Radio Caribbean Inc. for purpose of incorporation. No consideration involved. Principals: Thomas L. Davis (40%), Robert M. Baker and George J. Jansen (each 30%). Ann. June 14.

WAXO(FM) Kenosha, Wis.—Seeks assignment of license from Service Broadcasting Corp. to Zion-Benton Broadcasting Corp. for \$125,000. Principals of Service Broadcasting Corp.: Andrew Johnson, president et al. Principals of Zion-Benton Broadcasting Corp.: William J. Bicket, president and treasurer (50%) and W. James Bicket (49%) vice president and secretary. Messrs. Bicket are also owners of WZBN Zion, Ill. Ann. June 14.

WISM-FM Madison, Wis.—Seeks assignment of license from Heart O'Wisconsin Broadcasters Inc. to Midwest FM Inc. No initial consideration involved. Stockholders of Midwest FM will be same as those of assignor. After assignment is approved, Midwest FM Inc. will issue 16.6% of stock to Thomas Holter, manager of WISM-FM for approximately \$20,000. Officers and directors remain unchanged. Ann. June 18.

ACTIONS

KMCW Augusta, Ark.—Broadcast Bureau granted transfer of control from James H. Henson et al to James E. Singleton et al (none before, 100% after). Principals: James E. Singleton, president, Carlton Garner, vice president, James F. Ford, secretary and L. V. Ritter Jr. (each 25%). Mr. Singleton has 25% interest in movie theater, 50% interest in advertising agency, theater, farm, and KTMN Trumann, Ark. and 100% interest in film distribution company and farm. Mr. Ritter Jr. is president and 33.3% owner of parent corporation of telephone company, 50% owner of insurance agency and KTMN; 33.3% partner of KPCA Marked Tree, Ark. Mr. Ford is partner in law firm. Mr. Garner is manager of KBTA Batesville, Ark. Consideration: \$2,800. Action June 13.

KDRS Paragould, Ark.—Broadcast Bureau granted transfer of control from G. T. Rand,

deceased, to Maxine S. Rand, executrix of estate. Mrs. Rand as executrix will own 49.9% after transfer; T. M. Selm will own 50%, and Maxine Rand as individual holder will own 1%. Action June 13.

KERN-AM-FM Bakersfield, Calif.—Broadcast Bureau granted transfer of 20% of stock from Edward E. Urner (76% before, 56% after) to James L. Norman (5% before, 25% after). Consideration: \$25,000 loan guaranteed by Mr. Norman to Mr. Urner and loan from Mr. Urner of maximum of \$15,000 to KERN. Action June 11.

KKOK Lompoc, Calif.—Broadcast Bureau granted assignment of license from Southland Broadcasting Co. to John W. Parham for \$25,000. Principals of Southland Broadcasting Co.: Paul C. Masterson, president (37.32%) et al. Principal: John W. Parham, sole owner. Mr. Parham has no other present business indicated. Mr. Parham was owner of KPIN Casa Grande, Ariz. from June 1957 to July 1958. Action June 13.

KPRI(FM) San Diego—Broadcast Bureau granted assignment of CP from Radio KPRI Inc. to Southwestern Broadcasters Inc. for \$175,000. Principals of Radio KPRI Inc.: Lawrence Shushan, president. Principals of Southwestern Broadcasters Inc.: James Gordon Douglas III, president et al. Southwestern Broadcasters is licensee of KGFL Roswell, N.M. William H. Moore III is treasurer and 20% stockholder of KCLN Clinton, Iowa. Buyers also have interests in WKNY Kingston, N. Y., WMWG-AM-FM Meadville, Pa., WTRU Muskegon, and WGRD Grand Rapids, both Michigan. Action June 17.

KRXX Rexburg, Idaho—Broadcast Bureau granted assignment of license from Alfred E. Shumate d/b as Radio KRXX to Don T. Ellis for \$107,250. Principal of Radio KRXX: Alfred E. Shumate, sole owner. Mr. Ellis will be sole owner of KRXX and has no other business interests indicated. Action June 14.

WMT-AM-FM-TV Cedar Rapids, Iowa—Broadcast Bureau granted assignment of license from American Broadcasting Stations Inc. to Eastern Iowa Broadcasting Inc. for \$2,485,743.04 for WMT and \$7,500,000 for 100,000 shares of WMT-TV. Principal American Broadcasting Stations Inc.: Mrs. Helen Marks and family. Principals of Eastern Iowa Broadcasting Inc.: Jane Morton Norton, chairman (70.8%), T. Ballard Morton Jr., president, et al. WMT-AM-FM-TV is 100% owned by W.A.V.E. Inc., licensee of WAVE-AM-TV Louisville, Ky. WFRV-TV Green Bay, Wis. and WFIE-TV Evansville, Ind. Action June 12.

KBAB Indianola, Iowa—Broadcast Bureau granted transfer of control from Robert E. Ingstad Jr. (100% before, 51.2% after) to Town and Country Broadcasting Co. (none before, 48.4% after). Transfer is for purpose of incorporation and addition of per-

sonnel to station. Principals: Robert E. Ingstad Jr., president (51.2%) and Glenn R. Olson, vice president (48.4%). Consideration: \$20,000. Action June 14.

KGRT and **KGRD-FM** Las Cruces, N. M.—Broadcast Bureau granted transfer of control from Frank O. Papen, Edward E. Triviz, Thomas G. Morris, Howard Klein, Melvin Klein, Claud Tharp and William Lask (collectively 100% before, none after) to Martin Broadcasting Enterprises Inc. (none before 100% after). Principal: William Gerard Martin (100%). Mr. Martin is executive vice president of Geyer, Morey and Ballard, advertising agency, New York. Consideration: \$262,500. Action June 17.

KPTL Carson City, Nev.—Broadcast Bureau granted assignment and CP from Coastal Communications Corp. to Carson City Broadcasting Corp. for \$160,000. Principals of Coastal Communications Corp.: H. Duane Wadsworth, president and 100% owned by Wadsworth Manufacturing Associates Inc. Principals of Carson City Broadcasting Corp.: Gene W. Robinson, president et al. Applicant is licensee of KRWL Carson City. Action June 14.

KRAF Reedsport, Ore.—Broadcast Bureau granted assignment of license from Gless Connoy to Wayne A. Moreland for \$64,605.10. Principal: Wayne A. Moreland, sole owner. Mr. Moreland has no other business interests indicated. Action June 14.

KULP El Campo, Tex.—Broadcast Bureau granted transfer of control from Culp Krueger to Wharton County Broadcasting Co. (none before, 100% after). Principals: Fred V. Barbee Jr., president (40%), Charles C. Woodson Sr., secretary-treasurer (20%) and A. Richard Elam Jr. (40%). Mr. Barbee is 50% owner of Seminole Sentinel and KFTO Seminole, Tex. Mr. Woodson Sr. is 70% owner of Miami Newspapers Inc. 50% owner of Seminole Sentinel, 50% owner of KFTO and has numerous other business interests. Mr. Elam is former 77% owner of KPAP-TV Sweetwater, Tex. and owns transfer and storage company. Consideration: \$156,350.00. Action June 14.

KENY Bellingham-ferndale, Wash.—Broadcast Bureau granted assignment of license from Craig Davis to Whatcom Management Corp. for \$1,500. Principals: Frederic A. Danz (51%) and Leo V. Eiford (49%). Mr. Danz owns 100% of KODL The Dalles, Ore. Action June 14.

WTCS Fairmont, W. Va.—Broadcast Bureau granted acquisition of positive control of licensee corporation, Fairmont Broadcasting Co., by Nicola Fantasia through purchase of stock by Fairmont Broadcasting Co. from Anthony J. Pitrolo, administrator of the estate of Paul F. Pitrolo deceased. Consideration \$30,000. Action June 11.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 19. 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.

■ **Sonoma, Calif.**—Storer Cable TV, Los Angeles (multiple CATV owner), has been granted a franchise. Installation and monthly fees will be \$10 and \$4.75 respectively.

■ **Boynton Beach, Fla.**—Teleprompter, New York (multiple CATV owner), has been granted a franchise.

■ **Kauai, Hawaii**—Kauai Cable System Inc. has been granted a 10-year franchise. Firm's contract is with Hawaiian Telephone Company. Installation and monthly fees will be \$65 and \$5 respectively.

■ **Chubbuck, Idaho**—Bannock Cable TV Co. has been granted a franchise.

■ **Mishawaka, Ind.**—Mishawaka CATV Inc. has applied for a franchise.

■ **Monticello, Ind.**—Total Communications Cable Co. has been granted a 20-year franchise. Installation and monthly fees will be \$13.50 and \$4.95 respectively. City will receive 4% of annual gross revenue from monthly fees.

■ **Bloomington-Normal, Ill.**—Telecable Corp. Norfolk, Va. (multiple CATV owner), General Telephone & Electronic Communica-

tion-Normal Perfect Pictures Inc. have each applied for a franchise. Telecable offers a seven-channel system with installation and monthly fees of \$9.95 and \$4.95, respectively; GT&E proposes fees of \$10 and \$5 for an 11-channel system; Bloomington-Normal would charge \$10 and \$5 for a nine-channel system.

■ **Chicago Heights, Ill.**—Teleprompter, New York (multiple CATV owner), has applied for a franchise. Installation and monthly fees would be \$20 and \$5 respectively. City would receive 5% of annual gross revenues.

■ **Ellsworth, Me.**—Multi-Channel TV Inc., Madison, Me., has applied for a franchise. City would receive 2% of annual gross revenues.

■ **Oxford, Miss.**—Oxford TV Cable Inc. has been granted a nonexclusive 20-year franchise.

■ **Salem, Ohio**—Quaker CATV Inc. has applied for a franchise. Teleview Inc., East Palestine, Ohio, is a previous applicant.

■ **Washingtonville, Ohio**—Teleview Inc., East Palestine, Ohio, has been granted a franchise.

■ **Albion, Pa.**—Hardy Cable TV Co. (multiple CATV owner) has applied for a 10-year franchise. Firm proposes installation and monthly fees of \$20 and \$5 respectively.

■ **New Bethlehem, Pa.**—Mid-Continent Telephone Co. has purchased Direct Channels Associates of New Bethlehem, Pa., for an undisclosed sum.

■ **Aiken, S. C.**—Charleston Evening Post Publishing Co., Charleston, S. C., has purchased Aiken Cablevision from Reeves Broadcasting Co. for an undisclosed sum.

■ **Andrews, Tex.**—James Roberts & Associates has been granted a franchise.

WHILE fires burned in three major areas of Washington's Negro slums and looters surged through the downtown retail district pillaging abandoned shops the Friday night following the murder of Dr. Martin Luther King Jr., WJZ-TV Baltimore, concerned about a contagion spreading to its own city, offered a release for mounting ghetto pressures through a prime-time telephone-talk special.

The decision to run the special was made by Herbert Cahan, Westinghouse Broadcasting Co.'s area vice president. After Maryland Governor Spiro Agnew, Baltimore Mayor Thomas D'Alesandro and City Council President Donald Schafer declined to appear on the show, Mr. Cahan convinced Theodore McKeldin, the city's former mayor and the state's ex-governor, to answer the public's queries. Two civil-rights leaders, State Senator Clarence M. Mitchell III and the Rev. Marion Bascom, appeared with him.

It didn't work. The first Molotov cocktail was thrown at 5:30 p.m. on Saturday (April 6) and Baltimore began four days of chaos. This special wasn't extraordinary: It was part of the station's continuing involvement in community service. Or as Herb Cahan puts it: "Local service is the only justification for holding your license."

Solid Credentials ■ Herb Cahan is no Johnny-come-lately to an awareness of the growing crisis in U.S. cities. With the writer and director he shared a \$15,000 Sherwood award (funded by the Ford Foundation) for a documentary on the desegregation of Baltimore's school system in 1956. He was program manager of WAAM-TV then and joined the Westinghouse group that year in the same slot at WBZ-TV Boston. (WBC bought WAAM-TV in 1957, changing the call letters to WJZ-TV.) At WBZ-TV, Mr. Cahan won his second Sherwood award in 1958, this time for collaboration on a year-long public-service series, *Let Freedom Ring*.

Herb Cahan's feeling for the need of social solidarity developed during the 1930's Depression. "The world, to me, had fallen apart—it was chaotic. I had to stay out of school for some time before I was finally able to find some direction to my life," Mr. Cahan says. Graduating from high school in 1932, he entered a work-study program at Drexel Tech in his home town of Philadelphia to become a civil engineer. But after six months of study he was unable to continue: no work was available, he had no money. He kicked around in various jobs for three years until he and his brother, George, worked out a symbiotic arrangement.

George, who had been a child star on Philadelphia radio (*Horn & Hardart's Children's Hour*), had established himself as a local talent. He would

Raison d'être of WJZ-TV is local service

help pay Herb's expenses at Pennsylvania State University; when Herb finished, he would put George through in the same way. "When I graduated, George was firmly in radio and doing very well. As a consequence he never went to college so, in a sense, I've never repaid my debt to my brother," Mr. Cahan says.

With World War II approaching, Herb Cahan decided not to sit around and wait for the draft. After seeing the motion picture "I Wanted Wings," he enlisted as an air cadet in June 1941. After he got his wings, he was assigned as an instructor at the advanced flying school in Lubbock, Tex. In 1944, he was transferred to Corsica and Sardinia, serving his group as operations officer

and later deputy commander. He flew a total of 66 missions and was awarded the Distinguished Flying Cross, the Air Medal with Oak Leaf Clusters and France's Croix de Guerre with Palm.

After the war, Herb Cahan's brother again became an instrumental factor in his life. George Cahan joined WFIL-TV Philadelphia when it first went on the air. Hearing of an opening in the station's news department, he relayed this information to his brother, who was then working in advertising. Herb Cahan joined the station as a news writer-editor in the fall of 1947 and has been in television ever since. A year later he switched to WAAM-TV Baltimore, becoming program manager in June 1949.

Mr. Cahan joined Westinghouse in August 1956 as program manager at WBZ-TV Boston "because I wanted to work for the company and the Boston job offered more of an opportunity." He explains that in the mid-1950's a number of innovative and public-spirited individuals joined the group, including Donald McGannon, Larry Israel, Dick Pack, Jim Allen and Chet Collier, all now members of the executive suite. In January 1962 Mr. Cahan returned to Baltimore as general manager of WJZ-TV. He was named area vice president in June 1964, allowing him to devote more time to the city's civic affairs.

Since 1956 Mr. Cahan has been an active supporter of educational TV and, when returning to Baltimore, aided the effort to get ETV off the ground there. In June 1966 Governor Tawes appointed him chairman of the Maryland Educational Cultural Broadcasting Commission. This month ground was broken for the first of the state's seven-station system. "At least until the ETV system gets well underway. I don't see any conflict of interest," he says.

Local Service ■ Besides an hour and a half of news daily and two or three public-affairs specials each month, WJZ-TV builds its local image by carrying 52 Oriole baseball games a year (26 at night) and also pre-empting network time for WBC-produced specials. However, Mr. Cahan feels, the station's no-punches-pulled editorials, about 90% of which are on local problems, give the station community leadership. The station editorializes four times a week, with each running three times. Either Herb Cahan or David Henderson, general manager, delivers the station's views. To help him keep up with local issues, Mr. Cahan is an active member of 18 local organizations.

Herb Cahan believes there's no great conflict between making a profit, "a nice profit," and serving local needs. "Profits," he says, "should not be the sole motivating factor in our decisions. My dream, someday, is to find a way to operate an all-news TV station."

WEEK'S PROFILE



Herbert Bernard Cahan—area VP (WJZ-TV Baltimore) and member of board of directors, Westinghouse Broadcasting Co.; b. June 7, 1914, Philadelphia; BA, journalism, Pennsylvania State University, 1939; reporter, Transradio Press, Philadelphia, then advertising manager, Caplan's Store, Harrisburg, Pa., 1939-41; entered Army Air Corps, June 1941, left service as major, 1946; worked in advertising department, Food Fair Stores, and small advertising agency, Philadelphia, 1946-47; news writer-editor, WFIL-TV Philadelphia, 1947-48; joined WAAM-TV Baltimore (now WJZ-TV) as program operations manager, September 1948, becoming program manager, June 1949; program manager, WBC's WBZ-TV Boston, 1956-61; general manager, WJZ-TV Baltimore, 1962-64; named area VP for Baltimore, June 1964; m. Jane Louise (Uinx) Fellman of Philadelphia, Jan. 5, 1946; children—Julie, 18, and John, 16; hobbies—tennis, skiing.

EDITORIALS

Why not an expert?

AT this writing it is evident that President Johnson is having difficulty finding a successor to FCC Commissioner Lee Loevinger, whose term expires June 30. Even if he does find one, prospects are that the Senate would be hesitant about confirming a seven-year appointment when a new President will take office a half-year later.

A recess appointment, of course, could be made by President Johnson after this Congress adjourns—probably in late July or early August. The incoming President would have the option of formally nominating the recess appointee or of substituting one of his choice.

For many years broadcasters have suggested that one of their own be named to the FCC, since broadcast matters occupy most of that agency's time. The idea is worth pursuing, whoever makes the appointment. A qualified broadcaster not now active in the business, shouldn't be hard to find, whatever his party affiliation.

Recent events, such as that amazing Oklahoma license renewal episode, point up the need for operating expertise on the FCC.

Monkey on whose back?

NOW that the Supreme Court has acted unpredictably as usual on the two paramount issues involving cable television, it may take another 10 years before long-sought stability in CATV relations with broadcasters is achieved.

The court flew in opposite directions. In one case, two weeks ago, the highest tribunal voted 7 to 0 to give the FCC carte blanche to regulate—even license—CATV operations lest they impede development of on-the-air TV. Last Monday, in its second opinion, the court concluded (5 to 1) that a cable system, under the admittedly narrow circumstances involved in the case before it, did not publicly perform and therefore incurred no copyright liability in distributing programs of stations or networks.

What the court's copyright opinion does, in effect, is to pass the buck to Congress to legislate on the issue if it chooses or perhaps invite appeals in which broader issues, not covered in the United Artists-Fortnightly case in West Virginia, are raised. These would appear to include program originations by CATV's, importation of distant stations (those involved in the West Virginia case were within 100 miles) and microwave-fed systems.

The court majority in the copyright case concluded that broadcasters "perform" but viewers—even those paying for CATV service—"do not perform." Then, in a crucial footnote, the majority said: "While we speak in this opinion generally of CATV, we necessarily do so with reference to the facts in this case." Lawyers last week were pondering whether the opinion covered modern-day sophisticated systems, using tall professional receiving antennas, or the primitive systems then used in Fairmont and Clarksburg. Justice Abe Fortas, the lone dissenter, said unequivocally that the "operations of CATV systems are based upon the use of other people's property." He supported the 37-year-old precedent established in the Jewell-LaSalle case in Chicago, in which the Supreme Court had held that the hotel picked up copyrighted broadcast material for distribution to its public and private rooms and therefore infringed.

The new opinions, while dealing with different issues, nonetheless coalesce where regulation is concerned. In the first decision the unanimous court held that the law explicitly gives the FCC authority to regulate "all interstate

and foreign communications by wire and radio". Since CATV is a wired service into subscriber homes, the court concluded that the FCC can regulate it as it sees fit.

Section 325 (a) of the Communications Act provides that a station may not rebroadcast the programs of another station without consent. With its new authority to regulate (and license) CATV's, the FCC certainly can interpret this section to apply to the "retransmitting" of programs by wire. This would mean that the CATV system would have to get the consent of the station involved to "retransmit" its programs.

This, it seems to us, is the simple way. If a station (or network) wants the extra circulation CATV can give it, the authorization to "retransmit" would be promptly forthcoming (assuming the program proprietors agree). If it didn't desire the CATV coverage, it could deny permission.

We suspect that none of the parties involved—not the stations, the cable operators, or the copyright owners—are entirely happy about the Supreme Court's actions. Certainly the FCC, which had hoped that most of its cable troubles would be resolved, finds itself in a dilemma on the property-rights problem, albeit pleased about its newly authenticated jurisdiction.

We imagine that what it boils down to now is who out-lobbies whom in Congress next session.

Strategic withdrawal

THE ferment stirred up by CBS-TV's proposal to pay its affiliates in time instead of money for carrying its sports programs was ended last week, at least temporarily, by the network's decision to withdraw the plan. CBS-TV reached the decision, officials said, "because a substantial number of stations have expressed reservations about the concept." That may be a nice way of saying that a meaningful number of stations threatened not to clear sports.

We say the ferment is over "at least temporarily" because, as we suggested earlier, whatever the fate of this particular proposal, that will not be the end of it. Constantly rising costs make it virtually inevitable that, at one network or another, there will be other plans at other times. Whether station or network, you win some and you lose some in this process of mutual accommodation, and neither the victories nor the losses really terminate the process.



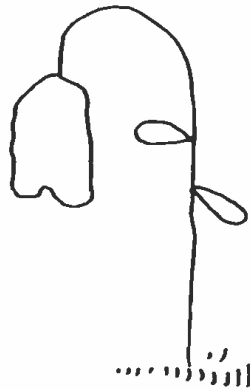
Drawn for BROADCASTING by Sid Hix
"Dear Abby left the studio hours ago, but listen, you've got a no-good husband . . . kick the bum out!"

"Can a woman over thirty-five find romance?" For twenty-odd years Helen Trent looked for happiness. But she stopped trying a long time ago. Today's woman doesn't care to listen to Helen Trent's problems. A woman today would rather listen to today's radio. Because most of the stories she hears on radio today are more true to life than any old-time radio soap

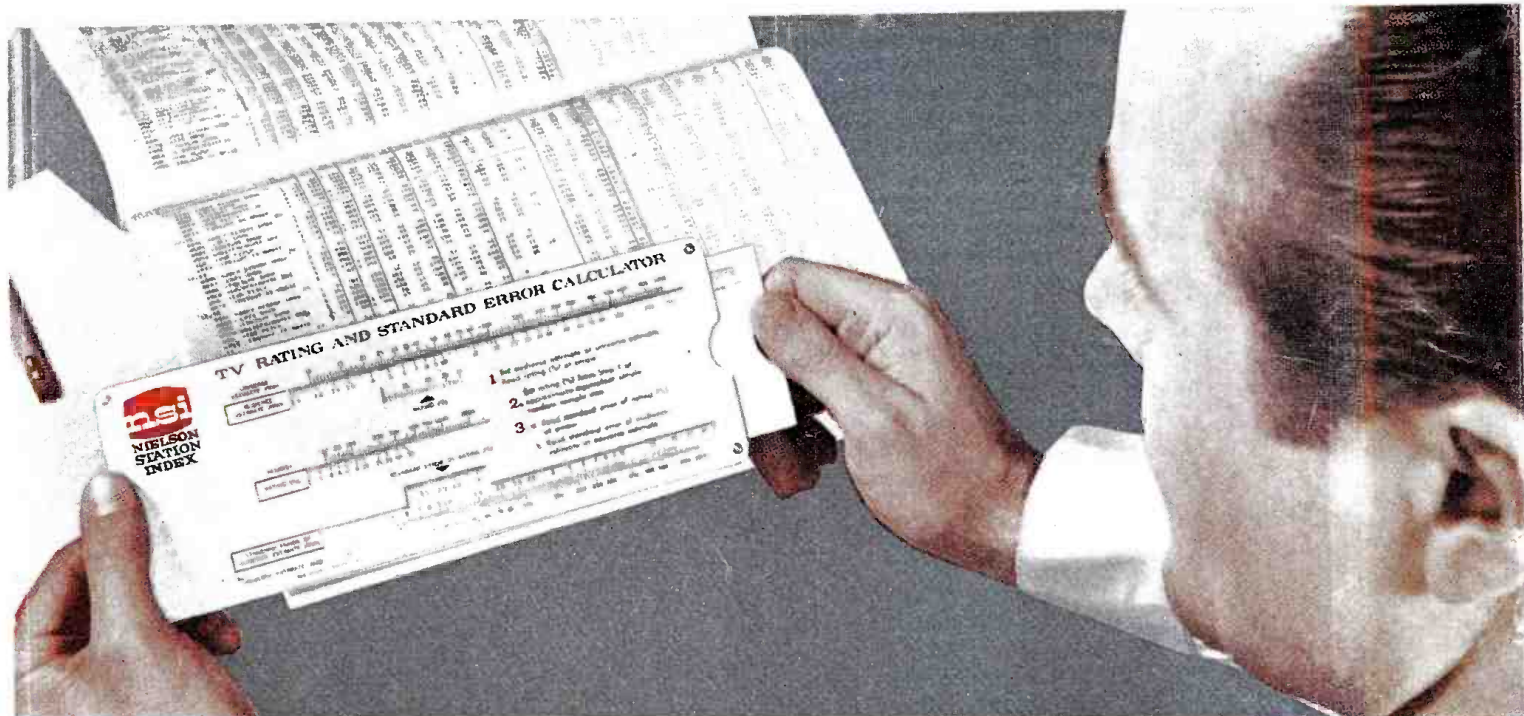
opera could ever be. Today's continuing stories are The Paris Riot, Vietnam or The Candidates. And tomorrow's cliff-hanger — "Will The Mothers nose the Beatles out of the number one spot?" Why does today's woman want to listen to this? Because she cares. And that's why radio programming has changed. They'll be no more

tears for an imaginary hero. Today's programs have live heros. So we're really not sorry that Helen Trent is gone. But if we have to blame someone, it's the world's fault. The world made radio change to the type of programming it offers today. Which helps answer our important question. "Can a medium over 47 find happiness?"

**Edward Petry & Company keeps up with the radio stations
that keep up with the world.**



The world killed Helen Trent



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In two easy steps you can compute the rating for any demographic break in Viewers In Profile local TV market reports as well as the standard error for any rating. For instance, need to know if you're reaching that high percentage of men with the 10:00 P.M. News? NSI's Calculator will provide you with the answer, as well as reveal NSI's statistical reliability.

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