



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Two critical FCC edicts on eve of NCTA convention. p19
TV costs go up, but study finds it's worth it. p26
Trafficking problem again raises head at FCC. p36
TV patterns set for covering high state funerals. p46

CARL B. YLVISAKER'S
LIBRARY. 1/2

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There's more where this came from.



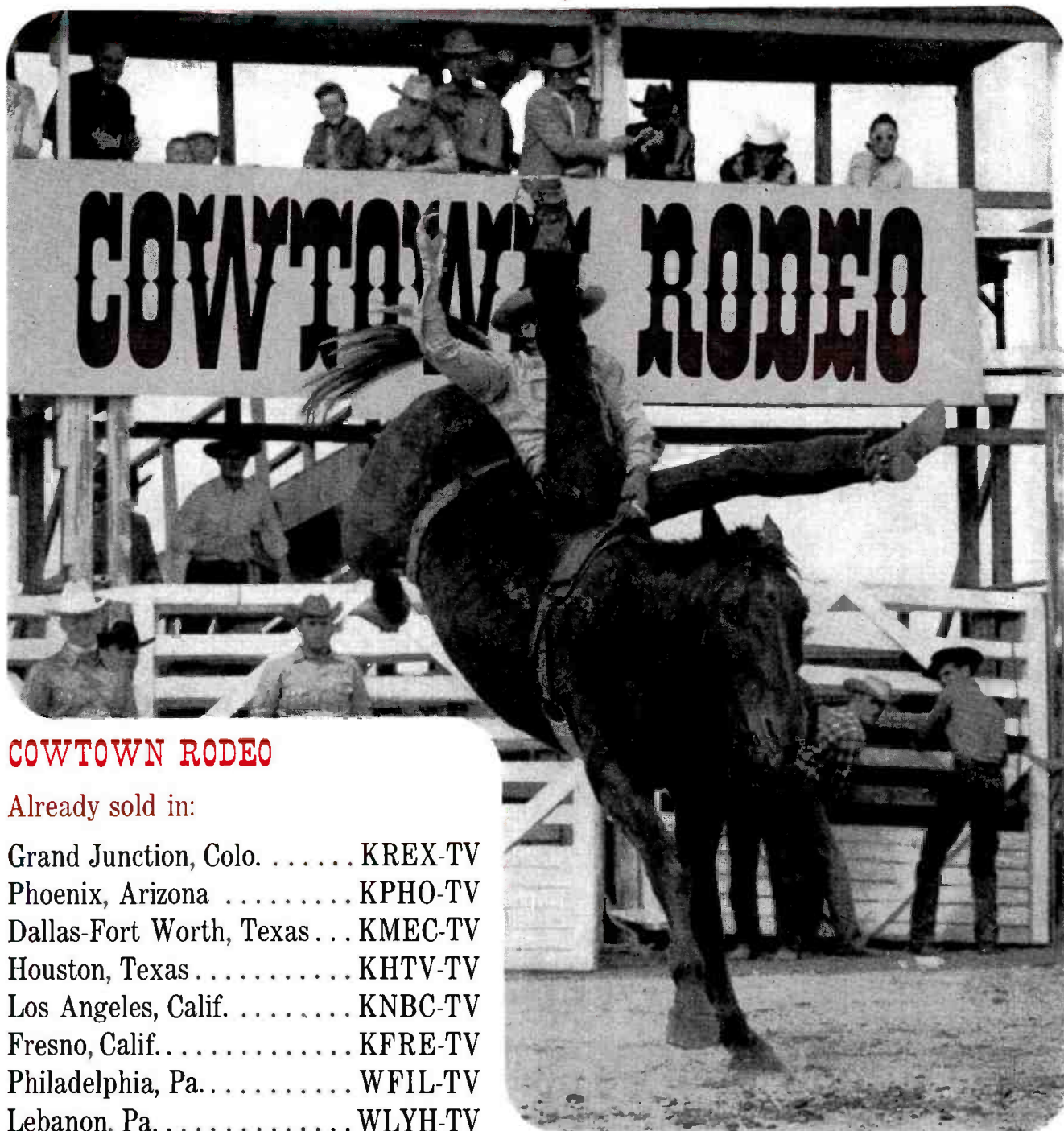
This is a scene from "Advise and Consent" starring Henry Fonda, Charles Laughton and Don Murray in one of Screen Gems' Post 1960 features. Others include "Ship of Fools," "Barabbas," "The Bedford Incident" and "A Raisin in the Sun."

Need we say more?

Screen Gems

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NEWSPAPER

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Already sold in:

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Houston, Texas KHTV-TV
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Fresno, Calif. KFRE-TV
Philadelphia, Pa. WFIL-TV
Lebanon, Pa. WLYH-TV

Every leather-punched hour is packed with spine-tingling action of rodeo riders fighting the clock in bareback and saddle bronc, bull riding, calf roping, steer wrestling and girls' barrel racing.

High or low band videotape.

Call Bill Mulvey in Philadelphia (215) 878-9700, Bob Michelson in New York (212) PL 9-7115, Peter Engel in Los Angeles (213) 387-1296 or "Mac" McClenahan in Chicago (312) 945-2744.



TRIANGLE PROGRAM SALES, 4100 CITY LINE AVENUE, PHILA., PA. 19131, (215) 878-9700

Their best record is a safety record.



They're called "The Spurrllows." And they've cut more accidents than records. If you've never heard of them, it's because you haven't seen their musical safety show in a high school assembly program lately. It's called "Music for Modern Americans," and it carries a special message about safe driving. Part of the Spurrllows' popularity is the coverage they have received from television stations and newspapers everywhere.

If you're interested in utilizing their safe driving message, write Ralph L. Harris, Driver Education Program Manager, Chrysler Corporation, P.O. Box 1919, Detroit, Michigan 48231.

Every year, we send the Spurrllows on a 65,000-mile tour across the country. And to date, nearly 3,000,000 high school students have heard the Spurrllows spread the word that a driver's license is a responsibility—not a right. And that the highway is one place where an unsafe driver can drop out of school the hard way.

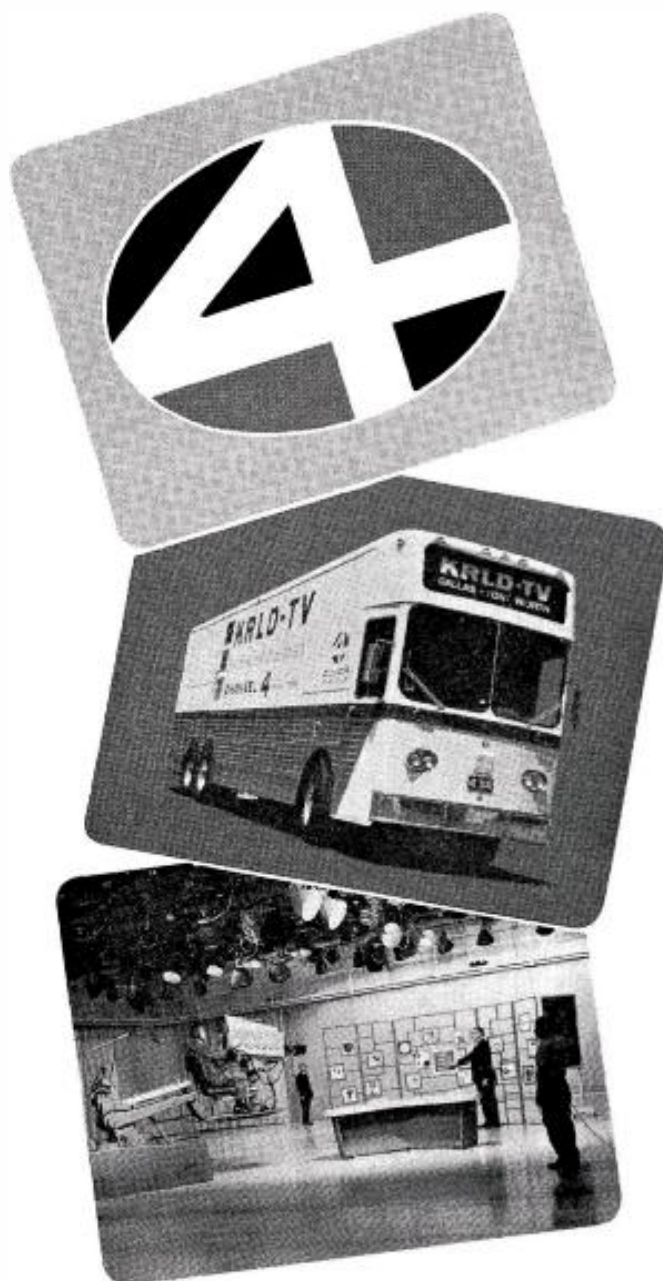
It's all part of Chrysler Corporation's Driver Education Program—a plan that has enabled Plymouth and Dodge dealers to place more than 33,000 cars in schools free of charge. Along with the teaching aids to help make driver education tick.

As America's fifth largest industrial corporation, we feel that our responsibility doesn't stop at the end of a production line. As music lovers, our favorite records are the ones about safe driving.

Plymouth • Dodge • Chrysler • Imperial
Dodge Trucks • Simca • Sunbeam



**CHRYSLER
CORPORATION**



the mark of excellence

The most sophisticated television equipment available is incorporated in Channel 4's studio facilities and 40-foot color tele-production cruiser. Combine the ultimate in studios and equipment with the technical know-how of KRLD-TV's craftsmen and you achieve the highest production standards in the industry.

TO PUT THE MARK OF EXCELLENCE ON YOUR NEXT VIDEO-TAPE PRODUCTION, CONTACT THE SPECIALISTS AT KRLD-TV.

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

On the verge?

Quiet movements in high administration quarters last Friday were interpreted as indicating imminent appointment of successor to FCC commissioner Lee Loevinger, whose term expired June 30. But, so far as could be ascertained, none of active candidates (FCC staff officials mainly) was under serious consideration.

Best bet seemed to be that President Johnson would spring one of his surprises with appointment of personage well known in broadcasting, though not now active and with strong leadership record. Presumably new appointee would be in line for chairmanship when present term of Rosel H. Hyde expires year from now. Inside word was that prospective appointee, who now fills important post, had been importuned but hadn't yet said "yes."

Tapping the experts

With broadcasters under heaviest bombardment within memory, new approach to countering opposition is under current consideration by National Association of Broadcasters. Vincent T. Wasilewski, president, favors "specialist" method by retaining outstanding person in particular field for given assignment.

Of greatest immediate concern is congressional attack — mainly in House—on regulation, as well as television programing. It isn't expected that programing per se will become issue in this year's political campaigns, although that possibility is not eliminated. "Czar" talk always develops during broadcasters' crises and, while hiring of prominent figures has been discussed, no organized movement is discernible.

Fast and sharp

High-speed, high-resolution video transmission and reception system has been developed by CBS Laboratories and is expected in reliable circles to land multimillion-dollar government subcontract for CBS Labs in next few months. System, believed slated for military use, employs laser beams and is said to be advanced version of one developed by CBS Labs and used on lunar orbiter missions.

It's reported that pictures are made on film, which is developed electronically—in seven seconds—and transmitted in electronic components to

CLOSED CIRCUIT*

base station where pictures are reconstructed and printed, also in seconds. Resolution is said to be more than 500 times that of home television.

Behind scenes

It's concerned about violence on television, but American Association of Advertising Agencies apparently has no intention of jumping on noisy bandwagon that's been gathering steam since assassination of Senator Robert F. Kennedy. Instead, it's understood, AAAA officials are quietly arranging high-level meetings at networks to discuss what's being done there and learn how AAAA can help. Aim seems to be no fuss or fanfare.

Lying in wait?

Absent imposition of explicit restrictions by Congress, FCC after July 1969 will have power to outlaw all cigarette advertising on television and radio. That's opinion of Henry Geller, FCC general counsel, expressed on June 22 during panel discussion at Practising Law Institute in New York.

Cigarette Labeling Act, requiring health warnings on cigarette packages, contained prohibition against direct regulation of cigarette advertising until July 1969. After that, unless new legislation extends prohibition, Mr. Geller thinks FCC could ban cigarette commercials on strong showing that public interest was involved.

Multi-Metromedia

New production company closely aligned to Metromedia Inc. is set to be announced today (July 1). VTP Enterprises, Beverly Hills, Calif., will produce initially for syndication. First project is *The Donald O'Connor Show*, which will go before cameras in August for fall syndication. It will feature name guest stars and is planned as 90-minute color strip, possibly replacing *The Woody Woodbury Show*. Projected entertainment series will be syndicated by Wolper TV Sales, Metromedia company, and already has been sold to all Metromedia-owned TV stations. James S. Gates, vice president and program director for KTTV-TV Los Angeles, Metromedia station, is president of new producing company, which will rent production facilities at station.

More program data

FCC apparently still hasn't worked all bugs out of program-reporting forms adopted three years ago (for television) and four years ago (for radio). Problem is in Part I, in which applicants are asked to tell how they ascertained community needs. Commission staff has frequently sent so-called Bartley letter (because it was drafted by Commissioner Robert T. Bartley) to applicants whose replies were considered inadequate, asking for more responsive answers.

Commission is preparing public notice it hopes will clear up situation. It will amplify Bartley letter and clarify questions. One new wrinkle, though, is that it will request names of individuals contacted. Form now requires only names of organizations checked. Notice will be submitted to Budget Bureau before release.

In the market

New group called Century Broadcasting Co., consisting mostly of performing stars, has been formed in Hollywood to buy broadcast properties. Group's first purchase—KEXO Grand Junction, Colo., for \$257,500—is imminent. Among stockholders are actor-producer Don Murray, band leaders Ray Anthony and Si Zennner, actor-director-producer William Conrad, singer Bill Medley (formerly half of Righteous Brothers team) and Marpet Enterprises Inc. (60% owned by Percy Faith). Other shareholders are MCA Inc. executive vice president Berle Adams and business managers and accountants Harold Plant and David Cohen. Charlie Powers, formerly executive vice president of Regional Broadcasters, New York, and general manager of KUDU Ventura, Calif., is president of new firm.

Foot in the door

Robert Swezey, former broadcaster who as secretary-treasurer of Corp. for Public Broadcasting has been a close adviser to its chairman, Frank Pace Jr., will open CPB's Washington office and head it on part-time basis. CPB doesn't plan to appoint permanent Washington representative until it begins preparations for congressional battle on long-range funding later this year.

An ex-hot dog vendor we know, was asked to speak to the American Women in Radio and Television. Then he was asked to talk to the International Radio and Television Society. He must have sold them something important because this same man was a Director of TvB and a Chairman of many other broadcast industry organizations. He's our President, Marty Nierman. Yes, he sold hot dogs at Yankee Stadium, but that was 28 years ago. He

left that job to study broadcasting. Then he started working as a salesman for an international broadcasting firm. Marty learned this new job so well, that it's said of him today, "He can compute a buy quicker than anybody I know." Pretty good for an ex-hot dog salesman. But there's a lot more to being President at Petry. When one of our stations wonders where to find new executives, Marty finds the best for them. And when it comes to finances, Marty

is the man to go to for counsel or recommendations. When stations need a new sales strategy, they go to Marty. And somehow, he's the man who keeps all our stations happy. Why? It could be because he's respected. Because he's a good leader and a valued counselor. So what can an ex-hot dog vendor tell you about the broadcasting business? If he's our President, Marty Nierman, he can tell you just about everything.

The representative is sometimes the only part of your station that people ever get to see.

Edward Petry & Company

**What can an
ex-hot dog vendor tell
you about the
broadcasting business?**

WEEK IN BRIEF

CATV operators win one, lose one as FCC says telephone companies must seek permission before building facilities to provide channel service to CATV's, restrict San Diego CATV's from importing L.A. signals. See . . .

WHO'S BOSS . . . 19

NH&S report discloses TV's pricing practices sometimes amount to avarice on part of broadcasters, but it would be foolhardy for advertisers to boycott medium; emphasizes role of 30-second commercials. See . . .

TV'S HIGH PRICE . . . 26

Appellate court hears oral argument on Banzhaf cigarette ruling appeal; FCC claims it would have authority to require broadcasters airing cigarette ads to carry health-hazard warnings, even without fairness doctrine. See . . .

FAIRNESS UNNEEDED . . . 31

Robert R. Pauley is elected MBS President replacing Matthew J. Culligan, who's named senior vice president of Mutual; MBS hopes to strengthen network service, acquire major-market radio stations. See . . .

MBS PICKS PAULEY . . . 32

Whatever action FCC may plan on pay-TV it'll probably be deferred as House Commerce Committee anticipates resolution suggesting FCC refrain from pay-TV considerations until 91st Congress is in session. See . . .

HOUSE BLOCKS PAY-TV . . . 34

FCC action in Yakima, Wash. TV case, prompted by two recent appellate court decisions, appears to mean closer look for trafficking implications in any station transaction that's on record of broadcast facility applicant. See . . .

TRAFFICKING AGAIN . . . 36

Metromedia Inc. is understood to have interest in acquiring music-record company as it sets up new entertainment division; Glascock named to head it, his post as WNEW New York V-P is assumed by Croninger. See . . .

METROMEDIA DISK FIRM? . . . 38

Negro militants step up campaign against St. Louis radio stations, KATZ, KADI(FM), KXLW, which they say pay inadequate program attention to black community, take case to FCC, say other cities may be next. See . . .

BLACK COVERAGE . . . 40

Vice President Hubert Humphrey in 'Look' magazine interview claims TV has spread message of rioting, looting and has "literally served as a catalyst" to promote even more trouble. See . . .

HHH SOUNDS OFF . . . 45

Despite some public and affiliate criticism over Kennedy coverage TV networks have on boards days, maybe four or five, of extensive coverage for state funerals of Presidents Truman and Eisenhower. See . . .

TV COMMITTED . . . 46

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Broadcasting

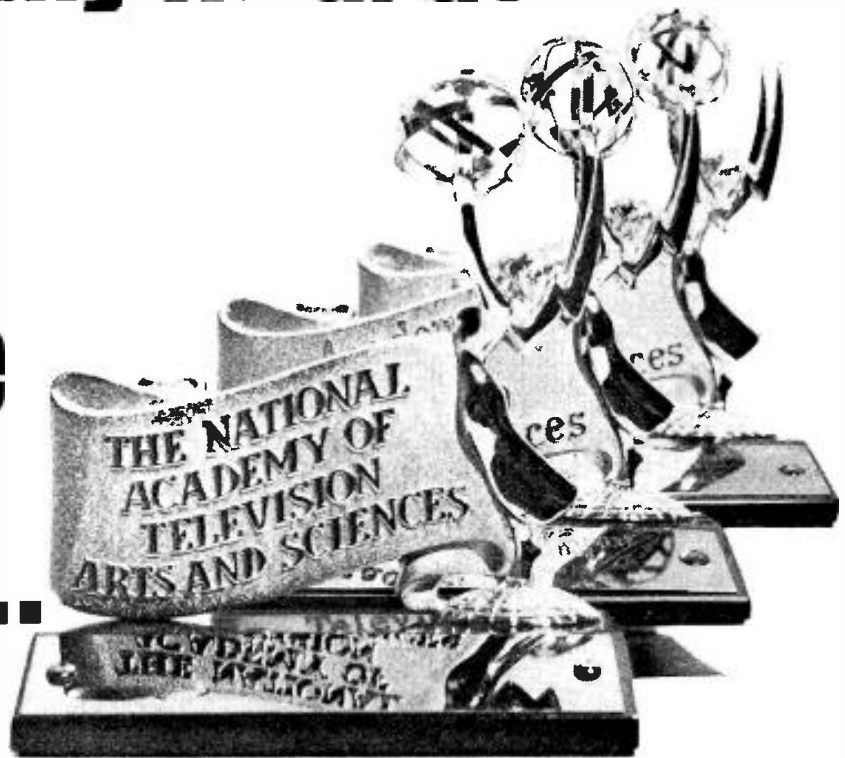
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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At the Emmy Awards in Seattle our name came up...



again and again and again!

WASHINGTON MEN IN VIETNAM

One-hour documentary depicting the activities and thoughts of Washington State servicemen on duty in the battle zones, filmed on location in Vietnam by KIRO's own news staff.

EDITORIALS: VIETNAM WAR

A series of management opinions on all aspects of the war, filmed on location in Vietnam following a lengthy inspection tour by the station's executive vice president.

PARENTS: WHERE ARE YOUR CHILDREN

TONIGHT? A series of public service announcements incorporating special production techniques designed to evoke parental concern over the safety and behavior of their teenage children.

We are honored that the Seattle chapter of the National Academy of Television Arts and Sciences deemed each of the above projects as deserving of its highest award, and that the three Emmys accorded KIRO-TV were the greatest number bestowed upon any nominee. It is especially gratifying that the criterion for judging these awards was "excellence," and that this description was applicable to a series of editorials and a series of public service announcements as well as to a documentary program.

We believe that a station has an obligation to voice an opinion on issues of community concern, and to take a position that stimulates deliberation. We also believe a station should originate public service campaigns directed to specific local problems. Because of these beliefs, the awards are most meaningful. We are proud to add these Emmys to the Broadcast Media Awards bestowed upon two of the above projects by San Francisco State College, and to the four broadcast journalism awards received from the Sigma Delta Chi.

CBS FOR THE GREAT NORTHWEST

KIRO-TV

Broadcast House, Seattle, Wash.

A MEMBER OF THE BONNEVILLE INTERNATIONAL GROUP: WNYW RADIO, NEW YORK CITY; WRFM, NEW YORK CITY; KMBZ-AM, KANSAS CITY; KMBR-FM, KANSAS CITY; KSL-AM FM TV, SALT LAKE CITY; KBOI-AM/FM/TV, BOISE; KID-AM/FM/TV, IDAHO FALLS

FCC gives WLBT(TV) full renewal

Cox, Johnson author scathing, lengthy dissent;

Hyde, Bartley, Lee, Wadsworth will offer reply

FCC on Friday (June 28) voted to give full three-year license renewal to WLBT(TV) Jackson, Miss., which had been accused of discriminating against Negroes in its programming.

Decision, on a 5-to-2 vote, was immediately attacked by dissenting Commissioners Kenneth A. Cox and Nicholas Johnson in 76-page, double-spaced statement that accused majority of manipulating procedures to aid station's case, then ignoring record that would require denial of license renewal.

They also called decision "serious piece of obstruction to participatory democracy and the efforts of American government to establish confidence among Negro and other citizens who have been victimized by discrimination."

Four members of the majority—Chairman Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and James J. Wadsworth—will fire back. They said they will issue further statement regarding dissent, which had just become available to them. Fifth member of majority—Lee Loevinger—stepped down from commission at end of term Sunday (June 30) (see page 38).

Commission majority held that record of case "firmly establishes" that WLBT has been complying with requirement that licensees inform themselves of needs and interests of their community and try in good faith to provide appropriate programming.

Old Case ■ Decision climaxes case begun in 1964, when United Church of Christ; two area residents, Reverend L. T. Smith and Dr. Aaron Henry; and United Church of Christ at Tougaloo, Miss., urged denial of WLBT's license-renewal application. They claimed that station had not served needs, tastes and interests of substantial Negro population (about 50% of viewing area) and had, in programming dealing with racial issues, presented only segregationist viewpoint.

Commission granted station one-year renewal, rather than full three-year license. But complainants appealed, to U. S. Court of Appeals, that renewal application be set for hearing and that they be granted standing as parties.

Court, in land-mark decision, sent

case back to commission, and said complainants had standing to appear before commission as representatives of important segment of Jackson area.

Court, however, retained jurisdiction of case. And commission Friday directed its general counsel to inform court of decision that license renewal application should be granted.

Support Examiner ■ Commission majority said Hearing Examiner Jay Kyle, in initial decision on Oct. 17, 1967, found intervenors' "many charges to be unproven," and added, "in this evaluation we concur." Majority said, however, this did not mean station's record was "spotless or a model of perfection to be emulated by other stations."

One key question was whether station had afforded reasonable opportunity for discussion of conflicting views on issues of public importance. Commission noted that station had been subject of complaints on this score since 1955, but said that although it cannot conclude licensee's history of fairness-doctrine compliance has been exemplary, "intervenors have failed to prove many serious incidents which they alleged."

ACTS tunes MK static with makers, NAB

All-Channel Television Society, which has waged tough battle for UHF-set-tuner equality, didn't gain much ground in struggle last week. In fact it lost some at National Association of Broadcasters, and reached stalemate with Electronic Industries Association, which has received brunt of ACTS assault recently.

It was revealed Friday (June 28) that ACTS members met with TV set manufacturers during EIA's second annual consumer electronics show in New York (see page 50D), but session was termed "not very productive." According to one ACTS member, individual manufacturers were reluctant to talk about certain UHF-set-tuner problems, such as price lines, in front of their competitors.

So it was reportedly agreed that those

conversations would move into individual manufacturers' shops. ACTS representatives, David Baltimore and Warren Williamson, and FCC's Robert G. Weston, representative of Committee for full Development of All-Channel Broadcasting, are scheduled in August to tour manufacturers' plants and see what's on drawing boards in way of UHF-tuner-set design.

Setback at NAB was termed more serious, however. Two weeks ago in Washington, it was learned, NAB TV board refused to publicly support ACTS position on UHF tuner equality. "It was the sense of the board that NAB should make every effort to work with" EIA in connection with this and other matters, NAB reportedly told ACTS.

"What we were seeking from the board was an innocuous statement that expressed NAB's interest in developing all facets of the television industry," ACTS spokesman said, "and now some of our guys are pretty unhappy."

In June 27 letter sent to NAB's vice president for television, William Carlisle, ACTS noted it hoped for some resolution of tuner disparity question in "not too distant future. . . . And while we certainly would welcome an effort by NAB in the same direction, we are somewhat concerned lest the NAB's effort merely duplicate or even work at cross purposes with our prior and continuing efforts." All interests, letter suggested, could be best served if "the NAB worked with us or through us in this matter."

Mr. Carlisle could not be reached for comment Friday.

Puerto Rico stations jointly fined \$10,000

Three Puerto Rican radio stations, which have been facing FCC penalties since alleged rule violations in 1962, have received fines totaling \$10,000.

Lengthy proceedings involved WKYN and WFQM(FM) both San Juan and WORA-FM Mayaguez. Commission ordered fines for violations which involved interception and rebroadcast of Armed Forces Radio Service programs without proper authority.

Quality Broadcasting Corp., licensee of San Juan stations and Radio Americas Corp., licensee of Mayaguez station each was fined \$5,000.

Commission action upheld previous cumulative initial decision by Examiner Forest L. McClenning, in which former principal of licensees, George A. May-

WEEK'S HEADLINERS

Robert R. Pauley, president of ABC Radio 1960-67, elected president of MBS. He replaces **Matthew J. Culligan**, who becomes senior VP, Mutual Broadcasting Corp., network's parent company (see page 32).

Harvey L. Glascock, VP and general manager, WNEW New York (Metro-media station), to take charge of new entertainment division of Metromedia Inc., New York (see page 38).

James M. Buxbaum, VP. Ivan Tors Inc., Miami (Ivan Tors Films Inc.), elected executive VP. Mr. Buxbaum joined Tors company in 1957. He was story editor and associate producer of *Sea Hunt* and *Aquanuts* series, and for two years was producer of *Flipper*. Mr.

Buxbaum's new responsibilities cover TV and feature film production of parent company and activities of company's subsidiaries.

Dr. Daniel Starch, founder of Daniel Starch and Staff, will retire Sept. 1. **Howard A. Stone**, president, becomes board chairman, and **Oscar Lubow**, former senior VP of Young & Rubicam, elected president (see page 30).

Kenneth W. Heady, station manager. KCMO-TV Kansas City, Mo., appointed general manager, KPHO-AM-TV Phoenix (both Meredith Broadcasting Co.), succeeding **R. B. Rawls**, who resigns. Mr. Heady has been with Meredith group since 1939.

For other personnel changes of the week see FATES & FORTUNES

oral, was held responsible for violations.

Commission, after reviewing case, followed earlier recommendations for stations fines but added that current proceedings did not have scope to recommend "any sanctions against Mr. Mayoral."

Kansas Case ■ In letter released Friday (June 28), KLWN Lawrence, Kan., faces \$10,000 fine. Charges include allegations of fraudulent billing practices and broadcast of advertisements for promotions that apparently constitute lotteries.

Letter to station said inquiry had revealed numerous instances of fraudulent billing in violation of rules. Commission said there were at least 12 instances over extensive period of time in which local advertisers were given affidavits containing false information as to time, type and frequency of advertising, and amount local advertiser was charged by station.

Commission said Arden Booth, station manager and majority stockholder, acknowledged billing practices constituted double billing and that he personally handled one account.

Question of violation of ban on lottery broadcast arose in connection with announcements for bottle-cap prize plan sponsored by Pepsi-Cola Bottling Co. Purchasers of soft drink were offered chances to win prizes based on markings under bottle-cap liners.

But commission said contest rules did not provide that free caps were available at all places where Pepsi is sold. As result, commission said, nonpurchaser was at disadvantage.

NAEB, CPB take written route on Hill

Pitch to Senate Appropriations Subcommittee for public broadcasting and ETV facilities money will be confined to filings of written statements, it was learned Friday (June 28). Hurry-up Senate deadline rules out formal hearing appearances for pleas to restore facilities funds cut by House and add Corp. for Public Broadcasting funds not dealt with in House-passed money bill.

Filing statements Friday were National Association of Educational Broadcasters and CPB, which has been authorized to receive \$9-million appropriation in fiscal 1969, beginning today (July 1). CPB's receipt of federal funds will signal start of new era in government-ETV relationship—subsidized programming.

NAEB asks that full \$12.5 million authorized to Department of Health, Education and Welfare for equipment

and facilities matching-grant funds be granted and puts in good word for CPB's \$9 million. House cut \$8.5 million from facilities-fund authorization (see page 36).

CPB statement, submitted by Chairman Frank Pace Jr., amounts to major policy position. Mr. Pace, former director of Budget Bureau who knows about cutting budgets, makes strong request for full \$9-million funding, says CPB has to "prove itself" during initial period before fight sure to come on long-term financing proposals.

CPB plans to play active role in programming development, not be "merely agency for passing out funds for others to produce programs."

CPB money and effort will also support networking arrangements, recruitment and training, research and development (so as to not rely exclusively on commercial broadcasters' efforts) and stimulate public awareness of ETV.

Stanford gets FCC study

Stanford Research Institute, Menlo Park, Calif. has been awarded \$500,000 contract by FCC for studies in land-mobile and computer operations. Announcement Friday (June 28) said land-mobile study will include inter-service sharing of land-mobile radio channels and frequency assignment principles. Computer research will deal with regulatory and policy problems arising from interdependence of computers and communications services, which is subject of current commission proceedings.

A-C consolidating accounts

Alberto-Culver Co., Melrose Park, Ill., announced Friday (June 28) it plans to consolidate all advertising at its two Chicago agencies, J. Walter Thompson Co. and N. W. Ayer & Son, effective Sept. 1. Knox Reeves Advertising, Minneapolis, will lose about \$8-million billings in product switch. Alberto-Culver said its growth requires agencies close at hand.

Wallace apologizes; glad ABC's around

Former Alabama Governor George C. Wallace sent his "regret" Friday (June 28) to ABC News President Elmer W. Lower over June 26 seizure of ABC television film showing presidential candidate Wallace shaking hands with Ku Klux Klan leader at fund raising dinner in Eutaw, Ala. ABC charged Mr. Wallace with having ordered "personal bodyguard"

to seize and destroy film; Mr. Lower protested (see page 44).

Mr. Wallace wired: "I regret the incident and the events surrounding the occurrence of the incident referred to in your telegram." American Independent Party candidate said he was "happy" to have ABC with him, referring to ABC coverage of his campaign for president.



Electric hair dryer, of course.

Total girl cooled and warmed electrically.

Electric toothbrush, for sure.

Electric suntan?

Electric tummy slimmer for those electric lines.

Electric nail buffer (and dishwasher, too).

Need we say more?

electric woman

Without electricity a girl might as well live in the dark ages. But with it, watch her shine.

And what low-priced electric service does—for what it costs—

makes it just about the biggest value you can get.

Fact is, in 1968 a dollar buys an American family about twice as much electricity, on an aver-

age, as a dollar did back in 1938.

Pretty significant, when you think about how the price of almost everything else has gone way up.

The people at your Investor-Owned Electric Light and Power Companies*

*For names of sponsoring companies, write to: Power Companies, 1271 Avenue of the Americas, New York, N.Y. 10020

Don't Just Stand Still All Summer

Whether the broadcasting season just passed was your best, your worst, or just so-so, there is a unique opportunity this summer to make sure that next year is better.

The major ingredient in a station's success comes from what you do yourself, the programs under your control. The network helps — it helps a lot, but interestingly enough, you can be number one in your market regardless of network affiliation. News, weather, sports, feature film presentation, local women's programs, children's programs, and syndicated shows in varying degrees are all critical ingredients in a station's total image, and you need to know their individual strengths and weaknesses.

For example, do you know whether your rating strength in the news block comes from the news people, the weatherman, the sports reporter? Is one or more of these personalities weak? Do the personalities work as a team and contribute to the total rating? How do all these people stack up on your competitors' stations?

You can't find the answer in a rating book, but you can through the work we do. We have supervised over 100 market studies in depth, with over 55,000 in-home, in-person interviews. We have worked in 23 of the top 30 markets, and for clients in markets beyond the top 100 as well.

We have been developing the techniques of depth study and recommendation and have used them successfully for over sixteen years. McHugh and Hoffman, Inc., is in its seventh year, and was founded to apply all of the things we have learned to the study of radio and television station images.

We have some amazing success stories to tell which you can verify by talking directly to station managers all over the country. We would like to make a presentation with no obligation on your part. Just give us a call.

Don't waste the valuable time between the major sweep rating books. Don't just stand still all summer.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue
Birmingham, Mich. 48011
Area Code 313
644-9200

DATEBOOK

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

■Indicates first or revised listing.

JULY

■July 7-10—Annual meeting, American Association of Agricultural College Editors. University of Tennessee, Knoxville.

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 7-20 — Fourth annual high school broadcast institute sponsored by Indiana Broadcasters Association and Indiana University radio-TV department. Indiana University, Bloomington.

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

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

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

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

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

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

July 16—Deadline for filing reply comments 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 20-21—Brainstorm Bonanza sponsored by Brain Radio Service. Plainsman hotel, Lubbock, Tex.

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.

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.

July 29 — 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.

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.

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

Aug. 8 — Deadline for filing reply comments on FCC's proposed rulemaking that would permit standard broadcast stations operated by remote control to transmit telemetry signals by intermittent subsonic tones.

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

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

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

SEPTEMBER

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

Sept. 9-13—International Broadcasting Convention, sponsored by Electronic Engineering Association; Institute of Electrical and Electronics Engineers; Institution of Electronic and Radio Engineers; Royal Television 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. 12-14—Meeting of Louisiana Association

BROADCASTING, July 1, 1968

RAB MANAGEMENT CONFERENCES

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

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 (Burlingame), Burlingame Hyatt House.

tion of Broadcasters. Speakers include Douglas Anello, National Association of Broadcasters general counsel. Down Towner Motor Inn, New Orleans.

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

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

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

Sept. 17-19—Eighth annual conference of the Institute of Broadcasting Financial Management. Doral Country Club and hotel, Miami.

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

■Sept. 19-21—Fall broadcast symposium of Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

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

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

■Sept. 26-27—Fall conference, Minnesota Broadcasters Association. Hotel Leamington, Minneapolis.

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 Association 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, American Women in Radio and Television Inc. Parliament House, Birmingham, Ala.

■Oct. 5-7—Fall convention of Texas Association of Broadcasters, Inn of Six Flags, Arlington.

■Indicates first or revised listing.

BROADCASTING, July 1, 1968

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- Tests Predetermined Frequencies 25 - 470 MHz
- Portable . . . Use It Anywhere

The FM-2400 is designed for testing and adjustment of mobile and base station transmitters and receivers at predetermined frequencies between 25 and 470 MHz. The FM-2400 provides an accurate standard frequency signal to which the transmitter can be compared. This same signal is applied to the associated receiver(s), thereby assuring an accurate frequency adjustment on all parts of the communications system.

Up to 24 crystals may be inserted into the meter for the selection of the frequencies required for testing of the system transmitters and re-

ceivers. The frequencies can be those of the radio frequency channels of operation, and/or of the intermediate frequencies of the receiver between 100 KHz and 100 MHz. Self contained unit. Battery operated.

FM-2400 (meter only).....\$395.00

RF Crystals with temperature run\$23.50 ea.

IF Crystals

200-2,000 KHz.....See Catalog*

2,001-13,000 KHz.....See Catalog*

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■Oct. 7-8—Annual Fall convention, New Jersey Broadcasters Association, Howard Johnson Motor Lodge, Atlantic City.

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 — 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.

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

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

NOVEMBER

■Nov. 6-8—West Coast conference on broadcasting of Institute of Electrical and Electronics Engineers. Ambassador hotel, Los Angeles.

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, Washington.

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

■Nov. 21-23—Sixth annual National Broadcast Editorial Conference sponsored by the Radio-Television News Directors Association. Beverly Hilton hotel, Beverly Hills, Calif.

OPEN MIKE®

Booby-trapped by metaphors

EDITOR: It seems that the Democratic convention will be much better covered than the Republican counterpart.

In your June 17 issue, page 50: "They (radio-TV people) will come in divisions to the Democratic convention."

Same issue, page 52: "The media people will be on hand in battalions (at the Republican convention)."

Any old PFC knows the difference! —John Cobb Smith, marketing services, International Communications Center, Fort Worth, Tex.

Wants Hix for a hanging

EDITOR: I roared with laughter over the Sid Hix cartoon in BROADCASTING June 17. I've had similar situations (not quite so deadly) happen to me. Could you send the original cartoon to hang

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Executive and publication headquarters:
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BROADCASTING, July 1, 1968

in the radio recording center? My colleagues in the college of agriculture, especially those in the department of pesticides should get a real kick out of it.—*Wesley F. Tree, radio editor, department of communications arts, Cornell University, Ithaca, N. Y.*

(Original enroute)



Drawn for BROADCASTING by Sid Hix
"Well, that's show biz . . . He had the bug bomb turned the wrong way!"

BOOK NOTES

"Crisis in the Courts," by Howard James. David McKay Co., New York. 267 pp. \$5.50.

This book, which explores the nation's judicial system from every possible angle and is written by Mr. James, chief of the Midwest bureau of *The Christian Science Monitor*, is based on a series of articles which appeared in that paper during the spring of 1967. A rather useful chapter on "The Press Conflict" helps put the fair trial-free press issue into perspective by pointing up the complex nature of the conflict between the news media's responsibility to inform the public and the necessity of protecting the rights of the accused.

The author explains the difficult position an innocent defendant may be put in after charges have been published in the press. But he also explains how public officials may shut off the "news spigot" in order to cover up wrongdoing.

He discusses the Reardon report of the American Bar Association and other guidelines that have been proposed to meet the problems of crime-news reporting. He concludes by saying that there is little question that guidelines are needed, and that the press should carefully and objectively consider its responsibilities to the public.

"The Technique of Editing 16 mm. Films," by John Burder. Hastings House, New York. 160 pp. \$9.50

This is primarily a practical, how-to-do-it book on film making which begins with basic matters of film gauge, equipment and editing facilities, and goes on to discuss the pure mechanics of editing. Particular attention is given to sound editing.

BROADCASTING, July 1, 1968

WITH THE NEW
DOCUMENTOR 210

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HANDFUL
OF
MICRO-
DISCS
REPLACES
1000
REELS
OF
AUDIO
LOGGING
TAPE!



1000 reels of tape? Yes, that's what it takes to log one year's broadcasting, 24 hrs. per day. Now the Documentor 210 does the same thing with a handful of microdiscs.

That's right! 24 hours of recording on one 9" Microdisc 1/100th of an inch thick . . . Cost: less than 50¢ a day.

Non-erasable disk recording technique . . . 750 grooves per inch at 2 R.P.M. . . . Provides accessible logging with 200-3500 hz. (± 3 db).

AND you can get playback within 10 seconds without interrupting recording process (Try *that* on a tape recorder!!!). Write for Bulletin 210-D.

AEC/VERITAS

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Eliminating the middle-man means more efficiency

About a year ago, this agency made a sharp break with tradition: We announced to our clients that they would no longer be serviced by account executives.

A year later, contrary to all predictions, I'm happy to report that the agency is still alive and well. Better than ever, in fact.

How did our clients react to the idea of not having account executives? Their first question was: "Who'll administer my account?" What they really wanted to know was: "Who do I yell at when there's a foul-up?" We told them: "Yell at top management. That's what we're here for."

Once our clients knew they weren't being left on a doorstep, they were willing to give our "no-account-executive system" a trial. And generally they liked the idea of having their accounts serviced by a team of specialists without the interference of an account executive.

Minus the Middle ■ We pointed out that they could now discuss copy and art directly with the people who created them. And the same thing applied to media, marketing, research, and traffic. What we were eliminating was the "middle-man," the "presenter," and the distortion and misunderstanding he causes—on both sides.

The economic argument for eliminating account executives is convincing. Our clients are all in the consumer field, and they all know that nothing's more important than "moving the goods."

By eliminating account men, we had the money to staff up with more and better creative, marketing, and media people. We put it to our clients simply: "Wouldn't you rather we spend money on people whose expertise can help sell your product—instead of people whose main function is to sell *you*?"

A logical objection to this viewpoint is: "But a good account man is *more* than a slick salesman—he's a marketing man!" Right. Which is why we converted our account executives into full-time marketing men. Now that they're freed from the responsibility of supervising creative, media, and other services, each has time to develop marketing strategies for several accounts in the shop.

Our media director, who was formerly a media supervisor with one of the 10 largest agencies, regarded our no-account-man system as offering an opportunity to do a better job of multi-

market TV and radio buying. He had long suffered though the agony of seeing sound media strategy fouled up at his old agency because a very young and inexperienced buyer had to do the final buying. He knew that if our system worked, he would have more budget available for the staffing of his media department.

Our media people enjoy the vis-a-vis contact with clients and the opportunity to argue clients out of their prejudices. For example, our media director was allowed to come to grips with a client who refused to let our man buy a spot on the *Allan Burke Show* because he personally couldn't stand Burke. I might add that we backed up our media director even though several people at the agency shared our client's aversion to the program.

One regular objection raised by the trade to our "no-account-man" policy was that it would waste the time of our creative people who could be more productive if they were spared direct contact with the client. Rubbish.

Sure, under our system the creative people may spend two hours talking to the client. But that's a lot more efficient than having an account man spend all day with him. Especially since the creative people then have to spend at least two hours trying to drag the information they need out of the account man. (Providing he *got* the right information from the client.)

Besides, good creative people abhor working in a vacuum. The more they're exposed to the client and his marketing problems on a first-hand basis, the more *efficiently* they function. There are fewer blind alleys. Our copy chief, who once worked for the world's largest advertising agency, says: "Now that I see how smoothly an agency can func-

tion, I'm amazed at the amount of time we wasted at J. Walter Thompson doing advertising campaigns that were either unneeded or misdirected."

One of the most valuable results of our changeover was that our creative people developed a new respect for our clients and their problems. And vice versa.

This is in sharp contrast to the usual situation where the account executive convinces the creative people that the client is an egomaniacal tyrant, whom only he can manage. While he simultaneously convinces the client that the creative people are temperamental kooks, whom only he can manage.

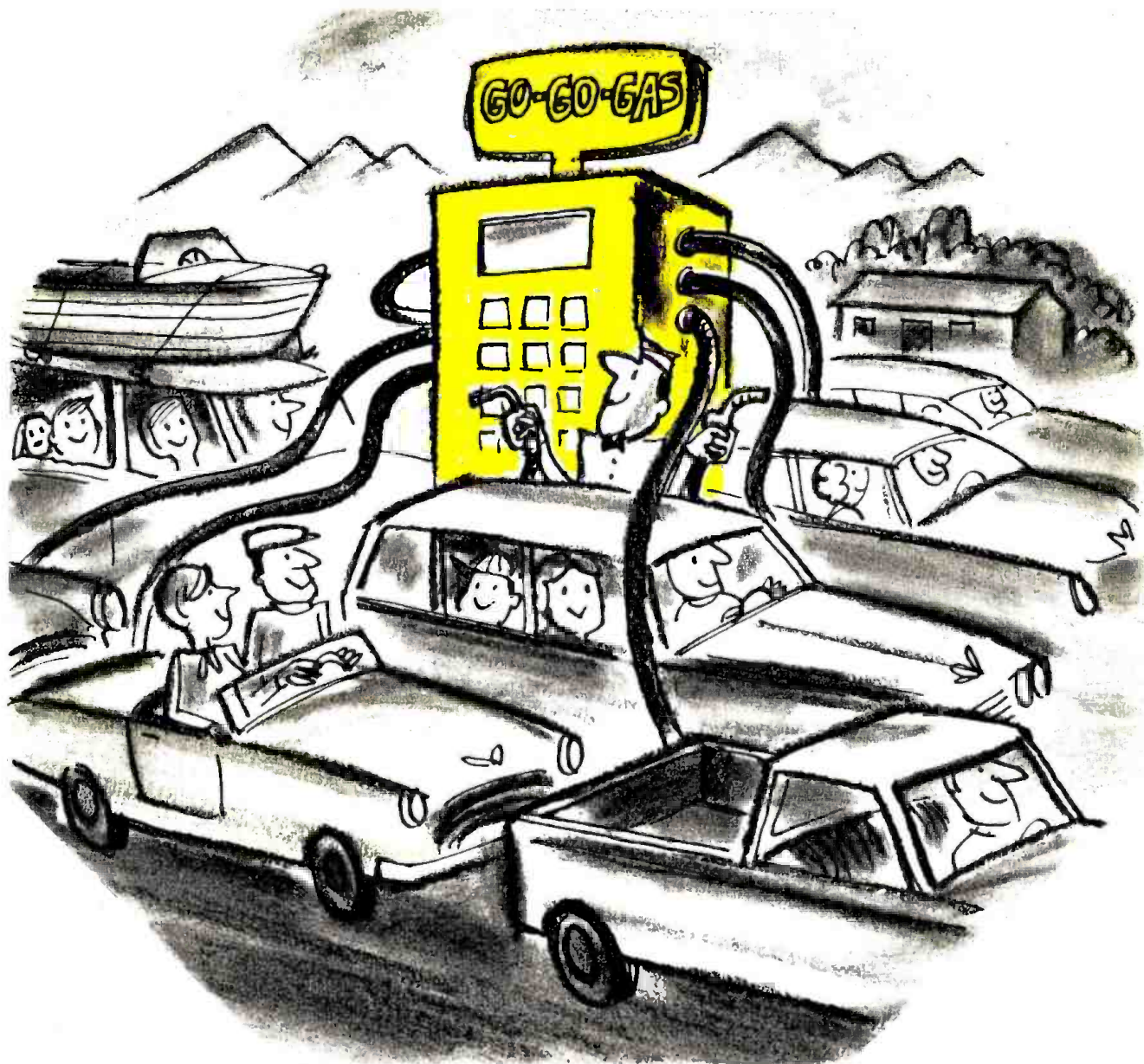
"The account executive rules the big agency shop," says our copy chief, "in the same way that a witch doctor rules a primitive society: by fear. He portrays the client as a sort of demon-god—unapproachable and all-powerful. And he convinces you that only he—the account executive—can intercede with this god through an elaborate ritual of lunches, phone calls, and presentations . . . and through the periodic sacrifice of huge quantities of layouts, storyboards, and media plans."

Soul Brother ■ Of course there are some people who think that the average client simply can't function without an account man in the picture—that he has an emotional need for someone to talk to on a regular basis. This again is part of the mystique created by account executives. If the client is truly interested in sales, he doesn't care one bit about luncheon dates, tickets to shows, or soul conversation into the small hours of the night.

Frankly, I don't expect many other agencies will follow our lead in eliminating the account executive. Most agencies are run by account executives.



Murray Firestone is president of Firestone & Associates Inc., New York-Philadelphia. He was elected executive vice president of W. B. Doner's Philadelphia office in 1958, and five years later opened his own agency in Philadelphia. Mr. Firestone established the nucleus of a New York office in 1966 with a media department, and enlarged it to a fully-staffed office in 1967. Firestone & Associates' campaigns include those for Ronzoni Macaroni Co. and Stella D'Oro Biscuit Co.



Beeline Country...awfully big in Automotive Fuels

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

You can get a lot of mileage from your advertisements on Fresno's Beeline Radio KMJ. Gas station sales in KMJ's nine county market is 175.6 million dollars big. This is not surprising when you consider KMJ's market includes six of the richest agricultural counties in America. And KMJ covers a total market of one and one quarter million people with \$3 billion in effective buying income. So take advantage of all this extra power, put your message on Beeline Radio KMJ. And remember, KMJ is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Sources: SRDS 1968 — Sales Management's Survey of Buying Power, June 1967

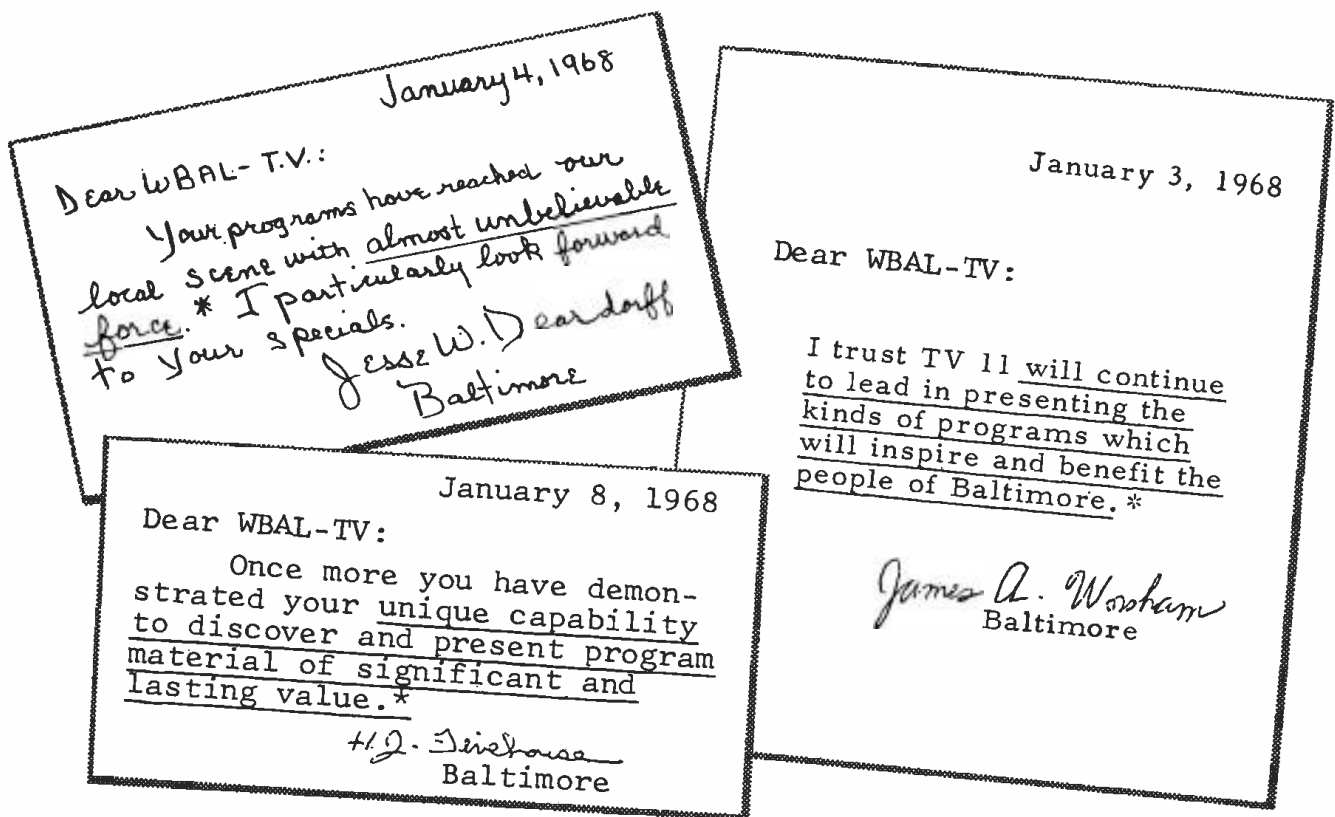
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*EMPHASIS SUPPLIED

NCTA finds out who's boss

Cable operators, in annual meeting, win one, lose one as commission moves quickly to take over the powers spelled out in Supreme Court decision

Community antenna television operators opened their convention in Boston Saturday (June 29) with two critical FCC decisions affecting their industry providing grist for conversation in the halls and hospitality suites of the Sheraton-Boston. One of the decisions was certain to have pleased the cablemen; the other was just as likely to have left them depressed.

The good news was the commission decision, by a 6-to-0 vote, holding that telephone companies must seek permission of the FCC to build facilities to provide channel service to CATV systems.

The depressing news involved the decision, by a 4-to-3 vote, restricting San Diego CATV systems in their transmission of Los Angeles television signals. For the decision means that TV stations need not prove beyond all doubt that unrestricted CATV service will adversely affect them in order to obtain commission protection from cable-provided competition.

However, in weighing the two, the operators may well conclude that they are ahead. For increasingly they have been concerned about competition from systems built by telephone companies and operating without local franchises; the leaseback systems have relied on the franchise already granted the telephone company.

The CATV systems which have had to obtain franchises have not had a forum in which to protest such telephone company activities. Now they do. When a telephone company applies for a certificate of convenience and necessity to build channel facilities, a CATV system can argue that the proposed service would not be in the public convenience or necessity.

Accordingly, CATV spokesmen, who don't often have occasion to cheer the FCC, were doing just that last week. "The cable television industry applauds today's FCC action requiring telephone companies . . . to obtain certificates of convenience and necessity before commencing leaseback operations," said

Frederick W. Ford, National Cable Television Association president in a statement on Wednesday.

The telephone companies involved—the Associated Bell System Co.'s, the General Telephone System and the United Utilities Inc.—had not been heard from as of Thursday. But a court appeal from the commission action was a distinct possibility.

Alleged Impact ■ The San Diego case was significant because it is the first one involving alleged CATV impact in a major market to have gone through hearing. And the outcome was particularly disappointing because the hearing examiner, in his initial decision, had held that the restrictions imposed by the commission should be removed since

the stations had not proved they would be harmed by unlimited CATV service.

However, the CATV interests lost the decision by only one vote—and Commissioner Lee Loevinger, who voted with the majority, left the commission Friday, at the end of his term. Thus, CATV interests may have reason to hope the new commissioner—who had not been named by last Thursday—will be more sympathetic to them.

In any event, CATV operators now have a second reason for remembering the San Diego CATV case. The first reason is that it was that case that provided the basis for the last month's Supreme Court decision that the commission has authority to regulate CATV systems.

Cablemen take a look into their future

Conventioners at the 17th annual National Cable Television Association gathering in Boston June 29-July 3 will be stepping into the near future if they wander among the six booths reserved for NCTA at the Boston War Memorial Auditorium.

What's on tap for them is "Project X"—a futuristic version of the services tomorrow's television set may bring to viewers. Conceived by Sam Street, NCTA field-services director, the TV set of the future (early prototype shown at right) will show a number of services cable can bring into the home—among them, a burglar alarm, armchair shopping using closed-circuit TV and facsimile reproduction of newspapers and magazines.

The actual presentation at the convention will employ a video-tape machine connected to the TV set. Demonstration of those services will be



displayed on an eight-minute video tape produced for NCTA by KEMO-TV San Francisco.

CATV carriers must go to FCC

Phone companies told they need okay to build or lease CATV systems

The FCC last week put the regulatory arm on telephone companies engaged in building channel facilities to serve CATV systems, and in the process wiped out what CATV industry spokesmen have called a regulatory void.

The commission held that Section 214 of the Communications Act, which requires common carriers to seek its permission before building or extending lines of service, applies to telephone companies' leaseback arrangements with CATV systems.

It also said companies that have pro-

vided facilities without permission are in violation of the law and commission rules, and issued cease and desist orders to bring the companies into compliance.

The response of the CATV industry representatives was immediate and joyful. For the order means that CATV systems with a complaint against telephone-company activities in CATV—and those complaints have been mounting—now have a governmental forum in which to air them.

The commission order, prepared under the supervision of Commissioner Robert E. Lee, requires telephone companies to apply for certificates of public convenience and necessity before building channel facilities. And CATV operators will be able to argue that such facilities would not serve the public convenience or necessity.

CATV systems have been worried about competition from systems built by telephone companies and operated without a franchise from local authorities. Telephone companies have maintained that the franchise under which they are already operating provides

authority for the channel-service offering.

And the failure of state and local authorities to take hold of this situation results in what the CATV spokesmen in pleadings before the FCC have called a regulatory void.

CATV's Pleased ■ The commission's order was particularly welcome in CATV circles because of a New York State Supreme Court decision two months ago upholding the view that operators who lease channel facilities from telephone companies do not need a city franchise to operate a CATV system in New York. The decision, now being appealed, involves the request of New York City for an injunction to bar Bell Television Inc. and its subsidiary, Comtel Inc., from renting cable facilities of the New York Telephone Co. to provide CATV service (BROADCASTING, April 22). Some 80 similar cases are pending in courts across the country.

Frederick W. Ford, president of the National Cable Television Association, referred to the New York case in hail-

UHF's protected from CATV threat

FCC RULES THAT POSITIVE PROOF OF ECONOMIC DAMAGE NOT NEEDED

The San Diego CATV case, which figured in the Supreme Court decision that held the FCC has the authority to regulate CATV systems, now stands for the proposition that UHF stations need not provide positive proof of potential damage in order to obtain commission protection from CATV systems.

This emerged last week from a commission decision, reached on a 4-to-3 vote, overturning a hearing examiner's initial decision and imposing restrictions on the importation of Los Angeles TV signals by San Diego CATV systems operating within the grade-A contour of San Diego stations.

Hearing Examiner Chester F. Naumowicz Jr., in a decision on Oct. 3, 1967, proposed removing restrictions on CATV service imposed by the commission. He said that the broadcasters had provided no evidence that CATV-produced competition had adversely affected television. He also said there was nothing in the record on which a prediction could be based as to the effect of unlimited UHF service on present or potential UHF service (BROADCASTING, Oct. 9, 1967).

Majority View ■ But the commission, in an order prepared under the supervision of Commissioner Robert E. Lee, said that the examiner had held the broadcasters to too strict a test, and

said that a reasonable conclusion from the evidence was that the unrestricted importation of Los Angeles television signals would adversely affect UHF development.

The burden of proof as to the probable effect of potential service cannot be "so strict that it is impossible to meet." with the result that the outcome depends on whether it is a CATV system or broadcaster that must bear the burden, the commission said. In the San Diego case, it was the broadcasters.

The case is significant because it is the first one involving alleged CATV impact on television stations to have gone through the hearing process since the commission's CATV rules were adopted in March 1966. Thus the commission's ruling provides precedent for future cases in which CATV impact in major markets is at issue.

The commission order permits the CATV systems to continue carrying Los Angeles signals only in areas where they were being distributed on Aug. 23, 1966, when the commission imposed a freeze and initiated a hearing on the impact question. The order permits the systems to make further drops from existing trunk and feeder lines.

Two Exempted ■ The commission permitted two of the six systems involved, Rancho Bernardo Antenna and

Escondido Community Cable, to continue carrying signals in the small communities of San Bernardino and Escondido.

The commission also opened the door to program origination by the CATV systems. It said they may originate programming without restriction, subject only to rules that it may adopt.

The commission saw such origination not only as a means of increasing the diversification of programming sources in San Diego but of obtaining information on the potential of such service. Systems that originate programming are required to file annual reports with the commission beginning on Aug. 1, 1969.

Origination of commercials, however, is virtually ruled out. The commission said that systems that originate advertising material will not be permitted to carry any television station broadcast signal.

The ban on commercials, the commission said, is to protect UHF stations against the "adverse effect of CATV competition for available advertisers." It added that "a test of the viability and effect of such CATV origination (i.e., without commercials) is most desirable and, based on the results of the test, we would be in a position to formulate the most appropriate policy on recommendations to the Congress."

ing the commission action. So did Irving Kahn, president and chairman of Teleprompter Inc., and Charles F. Dolan, president of Manhattan Cable Television Teleprompter and Manhattan Cable are two of three companies franchised by New York City to provide CATV service. CATV Enterprise is the third franchise holder.

"It is gratifying to learn that the FCC has not allowed the pressing need for regulation in this area to go unmet," said Mr. Ford. "The commission's action imposes a rein on phone company activities in CATV, the need for which was underscored by [the] recent decision of the New York supreme court."

Mr. Kahn called the action "a stop sign that reminds the telephone companies that there are limitations to the favored monopoly conditions under which they flourish."

"Moreover," he said "the commission has taken a needed step toward guaranteeing development of an independent cable TV industry, and the ruling serves to affirm the rights of local governments to approve the purveyors of

services to their own communities."

He said the ruling is "extremely significant in New York City and many other communities where telephone companies have collaborated with unlicensed parties to circumvent the authority of the local government bodies."

Mr. Dolan called the commission decision a good one for New York "because it will discourage the chaotic conditions which would result from numerous nonregulated incompatible cable operations which, because of expensive duplication of expensive facilities, would ultimately raise the cost of service to the consumer."

He referred to the city's effort to block service by a nonfranchised CATV operator, and said: "The [commission's] decision will facilitate the city's plans for mandatory services to all residents through regulated companies working in harmony with each other under a single plan."

General Application ■ The commission order, adopted by a 6-to-0 vote, with Commissioner Lee Loevinger not participating in the decision, applies to

18 Associated Bell System, six General Telephone System, and 10 United Utilities Inc. companies. The telephone companies had no immediate comment on the order, but were presumably considering a court appeal.

The issue of telephone company-provided competition is especially troubling to CATV operators in cases in which the telephone company provides facilities to serve affiliated or subsidiary entities—as General and United do.

Adding to the importance of the developing competition between cable operators and telephone companies is the awareness that the cable operators and telephone companies that the cable industry eventually can do more than relay television signals into the home. Various types of services—adding up to the much-talked-of home-communications center—can be accommodated on the cable.

The commission's concern with this problem is indicated in that portion of the order describing conditions under which relief from cease-and-desist orders will be granted telephone compa-

UHF Impeded ■ But it was the question of impact of the six to eight Los Angeles signals the CATV systems are carrying that most concerned the commission. It agreed with the examiner's finding that the network-affiliated VHF stations would have no trouble withstanding CATV competition. But basing its judgment "on the record as a whole," the commission said that "unlimited CATV expansion would preclude or substantially impede potential UHF service in San Diego."

The commission noted that the CATV systems, with a potential penetration of 50% of the homes, would be importing six to eight Los Angeles signals, including the programming of four independents, which would have an appeal for the minority audience that the San Diego UHF's would be seeking to attract.

Further, the commission said that Examiner Naumowicz erred in concluding that the prospects for UHF in San Diego were so poor that they couldn't be damaged by CATV competition. The commission said UHF prospects "were brighter" than they had appeared to be and would probably improve further as the number of all-channel TV sets increased.

The commission said the examiner had based his conclusion in part on the performance of the one operating UHF, which had been poorly managed and under financed. Under new owners, the Bass brothers, and with an increase in power, KCST(TV) (ch. 39) shows promise of succeeding, the commission said.

But the commission said it was not

closing the book on the case. It said that "if UHF does not succeed in establishing itself in the San Diego area over the next several years or if there are some other startling technological developments," it would review the matter.

Limitations ■ The commission exempted Rancho San Bernardo from the ban on expanding Los Angeles service because there had been no objections to importation of the signals if they were limited to the community.

The commission said Escondido deserved special consideration because of location and terrain factors, and because the City of Escondido had argued that it needed more special-interest programs than were available from the San Diego stations.

The commission conditioned its permission to Escondido to carry the Los Angeles signals on the system's originating local-affairs programming.

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

The three dissenters, in a joint statement, said the commission's judgment was unsupported by the evidence. They said the case should be decided on the basis of the facts. But, they added, the majority's reasoning "seems to be hypothetical and illusory."

Commissioner Cox, in a statement concurring in the result, said he agreed

with most of the majority's reasoning in the decision but disagreed on its handling of the Escondido aspect.

Background ■ The case was initiated on March 17, 1966, shortly after the commission asserted jurisdiction over all CATV systems and adopted rules to regulate them. Midwest Television Inc., licensee of KFMB(TV) (ch. 8) San Diego asked the commission for relief against CATV importation of Los Angeles signals. Midwest, which was joined by KCST (then KAAR(TV)) and KJOG-TV (ch. 51) (not yet on the air), asserted that the CATV systems were fragmenting the San Diego audience and said that, unless relief were granted, the stations would suffer economic hardship. The result, they said, would be less local service for San Diego.

The FCC designated the case for hearing, and issued a temporary order restricting the San Diego cable systems in their transmission of Los Angeles television signals. It was this order that provided the first test of the commission's authority to regulate CATV systems.

Southwestern Cable Co., Mission Cable TV Co., Pacific Video Cable and Trans-Video Corp. appealed the order—and won in the court of appeals. The court not only held that the stay order was illegal but appeared to question the commission's authority to regulate CATV systems.

It was this decision that was appealed to the Supreme Court and, three weeks ago, reversed in an opinion that held that the commission has ample authority to regulate CATV systems,

nies providing channel service without certification. The commission makes clear that companies serving subsidiaries will find relief extremely difficult to obtain.

Bill Collectors? ■ CATV spokesmen, viewing the developing interest of telephone companies in CATV, have expressed concern about those companies one day owning all of the country's CATV plant, and leaving the independent operator to function, if at all, as a bill collector.

Commission officials said this possibility will be one of the matters considered by the commission in developing public-interest criteria against which applications for Section 214 certificates will be judged.

It is assumed that the commission's Common-Carrier Bureau will be given the task of processing and acting on the applications. But commission procedures for discharging the newly assumed authority remain to be spelled out.

The commission's order was the third major decision affecting CATV in a month. On June 10, the Supreme Court ruled that the FCC has sweeping authority under the Communications Act to regulate the industry. A week later, the same court held that CATV systems do not incur copyright liability when they pick up and relay to subscribers copyrighted programming.

The Section 214 proceeding, which involved an evidentiary hearing and, in February, an oral argument before the commission (BROADCASTING, March 4), was spun off from a broad-scale inquiry involving the same telephone companies. That inquiry deals with the lawfulness of the tariffs under which the telephone companies provide CATV service and with pole-line attachment agreements between the companies and cable operators.

That proceeding, which has been held in abeyance pending the conclusion of the 214 hearing, will help delineate further the relationship between CATV and telephone companies in providing cable service, and the commission's role in regulating both sides. Among other things it will get into the complaint of cable operators that telephone companies have used their control over the poles that CATV systems need to string their wires to force them to take channel service rather than build their own plant.

Cite Opinion ■ In asserting its authority to require telephone companies to seek 214 certificates, the commission cited the Supreme Court decision upholding the commission's authority to regulate CATV systems. The commission rejected the telephone companies'

argument that the channel service they provide is "intrastate" since the input and output points of their cable facilities for CATV systems are, with one exception, within the confines of one state.

"The processing is no different from that which takes place in connection with the transmission by microwave and wire of any live coast-to-coast broadcast," the commission said. "The controlling facts here are that the cable facilities furnished by the telephone companies are links in the continuous transmission of the signals from the point of origin to the set of the viewer. . . ." The carrier, the commission added, "is performing an interstate communications service."

The companies had argued that their facilities fall within one or more of several exemptions provided for in Section 214. But the commission rejected

each argument.

It dismissed as "untenable" the argument that, since no physical facilities of a common carrier cross a state boundary, the channel service is purely intrastate and thus subject to an exemption applying to a "line within a state . . ." The commission said that "line" refers to channel of communication, not merely the equipment used to establish the channel.

The commission also rejected the argument that an exemption covering "local, branch, or terminal lines not exceeding 10 miles in length" applies to the telephone companies' service. This exemption, the commission said, is intended to apply to minor additions or improvements to existing facilities when the expenditure of funds is relatively small. The commission noted that Indiana Bell spent \$900,000 to provide a Marion, Ind., cable system with 41.6 miles of feeder and 131.4 miles of distribution cable and drop lines. Other companies spent from \$300,000 to \$497,000.

No Exemption ■ The commission also found no basis for exempting connecting carriers—10 of the companies in the case claim that status. Commission jurisdiction does not extend to carriers that are in interstate or foreign commerce "solely" by reason of connection with another carrier. But the commission said the connecting carrier which provides channel service to a CATV system is engaged in interstate communication because it acts as a link in the interstate transmission of television signals, as does a "fully subject carrier," and not "solely" by reason of interconnection with another carrier.

The commission ordered each of the carriers involved in the proceeding to apply for Section 214 certificates within 20 days, to halt construction in progress and not to begin new construction without certification.

The commission also took remedial action to "dissipate, to the extent possible, the adverse effects upon the public of the unlawful conduct of the carriers." In addition to existing uncertificated facilities, the commission said, construction of new ones is "continuing at a rapid rate."

The commission issued cease-and-desist orders to halt the operation of unlawful service, but tailored its orders to meet different conditions. Systems built before Oct. 12, 1966, when the commission put telephone companies on notice that such construction might be unlawful, will be allowed to continue operating, provided applications for Section 214 certificates are filed. This covers 12 Bell companies, which are serving 34 unaffiliated CATV operators in 40 communities.

Systems that were substantially completed—50% or more—by the base date

25-channel CATV system

Sterling Communications Inc. has acquired world marketing rights to a 25-channel electronic converter for CATV from International Telemeter Corp., a subsidiary of Gulf & Western. G&W will retire from CATV manufacturing, giving Sterling the option to buy its other equipment, but International Telemeter will continue to expand its ownership of CATV systems.

The unit, "Gamut 25," which converts standard 12-channel receivers to 25-channel capability, will be manufactured by an electronics firm for Manhattan Cable Television, in which Sterling has a controlling interest. Sterling will then market the Gamut 25 and two other converters in the series, "Focus 12" and "Plus 13," to other cable systems.

Under the contract G&W will prosecute patent infringement cases and two companies have been notified on those grounds, according to Charles Dolan, president of Sterling. The Hamlin Co., Seattle, and Standard-Kollsman, Chicago, were said to be involved in negotiations for sublicenses.

All three converters were to be exhibited by Sterling at the National Cable Television Association convention in Boston this week.

will also be allowed to continue operating, subject to the filing of a Section 214 certificate, pending further order of the commission. And systems that cannot meet the 50% test may continue operation provided they present reasons why discontinuance of the service would not be in the public interest.

Prior Service ■ The commission granted "grandfather" rights to connecting carriers that had been providing service to nonaffiliated companies up to the date of the decision. The commission noted that the systems could have relied on an earlier decision that Section 214 was not applicable to connecting carriers.

But the commission was particularly strict in dealing with companies providing channel service to subsidiaries. The commission did not rule out the possibility of continued service, but said: "It is doubtful that any sufficient equitable basis exists for according permanent relief to the carrier. . ."

The commission said the telephone company "is in a position to preclude or to substantially delay an unaffiliated CATV system from commencing service and thereby eliminate competition. Furthermore, construction by a telephone company for an affiliated CATV operator calls for careful scrutiny on the part of the commission in order to insure against wasteful duplication or unnecessary construction."

General Telephone companies serve subsidiaries in Indiana, Michigan and Texas. United Telephone companies serve affiliated companies operated by United Transmission Inc., a subsidiary of United Utilities Inc., parent of the telephone companies. The systems are in Washington state, Oregon, Virginia and Tennessee.

Four Texas CATV's ordered into hearing

Four CATV proposals for Northeast Texas have been set for consolidated hearing by the FCC. All of the proposals are for areas in the Shreveport, La., market, which ranks 68th in the nation.

The four CATVs intend to carry the distant signals of Dallas and Fort Worth. Three of the systems had asked for waiver of the required hearing for the importation of distant signals into a top-100 market, but the requests were denied. The fourth system was granted its request for hearing, which will now include the others.

The CATV applicants include Lone Star Television Service Inc., which plans to operate in Longview, Tex.; Telecom Cable Co. with a proposal for Texarkana, Tex.-Ark.; Cypress Valley Cable Television Service Inc., which plans a system in Marshall, Tex., and Kilgore

New York CATV will originate movies

Manhattan Cable Television, New York, will begin local origination of feature films without charge to subscribers on Sept. 9. Manhattan Cable, controlled by Sterling Communications Inc., New York, provides CATV service to residents in part of Manhattan. It has approximately 3,000 subscribers.

The cable company has entered into an agreement with Janus Films, New York, to show more than 40 feature films which will be shown at the APA-Phoenix-Janus film festival in New York this summer. The films, which will be shown in their original forms without commercials, include some movies which already have been carried on television.

Among the films to be shown are "Citizen Kane," "Gunga Din," "The Blue Angel," "All These Women," "The Informer," "The Lady Vanishes," "The Magnificent Ambersons," "Through a Glass Darkly," and "Rashomon." The feature films will be carried on channel 6, twice each evening at 7 p.m. and 10 p.m.

In addition, on July 22 Manhattan Cable starts a nightly half-hour program with Manhattan borough President Percy Sutton as host, starting at 8 p.m. Mr. Sutton, who will discuss urban problems, will remain in this time period until Sept. 9. Thereafter, he is scheduled to appear in intermission periods between feature films.

Video Inc., planning operations in Kilgore, Tex.

The hearing, for which a date has not been set, is to determine the penetration of CATV into the market, its impact on TV and plans for any services other than relay of broadcast signals. The commission also stated it would determine "whether there are unsatisfied needs in Longview, Texar-

kana and Kilgore for in-state programming, and if so, the extent to which the applicants' proposed CATV services would meet those needs for their respective communities."

Also made parties to the hearing were TV stations KTBS-TV, KSLA-TV and KTAL-TV, all Shreveport, KLTU-TV Tyler, Tex., and KHER-TV Longview (not activated).

CATV must now look to Congress and FCC

INDUSTRY LEADERS MAP OUT NEXT STEP AT NCTA MEET

For an industry that has weathered two U. S. Supreme Court decisions and a landmark FCC leaseback action (see page 20), its leaders were noticeably cautious in prepared remarks in what was to be a high-powered panel discussion on the "Future of Cable TV," the opening session of the 17th annual National Cable Television Association convention in Boston June 29.

Not that their remarks were somber, however. Delegates were to hear the call for funds and support of a new cable research corporation, and receive a brief glimpse of the multitude of future services CATV can be expected to provide. But conventioners also were promised sober talk that now with the haze of litigation swept away, cable is going to have to make itself heard in the corridors of the FCC and Capitol Hill, and learn to harness its ever-expanding cable technology.

The panelists were Irving Kahn, Teleprompter Corp.; Alfred R. Stern, Television Communications Corp.; J. Leonard Reinsch, Cox Broadcasting Corp., and Bill Daniels, Daniels & As-

sociates. Mr. Daniels's remarks were not available.

What Direction? ■ "The Supreme Court may have spelled out some new rules, but it didn't change the name of the game," Mr. Kahn was to say. "The important questions today are not whether the industry is going to survive, but where it is going, how it is going to get there, and whether some of the people now in the industry will survive."

The direction of the industry, he indicated, would be toward a home communications center, data transfer and more local programs and services. But how the industry is going to achieve these goals will be determined, he said, on how well CATV promotes its government relations. "As an industry, we are going to have to increase our activity—and the effectiveness of our activity—in those high places."

Those places, of course, are the FCC, where he suggested cable must not accept the "present form" of commission regulation; Congress, where he warned that the copyright fight "is only well begun," and the President's Task

Force on Telecommunications, where the ultimate benefit to cable of modernized communications ground rules will depend "upon our ability and willingness to take the lead rather than just to trail along as the new patterns and policies take shape."

Mr. Kahn further noted that the "era of the jerry-rigged system and the fabricating of gear in the garage or woodshed is long past." One significant milestone in cable history, he said, is the 18gc microwave system developed by Teleprompter and Hughes Aircraft Co. (BROADCASTING, April 29. et seq.). That the commission accepted the plan on a limited scale for a trial run in New York City is an indication that the commission is not totally anti-CATV, he said. And although the commission shied away from a nationwide allocation of those frequencies for short-haul microwave use, Mr. Kahn suggested that "we will have five years or more to work in these frequencies, and the

which he would like formed in the next few months, will have a paid staff, engineer, market analyst, administrator and board of directors, he speculated. And Mr. Stern offered a Television Communications pledge of \$50,000 toward a fund-raising goal of \$750,000 over the next three years needed by the new corporation.

The development company, he said, will have the responsibility of "seeking maximum uses for the cable to benefit all of us." And in a note of urgency he stressed that many of the CATV services have yet to be tested and developed to the point of practical application: "If we don't do it, you may be sure somebody else will."

New FCC Policy ■ Mr. Reinsch noted that CATV has been recognized as a "full-fledged member of the communications family" through the Supreme Court decision asserting FCC jurisdiction over CATV, the next important move is up to the commission to modify

CATV group owner moves into radio

That broadcasters are becoming increasingly involved in CATV is well documented, but the reverse of this movement was noted last week when a multiple CATV owner filed an application with the FCC for a new daytime AM station to operate in Waynesboro, Pa.

The applicants are Mr. and Mrs. George Gardner, owners of CATV

systems serving Waynesboro, Middleburg, Carlisle, Shillington and Mechanicsburg, all Pennsylvania.

According to the application, the station would identify itself as "a service of TV Cable of Waynesboro Inc.," the name of the Gardner system serving that city.

Mr. and Mrs. Gardner applied for 1130 kc with 1 kw.

way technology is blooming in this industry, five years becomes virtually a lifetime."

Viewer's Choice ■ Mr. Stern's look into cable's future saw CATV as a "more essential medium of communications" rendering services such as selling merchandise through the cable, printing newspapers and providing its subscribers "the right to decide what shows they want to see, when they want to see them."

But CATV's task now, he suggested, is to make a "forceful impression" on those high places Mr. Kahn referred to. And to do that Mr. Stern proposed that an independent industry company be set up—Cable Communications Development Inc.

The company's role, he suggested (although his words passed from tentative proposal to a rather firm it-will-happen), "will be to research and develop these new services" he sees on the CATV horizon. The company,

certain restrictive aspects of its CATV rules. "The FCC has the opportunity—and I believe the responsibility—to implement regulation that will encourage the healthy growth and development of cable television" as it has nurtured the other broadcast services.

Mr. Reinsch also supported proposals that the FCC apply Section 315 (a) of the Communications Act to CATV. That section now prohibits the rebroadcast of signals without the originating station's consent. If the rule were modified to exempt cable operators from having to seek permission from stations lacking a grade-A or grade-B signal over their systems, and if applied in conjunction with a "fair and workable copyright formula," he suggested, the rule could resolve many areas of disagreement between broadcasters and cable operators. This rule modification, he said, would "represent yet another endorsement of cable television as a viable and permanent link in the communications chain."

All-channel group wants CATV hearing

Several members of the Committee for Full Development of All-Channel Broadcasting at a meeting in New York last week urged that the FCC hold a full hearing on the issue of cable television and its effect on the development of television, particularly UHF.

Committee members, notably Leonard B. Stevens of the U. S. Communications Corp. stations, William Putnam of Springfield TV Broadcasting Corp. and David M. Baltimore of WBRE-TV Wilkes-Barre/Scranton, Pa., said a complete review of CATV by the FCC now is in order, particularly in view of the U. S. Supreme Court's June 17 copyright decision.

FCC Commissioner Robert E. Lee, who attended the meeting, said the copyright decision had "come as a surprise to the commission," and added: "I think we will have to take a full look at CATV and I'm considering calling for an en banc hearing. I'll probably propose such a hearing in due time." He said later such a hearing would be useful as part of the over-all review of CATV policy now underway at the commission (BROADCASTING, June 24).

Land-Mobile Space ■ At the meeting, the committee also adopted a resolution urging the FCC to "institute proceedings to allocate all or most of the [spectrum space the FCC is obtaining from the Office of Telecommunications Management] for mobile radio operations. . . ." Priority should be placed, however, the CAB observed, on meeting land-mobile spectrum needs by making more-efficient use of frequencies now assigned to that service.

But to the extent necessary, the CAB resolution says, the approximately 26 mc of space (to be transferred to civil use from government assignments between 890 and 942 mc) should be made available to land mobile.

The frequencies, it is hoped, will be allocated contiguously and from the lower half of the 890-942 mc band.

No other reallocation to land mobile should be contemplated by the commission, the resolution says, until studies show conclusively that land mobile's needs cannot be met otherwise.

The National Association of Broadcasters' TV board has also urged assignment of the new space to land mobile (BROADCASTING, June 24). The spectrum gift was offered last month by James D. O'Connell, OTM director. He said a review of federal government needs showed that half of the 890-942 band could be reassigned.

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It's not just charm and the permissive air. All San Francisco is suddenly now. Just look at the spectacular new scenery in those famous old views!

There are now more than four and one-half million people living around San Francisco Bay; and in 10 years retail sales have grown 71 per cent. KTVU shines in this swinging market. We've proved again and again that San Franciscans like our style of creative, independent programming.

And if you think San Francisco has a new look, wait till you see our smashing new fall programming. Your H-R man is at the read with availabilities now.

KTVU 2

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

Costume by Joseph Magnin

Hard look at TV ad practices

Key trends seen in agency study: more loose 30's,
fewer program breaks with more commercial content,
more use of barter, higher rates that will be met

Television's pricing practices sometimes amount to cupidity on the part of broadcasters but it would be foolhardy for advertisers to boycott the medium.

That is the nub of two of many charges, findings and conclusions contained in a special marketing report that was being widely circulated last week.

The report offered a detailed study of trends in the business of buying TV and radio advertising, with particular emphasis on the role of the 30-second TV commercial and, subordinately, on what was called "the emergence of barter as an important factor in the sale of radio and television time."

The study was conducted by Needham, Harper & Steers and reported in its *NH&S Marketing Services Newsletter*, but the part dealing with 30's

and general pricing practices was based on consultations with a number of other agency and advertiser executives as well as with broadcasting authorities and therefore was regarded as representative of the views of a broad segment of the broadcast-advertising business.

Spit Decisions ■ The study pointed up the sharp dichotomy of advertiser and agency criticism of rising costs in television and their continued heavy use of the medium.

A few of the highlights regarding the probable role and pricing of 30-second announcements leaked out of a closed session of an Association of National Advertisers seminar on television when they were summarized there two months ago by Herbert Zeltner, NH&S senior vice president and corporate director

of marketing services (*BROADCASTING*, May 6).

But the details and the rationale behind them did not become public until the newsletter, also prepared under Mr. Zeltner's direction, was circulated last week.

Some of the newsletter's predictions:

■ There will be a rapid increase in the use of "loose" 30-second commercials in all parts of the television industry, with the volume of 20-second announcements dropping most drastically but with some reduction in minutes and piggybacks, too.

■ Total commercial time allowed will not change substantially as a result of the balancing off of modifications in the new National Association of Broadcasters code, but "scheduling practices will begin to move noticeably toward a smaller number of longer commercial intermissions." This shift will be evident earlier in local-market fringe-time periods than in network prime time, but the changes will begin to show up substantially before the end of the year.

■ Pricing for loose 30's will stabilize at about two-thirds to three-quarters of the full-minute rate in force at any given time.

■ Television costs will continue to increase at the same rate as they have in the past—about 7% to 8% over-all annually.

■ Television networks and stations will not adjust pricing to reflect different positions within blocks of commercials. Advertisers will "have to live with" rotation among four, five or even more consecutive commercial units.

The 30's Emerge ■ Based upon discussions with leading executives from diverse parts of the industry, NH&S wrote that the "loose" 30-second commercial is expected to become the standard of the medium within two to three years.

The major reasons cited in support of this view were: Past and present rate increases will intensify pressures on advertisers to devise ways of reducing television cost; growing familiarity with the 30-second length has demonstrated to agency creative personnel that the one-minute form is not always a neces-

Movies find TV more effective than ever

Investment in television by the motion picture industry rose to almost \$7.3 million in 1967 from slightly more than \$5.1 million in 1966, according to new figures from the Television Bureau of Advertis-

ing. TVB showed that film studios' use of spot TV grew by 66.9% and of network TV by 5.9% in 1967 as compared with 1966. Walt Disney was the leading TV advertiser with almost \$2.4 million in the medium.

ESTIMATED EXPENDITURES OF THE LEADING MOTION PICTURE COMPANIES
SPOT AND NETWORK TELEVISION
1966 and 1967

		Spot TV	Network TV	Total TV	% Change '67 vs. '66
Walt Disney	1967	\$ 122,900	\$2,255,300	\$2,378,200	+ 21.5%
	1966	109,910	1,847,400	1,957,310	
20th Century-Fox	1967	1,143,500		1,143,500	+131.4%
	1966	310,540	183,600	494,140	
Columbia Pictures	1967	956,100		956,100	+ 32.9%
	1966	627,020	92,400	719,420	
Metro-Goldwyn-Mayer	1967	913,800		913,800	+ 43.9%
	1966	635,120		635,120	
Warner Bros.-7 Arts	1967	515,000		515,000	+145.7
	1966	204,990	4,600	209,590	
Paramount Pictures	1967	302,200		302,200	+ 39.6
	1966	216,450		216,450	
American International Pictures	1967	208,600		208,600	+117.4
	1966	95,960		95,960	
Seven company total:	1967	\$4,162,100	\$2,255,300	\$6,417,400	
	1966	2,199,990	2,128,000	4,327,990	
% Change:		+89.2%	+6.0%	+48.1%	
Industry total:	1967	\$5,021,200	\$2,255,300	\$7,276,500	
	1966	3,009,000	2,129,000	5,138,000	
% Change:		66.9%	+5.9%	+41.6%	+

Source: LNA/Rorabough

Attention TV Stations:

We've got news for you!

FILMLINE'S professional color film processors now available for TV NEWS

The FILMLINE Models FE-30 and FE-50 are exciting new color film processors designed specifically for use in television station news departments. The design is backed by Filmline's reputation as the world's leading manufacturer of professional film processors for the commercial motion picture laboratory industry.

Now for the first time the television industry can enjoy the benefits of professional caliber equipment incorporating exclusive FILMLINE features that have paced the state-of-the-art in commercial laboratories, at a cost lower than processors offering less.

After you check these exclusive Filmline features you'll want to install a Filmline processor in your news department NOW!



MODEL FE-50:
16 mm Color Processor
for Ektachrome Film. Speed
50 FPM. **\$22,500**

MODEL FE-30:
16mm Color Processor for
Ektachrome film. Speed 30
FPM. **\$16,400**

● "FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"

This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.

● "TORQUE MOTOR TAKE-UP" gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

● "TEMP-GUARD" positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.

● "TURBO-FLOW" impingement dryer. Shortens dry-to-dry time, improves film results, and carefully controls humidity content of your valuable (and sometimes rare) originals. Immediate projection capability is assured because the film dries flat without the usual curl associated with other film processors.

● "ZERO DOWN TIME" The reputation of any film processor is only as good as its reliability. The

combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

● "MATERIALS, CONSTRUCTION AND DESIGN" All Filmline machines are constructed entirely of metal and tanks are type 316 stainless steel, heliarc welded to government specifications. The finest components available are used and rigid quality control standards are maintained.

Compare Filmline features to other processors costing more money. Feature-by-feature, a careful evaluation will convince you that Filmline offers you more for your investment.

Additional Features included in price of machine (Not as extras).

Magazine load, daylight operation ■ Feed-in time delay elevator (completely accessible) ■ Take-up time delay elevator (completely accessible) ■ Red brass bleach tank, shafts, etc. Prehardener solution filter ■ Precision Filmline Venturi air squeegee prior to drybox entry ■ Air vent on prehardener ■ Solid state variable speed D.C. drive main motor ■ Bottom drains and valves on all tanks ■ Extended development time up to two additional camera stops at 50 FPM ■ Pump recirculation of all eight solutions thru spray bars ■ Temperature is sensed in the recirculation line ■ All solutions temperature controlled, no chilled water required ■ Built-in air compressor ■ Captive bottom assemblies assure you constant footage in each solution ■ Change over from standard developing to extended developing can be accomplished in a matter of seconds ■ Impingement dryer allows shorter put through time.

Partial listing of Filmline Color Installations: — NBC- New York, NBC- Washington, NBC- Cleveland, NBC- Chicago, CBS & ABC Networks, Eastman Kodak, Rochester.

Laboratories: De Luxe Labs, General Film Labs (Hollywood), Pathe-Labs, Precision Labs, Mecca Labs, Color Service Co., Capital Film Labs, Byron Film Labs, MGM, Movie Lab, Lab-TV, Technical Film Labs, Telecolor Film Labs, Guffanti Film Labs, A-One Labs, All-service Labs, NASA Cape Kennedy, Ford Motion Picture Labs.

TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTAR-TV, WSYR-TV.



BJU-68

Send for Literature.
Time & Lease
Plans Available.

All prices F.O.B.
MILFORD, CONN.

"When you buy quality Filmline Costs Less"

BAR network TV-billing report for week ended June 16

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended June 16, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended June 16	Total dollars week ended June 16	1968 total minutes	1968 total dollars
	Week ended June 16	Cume Jan. 1-June 16	Week ended June 16	Cume Jan. 1-June 16	Week ended June 16	Cume Jan. 1-June 16				
Monday-Friday Sign-on-10 a.m.	—	\$ 145.8	\$ 69.2	\$ 1,797.4	327.6	7,939.1	69	396.8	1,655	9,882.3
Monday-Friday 10 a.m.-6 p.m.	1,090.7	28,978.8	2,638.5	71,107.3	1,980.1	53,129.8	947	5,709.3	21,879	153,215.9
Saturday-Sunday Sign-on-6 p.m.	1,203.7	25,227.9	322.2	22,061.2	453.1	10,924.2	217	1,979.0	5,687	58,213.3
Monday-Saturday 6 p.m.-7:30 p.m.	249.3	7,407.1	512.4	14,039.1	395.0	14,868.0	92	1,156.7	2,097	36,314.2
Sunday 6 p.m.-7:30 p.m.	54.0	2,795.0	150.0	5,157.2	104.7	4,937.2	21	308.7	500	12,889.4
Monday-Sunday 7:30 p.m.-11 p.m.	3,671.6	117,901.1	5,296.8	148,641.2	4,777.9	144,879.1	468	13,746.3	10,279	411,421.4
Monday-Sunday 11 p.m.-Sign-off	288.3	8,284.5	29.2	1,124.3	385.7	10,521.7	77	703.2	1,761	19,930.5
Total	\$6,557.6	\$190,740.2	\$9,018.3	\$263,927.7	\$8,424.1	\$247,199.1	1,891	\$24,000.0	43,858	\$701,867.0

sity; there is an "increasing disenchantment" by advertisers and agencies with research measurements of relative selling effectiveness—rather than demanding proof of the workability of 30's, advertisers seem willing to use the shorter length until proven wrong.

The NH&S report maintains that there has been no definitive research measuring the relative effectiveness of 30's versus 60's, and adds:

"Most people seem to be convinced that the net 'worthwhileness' of 30's is more than 50% of that of a full minute, but certainly less than that of the full 60 seconds itself. Interestingly, this begins to relate to the two-third/three-quarters pricing expectations noted above. At any rate, the findings of a variety of investigations have shown wide swings in effectiveness scores—substantial enough to destroy any temptation to apply an over-all percentage as a working guide."

The report examines the revisions in the NAB code and claims they boil down to this significant point:

"The television industry has been forced to move from an unworkable regulation based on limiting the number of consecutive nonprogram elements to a device which deals only with interruptions in total."

The code board members, NH&S reports, were unable to adjudicate problems of piggybacking, degree of integration, multiple-brand mentions, especially against the background of increasing innovation in this area. Instead, they went "to a problem of more immediate and manageable concern."

"Since broadcasters are facing the problem of going to 30-seconds as a unit sale," the report continues, "they

would face impractical losses in revenue if they maintained rules which limited the number of consecutive commercial announcements—regardless of length—at any one point. By junking this part of the regulation—and limiting the number of commercial islands—they have opened up the possibility of four, five or even more consecutive commercial announcements at a time."

TV's Cupidity ■ NH&S also solicited the viewpoints of agencies and advertisers on selling practices in the television medium and commented their responses were not "particularly helpful." The report observes:

"It is depressingly evident there is a wide gulf between advertiser and agency disenchantment with the prices and cupidity evident in the medium and their continued heavy usage of it. Probably the most striking evidence of this schizophrenia is buyer concern with supposedly damaging competitive adjacencies which are then 'lived with' in order to maximize tonnage or efficiency."

NH&S offers several suggestions to the television advertiser but stresses that it would be "foolhardy" to "punish a somewhat perverse medium." The agency points out that "there is still a tremendous amount of buying pressure for worthwhile availabilities in key markets on good stations."

The report also says that the TV industry is trying to make the sale of larger number of shorter announcements more palatable by "lumping" them into fewer commercial interruptions but NH&S warns: "There is no denying that the medium is becoming more cluttered."

Moving to Prime ■ Accordingly,

NH&S suggests that an advertiser might well prefer those parts of the television medium that are least commercialized, and elaborates:

"He should carefully consider favoring prime time over fringe periods and network placement versus local usage—whenever his budget and market considerations make such an alternative possible."

"In this way, he would be appearing in day parts and in formats where total commercial weight is held to its lowest relative levels and where he must assume he will suffer least from additional commercial distraction."

The report cautions that a move out of television into alternative media forms should be considered only when pricing situations become "untenable" (affordable budget is no longer adequate) or alternative media possibilities "make more sense" (as a result of creative considerations or more specialized demographic demands).

"Since there is no definitive study on the relative values of differing lengths and placements at this time," the report reasons, "an advertiser should analyze carefully the effectiveness of whatever different courses of actions he himself chooses to pursue. In this way, he can develop a body of empirical evidence with which to support decisions about future usage of television."

Bartering Deals ■ The section of the newsletter dealing with bartering on radio and television appeared to be a logical sequel to the report on the thrust toward 30's since both relate to the profit squeeze felt by both advertisers and agencies on the one hand and radio and TV stations on the other.

The barter report claims that the

practice increased over the past year as the level of spot broadcasting activity softened. It outlines some of the variations in barter and the types of services provided by various organizations in this field. It makes this recommendation to the national advertiser:

"Probably the best course of action for the realistic national advertiser to pursue—in recognition of the limitations of barter along with its potential for stretching the budget—is to meet his basic scheduling needs through normal buying channels (on a nonpre-emptable basis) while adding barter possibilities as a supplement to provide added weight at modest cost."

NH&S points out there are various forms of barter: One calls for a simple arrangement in which a car dealer, for example, trades an automobile for an agreed-upon amount of time; another in which a middle man provides commodities or services to stations, relieving them of the need to pay cash, and time to advertisers at significant discounts beyond rate-card possibilities.

"The barter middle man makes a profit from both sides," NH&S states. "In some barter deals, the advertiser participates in the bartering himself by paying the middle man with merchandise. If the merchandise is useful to the middle man, the advertiser may get a particularly attractive bargain."

"There is a modification of this classic barter transaction which has become fairly widespread recently. In this newer arrangement, the barter merchant sells his services to a station and is paid in cash. He agrees to place time for an advertiser, also on a cash basis. He is able to sell the time to an advertiser at reduced rates by applying some of the profit from his sale to the station against the rate he charges the advertiser. Other variations can become much more complicated by comparison."

Barter Policy ■ Among the observations in the newsletter's report on barter: Stations assign from 150% to 250% of the cash value of the merchandise or services in broadcast time to be used within a given period of time; usually stations specify that only advertisers that have not used their facilities within the past year are eligible for bartered time; few of the stations in major markets are active in barter.

Among the organizations that NH&S cites as active in barter are Atwood Richards, Pepper-Tanner, RDR Associates, Promotion Services and Universal Communications. It lists the services from a Pepper-Tanner catalogue as follows: radio-TV programing aids; programing packages for radio and TV; broadcast equipment; automobiles and mobile news units; aircraft for traffic control programs; incentive travel plans for sales and listener contests, and "practically anything else that a station

may need for better operation and growth."

Acknowledging that the practice of bartering is growing, NH&S warns that the "astute advertiser and agency broadcast buyer should continue to view barter with caution in spite of the temptation of exceptionally attractive rates." It cites these reasons:

- Market lists, station possibilities and the specifics of pricing are not available until the barter company is asked for a proposal. The likelihood of barter in a given plan, therefore, cannot be counted on in advance.

- Dates and times of scheduling are still subject to variation from the plan. Pre-emptibility can "jeopardize markedly" the amount of weight an advertiser may want to give a market at a certain period. Independent monitoring has shown "wide discrepancies between what is promised and attested to and what actually appears."

- The ultimate quality of barter schedules obviously is contingent on general pressures in the market place. Many stations give barter a low priority. Better stations in more desirable markets can sell choices locations at card rate or through normal channels.

- Advertisers who use barter must usually be content with second-tier markets, other-than-leading stations and less-choice time periods.

"If he is willing to take these limitations into account," NH&S concludes, "the pricing may well represent a bargain."

CBS-owned TV's get retail specialists

A local retail sales unit is being set up at each of the five CBS-owned TV stations, it was announced last week by Robert D. Wood, president, CBS Television Stations Division.

Mr. Wood said the units were being formed "in order to have knowledgeable manpower deal effectively with the very special advertising needs of retail stores in our communities." Two of the stations—WCBS-TV New York and WCAU-TV Philadelphia—already have established retail units. Richard P. Hogue is manager of retail sales at WCBS-TV, and John R. Mahoney at WCAU-TV. Mr. Hogue, who was formerly in charge of sales development at WCBS-TV, served from 1959 to 1961 as vice president and general manager of KXTV(TV) Sacramento, Calif. Mr. Mahoney has been regional sales manager of WCAU-TV since 1962. The other CBS-owned TV outlets, KNXT(TV) Los Angeles, WBBM-TV Chicago and KMOX-TV St. Louis, also are in the process of forming similar retail sales units.

ANA, NAB in harmony

Advertisers acknowledge code board progress in wake of meeting

Leaders of the Association of National Advertisers and the TV code board of the National Association of Broadcasters, who have had their share of differences in the past, held a four-hour get-together to exchange views last Thursday (June 27) and pronounced it a big success.

There was no indication that any of their differences had been resolved, or even that any real effort to resolve anything specific had been made or, for that matter, expected. Rather, the meeting was billed both before and after as an occasion on which television code people and some of television's biggest customers could get better acquainted with one another's views and problems.

Leaders of neither group would comment officially on the meeting except to say they found it "constructive," "friendly" and "helpful," and that the consensus of both groups was that similar sessions ought to be held at least once a year.

'Adult' Movie Problem ■ Private word from participants supported these reports and also indicated that the discussions ranged over a wide spectrum of common interests from violence and sex in programing to the full scope of commercial time standards and questions about the sources of movies for TV a few years hence in view of the "adult" nature of so many movies being made today.

Advertisers expressed hope that, as one put it, the NAB TV code's sections on violence would "be put on the front burner instead of the back," and they appeared to agree that this had already been done through the statement adopted by the NAB's TV board a week earlier (BROADCASTING, June 24). One advertiser, however, was said to have challenged NAB's position that violence shown in news programs is not necessarily related to the issue of violence in general.

Leaders of the ANA delegation said many if not most advertisers were concerned about violence on television and that ANA would submit a report on the subject to its members within a few days. The report had not been completed at the time of the meeting.

Participants in Session ■ The ANA

delegation consisted primarily of the association's television advertising committee, headed by Sanford Buchsbaum of Revlon, plus ANA President Peter Allport and key staff officials. The code group was made up of members of the TV code board, led by Robert W. Ferguson of WTRF-TV Wheeling, W. Va.; code authority director Stockton Helffrich and key staff executives, and NAB General Counsel Douglas A. Anello and other NAB staff executives.

In all, about 30 persons attended the meeting, held in New York from 10 a.m. through lunch until about 2 p.m.

In the past they have disagreed on many points, particularly in connection with code's commercial time standards, which advertisers generally regard as allowing them too little flexibility, and on the code's position on product claims, which they consider too arbitrary.

Business briefly . . .

Abex Co., New York, manufacturer of fluid power, friction and wear controls, which wound up the first phase of its spot television campaign last week in New York, Chicago and Los Angeles, will enter other markets next fall. Markets under consideration for eight-week flights are Boston, Detroit, Philadelphia, San Francisco and New York.

Renfield Importers Inc., for Martini & Rossi Vermouth, through Reach, McClinton & Co., both New York, starts a network and spot radio campaign this month. The campaign will be on Mutual and in New York, Chicago, Boston, Philadelphia, Detroit, Cleveland and Milwaukee.

Jantzen Inc., Portland, Ore., through Carson/Roberts/Inc., Los Angeles, which made its first major use of spot television for its women's swimwear and sportswear products last spring, will again put its major promotional effort into TV this fall and winter. The fall campaign will run in 25 primary markets Aug. 11 through Sept. 14 and in 70 secondary markets Sept. 1-14. After the fall campaign a pre-Christmas promotion will be started. It's scheduled for 25 primary markets, from Nov. 3-23.

MEM Co., Northvale, N. J., through Spade & Archer, New York, is scheduling a spot radio campaign this fall for its English Leather Timberline. The new line is currently on radio in test markets in Columbus, Ohio, and Charlotte, N. C.

Continental Oil Co., Houston, through Clinton E. Frank, Chicago, will use schedules of minute color commercials for its free travel guide on TV stations in about 80 markets.

New rating of commercials?

Starch firm may measure effectiveness of TV ads on national scale

Daniel Starch and Staff came close last week to a jump-off point in providing a national TV measurement service.

But, Starch officials said, the entry will come not through program ratings but in the issuance of "insights" into the effectiveness of commercials telecast. These would be similar in purpose to the advertisement recognition or impressions reported for years by the Starch organization for print media.

For several years, the research company has hinted at a full-scale entry in TV. But last week the die was poised, and nearly cast, with Starch's President-designate Oscar Lubow, a former Young & Rubicam senior executive, asserting at a news conference in New York that the company could be "expected to move importantly in the television area."

Mr. Lubow said the service would be attractive to advertisers in that it would be priced relatively low, would concentrate on commercials and not programs, and would avoid such areas as positioning "because it doesn't really matter where a TV commercial is [placed] in the programing area."

Two Principles ■ Later Mr. Lubow amplified his remarks in an interview, noting that the Starch firm historically has approached advertising with these two basics in mind: (1) Did anybody see the advertisement? (2) Did they get the desired "impression"?

This "seen/impression" approach is used in Starch's reports in newspaper and magazine studies and is referred to as "seeing and reading"—that is, the number of people seeing and the number reading (or "noting") a given ad.

Mr. Lubow declined to speculate as to how soon the company would offer a TV service on an industry-wide basis, noting competitive factors were involved and acknowledging that Starch for some time has been "reluctant and hesitant in getting into TV."

The Starch firm has actually been active in the TV area in a limited way since 1954 through its viewer-impression studies of commercials (network, regional or local). At present, these studies are based on interviews with 200 viewers in specified areas. Viewers are drawn at random from six areas for

a typical network commercial study, and in any one or more areas for a spot commercial. These are selected from a standing list of 30 major markets, or "test areas."

Methodology ■ Interviewing is by telephone within the hour immediately following the program watched. Every viewer questioned is asked to identify the sponsor of the show and whether the viewer remembered seeing the commercial. This remembrance is cued by a description of the situation, action or setting of the commercial (for example: "Do you remember seeing the commercial where the man and woman were in the kitchen?")

Once it's verified that the viewer actually saw the commercial, a series of questions are asked to determine whether the viewer can name the product or service advertised by type and by brand, as well as indicating what the viewer got out of the message.

Current cost structure of the studies starts at \$1,500 for one commercial covered in a study, \$1,800 for two and \$2,100 for three commercials covered in a single study but appearing in the same program.

Starch would seek to "integrate insights we deliver in print with those in television," according to Mr. Lubow. He said that it's envisioned that an advertiser supplied with comparable "insights" or studies on various advertising media would make it possible for the advertiser to place his schedules more carefully in order to "trigger an association—a 'gestalt' or interrelationship of the various advertising" and no longer be "scattering one's shots" and "just pouring money into TV" without a specific consumer group in mind.

Frequency Effectiveness ■ In addition to obtaining data as to the desired impressions delivered, Mr. Lubow said, Starch also would probe the area of frequency—the limitation of the number of exposures of a commercial before it begins to lose effectiveness.

The news conference was called to announce the retirement of Dr. Daniel Starch, 85, as chairman of the company he founded in 1923. Though he'll retire from active management on Sept. 1, he will be available as a consultant, and plans to continue work on his concepts of "measuring sales through advertising."

Howard A. Stone, 57, president of the firm since 1957, and Dr. Starch's partner for 23 years, will become chairman of the board, and Mr. Lubow, 45, former senior vice president and member of the executive committee of Young & Rubicam, will succeed to the presidency of the company. Daniel Starch and Staff employs some 200 persons at its Mamaroneck, N. Y., headquarters and more than 700 in the field across the U. S.

How far can FCC go in ad regulation?

AS FAR AS PUBLIC INTEREST REQUIRES, FCC COUNSEL ARGUES

The FCC would feel it had the authority to require broadcasters who carry cigarette advertising to air health-hazard warnings even if there was no fairness doctrine on which to rely. Its duty to require broadcasters to serve the public interest would be sufficient authority.

John Conlin, the commission's associate general counsel in charge of litigation, made this point—a troubling one for broadcasters—before a panel of the U.S. Court of Appeals in Washington last week, in defending the commission's action in applying the fairness doctrine to cigarette advertising.

Chief Judge David L. Bazelon had asked Mr. Conlin why the commission needed the fairness doctrine to require broadcasters carrying cigarette commercials to warn their audiences of the possible dangers of smoking. "I don't think they do," Mr. Conlin said.

He referred to a paragraph of the commission's September 1967 order denying petitions for reconsideration of its controversial ruling, which said: "This obligation" [to warn audiences that smoking may contribute to the earlier death of the user] "stems not from any esoteric requirements of a particular doctrine but from the simple fact that the public interest means nothing if it does not include such a responsibility."

Why Are Cigarettes Different • The question arose as Judge Bazelon was quizzing Mr. Conlin on how the commission, in applying the doctrine, could distinguish cigarette advertising from the advertising of other products. Mr. Conlin cited the commission's argument that the normal use of cigarettes poses a health hazard—a condition, he said, not met by other products. He also noted that Congress has appropriated funds for discouraging smoking.

However, some broadcasters feel that the interpretation of the commission's authority cited by Mr. Conlin gives the agency power to intervene in their commercial practices on a wide scale. Howard Westwood, representing the National Association of Broadcasters and WTRF-FM-TV Wheeling, W. Va., which are among a number of broadcast interests seeking reversal of the commission on its ruling, made this clear in his argument before the court.

That interpretation, he said, would permit the commission to take any action not specifically barred by Congress. He maintained it would permit the commission to disregard licensee judgment as to whether an issue is a controversial one of public importance and thus

subject to the fairness-doctrine requirement that opposing views be presented. This, he said, is "too uncontrolled to withstand" the test of constitutionality.

Background • He said that Congress, in incorporating the fairness doctrine into the Communications Act in 1959, had relied on the commission's representation that consideration was given to the licensee's good-faith judgment as to what constitutes a discussion of a controversial issue of public importance. But in the case under review, he said, the commission is substituting its judgment for that of the licensee.

A key question is what constitutes a discussion. "There is no dispute that smoking and health constitute a controversial issue of public importance," he said. "Nor is there any question of refusal by any broadcaster to air both

sides of a controversial issue." But, he said, "if a broadcaster says that no discussion is involved [in a cigarette commercial], does this mean he is so lacking in good faith as to be in violation of the fairness doctrine?"

Judge Bazelon, who presided with Judges J. Skelly Wright and Wilbur Miller, asked virtually all of the questions during the two-hour argument, and directed them at Mr. Conlin, John Banzhaf III, whose complaint led to the landmark commission ruling last year and who was arguing his own appeal, and to his co-counsel, Mr. Westwood and Abe Krash, representing the Tobacco Institute, were permitted to argue their case almost unchecked.

Angry Judge • Judge Bazelon appeared annoyed when Mr. Banzhaf concluded without discussing the basis for his appeal from the commission's ruling—that the FCC required only a "significant" number of antismoking spots to counter cigarette commercials, not an "equal" number.

Mr. Banzhaf had assured consideration of the appeals—the broadcasters' as well as his own—by the Washington court, which is considered generally sympathetic to the commission's position, by beating the broadcasters in what amounted to a race to the courthouse door. NAB and the WTRF stations then appealed in the fourth circuit court, in Richmond, Va., on Sept. 12, 1967, three days after Mr. Banzhaf appealed in Washington.

"Do you regard your appeal as frivolous?" Judge Bazelon asked. He noted that if Mr. Banzhaf had not appealed, another court would be reviewing the case.

Mr. Banzhaf said the appeal was not frivolous but that the equal-time argument was made in the brief he submitted to the court and that he had omitted it from his oral presentation because of the time limits involved. He and his co-counsel, Earl J. Moore, split 30 minutes. His principal concern, he said, was to defend the legality of the commission's action.

"If you give me more time I'd be glad to discuss" the equal-time question, he said.

"You're not getting more time, so let's get on with it," Judge Bazelon replied.

Standards • The standards the commission used in distinguishing cigarettes from other product advertising was one of several issues raised by broadcasting and tobacco industry counsel that Judge Bazelon pursued in his questioning. He was concerned also about how the com-



Gasping to defeat

Two new, off-beat anticigarette spots will soon be made available to TV stations.

The color spots, both in 30-second and one-minute versions, were produced for the American Cancer Society by Lord, Geller, Federico and Partners, New York. One spot, "Showdown," shows good guy vs. bad guys in a shoot-it-out-at-the-saloon situation. The guy walks away unharmed, however, as the bad guys—all smokers—are struck by coughing fits.

"Happy People," the second spot, shows laughing, attractive people skiing, dancing, and romancing, while puffing away to the music background of Jerome Kern's "Smoke Gets in Your Eyes." The announcer's voice over, however, is a recitation of the dangers of smoking: lung cancer, heart disease, etc. The announcer concludes: "So, why are these people laughing?"

mission ruling conformed with the Cigarette Labeling Act of 1965, and with the letter that the commission wrote Congress while that legislation was under consideration.

Mr. Krash had argued that the commission, by its ruling, had "disrupted a compromise so carefully worked out" by contending parties involved in the drafting of the labeling act. That measure provides for health-hazard warnings on all cigarette packages but prohibits regulatory agencies from requiring that such warnings be included in cigarette advertising. The ban is to remain in effect until July 1969, when the matter will be considered again.

Mr. Krash also raised the matter of the commission letter on the cigarette labeling act. He noted that in it the commission disavowed any intention of acting in the smoking controversy. The commission letter said cigarette advertising should be "treated on an across-the-board basis, rather than in a piecemeal fashion."

"Yet the ruling is piecemeal regulation," Mr. Krash claimed.

Mr. Moore said the letter was in keeping with an understanding between the commission and the Federal Trade Commission. He referred to an 11-year-old public notice stating that when either of the two agencies enters an area of false and misleading advertising, the other stays out. And the FTC, Mr. Moore said, had already acted in the cigarette advertising field, proposing restrictive regulations in 1964. These proposals eventually led Congress to adopt the labeling act.

NBC-TV sets record for daytime business

NBC-TV reported last week that daytime sales written in May, representing \$32,160,000 in billings, made that the biggest month in the history of the daytime sales department. The previous monthly high—recorded in May 1967—was \$31,930,000. Of the May 1968 total, \$25,420,000 was in weekday renewals, \$6,190,000 in new weekday business and \$550,000 in new Saturday business.

New daytime orders included General Foods and Hunt Foods (Young & Rubicam); Whitehall Laboratories, (John F. Murray); Nestle (Leo Burnett); Dow Chemical (MacManus, John & Adams); Lehn & Fink (Sullivan, Stauffer, Colwell & Bayles); Gold Seal (Campbell-Mithun); Alberto Culver (J. Walter Thompson); Campbell Soup (BBDO) and Texize Chemical (Henderson Advertising).

Agency appointments . . .

■ Western Publishing Co., Racine, Wis., has appointed Helitzer Advertising Inc., New York, as its agency for the "Art Linkletter House Party Game", produced by the Whitman Publishing Division of Western. Company plans to use spot TV in top markets as its primary advertising medium.

■ Reach, McClinton, New York, has been assigned Dristan sore throat spray

for test marketing by Whitehall Laboratories, New York. Agency also handles Whitehall's Soothol, an antacid tablet, scheduled for testing in the fall. Television will be used for new Dristan product.

Rep appointments . . .

■ WITN-TV Washington, N. C.: Peters, Griffin, Woodward, New York.

■ KGBT-TV Harlingen, Tex.: Avery-Knodel, New York.

■ WSWO-TV Springfield, Ohio: The Devney Organization, New York.

■ KDKO Denver: Greener, Hiken, Sears, New York.

■ KPOP Roseville, Calif.: J. A. Lucas Co., San Francisco.

Also in advertising . . .

1967 spot TV report ■ The Television Bureau of Advertising has issued its 12th annual spot television report, which contains company and brand expenditures of 1,197 advertisers investing \$20,000 or more in spot TV during 1967.

Jefferson move ■ Jefferson Productions has moved to new New York quarters at The Penthouse, 501 Fifth Avenue from its former offices at 305 East 40th Street. Jefferson Productions is the commercial production and program syndication facility of Standard Broadcasting Co. (WBTV-TV) Charlotte, N. C.

THE MEDIA

MBS picks Pauley as president

Culligan moved upstairs as senior vice president; radio network hopes to buy major-market stations

Robert R. Pauley was elected MBS president last week replacing Matthew J. Culligan, who was named senior vice president of Mutual Broadcasting Corp., the parent company.

John P. Fraim, chairman of MBS, announced the appointments and told a news conference in New York Thursday (June 27) that under Mr. Pauley's stewardship, MBS hopes to strengthen network service and to move ahead with plans for the acquisition of radio stations in major markets.

Mr. Pauley resigned as chairman and president of Independent Broadcasting Co., a news and feature distribution service to TV, which was founded by him in August 1967 but has not as yet provided service to stations. Mr. Pauley



Mr. Pauley



Mr. Culligan

had been president of ABC Radio from 1960 to 1967.

Mr. Fraim praised the abilities of both Mr. Pauley and Mr. Culligan, and at one point said: "I don't know how some people regard Mr. Culligan's new

post, but when a man is moved up to a senior vice presidency of the parent company, I would call it a promotion." Mr. Fraim said Mr. Culligan will be working on "corporate assignments," but did not elaborate as to their nature.

Mr. Culligan did not attend the news conference on Thursday and could not be reached later in his office for a description of his new duties. His office issued a prepared statement in which he said he "was looking forward with great pleasure to activities in Mutual's corporate affairs and as a stockholder and director of Mutual."

Mr. Pauley said he had no present plans for changes in Mutual personnel or operations but hoped to make improvements in line with needs.

Victor C. Diehm, president of WAZL Hazleton, Pa., and chairman of the Mutual affiliates advisory committee, applauded the appointment of Mr. Pauley and said he was "pleased to learn that the present management of Mutual has no intention of selling the network."

ITC plans \$7 million CATV for Kansas City

International Telemeter, Los Angeles, a subsidiary of Gulf & Western Industries, has applied for a franchise to construct a \$7-million CATV system which would bring independent stations from New York, Chicago and Los Angeles into Kansas City, Mo., homes.

The proposed 16-channel service would include four Kansas City channels, one from St. Joseph, Mo., three from New York, five from Los Angeles and three from Chicago. The firm reportedly expects that one-third or about 50,000 Kansas City households would subscribe to the service. Kansas City is ranked 23rd among television markets.

ITC reportedly proposes to pay the city initially \$100,000. The following year, the company would guarantee the city 6% of gross revenues or a minimum of \$20,000, which would increase to \$40,000 the next year and \$60,000 thereafter. In addition, ITC would pay an annual license fee of \$10,000. Subscribers would pay a monthly fee of \$4.95.

ITC currently operates 22 CATV systems in Canada and the United States.

Commercial aid to ETV recalled by Hilliard

Persons who categorize commercial and noncommercial broadcasting into conflicts between good and bad simply don't know their broadcasting history, according to Dr. Robert L. Hilliard, chief of the FCC's educational broadcasting branch. Too often, he said, commercial TV has been portrayed "as the evil knight bent on destruction and educational TV as the good knight ready to save the rest of the world."

In an address to the University of Maryland Summer Television Workshop last Friday (June 28), Dr. Hilliard said that "some of the most important contributions, some of the greatest impetus to the development of ETV has come from commercial television." In their first decade, he said, commercial stations devoted substantial amounts of time to educational and instructional programming. "Under the direction of John F. White, then vice president of Western Reserve University and now president of National Educational Television," he observed, "the first college courses for credit were begun in 1951 over WEWS(TV) Cleveland." Without these early efforts, he said, the demand

for reserved ETV channels would not have been so great.

"Commercial TV's material contributions to the establishment and development of individual stations have been considerable," Dr. Hilliard said. He cited estimates that commercial broadcasting has provided \$20 million to ETV, about 60% of it in cash, the rest in equipment and services. "About one-third of the ETV stations have received financial help from commercial stations and about two-thirds have received equipment and other services from them," he added.

11 more stations sign with ABC networks

ABC radio affiliates climbed to 868 last week with the addition of 11 new stations.

WNOE New Orleans and KNOE Monroe, La., brought to 174 the number of American Contemporary Network affiliates. The American Information chain now numbers 306 with last week's addition of WHCC Rochester, N. Y., a former CBS Radio affiliate; KOME Tulsa, Okla.; KDXE Little Rock, Ark., and WIVC-FM Peoria, Ill.

WLUX Baton Rouge, last week he-

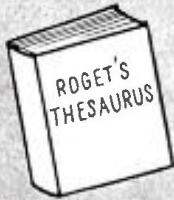
Pioneers plan library

The Broadcast Pioneers have set out to raise \$1 million to outfit a library which will be located in the new headquarters building of the National Association of Broadcasters in Washington. NAB is providing 3,000 square feet on the ground floor of the building which will be dedicated in March 1969.

The library will house reference material along with tapes and voices of broadcasting pioneers. The Pioneers ultimately plan to microfilm and computerize the reference data. The project has been spearheaded by William S. Hedges, retired NBC vice president and NAB president from 1928 to 1930.

came the 226th affiliate of the American Entertainment Network, while the American FM Network's list grew to 162 stations with the addition of KNOE-FM Monroe; KTNW-FM Minneapolis-St. Paul; WPGA-FM Perry, Ga., and KJAX-FM Stockton, Calif.

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House may again block pay-TV authorization

RESOLUTION BEING PREPARED TO DEFER FCC ACTION

Pay TV, perhaps the House Commerce Committee's most-forgotten issue this year, will be the subject of another sense-of-the-committee resolution being prepared by Representative James Harvey (R-Mich.). Committee Chairman Harley O. Staggers (D-W. Va.) says he will co-operate in bringing the Harvey measure before the committee for consideration in closed session.



Rep. Harvey

The Harvey resolution, being drafted last week, would renew the committee's resolution passed late last year (BROADCASTING, Nov. 20, 1967). That resolution, which was also offered by Mr. Harvey, would expire one year from the date adopted. The new resolution explains that a heavy legislative schedule and what looks to be a shorter-than-anticipated session are

preventing a full-scale re-examination of the pay-TV question this year, as had been originally intended.

The new resolution suggests that the FCC continue to refrain from consideration of its Fourth Report and Order on subscription television until the end of the first session of the 91st Congress, unless Congress has spoken on the matter before then.

Last fall, the legal question arose of whether one Congress could ask for delay on behalf of a future Congress; to avoid any complications, the one-year limit (which expires this November) was added. Mr. Harvey said last week that his renewal resolution "was not legally binding on anyone anyway" so he did not see any difficulties for renewal.

No Action ■ Binding or not, last year's resolution was followed by notable restraint on pay-TV activity at the commission. Mr. Harvey said he feels that the commission is willing to co-operate with any reasonable requests the committee might make. He said pay TV represents a "radical departure" from the present communication's sys-

tem and any significant change in the present structure should be taken only with congressional guidance.

Consideration of the Harvey resolution by the Commerce Committee will probably come up during an executive meeting near the end of the session. Options open to Chairman Staggers are to have the measure dealt with by either the full committee or, first, by the Communications Subcommittee, with subsequent ratification by the full panel.

Last year's resolution cleared the subcommittee by one vote, but passed the full committee without objection (according to Mr. Staggers, although another observer reported hearing one "no"). Last year's split in the subcommittee indicates that this year's resolution may not pass without a fight.

Changing hands . . .

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 59).

■ **KVIL-AM-FM** Highland Park-Dallas: Sold by Troy Post and associates to James B. Franics and Robert D. Hanna for \$700,000 (see page 35).

■ **KTRC** Santa Fe, N.M.: Sold by Carl S. and Francis B. Goodwin to William L. Mitchell, David R. Mackey, Lyle Foy and George Stuckey for \$165,000. Buyers own KWHK Hutchinson, Kan. Sellers are majority stockholders of KWIK Pocatello, Idaho. KTRC is a full-time station on 1400 kc with 1 kw days and 250 w nights. Broker: Hamilton-Landis and Associates.

APPROVED ■ The following transfer of station interests was approved by the FCC last week.

■ **WKDN-FM** Camden, N. J.: Sold by William R. Compton and associates to Harold Camping and associates for \$500,000. Buyers are licensee of KEAR-(FM) San Francisco, KEBR Sacramento and KECR El Cajon, all California, and WFME(FM) Newark, N. J. WKDN-FM is on 106.9 mc with 18 kw.

Northern Ind. loses on suburban policy

The FCC suburban policy was the basis of a review board denial last week of an application by Northern Indiana Broadcasters Inc. for a new 1 kw full-time station on 910 kc in Mishawaka, Ind.

Northern Indiana's application went through three hearings, the most recent based upon the commission's suburban policy. Under that policy an applicant for a station in an area near a large community must demonstrate that the

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68-9

Hartford test okayed for another three years

RKO General Inc. has been granted by the FCC a three-year extension of its experimental pay-television operations on WHCT(TV) Hartford, Conn.

The extension is the second received by RKO for operations in Hartford, where it initiated the pay-TV program in 1962. The grant however is subject to further commission action pending the duration of the subscription TV rulemaking proceeding. If the proceeding is terminated prior to the conclusion of the three-year extension, then the extension may also be curtailed.

Grant of the extension was op-

posed by the Connecticut Committee Against Pay-TV, a group of theater owners and others (BROADCASTING, May 6). The committee had maintained that the experimental operations would deprive Hartford viewers of free TV and that the first period of testing had provided all the necessary information on pay-TV.

Meets Criteria — The commission, in granting the extension, stated that one criteria for the trial area is that there be "a least four commercial television stations to insure that there would be adequate free-TV service and that the Hartford area meets this standard." The commission further

said that it had continually received updated data on the trials.

In its request for the extension, RKO said that its operations were "the only source of information for the commission on the feasibility and viability of over-the-air pay-TV operations" and that continued accumulation of such data would assist the commission's study on pay TV.

The commission agreed stating: "In view of the present posture of the matter, it would appear to be in the public interest to continue the Hartford trial operation so that current information might be made available if needed."

proposed station will actually serve the suburban area and not the neighboring city. Northern Indiana's application fell under the suburban policy because of Mishawaka's proximity to South Bend, Ind.

The review board decision stated: "Northern Indiana, despite extensive opportunities to do so, has failed to demonstrate that it proposes a realistic Mishawaka proposal." Under the procedure of the policy, when such a decision is made, the application is then considered for the larger area—in this case South Bend. The board found however, that "Northern Indiana's application fails to meet the technical requirements for a South Bend station."

KVIL owners seeking to get out at loss

Troy Post and associates, owners of KVIL-AM-FM Highland Park-Dallas, plagued by mounting deficits now more than \$800,000 and three laws suits over the past two years, are seeking FCC approval to sell the station for \$700,000 to James B. Francis and Robert D. Hanna, both Dallas businessmen.

The stations have been sued by UPI and Hartwest Productions Inc., both for over \$10,000 for alleged breach of contract and by Joseph Wolfman for \$21,500 for an alleged breach of employment contract. According to the application, the suits are still pending.

Mr. Francis, a lawyer, has extensive real estate, oil and gas holdings. Mr. Hanna owner of RDH Enterprises, Dallas, a program syndication and promotion firm, has a minority interest in KPCN Grand Prairie-Dallas, Tex. A group headed by Alan D. Feld and Charles F. Payne is seeking FCC approval to buy KPCN for \$425,000.

Metromedia completes its return to UHF

Metromedia Inc.'s first UHF operation in more than two years will make its commercial debut today (July 1). KNEW-TV San Francisco, channel 32 (formerly KSNB-TV), is to begin telecasting a weekday schedule of seven-and-a-half hours of programs, beginning

at 3:30 p.m. each day. The weekend schedule begins at 1:30 p.m.

The new station—its acquisition was approved by the FCC on March 21—will be developed in stages over the next several years. Current plans call for such programs as *Les Crane, Truth or Consequences, The Perfect Match* and *PDQ*. Some 85% of the station's initial schedule is in color and will be first-run in the San Francisco market.

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Trafficking again raises its head

FCC SEEMS INTENT ON MAKING CLOSER INSPECTION OF TRANSFERS

Trafficking in the acquisition or sale of broadcast properties involves exploiting those facilities to enrich their value as marketable assets. The term with its odious connotations and its application in broadcast hearings is as old as FCC jurisprudence.

But the term appears to be receiving a pointed revival. The commission has reversed itself in one broadcast hearing after previously deciding the trafficking issue had no bearing on the case. And the basis for the change of mind is rooted in appellate court interest in the commission's trafficking policy as evidenced in two recent court decisions.

What the revival bodes, according to some observers, is a closer look by the commission for trafficking implications (if the issue is raised) that's on the record of an applicant seeking to acquire a broadcast facility.

The commission last week, in a virtual 11th-hour move, reversed its position on alleged trafficking conducted by one of the principals of KAPP(TV) (ch. 35) Yakima, Wash.

The charge was made by KIMA-TV Yakima against group broadcaster Morgan Murphy whose Apple Valley Broadcasting Co. holds the KAPP con-

struction permit and who would own 30% of and exercise negative control over a merged group seeking the CP. The commission refused to include the trafficking issue when it set the competing applications for hearing in 1966; its review board approved the merger last year, and the commission refused KIMA-TV's request to review that decision.

KIMA-TV then appealed to the U. S. Court of Appeals of the District of Columbia, alleging, among other things, that the commission failed to specify a trafficking issue against Apple Valley.

The commission, in a brief filed with the court, was already on record, defending its reasons for declining a trafficking issue. Then, eight days later, and two days before an oral argument in court, the commission requested that the case be returned so it "may order a hearing on the allegation that Morgan Murphy, a principal in Apple Valley Broadcasting Co., has trafficked in broadcast licenses." The request was made, the commission said, because of recent appellate court decisions which have a "bearing" on the trafficking questions and which were rendered "after the adoption of the order in the pres-

ent case."

The court decisions referred to involved alleged trafficking issues surrounding 40% acquisition by C. Terence Clyne of WCIX-TV Miami, and a complex, six-year-old WXXL Harriman, Tenn., proceeding.

Miami ■ In the Miami case a question was raised whether one of the WCIX-TV stockholders, Mr. Clyne, had succeeded to de facto control of the licensee corporation. Mr. Clyne, a 35% stockholder, could garner an additional and controlling 5% of voting stock through one of his board appointees, it was alleged (BROADCASTING, May 27).

The commission had concluded that the failure to denote this de jure transfer of control was an "honest error in judgment and did not reflect bad faith."

In May the court disagreed and remanded the case to the commission. It said the commission should have held an evidentiary hearing on the matter and "having been alerted to the problem of corporate control, had a duty to explore any related matter which might bear upon the public interest, whether urged by the parties or not." The court further emphasized that an issue of trafficking "may

out commercials since June 17. Prior to that, for about a month, the station was off the air while a new transmitter with increased power was installed. The station now has 510 kw visual.

Metromedia previously had owned two UHF's in Illinois. In 1965, it sold WIRL-TV Peoria (then WTVH(TV)) and WAND(TV) Decatur, (then WTVP(TV)) for \$2 million each.

ETV funds cut by \$8.5 million

Educational broadcasters got closer to the sight of federal money last week—after an almost two-year drought—as the House passed the controversial Health, Education and Welfare appropriations bill. The measure contained an Appropriations Committee-approved \$4 million for ETV facilities and equipment grants in fiscal 1969.

The money, if approved by the Sen-

ate, will be the first appropriations voted under the Public Broadcasting Act of 1967. The act, which reauthorized an ongoing but financially depleted facilities program, also established the Corp. for Public Broadcasting.

The actual figure approved by the House, \$4,375,000, is a far cry from the \$12.5 million authorized, but is exactly that much more than HEW got for its grants program in fiscal 1968, which ends June 30. Although \$10.5 million was authorized for fiscal 1968, no funds were sought by the administration and none were appropriated.

Of the 1969 appropriation, \$4 million is to be disbursed in matching grants of up to 75% for ETV station-construction or equipment, including planning. The \$375,000 is for administrative overhead. HEW will have no trouble finding projects for the \$4 million; the department has \$19.5 million in waiting applications (BROADCASTING, April 22).

The Public Broadcasting Act, as amended, also authorizes a \$9 million

appropriation for the fledgling CPB. The House-passed appropriations bill makes no provision for the CPB; it's expected a CPB appropriation will be added when the Senate considers the measure. Funds added there would subsequently be subject to approval by a House-Senate conference committee.

As of late Thursday (June 27) no date had been set for a Senate hearing on the ETV money.

WVUE, WYES-TV plan to switch channels

Two New Orleans TV stations, WVUE(TV) and educational WYES-TV, have announced that they will file a request with the FCC to trade operating channels.

Under the station's agreement WVUE, which currently transmits on channel 12, would switch to channel 8 and construct a new tower, while WYES-TV

lie behind any control transfer, and is simply too important to let the parties control the flow of information to the commission."

Harriman Case ■ The court's decision in the WXXL case two weeks ago deals specifically with the question of trafficking, and that issue is one which has plagued this application for station license for nearly six years.

F. L. Crowder had sought appeal of a commission decision that denied his application for a CP for WXXL on the grounds he had allegedly trafficked with his prior broadcast properties, one of whom he sold after 11 months of ownership (BROADCASTING, Aug. 14, 1967).

The court affirmed the commission action. And in the process it spelled out that the commission had applied the "proper principles" in rejecting the Crowder application.

The thrust of Mr. Crowder's defense was that the commission "never seemed to be able to arrive at a policy which provides a predictable basis or standard to test allegations of trafficking."

The court disagreed, saying that the concept of trafficking is a familiar one in broadcast regulation. "The standard has always been clear" dating back to the Radio Act of 1927, the court noted.

Trafficking, it said, "is presumed until the contrary is shown, with respect to any transfer of a license held less than three years." And the issue

may also be evident where an applicant has previously used licenses in a manner "which adversely reflects on his character and purpose to operate in the public interest."

Backtracking ■ That the court's Harriman decision prompted the commission's demand request in the Yakima case is evident. The commission was vigorously defending its position before the court on June 17. The Harriman decision was delivered on June 20. The commission asked for remand on June 25, citing the two court decisions.

But what had it said in its June 17 brief about Mr. Murphy?

The commission noted that between 1924 and 1961 Mr. Murphy owned seven AM's and two FM's, holding each station in excess of 15 years (except for one [or] that was six years) and did not sell his first station until 1958. The commission noted that Mr. Murphy had "pioneered" in setting up local radio stations, and that with the advent of television in the 1950's, he turned his attention to this service and between 1958 and 1961 sold his radio interests. KIMA-TV alleged Mr. Murphy's actions since 1958 revealed his "real" intent—to speculate in broadcast licenses.

"Apparently, it is KIMA-TV's position that a man who has been a broadcaster for more than 30 years changed the nature of his character when he was nearly 60 years of age and thereafter became a speculator in broad-

cast licenses," the commission suggested.

It reaffirmed its practice of reviewing an applicant's broadcast history of acquisitions and sales when a trafficking question is raised. It said it did so in this case and concluded that "the mere acquisition of broadcast properties and the subsequent disposal thereof for profit over a long period of time does not raise an inference of trafficking."

Now the commission wants to hold a hearing on the trafficking allegations.

Short-circuit ■ In a brief opposing the remand request counsel for Apple Valley termed it a "misreading of and over-reaction to" those court decisions. The commission's request, he said, was filed at the last minute and apparently created on an "informal, nonmeeting basis, without any record before it and without notice or an opportunity for anyone to be heard in the matter." It was an "extraordinary" procedure that short-circuited the appellate process, he claimed.

The commission, he said, should be permitted to choose whether to hold further argument on the trafficking issue, and then decide whether a hearing is required or whether the grant of the application without hearing should be reaffirmed.

The argument did not prevail, however. On June 27 the court remanded the case to the commission "for further hearing."

would change operations from channel 8 to channel 12 with an increase in tower height.

WYES-TV, New Orleans' community-owned ETV, would get greater coverage by using the channel-12 tower, which is twice as high as its present one.

WVUE plans to construct its new tower alongside its present tower, increasing its coverage of the area. Screen Gems Broadcasting of Louisiana Inc., a division of Screen Gems Inc. and licensee of WVUE would underwrite the moving expenses of WYES-TV and also lend the ETV financial assistance for the next five years.

Cox-Johnson study gets in court record

That case study of Oklahoma broadcasters written by FCC Commissioners

Kenneth A. Cox and Nicholas Johnson (BROADCASTING, April 15 et seq.) has made the rounds in Washington circles and has been the subject of conversation on television and the popular press. It's already exercised some influence on Capitol Hill, and now, reference to the report as an authoritative source is appearing in, of all places, a court decision.

The U.S. Court of Appeals for the District of Columbia took due note of the Cox-Johnson study in the WXXL Harriman, Tenn. case (see above), although the reference wasn't crucial to a determination of the issues before it. The court opinion noted that service in the public interest presupposes an intent to operate a broadcast facility as, among other things, responsive to the broadcasting needs of the community and nation.

In support of that contention the court cited the report of the National Advisory Commission on Civil Disorders where "the need for local stations to present their audiences with a full

and fair picture of current social problems is discussed. . . . And the failure of local broadcasting to provide such service," it noted, is discussed in the Cox-Johnson report.

Deckard wounded again

ABC News cameraman James Deckard was wounded in action in Vietnam for the second time this year when a helicopter crashed and killed five men aboard during a combat mission outside Saigon on June 24. He incurred severe lacerations of both ears, as well as cuts and bruises and a sprain of his left leg. In March, Mr. Deckard received leg and neck shrapnel wounds from a mortar shell while he was filming a report at the surrounded marine outpost of Khe Sanh. He joined ABC News earlier this year after two years as a reporter and photographer for KTAL-TV Shreveport, La. He also served as a UPITN photographer in Vietnam for five months.

Metromedia getting record firm?

Glascocock named to head new entertainment division;

Croninger moved to WNEW top post, Carr back to WIP

Metromedia Inc., is preparing to add to its diversified activities by establishing a new division in the "field of entertainment." While Metromedia last week did not elaborate, it was understood Metromedia had acquired — or was negotiating to acquire — a music-record company.



Mr. Glascock

John W. Kluge, chairman-president of Metromedia, meanwhile

announced that the new division, as yet unnamed, would be under Harvey L. Glascock, now vice president and general manager of Metromedia's WNEW New York [CLOSED CIRCUIT, June 5].

Mr. Glascock will be succeeded at WNEW by David Croninger, who has been vice president and general manager of Metromedia's WIP Philadelphia since 1965. His successor at WIP is Richard Carr, WNEW program director and former program director of WIP.



Mr. Carr



Mr. Croninger

Mr. Kluge said details of the new division would be announced "in the near future."

Metromedia's diversification program has been continuing in several areas. On June 21 it announced that it is negotiating for acquisition of Argyle Publishing Corp., New York, described as a "think tank" educational and business publishing operation for private corporations. The acquisition would be subject to approval of the Metromedia board of directors and Argyle stockholders and would be accomplished through issuance of Metromedia com-

mon stock valued at about \$2 million.

In addition to its multiple-station holdings, Metromedia is in station representation, TV film production and syndication, theatrical motion picture production, industrial film production, live entertainment, outdoor, direct mail and transit advertising and publishing. Its divisions are Metromedia Radio and Television (stations), Foster & Kleiser (outdoor advertising), Metro Transit Advertising, Metromail, Wolper Productions (TV film), Wolper Pictures Ltd. (theatrical), Ice Capades and *Playbill* magazine.

Stewart, Carlisle named to CPB staff

The Corp. for Public Broadcasting has hired two part-time programing consultants, both experienced in non-commercial TV.

David C. Stewart, who is presently director of programs in education and public media for the National Council on the Arts, Washington, will evaluate programing ideas submitted by ETV stations and networks for CPB consideration.

CPB has also retained Robert D. B. Carlisle as a programing consultant. Mr. Carlisle is assistant vice chancellor for educational communications for the State University of New York.

Loevinger to practice law in Washington

Former FCC Commissioner Lee Loevinger was scheduled to start a new career in law and business this week as the FCC begins functioning with a six-member commission.

Mr. Loevinger, who left the commission yesterday (June 30) at the conclusion of his term, will become counsel to Hogan and Hartson, a Washington law firm with a varied practice that includes communications law.

He will also become vice president and counsel of Craig-Hallum Inc. and vice president of General Securities Inc., both of Minneapolis, and chairman of the board of Atoka Inc., of Olney, Tex.

Craig-Hallum is an investment-banking firm, General Securities is a mutual investment fund, and Atoka manages oil production properties and sells participating interests in them.

Mr. Loevinger also said he hopes to act as counsel or consultant to a limited number of other firms.

Mr. Loevinger said he was looking forward to his new duties. "Business is where much of the action is and

offers the possibility of great social progress, as it has been largely responsible for bringing us to our present state of technological and economic advance."

John P. Robinson, Minneapolis, chief executive of both Craig-Hallum and General Securities, said: "We are very pleased at the prospect of having Commissioner Loevinger join us."

Old Friends — He said that Mr. Loevinger had worked with the firms before he entered public life, "so we are renewing old associations with complete confidence that we will be able to work together effectively to offer the public investment-banking services of an unusual kind."

Mr. Loevinger will be in charge of the Minneapolis firms' Washington office, which is scheduled to open Aug. 1.

Mr. Loevinger is a native of Minnesota and a graduate of the University of Minnesota, where he earned degrees of bachelor of arts, summa cum laude, and juris doctor. He served in the Navy during World War II and practiced law in Min-

neapolis from 1945 to 1960, when he was named an associate justice of the Minnesota Supreme Court.

President Kennedy named him assistant attorney general in charge of antitrust in 1961, and he served in that post until 1963, when he was appointed to the commission to fill the unexpired term of former Chairman Newton N. Minow.

Mr. Loevinger was the guest at a luncheon given him by his six colleagues on the commission on Thursday. And on Friday, was to hold a reception in his commission office for the commissioners and the staff.

Framed on his wall is a "Dear Lee" letter from President Johnson, saying: "On the occasion of your departure from the FCC, I want to express my admiration and appreciation for your many years of distinguished public service. . . . You go with my best wishes for the future."

Mr. Loevinger left the commission without a successor having been named by the President. And there were no indications last week as to when the commission would be brought up to full strength.

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Blacks demand greater coverage

Militants protest St. Louis stations' local programing to FCC, say the movement will spread to other cities

Negro militants in St. Louis telegraphed the FCC Thursday (June 27) to protest inadequate program attention by three radio stations there and to request an investigation. The stations are KATZ, KADI(FM) and KXLW (Clayton).

The St. Louis protest formula may soon be applied elsewhere, a leader of the group said.

The telegram was sent after two weeks of unsuccessful negotiations seeking better coverage of the black community, according to Charles Koen, national coordinator of the Black Nationalist Movement. BNM presently operates in several Midwest cities and follows the general black-power philosophy, Mr. Koen explained.

KATZ said offers of regular program participation as other groups already enjoy had been refused by the black nationalists. KXLW and sister station KADI declined comment. Charges of sponsor intimidation also are at issue.

Mr. Koen said the station protests will be expanded as soon as possible to other cities and ultimately could become national. He said the move in St. Louis is the initial action and comes only after careful preparation and research in Washington as to the extent of white-controlled Negro-station ownership, programing and sponsorship. This condition, he claimed, is part of the long economic exploitation of the ghettos by whites who give little in return.

Black-organization pickets paraded peacefully in front of KATZ on Thursday. A picket line of leaders only, called a "militant line," was scheduled to appear at all three stations on Friday, according to Mr. Koen, to observe whether Negro disk jockeys went to work after having been asked to "co-operate."

Pressure on Sponsors ■ Mr. Koen denied that any of his group had "intimidated" sponsors as charged by KATZ. He said sponsors were contacted and asked only to cooperate after all three stations had been presented programing demands earlier in June and had not granted them.

Earlier last week, George Lasker, manager of KATZ, disclosed the black-nationalist demands after two homemade bombs were found fizzling on the premises of a sponsor, Warehouse of Clothing. The sponsor had resumed its

advertising after two days off the air following what were described as threats.

Mr. Lasker related that a group of 10 black nationalists, including Mr. Koen, came to the station June 12 and gave him a statement containing six demands relating to programing, which Mr. Lasker refused. Instead, he said, he offered the group ample opportunities to appear on various regular discussion programs, as many other Negro groups already do, but his invitation was turned down.

Subsequently, Mr. Lasker said, KATZ's sponsors reported harassment. Some of them also cancelled their advertising, he said, but he would not give details or amounts except to indicate it was substantial.

Mr. Lasker released a copy of the black nationalist petition which opened: "The radio stations in St. Louis are inadequately covering black news. The black nationalist organizations in this city have banded together to rectify this injustice wantonly inflicted upon the black community."

Black Voice ■ The petition noted that "KXLW, KADI and KATZ are oriented toward the Negro market and we, the black nationalists, demand that the above stations serve the black community with the true voice of blackness and not the voice of indoctrination toward the white culture."

Six "demands" were made:

- "One hour of broadcasting centered around black nationalism each week."
- "That the black program be broadcast at ideal times."
- "That two black nationalists be interviewed at least two hours per week."
- "That the program director be given the flexibility to institute the black programs. No whites have the right or insight to censor his program."
- "Promotion of drives for black nationalist organizations."
- "More positive news coverage for the black community."

The petition bore the signature of the "Black Nationalist Movement, endorsed by the Congress of Racial Equality, Action, Zulu 1200's, Hard Core and the Black Economic Union of the Midwest Leaders." Mr. Koen explained he is the national leader, while the local leader

in the group is Clarence Guthrie, head of the Zulu 1200's a youth group. Action (Action Guerrillas) and Hard Core also are youth groups.

KATZ last week aired editorials protesting the alleged intimidation of sponsors and the attempted fire bombing. KATZ noted in one editorial that "a couple of years ago the Ku Klux Klan drove a man out of the radio business down South [WBOX Bogalusa, La.] because they didn't like what he was putting on the air. The black Klansmen are operating the same way only without sheets. In short, I don't argue with the goal they have, if publicity is the goal, but I think any decent person would detest their methods."

Fairness Rules ■ In another editorial KATZ pointed out that "regulations require every radio station to give full and fair exposure to all bona fide viewpoints on public questions" and assured that this is the station's practice. "We have an open-mike policy at KATZ," it explained, and "any decent topic can be discussed on programs set up for that purpose." KATZ said it seeks to promote the progress of the entire community and not small factions within it.

Richard Miller, president and general manager of KXLW and also chief owner of KADI, refused to make any comment about the situation. He warned that the facts of any statements published about his interests' involvement in the affair should be able to stand up in court.

Mr. Koen said his group also had met with Mr. Miller and presented demands. He said Mr. Miller responded only with "token cooperation" that included one half hour weekly on KADI plus other minor exposures.

Mr. Koen said the Washington research showed approximately 500 radio stations in the U.S. which are black oriented and of these some 225 are full-time outlets. He said that out of all 500 stations only five have black managers and three of these were hired in the past three months. Only six stations have black ownership in whole or in part, he said.

Mr. Koen said the study showed the black-oriented stations earn some \$50 million or more a year from the black market and virtually 99% of the sponsors on these stations are white owned firms. "This means they are using the blacks as tools," he said, "motivating the blacks to patronize them."

Wide Reach ■ Each day these 500 stations reach some 13-million black people, Mr. Koen said, or two-thirds of all black people in the country.

The Black Nationalist Movement, Mr. Koen said, now is operating in East St. Louis, Cairo, Carbondale, Springfield and Peoria, all Illinois, in addition

to St. Louis. A chapter in Memphis was formed and then dropped because of distance.

The widespread cooperation of other black organizations will enable the BNM protest to "go national as soon as we are ready," Mr. Koen said.

The 22-year-old group leader said he began working for Student Nonviolent Coordinating Committee at age 16, later worked for the National Association for the Advancement of Colored People and the Breckenridge Job Corps center at Morganfield, Ky. Most recently he was an area director for the Illinois Migrant Council at Cairo, his home town. He attended McKendree College, Lebanon, Ill., for three-and-a-half years. He said he is not a Muslim and to his knowledge none of his support or contributions comes from any person or organization on the Attorney General's list of subversive groups.

New York Reaction ■ Officials of several Negro station-representation firms with headquarters in New York said that they had heard of the St. Louis development, but said such pressure from black-nationalist groups is not widespread.

They pointed out that radio stations in large northern markets make an effort to provide programing time to the diverse groups within the Negro community—the black nationalists as well as the Urban League, NAACP and CORE, for example—and therefore encounter few problems.

"From time to time one or another organization feels it is not getting sufficient time," one representative said, "but these complaints invariably are settled by consultation and negotiation. I have heard of a few instances when certain groups have tried to apply pressure to the sponsors but these are rare, and I've never known a sponsor to knuckle under to this pressure."

'Newsfront' discussion stirs hippies crash-in

Noncommercial WNDT(TV) Newark, N. J.-New York was invaded last Tuesday night (June 25) by about 20 persons, described as "hippies," during a discussion of the underground press being telecast on the *Newsfront* program. Seven of the intruders were arrested and were arraigned the next day on charges of burglary and riot.

The group entered the studios around 10:35 p.m., just after the start of a panel discussion with Steven V. Roberts, a *New York Times* reporter; Marvin Fischman, member of the steering committee of *Newsfront*; Allan Katzman, editor of the *East Village Other*, and Jeff Shero, editor of *Rat*. Station personnel said they had been mauled and

shoved aside, and that they stayed on the air for fear the group might attack the staff or destroy equipment.

The invaders reportedly shouted obscenities while on camera, a violation of the U.S. criminal code. The FCC has asked WNDT for a report on the incident.

Following the melee, *Newsfront's* moderator, Mitchell Krauss, and Mr. Roberts concluded the scheduled hour with an explanation of what had happened.

Staggers not rushing on 315 suspension

The House Commerce Committee will make no effort to consider the Senate-passed suspension of Section 315 permitting televised presidential debates on TV before next week's Rules Committee deadline, Committee Chairman Harley O. Staggers (D-W.Va.) indicated last week. When asked about time running short for scheduling the measure, he replied: "We've got a month."

The resolution could be brought to the floor without prior Rules Committee clearance—usually sought for nonappropriations bills—under a procedure known as "suspension of the rules." The Rules Committee has announced it will hold its last meeting July 9.

An alternative would be to seek a special meeting of the Rules Committee. But Mr. Staggers said consideration of the measure, if it clears his committee, would probably be sought under a suspension of the rules, even though under that procedure the proposal would need approval by two-thirds of those voting (rather than a simple majority) to pass.

Although the 315-suspension resolution passed the Senate without objection, the measure will be in for rougher sledding in the House Commerce Committee and on the House floor, if reported. A number of minority members in the House are known to have reservations about a suspension of the equal-time rules for the forthcoming presidential and vice presidential races.

One Republican member of the Commerce Committee last week noted that the feelings of Richard M. Nixon and Nelson A. Rockefeller had not been ascertained, and that he, for one, wouldn't support a Section-315 suspension without encouragement from both men.

Another consideration reportedly making the rounds is that agreement, by the networks, to give significant blocks of time to third-party candidate, George Wallace, might help Mr. Wallace win



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Now, one full year later, June has come and gone and it really needs to be said: For the past year the CBS Evening News with Walter Cronkite has had the largest audience of any regularly scheduled news broadcast in America.
So why are we telling you all this now?
Simply this. During the month of August the country will be witnessing the most significant political Conventions of our generation.
You need to know what happens in Miami Beach and Chicago.
And your best news source at the Conventions will be the alert, imaginative and responsible reporting that has made Walter Cronkite and the Worldwatchers of CBS News the most widely followed news team in America.
Now maybe we can quit all the talk and get on with the job.

 **CBS NEWS**



Audience estimates based on Nielsen Television Index AA Households, 1 June, 1967-1 June, 1968, subject to qualifications available on request.

ACS on new attack: cigarette smoking within programs

Television broadcasting, so often under fire for carrying cigarette commercials in recent months, last week was criticized for including smoking scenes in regular program fare.

In a letter to network presidents at ABC, CBS, and NBC, American Cancer Society Chairman William B. Lewis said a recent study on the incidence of smoking during prime-time programs showed that while some shows presented little or no smoking, there is "a surprisingly high amount of cigarette smoking on other programs, higher than anyone has recognized." In fact, the ACS report said, there's smoking on two out of five network evening shows.

According to the ACS study, action-adventure shows and feature films—both staples of network programming—contained the highest percentage of smoking scenes. The study did not concern itself with cigarette commercials aired within

or around the regular programming.

The ACS study was made public on Tuesday (June 25), the same day that final arguments were heard in the legal battle over the FCC's extension of the fairness doctrine to cover cigarette advertising (see page 31).

"Cigarette smoking is a contagious and dangerous habit," Mr. Lewis wrote the networks. "We feel that cigarette smoking on television is seductive to nonsmoking youngsters and to adults who are trying to break the habit." Smoking on TV, he said, "can be drastically reduced without interfering with broadcasting freedom, entertainment, or education."

ABC-TV and NBC-TV had no comment on the ACS letter, but CBS-TV's vice president in charge of program practices, William Tankersley, told BROADCASTING that it has been CBS-TV's policy to discourage cigarette smoking in programs wherever it serves no reasonable plot or

character development. In May "only 29 of the 119 night-time shows contained a smoking scene," he said.

Less Than Half ■ The ACS study reported that smoking occurred on 41% of all programs monitored, and that the incidence of smoking was as high as 73% during movies, 71% in action-adventure shows, 60% in dramas, and 49% in variety programs. No smoking occurred on children's programs, and only 4% of westerns contained smoking scenes. Only 15% of situation comedies showed smoking. During the test period, smoking occurred on 49% of NBC programs, 40% of ABC programs, and 34% of CBS programs.

Data for the study came from monitoring the three network-owned stations in New York in prime time from April 15 to May 15. The study was conducted for ACS by Lieberman Research Inc., New York.

enough electoral votes to throw a close election into the House, where Republicans might be at a disadvantage in choosing a president.

Wallace, ABC argue over seized film

Elmer Lower, ABC News president, has formally protested the alleged confiscation and destruction of newsfilm by members of George Wallace's staff in Eutaw, Ala., on Wednesday (June 26). Former Alabama Governor Wallace countercharged at a Baltimore news conference the next day (June 27) that the coverage that had been on the ruined film was staged news, akin to "contrived marches . . . held to get TV coverage."

The incident, ABC newsman Sam Donaldson reported, was triggered by Mr. Wallace's orders to confiscate an ABC film of a Wallace reception line in which he shook hands with Robert Shelton, imperial wizard of the United Klans of America, principal Ku Klux Klan organization in the South.

According to Mr. Donaldson, the former governor ordered staff members to seize the film after he had been advised that Mr. Shelton was in the filmed receiving line. Mr. Wallace denied he had ordered the film taken.

Mr. Lower sent a telegram to inter-



Mr. Wallace



Mr. Lower

cept the Wallace party on arrival at Baltimore's Friendship airport Thursday afternoon. The confrontation, also involving Mr. Donaldson, precipitated the Wallace countercharge about staging the Klan handshake.

News Freedom ■ "ABC News must protest vigorously the action of members of your staff in confiscating and destroying newsfilm last night in Eutaw," Mr. Lower's telegram said. The ABC News chief also asked for Mr. Wallace's assurance "that there will be no repetition and that ABC News personnel will be free to cover your campaign unhindered by members of your entourage."

Mr. Wallace said he did not order the film seized but had told his bodyguards to avoid trouble. He refused to discuss the matter further during the Baltimore-airport news conference, filmed by other networks in addition to ABC. He has said he does not welcome support from the Klan, a fact noted by Mr. Donaldson. Mr. Shelton was re-

ported saying "I was there and paid my money to support him just like everybody else."

"I don't see what difference it would make if they had a picture of me shaking his hand," he added.

New phone line links CBS radio newsrooms

A more effective method of feeding news stories has resulted from a new telephone system linking the newsrooms of the seven CBS-owned radio stations, according to Sam Cook Digges, executive vice president, CBS Radio Division.

The Private Line Program Exchange will be used to distribute news stories among the seven stations and it also connects the stations with CBS News in Washington and New York.

Mr. Digges explained that the system permits the stations to exchange live or taped broadcast material directly. It's available 24 hours a day, seven days a week. Any station in the system can transmit a news story simultaneously to another, can arrange a conference call, or use it as a direct line between news directors, news editors and technicians at the stations to discuss planning and scheduling news reports or programs.

The stations are WCBS New York, WBBM Chicago, KNX Los Angeles, KCBS San Francisco, WEEI Boston, WCAU Philadelphia and KMOX St. Louis.

HHH sounds off on riot news

Vice President charges

TV acts as catalyst in spreading disorders

After speaking his mind two weeks ago on TV's role in violence in the American culture (BROADCASTING, June 24), Vice President Hubert Humphrey had more words last week on television's problems with riot coverage.

In *Look* magazine the Vice President ticked off 11 lessons he had learned about handling of civil disturbances (including—as the 11th point—the necessity of providing people with “adequate and truthful information,” radio, TV and the press cooperating) and then added a summary paragraph discussing television's responsibility in riot situations.

“The basic question,” he observed, “is how do you report the news and at the same time not add fuel to the fire.”

Mr. Humphrey said he was not “a wise enough man to make a judgment as to how the media should respond. . . . But I do know,” he added, “that TV in particular has spread the message of rioting and looting, has displayed the carrying out of televisions, home appliances, groceries, etc., and has literally served as a catalyst to promote even more trouble.”

He stressed the need by media to think through their obligations. “It is absolutely essential,” he said, “that TV in particular, and radio and press secondarily, accept their responsibility in these riot situations.”

Networks Reply ■ ABC News and NBC News issued formal statements in response to what they said were a number of requests received for comment on Mr. Humphrey's remarks. CBS News said its policy had been stated in full in the American Society of Newspaper Editors' *Bulletin* last February.

ABC News President Elmer W. Lower called the problem of “reporting a riot situation while at the same time not contributing to the story” a “sensitive one.” He said ABC had “carefully defined” the problem for its news personnel by emphasizing that “what goes on the air must be balanced, objective and in no way inflame any situation.”

ABC, Mr. Lower said, uses unmarked cars during riot coverage and films without floodlights at night “on the assumption that they might contribute to the staging of an incident for our cameras. We cover the story . . . [but] do

not become part of the story. And what we film is carefully edited before broadcast. We have a responsibility to cover the news, and cover it fairly, and in the case of an explosive story, we assume the responsibility with caution.”

Reuven Frank, NBC News president, said television must cover events, even those “that are unpleasant and unattractive.” He said that in its investigation of the causes of riots, the President's Advisory Commission on Civil Disorders “found that television and other media ‘on the whole, made a real effort to give a balanced, factual account of the 1967 disorders’.”

“Our system of government cannot work well if government officials should undertake to lay down rules on press coverage,” which, Mr. Frank said, “includes coverage of how the government itself functions.”

Fixing the Trends ■ In the ASNE article Richard Salant, CBS News president, said a news organization must report “significant trends” in today's society. In part, he said, it was not a question of whether news people agreed or disagreed with “Stokely Carmichael or Rap Brown—or for that matter anybody else in the news up to and including General De Gaulle. Rather the only legitimate question is whether these men or events represent significant trends in our society, whether they affect the ebb and flow of history or of history's footnotes.”

He said it was CBS's news judgment that “within reasonable limits, we better cover in context the hippies, the Carmichaels and the Browns. Because if we don't, then those who rely on us will not know what hit them.” He said this didn't mean that every “outrage” uttered ought to be broadcast automatically because “there comes a point—pretty quickly—at which repetitive outrages are no longer news.”

“For the record,” he wrote, “this is just the way CBS News has played it. In the long run, I think we are better off if we stick to news judgments. . . .”

ABC studies problem of TV violence

ABC-TV authorities are reviewing four specific programing areas for remedial action to minimize the portrayal of TV violence next fall.

Knowledgeable sources said these areas encompass publicity, on-air promos, show teasers and titles used for both series and individual episodes. This review of fall program plans is similar to that being conducted by CBS-TV and NBC-TV, in the rescheduling by all three networks of questionable epi-

sodes in series now in summer rerun (BROADCASTING, June 24, 17).

ABC, in addition, is exploring the feasibility of a fundamental change of emphasis in four of its prime-time series, *FBI*, *N.Y.P.D.*, *Felony Squad* and *Mod Squad*, all of which concern law-enforcement agencies. The suggestion made last week was that producers of these series might place emphasis on police work—on deduction, apprehension and intelligence work—while the portrayal of the actual crime would be merely incidental to the storyline.

“We now have a feeling of where we will go to make change,” one ABC official said. Some recommendations have gone so far as to propose softening of ABC sports' series, *The American Sportsman*, dealing with hunting and fishing, by possibly stressing in a “safety message” at the end of each episode the specifics of a misuse or mishandling of guns.

ABC-TV President Elton Rule has now completed personal discussions and has issued directives to producers of ABC shows drawing special attention to a network request to de-emphasize any depiction of violence. Mr. Rule's meetings included those held with the British producers of *The Avengers* and *The Ugliest Girl in Town* during an overseas visit early in June.

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TV committed to funeral coverage

NOW PLANNED: DAYS OF SPECIAL PROGRAMING FOR EX-PRESIDENTS

The problems inherent in massive and protracted television coverage of the deaths of national figures rose to the surface again last week with the disclosure that state funerals have been tentatively planned for former Presidents Harry S. Truman and Dwight D. Eisenhower and that the TV networks have drafted outlines of extensive coverage of these occasions.

Network and network-news officials declined to discuss the subject, but it was learned on high authority that the basic funeral plans—which in the case of a President are normally drawn with his knowledge, if not approval, usually before he leaves office—call for rites spanning up to four or five days for each man.

There appeared no doubt last week that all three TV networks intend to give extensive if not unremitting coverage to the life and death of each former President throughout the period of mourning. There was said to be considerable feeling that any U.S. President, in

office or retired, fully deserves comprehensive coverage of these tributes.

There was speculation however, that the coverage would not be unbroken. Funeral-train journeys from Washington to the anticipated places of burial—Abilene, Kan., in the case of General Eisenhower, and Independence, Mo., in the case of Mr. Truman—are said to be called for in the plans drafted by the Military District of Washington, which is in charge of such arrangements.

The Kennedy Trip ■ The networks' coverage during the full journey of the train bearing the late Senator Robert F. Kennedy's body from New York to Washington on June 8—a trip that took eight hours as against a normal running time of about four hours—has been the main target of both broadcaster and viewer criticism of TV's handling of the Kennedy rites.

The networks responded that they could not in good taste cut in and out of such coverage and therefore, once committed, could not have switched

to lighter fare even if they had wanted to. Most network sources indicated they probably would handle the coverage in much the same way if they had it to do over again, though one high official said that "if anyone had told us that train would take eight hours, we'd probably want to take another look at our plans" (BROADCASTING, June 24).

It is standard journalistic practice to plan insofar as possible for coverage of any eventuality. Thus it is as normal for the network news organizations to draft basic plans for coverage of the funeral of a major national figure as it is for the Military District of Washington (or other appropriate authority) to draw advance plans for the funeral itself.

It is in keeping with the newspaper practice not only of writing obituaries and related material in advance but also, in some cases, of keeping them updated in type. In view of the logistics, equipment and manpower involved, advance planning is even more imperative in

Dear Ken, Nick: you're wrong

Oklahoma broadcaster makes personal reply to Cox-Johnson report

Nearly everyone who's been involved in any way with that survey of Oklahoma broadcasters conducted by FCC Commissioners Kenneth A. Cox and Nicholas Johnson has had his public say—the National Association of Broadcasters, Oklahoma senators and assorted Bureau of the Budget officials who were asked to comment on the commissioners' possible breach of federal reporting procedures (BROADCASTING, April 15 et seq.). Nearly everyone, it seems, except the Oklahoma broadcasters.

Now that omission has been rectified.

Allan Page, of KGWV Enid, a member of NAB's radio board, has drafted

a 12-page personal reply to the Cox-Johnson contention that "as far as Oklahoma broadcasting is concerned, the concept of local service is largely a myth." And in the process of defending his state's broadcast performance, Mr. Page offers some insight into what local service entails that, he says, can't be measured in "arbitrary percentage figures" of program types.

Today's Radio ■ The basic thrusts of Mr. Page's arguments are that broadcasters are daily called upon to make decisions affecting the public interest that won't appear on an FCC renewal application form, and that quality of service in today's radio won't ever be reflected in those percentages of program types that Commissioners Cox and Johnson appear to want.

Mr. Page disputes what he calls the commissioners' vision of a typical station manager as a "20th Century Midas" who pores over balance sheets and confers with his attorney in an effort to circumvent the commission's rules.

More often than not the average Oklahoma station manager makes many decisions during the day without asking how they will affect his position with the commission. "He has a much more immediate and demanding mentor he

must satisfy," Mr. Page says, "the listener."

But Mr. Page further notes that Commissioners Cox's and Johnson's "pre-occupation with percentages harks back to the mid-forties. Their insistence on lengthy panels, talks and discussions to fill out the required percentage figures on public affairs and other program types is not in keeping with today's needs and interests of the public."

Effectiveness ■ He compares for example a two-minute editorial on the need for rabies vaccination with the commentary running at "strategic times" five times in one day, and a 60-minute panel on the same subject. "People would hear the editorials and be moved to action. They would turn off the dull panel show in droves," he says. "To the FCC the editorial would be 10-minutes credit for public-affairs programming, the panel 60-minutes credit. But from the standpoint of actual service to the community which is more effective?"

Oklahoma broadcasters, he says, are concerned with the "unfair, unwarranted and untrue attack on our acceptance and execution of the responsibilities delegated to us by the FCC. We take some comfort in remembering

television news than in newspapers.

Pool Prepared ■ The network news organizations are known to have drafted plans for pool coverage and to have divided up responsibilities and assignments, based on the basic funeral plans for which the Military District of Washington is responsible. In the case of a President, the military district normally makes these plans after discreet consultations with a President's family and close associates, and sometimes with a President himself. Plans are said to be usually if not uniformly cleared with the President before he leaves office.

The basic funeral plan in such cases is said by authoritative sources to depend to some extent on the circumstances of the death and where it occurs, but present plans are reported to encompass—as was the case when President John F. Kennedy was assassinated—approximately two days of lying in state, one of them in the rotunda of the Capitol. President Kennedy's funeral and burial in nearby Arlington National Cemetery were on the third day, but the greater distances to Independence and Abilene reportedly would add one to two days to the Truman or Eisenhower ceremonies.

NBC-TV is said to be in charge of pool arrangements for the coverage of the services for President Truman, and CBS-TV of those for President Eisenhower. Traditionally, all three networks—ABC-TV as well as these two—supplement pool coverage with special programming they prepare individually. Even the basic pool coverage plans presumably are flexible, allowing for possible changes in the funeral plans themselves and providing options regarding coverage under varying circumstances.

Alternatives ■ In the criticism of the networks' protracted coverage of events following the assassination of Senator Kennedy, particularly the day-and-night-long coverage of the funeral day, there have been suggestions that a better handling, giving viewers a choice between funeral coverage and other programming, would be accomplished if the networks would carry portions one at a time on a rotating basis. This view was advanced again in a letter that came to light last week.

In a letter to NBC, G. Richard Shafto, president of the Cosmos group of stations, said in reference to coverage of the Kennedy tragedy: "Somewhere out of this experience the networks must learn what is too

much and must gauge that their responsibility is fulfilled more rapidly by the aggregate coverage of three networks. In such time of stress it is not easy to judge what is meet and right for a single network in satisfying the public appetite. Yet I am trying to be helpful in saying to you that the staffs of our stations—and some other affiliates of which I am aware—sensed the point when NBC coverage became excessive and we were helpless to do anything about it."

The general response to such suggestions in the past—and there was no sign last week that anything had changed—has been that any version of rotation would be impracticable, at best difficult to work out and in any event unacceptable by one or more of the networks. There was some private speculation that it might even raise antitrust questions.

In the absence of network comment about plans for specific future events, the best judgment of other industry sources was that aside from pool coverage each network would make its own decision about both the nature and extent of its coverage and that this decision would be based on news judgment considering the circumstances at the time.

that broadcasting has earned and maintained in the minds of most Americans a record of service." And Mr. Page also notes, perhaps wryly, that there were "Peabody awards, DuPont awards and Alfred P. Sloan awards long before the names of Newton Minow, E. William Henry, Kenneth Cox or Nicholas Johnson made the newspaper headlines."

MPO forms sports syndication arm

MPO Videotronics Inc., New York, is moving into the area of programming and syndication with the establishment of MPO Sports.

The new division will develop, package and produce live, film and tape sports programs. Douglas M. Schustek, former director of sports for WOR-TV New York, has been named vice president in charge of sales for MPO Sports. The division's headquarters is at MPO Videotronics at 222 East 44th Street, New York 10017. Telephone number: 867-8200.

More business from TV nets

Valenti reports slight lag in use of AMPTP product, but forecasts upturn

Though there's been a drop in the amount of programming that member companies of the Association of Motion Picture and Television Producers supply to the television networks, TV prospects for the motion picture industry appear bright for the years ahead.

In substance, this is the view put forth on TV by Jack Valenti, who is president of AMPTP. Mr. Valenti's review of 1967, made available in New York last week, covered the second years' activity of AMPTP, the Motion Picture Association of America and the Motion Picture Export Association of America. Mr. Valenti has served as

president of all three organizations since May 1966.

Mr. Valenti noted that changes in TV programming were a chief cause of a decline in employment in Hollywood film studios and that there's been a slow-down in TV's growth rate from point of view of gross time sales.

On programming, Mr. Valenti's "review" said that product supplied by member companies still accounts "for more than one-half the total" prime hours on the networks but that it "fell by an average of five hours weekly, from 44 hours in 1966 to 39 hours in 1967."

"The softening was also noted in hours other than the prime-time ones from 7:30-11 p.m. In 1966 member companies furnished an additional 18 to 20 hours of daytime programming on the networks; in 1967 the figures were 15 to 18 hours."

Longer Shows ■ In commenting on



Mr. Valenti

employment, Mr. Valenti took note of the trend in TV network programming away from half-hour series toward one-hour, 90-minute and two-hour shows, presenting figures showing 3,060 half-

hour "units" produced in the 1960-61 season as contrasted to 1,784 in the 1967-68 season. He said the 1968-69 season would see a further drop.

Prospects ahead appear better, he

said, in that network time sales are improving and the networks will devote an additional two hours in prime time to features for a total of 14 hours a week.

TV NETWORK SHOWSHEETS: the lineups for the third quarter

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: sust., sustaining; part., participating; c., effective. All times Eastern. Showsheets are published at the beginning of each quarter.

SUNDAY MORNING

8:30-10 a.m.

ABC-TV 8:30-9:30 No network service; 9:30-10 Milton the Monster, part.
CBS-TV 8:30-9 Sunrise Semester, sust.; 9-9:30 Tom & Jerry, sust.; 9:30-10 Underdog, sust.
NBC-TV No network service.

10 a.m.-Noon

ABC-TV 10-10:30 Linus the Lionhearted, General Foods; 10:30-11 Bugs Bunny, part.; 11-11:30 Bulwinkle Deluxe Reading, General Mills; 11:30-12 Discovery '68, part.
CBS-TV 10-10:30 Lamp Unto My Feet, sust.; 10:30-11 Look Up and Live, sust.; 11-11:30 Camera Three, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service
CBS-TV 12-12:30 No network service; 12:30-1 Face the Nation, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 Directions, sust.; 1:30-2 Is-

sues and Answers, part.
CBS-TV No network service.
NBC-TV 1-1:30 Meet the Press, Sperry Rand; 1:30-2 Religious series, sust.

2-5 p.m.

ABC-TV ABC's Golf Galaxy, part. (various times).
CBS-TV NASL Soccer, part. (various times).
NBC-TV No network service; 4-4:30 Animal Secrets, part.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 Tennessee Tuxedo sust.; 5:30-6 Original Amateur Hour, part.
NBC-TV 5-5:30 The War This Week, part.; 5:30-6 No network service.

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 The 21st Century, Union Carbide; 6:30-7 No network service.
NBC-TV 6-6:30 Frank McGee Sunday Report, part.; 6:30-7 Animal Kingdom, part.

7-8 p.m.

ABC-TV Voyage to the Bottom of the Sea, part.; Land of the Giants, part. (eff. 9/22).
CBS-TV 7-7:30 Lassie, part.; 7:30-8 Gentle Ben, part.
NBC-TV 7-7:30 Flipper, part.; 7-7:30 New Adventures of Huck Finn (eff. 9/1); 7:30-8:30 Walt Disney's Wonderful World of Color, RCA, Kodak, Gulf.

8-9 p.m.

ABC-TV The FBI, Ford.
CBS-TV Ed Sullivan Show, part.
NBC-TV 8-8:30 Walt Disney, cont.; 8:30-9 Mothers-in-Law, P&G.

9-10 p.m.

ABC-TV 9-11 Sunday Night Movie, part.
CBS-TV Smothers Brothers Summer Show,

part.; Smothers Brothers Show part. (eff. 9/22).
NBC-TV Bonanza, Chevrolet, R. J. Reynolds.

10-11 p.m.

ABC-TV Movie, cont.
CBS-TV Mission: Impossible, part.
NBC-TV High Chapparral, part.; Phyllis Diller Show (eff. 9/1).

11-11:15 p.m.

ABC-TV No network service.
CBS-TV CBS Sunday News with Harry Reasoner.
NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7:05-7:55 CBS Morning News, part. (two feeds); 8-10 Captain Kangaroo, part. (two feeds).
NBC-TV 7-9 Today, part.; 9-10 No network service.

10-11 a.m.

ABC-TV 10-10:30 No network service; 10:30-noon Dick Cavett Show, part.
CBS-TV 10-10:30 Candid Camera, part.; 10-10:30 Lucy Show (eff. 9/9) 10:30-11 Beverly Hills, part.
NBC-TV 10-10:25 Snap Judgment, part.; 10:25-10:30 News, part.; 10:30-11 Concentration, part.

11-Noon

ABC-TV Dick Cavett, cont.
CBS-TV 11-11:30 Andy of Mayberry, part.; 11:30-12 Dick Van Dyke Daytime Show, part.
NBC-TV 11-11:30 Personality, part.; 11:30-12 Hollywood Squares, part.

Noon-1 p.m.

ABC-TV 12-12:30 Bewitched, part.; 12:30-1 Treasure Isle, part.
CBS-TV 12-12:25 Love of Life, part.; 12:25-12:30 CBS Midday News, part.; 12:30-12:45 Search for Tomorrow, P&G; 12:45-1 The Guiding Light, P&G; 12:30-1 Search for Tomorrow (eff. 9/9).
NBC-TV 12-12:30 Jeopardy, part.; 12:30-12:55 Eye Guess, part.; 12:55-1 Edwin Newman News, part.

1-2 p.m.

ABC-TV 1-1:30 Dream House part.; 1:30-2 Wedding Party part.; 1:30-1:55 It's Happening, part. (eff. 7/15); 1:55-2 Children's Doctor, Bristol-Myers (eff. 7/15).
CBS-TV 1-1:30 Sunrise Semester, sust.; No network service (eff. 9/9); 1:30-2 As the World Turns, part.
NBC-TV 1-1:30 No network service; 1:30-1:55 Let's Make a Deal, part.; 1:55-2 Nancy Dickerson News, Clairol.

2-3 p.m.

ABC-TV 2-2:30 Newlywed Game, part.; 2:30-2:55 Baby Game, part.; 2:30-3 Dating Game (eff. 7/15); 2:55-3 Children's Doctor, Bristol-Myers.
CBS-TV 2-2:30 Love Is a Many Splendored Thing, part.; 2:30-3 Art Linkletter's House Party, part.; 2:30-3 Guiding Light (eff. 9/9).
NBC-TV 2-2:30 Days of Our Lives, part.; 2:30-3 The Doctors, part.

3-4 p.m.

ABC-TV 3-3:30 General Hospital, part.; 3:30-4 Dark Shadows, part. 3:30-4 One Life to Live, part. (eff. 7/15).
CBS-TV 3-3:25 To Tell the Truth, part.; 3:25-3:30 CBS Afternoon News; 3-3:30

Specials set for the third quarter

ABC-TV

July 11: 10-11 p.m.
Time for Americans: Bias and the Media, Part II
July 14: 4-5 p.m.
Time for Americans: Newark: Anatomy of a Riot
July 15: 7:30-8:30 p.m.
Time for Americans: Prejudice and the Police
July 19: 7:30-8 p.m.
On Location with David L. Wolper's Production of "The Devil's Brigade."
July 28: 4-5 p.m.
Time for Americans: White Racism and Black Education
July 29: 7:30-8:30 p.m.
Time for Americans: Can White Suburbia Think Black?
Aug. 20: 8:30-9:30 p.m.
Superteen, Singer.

CBS-TV

July 7: 4-6 p.m.
Buick Open
July 13: 10-11:30 p.m.
Miss Universe (P&G, Kellogg)
Aug. 4: 10-11 p.m.
Republican Convention Preview, part.
Aug. 5-7: 7:30-11 p.m.
Republican National Convention, part.
Aug. 26-29: 7:30-11 p.m.
Democratic National Convention, part.

Sept. 11: 10-11:00 p.m.
From Chekhov with Love
Sept. 14: 10-11:30 p.m.
Model of the Year
Sept. 15: 8-9 p.m.
Vince Lombardi
Sept. 15: 9-10 p.m.
Barbra Streisand; Concert in the Park
Sept. 22: 9-10 p.m.
Vladimir Horowitz: A Recital at Carnegie Hall

NBC-TV

July 5: 10-11 p.m.
Home Country USA
July 9: 8-11 p.m.
All Star Baseball Game
July 19: 10-11 p.m.
Raymond Burr Visits Vietnam
July 22: 7-10 p.m.
Baseball game
Aug. 2: 10-11 p.m.
Feeding the Billions
Aug. 16: 10-11 p.m.
The Royal Palaces
Aug. 23: 10-11 p.m.
The American Alcoholic
Sept. 2: 7-10 p.m.
Baseball game
Sept. 7: 9-10 p.m.
Johnny Carson Discovers Cyprus Gardens
Sept. 7: 10-12 p.m.
Miss America Pageant
Sept. 13: 10-11 p.m.
Somehow It Works

Secret Storm (eff. 9/9); 3:30-4 Edge of Night, part.
NBC-TV 3-3:30 Another World, part.; 3:30-4 You Don't Say, part.

4-5 p.m.

ABC-TV 4-4:30 Dating Game, part.; 4-4:30 Dark Shadows part. (eff. 7/15); 4:30-5 No network service.
CBS-TV 4-4:30 Secret Storm, part.; 4-4:30 Art Linkletter's House Party (eff. 9/9); 4:30-5 No network service.
NBC-TV 4-4:25 Match Game, part.; 4:25-4:30 Floyd Kalber News, part.; 4:30-5 No network service.

5-7:30 p.m.

ABC-TV 5-6 No network service; 6-7:30 ABC Evening News with Frank Reynolds, part. (three feeds).
CBS-TV 5-6:30 No network service; 6:30-7:30 CBS Evening News with Walter Cronkite, part. (two feeds).
NBC-TV 5-6:30 No network service; 6:30-7:30 Huntley-Brinkley Report, part. (two feeds).

11 p.m.-1 a.m.

ABC-TV 11-11:30 No network service; 11:30-1 a.m. Joey Bishop Show, part.
CBS-TV No network service.
NBC-TV 11-11:30 No network service; 11:30-1 Tonight Show, part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Cowboy in Africa part.; 7:30-8:30 Avengers, part.; (eff. 9/23); 8:30-9 Rat Patrol, part.; 8:30-9 Peyton Place I, part. (eff. 9/23).
CBS-TV 7:30-8:30 Gunsmoke, part.; 8:30-9 Lucy, Show, part.
NBC-TV 7:30-8 The Monkees, Yardley, Kellogg; 7:30-8 I Dream of Jeannie, part. (eff. 9/1); 8-9 The Champions, part.; 8-9 Rowan and Martin's Laugh-In, part. (eff. 9/1).

9-10 p.m.

ABC-TV 9-9:30 Felony Squad, part.; 9:30-10 Peyton Place I, part.; 9-10 Outcasts, part. (eff. 9/23).
CBS-TV 9-9:30 Andy Griffith Show, General Foods, 9-9:30 Mayberry RFD, General Foods (eff. 9/16); 9:30-10 Family Affair, part.
NBC-TV 9-10 NBC Comedy Playhouse, part; 9-11 Monday Night Movies, part. (eff. 9/1).

10-11 p.m.

ABC-TV Big Valley, part.
CBS-TV Premiere, part; Carol Burnett Show, part. (eff. 9/9).
NBC-TV 10-11 I Spy, part.; 10-11 Movies, cont. (eff. 9/1).

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Garrison's Gorillas, part.; 7:30-8:30 Mod Squad, part. (eff. 9/24); 8:30-9:30 It Takes a Thief, part.
CBS-TV 7:30-8:30 Dakarti, part.; 7:30-8:30 Lancer (eff. 9/17); 8:30-9:30 Showtime, part.; 8:30-9:30 Red Skelton Show, part. (eff. 9/17).
NBC-TV 7:30-8 I Dream of Jeannie, part.; 8-8:30 Showcase '68, part.; 7:30-8:30 Jerry Lewis, part. (eff. 9/1); 8:30-11 Tuesday Night at the Movies, part.; 8:30-9 Julia, part.; (eff. 9/1).

9-10 p.m.

ABC-TV 9-9:30 It Takes a Thief, cont.; 9:30-10 N. Y. P. D., part.
CBS-TV 9-9:30 Showtime, cont.; 9-9:30 Red Skelton, cont. (eff. 9/17); 9:30-10 Good Morning World, P&G; 9:30-10 Doris Day, P&G, Bristol Myers (eff. 9/17).
NBC-TV 9-11 Tuesday Night at the Movies, cont.; 9-11 Tuesday Night at the Movies, part. (eff. 9/1).

10-11 p.m.

ABC-TV Invaders, part.; That's Life, part. (eff. 9/24).
CBS-TV Of Black America; CBS News Hour, part. (eff. 9/17).
NBC-TV Movies, cont.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Avengers, part.; 7:30-8:30

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Here Come the Brides, part. (eff. 9/25); 8:30-9 Dream House, part.; 8:30-9 Peyton Place II, part. (eff. 9/25).
CBS-TV 7:30-8:30 Lost in Space, part.; 7:30-8:30 Dakarti, part. (eff. 9/18); 8:30-9 Beverly Hillsbillies, part.; 8:30-9 Two Good Guys, part. (eff. 9/18).
NBC-TV Virginian, part.

9-10 p.m.

ABC-TV 9-11 p.m. Wednesday Night Movie, part.
CBS-TV 9-9:30 Green Acres, part.; 9-9:30 Beverly Hillsbillies, part. (eff. 9/18); 9:30-10 He and She, part.; 9:30-10 Green Acres, part. (eff. 9/18).
NBC-TV Kraft Music Hall, Kraft.

10-11 p.m.

ABC-TV Movie, cont.
CBS-TV Dom De Luise Show, part.; Jonathan Winters Show, (eff. 9/18).
NBC-TV Run for Your Life, part.; The Outsider, part. (eff. 9/1).

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Second Hundred Years, part.; 7:30-8 Ugliest Girl in World, part. (eff. 9/26); 8-8:30 Flying Nun, part.; 8:30-9 Bewitched, Quaker Oats, Chevrolet.
CBS-TV Cimarron Strip, part.; 7:30-8 Blondie, part. (eff. 9/20); 8-9 Hawaii Five-O part. (eff. 9/20).
NBC-TV 7:30-8:30 Daniel Boone, part.; 8:30-9:30 Ironside, part.

9-10 p.m.

ABC-TV 9-9:30 That Girl, part.; 9:30-10 Peyton Place II, part.; 9:30-10:30 Journey to the Unknown, part. (eff. 9/26).
CBS-TV 9-11 CBS Thursday Night Movies, part.
NBC-TV 9-9:30 Ironside, cont.; 9:30-10 Dragnet, part.

10-11 p.m.

ABC-TV No network service; 10-10:30 Journey to the Unknown, cont. (eff. 9/26); 10:30-11 No network service (eff. 9/26).
CBS-TV Movie, cont.
NBC-TV Goldiggers, part.; Dean Martin Show, part. (eff. 9/1).

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 Off to See the Wizard, part.; 7:30-8:30 Operation: Entertainment, part. (eff. 9/27); 8:30-9:30 Man in a Suitcase, part.; 8:30-9 Felony Squad, part. (eff. 9/27).
CBS-TV 7:30-8:30 Wild, Wild West, part.; 8:30-9 Gomer Pyle-USMC, General Foods.
NBC-TV 7:30-8:30 Tarzan, part.; 7:30-8:30 High Chaparral, part. (eff. 9/1); 8:30-9:30 Star Trek, part.; 8:30-10 Name of the Game, part. (eff. 9/1).

9-10 p.m.

ABC-TV 9-9:30 Man in a Suitcase, cont.; 9-9:30 Don Rickles Show, part. (eff. 9/27); 9:30-10 Guns of Will Sonnett, part.
CBS-TV 9-11 CBS Friday Night Movies, part.
NBC-TV 9-9:30 Star Trek, cont.; 9:30-10 Hollywood Squares, part. 9-10 Name of the Game cont. (eff. 9/1).

10-11 p.m.

ABC-TV Judd for the Defense, part.
CBS-TV Movies, cont.
NBC-TV Actuality specials/Bell Telephone Hour, part. and Bell; Star Trek, part. (eff. 9/1).

SATURDAY

8-10 a.m.

ABC-TV 8-9 No network service; 9-9:30 Casper Cartoons, part.; 9:30-10 Fantastic Four, part.
CBS-TV 8-9 Captain Kangaroo, part.; 9-9:30 Frankenstein Jr. & the Impossibles, part.; 9:30-10 The Herculoids, part.
NBC-TV 8-9 No network service; 9-9:30 Super 6, part.; 9:30-10 Super President, part.

10-11 a.m.

ABC-TV 10-10:30 Spiderman, part.; 10:30-11 Journey to the Center of the Earth, part.
CBS-TV 10-10:30 Shazzan!, part.; 10:30-11

Space Ghost, part.
NBC-TV 10-10:30 Flintstones, part.; 10:30-11 Samson & Goliath, part.

11-Noon

ABC-TV 11-11:30 King Kong, part.; 11:30-12 George of the Jungle, part.
CBS-TV 11-11:30 Moby Dick & The Mighty Mightor, part.; 11:30-12:30 Superman-Aquaman Hour of Adventure, part.
NBC-TV 11-11:30 Birdman, part.; 11:30-12 Atom Ant/Secret Squirrel, part.

Noon-1 p.m.

ABC-TV 12-12:30 Beatles, part.; 12:30-1:30 American Bandstand, part.
CBS-TV 12-12:30 Superman-Aquaman cont.; 12:30-1 Johnny Quest, part.
NBC-TV 12-12:30 Top Cat, part.; 12:30-1 Cool McCool, part.

1-2 p.m.

ABC-TV 1-1:30 American Bandstand cont. 1:30-2 Happening '68, part.
CBS-TV 1-1:30 Lone Ranger, part.; 1:30-2 Road Runner.
NBC-TV No network service.

2-5 p.m.

ABC-TV No network service; NCAA Football, part. (eff. 9/14).
CBS-TV No network service; NASL Soccer, part. (eff. 9/14).
NBC-TV 2-5 p.m. Baseball, part.

5-7:30 p.m.

ABC-TV 5-6:30 Wide World of Sports, part.; 6:30-7:30 No network service.
CBS-TV 5-6:30 No network service; 6:30-7:30 CBS Evening News with Roger Mudd (two feeds) part.
NBC-TV 5-6:30 No network service; 6:30-7:30 Frank McGee Report (two feeds) part.

7:30-9 p.m.

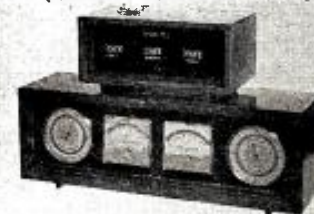
ABC-TV 7:30-8 Dating Game, part.; 8-8:30 Newlywed Game, part.; 8:30-9:30 Lawrence Welk, part.
CBS-TV 7:30-8:30 Prisoner, part; 7:30-8:30

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Jackie Gleason Show, (eff. 9/21), part.; 8:30-9 *My Three Sons*, part.
 NBC-TV 7:30-8:30 *Saint*, part.; 7:30-8 *Adam 12*, part. (eff. 9/1); 8-8:30 *Ghost & Mrs. Muir*, part. (eff. 9/1); 8:30-9 *Get Smart*, part.

9-10 p.m.

ABC-TV 9-9:30 *Welk*, cont.; 9:30-10:30 *Hollywood Palace*, part.
 CBS-TV 9-9:30 *Hogan's Heroes*, part.; 9:30-10 *Petticoat Junction*, part.
 NBC-TV 9-11 *Saturday Night at the Movies*, part.

10-11 p.m.

ABC-TV 10-10:30 *Palace*, cont.; 10:30-11 No network service.
 CBS-TV *Mannix*, part.
 NBC-TV *Movies*, cont.

11 p.m.-1 a.m.

ABC-TV No network service.
 CBS-TV No network service.
 NBC-TV 11-11:30 No network service; 11:30-1 *Tonight Show*, part.

CBS's list of specials

More than 50 are already scheduled, running from Horowitz to Lombardi

CBS-TV has firmed up the major portion of its schedule of more than 100 specials it will telecast during next season (BROADCASTING, May 27).

The network last week announced dates and times for 30 entertainment and cultural programs and 21 sports events, plus others to be scheduled later. Seven programs—five featuring Peanuts characters—will be repeats from earlier seasons. Among the advertisers already committed to more than one special on CBS are General Telephone & Electronics, Connecticut General Life Insurance, Coca-Cola, Encyclopaedia Britannica, Hamilton Watch Co., Interstate Bakeries and Polaroid Corp.

CBS's calendar of specials (all times NYT) follows:

Sept. 11 (9:30-11 p.m.): *From Chekhov, with Love*, starring Sir John Gielgud, Dame Peggy Ashcroft, Wendy Hiller and Dorothy Tutin. Sponsor: Connecticut General.

Sept. 15 (8-9 p.m.): *Lombardi*, profile of Green Bay Packer general manager Vince Lombardi. United Air Lines and Consolidated Cigar.

Sept. 15 (9-10 p.m.): *Barbra Streisand: A Happening in Central Park*, a tape of her concert on the Sheep Meadow in New York's Central Park June 19, 1967, before an audience of 130,000. Sponsor: Monsanto, Textile Division.

Sept. 22 (9-10 p.m.): *Vladimir Horowitz at Carnegie Hall*, his first tele-

vision recital. Sponsor: GT&E.

Sept. 24 (10-11 p.m.): *60 Minutes*, premiere of a series in magazine format. These broadcasts will alternate with *CBS Reports*, *Campaign '68* and other specials.

Oct. 15 (9:30-11 p.m.): *CBS Playhouse*, first production of the second season of original dramas. Sponsor: GT&E.

Oct. 23 (7:30-8:30 p.m.): *America's Wonderlands—the National Parks*, first of four National Geographic Society specials. Sponsors: Encyclopaedia Britannica and Hamilton Watch.

Oct. 24 (7:30-8 p.m.): *It's the Great Pumpkin, Charlie Brown*, repeat of the Peanuts cartoon special. Sponsors: Interstate Bakeries and Coca-Cola.

Oct. 24 (8-9 p.m.): *Girl Friends and Nabors*, starring Jim Nabors with Carol Burnett, Debbie Reynolds, Mary Costa and Vikki Carr. Sponsor: Armstrong Cork Co.

Nov. 25 (9-10 p.m.): *Francis Albert Sinatra Does His Thing*, Frank Sinatra with Diahann Carroll and The Fifth Dimension. Sponsor: Anheuser-Busch.

Nov. 28 (10 a.m.-noon): *Thanksgiving Parade Jubilee*, traditional Thanksgiving Day parades in Detroit, Philadelphia and New York plus the Santa Claus parade in Toronto.

Dec. 1 (9-10 p.m.): *Ann-Margret and the Men in Her Life*, Ann-Margret with Bob Hope. Sponsor: Canada Dry Corp.

Dec. 3 (7:30-8:30 p.m.): Second National Geographic Society special of the season. Details to be announced. Sponsors: Encyclopaedia Britannica and Hamilton Watch.

Dec. 4 (9:30-11 p.m.): Second *CBS Playhouse* of the season. Sponsor: GT&E.

Dec. 8 (7:30-8 p.m.): *A Charlie Brown Christmas*, repeat of the animated special. Sponsor: Coca-Cola.

Dec. 20 (7:30-8 p.m.): *The Nutcracker*, rebroadcast of the holiday-time ballet starring Edward Villella, Patricia McBride, Melissa Hayden and others. Sponsor: Connecticut General.

Dec. 22 (7-7:30 p.m.): *Dr. Seuss's How the Grinch Stole Christmas*, rebroadcast of the animated special. Sponsor: The Foundation for Commercial Banks.

Dec. 25 (5-6 p.m.): First broadcast of the season of *The New York Philharmonic Young People's Concert with Leonard Bernstein*. Sponsor: Polaroid.

Jan. 1, 1969 (10:30-11:30 a.m.): *Cotton Bowl Festival Parade*, from Dallas.

Jan. 1, 1969 (11:30 a.m.-1:45 p.m.): *Tournament of Roses Parade and Pageant*, from Pasadena, Calif.

Jan. 22, 1969 (7:30-8:30 p.m.): *The Enchanted Isles*, on the animal life

and history of the Galapagos Islands in the Pacific and narrated by Prince Philip, Duke of Edinburgh. Sponsor: Quaker Oats.

Feb. 18, 1969 (7:30-8:30 p.m.): Third National Geographic Society special of the season. Sponsors: Encyclopaedia Britannica and Hamilton Watch.

Feb. 20, 1969 (7:30-8 p.m.): *He's Your Dog, Charlie Brown*, rebroadcast of cartoon special. Sponsors: Interstate Bakeries and Coca-Cola.

Feb. 20, 1969 (8-9 p.m.): Andy Griffith special tentatively titled *The Things I Remember Most*. Sponsor: Armstrong Cork.

March 30, 1969 (4:30-5:30 p.m.): Second *New York Philharmonic Young People's Concert with Leonard Bernstein*. Sponsor: Polaroid.

April 13, 1969 (7:30-8 p.m.): *Charlie Brown's All-Stars*, repeat of the animated special. Sponsors: Interstate Bakeries and Coca-Cola.

April 14, 1969 (7:30-8:30 p.m.): Fourth National Geographic Society special of the season. Sponsors: Encyclopaedia Britannica and Hamilton Watch.

May 25, 1969 (4:30-5:30 p.m.): Third *New York Philharmonic Young People's Concert with Leonard Bernstein*. Sponsor: Polaroid.

June 9, 1969 (7:30-8 p.m.): *You're in Love, Charlie Brown*, rebroadcast of animated special. Sponsors: Interstate Bakeries and Coca-Cola.

Sept. 14, 1969 (4:30-5:30 p.m.): Fourth *New York Philharmonic Young People's Concert with Leonard Bernstein*. Sponsor: Polaroid.

Sports specials:

Aug. 19 (9:30 p.m. to conclusion): Preseason NFL game, Chicago Bears vs. Green Bay Packers.

Aug. 24 (9:30 p.m. to conclusion): Preseason NFL game, Green Bay Packers vs. Dallas Cowboys.

Sept. 1 (9 p.m. to conclusion): Preseason NFL game, Minnesota Vikings vs. St. Louis Cardinals.

Sept. 7 (9:30 p.m. to conclusion): Preseason NFL game, Baltimore Colts vs. Dallas Cowboys.

Sept. 16 (9:30 p.m. to conclusion): NFL game, Los Angeles Rams vs. St. Louis Cardinals.

Oct. 28 (9:30 p.m. to conclusion): NFL game, Green Bay Packers vs. Dallas Cowboys.

Nov. 28 (6:00 p.m. to conclusion): NFL game, Washington Redskins vs. Dallas Cowboys.

Dec. 21 (1:30 p.m. to conclusion): *NFL Eastern Conference Championship Game*.

Dec. 22 (Time unset): *NFL Western Conference Championship Game*.

Dec. 28 (1 p.m. to conclusion): *Blue and Gray game*.

Dec. 28 (3:45 p.m. to conclusion):

Sun Bowl.

Dec. 29 (2:30 p.m. to conclusion): *NFL Championship Game.*

Jan. 1, 1969 (1:45 p.m. to conclusion): *Cotton Bowl.*

Jan. 5, 1969 (1:30 p.m. to conclusion): *NFL Playoff Bowl.*

Jan. 19, 1969 (4 p.m. to conclusion): *NFL Pro Bowl.*

March 16, 1969 (time unset): *National Invitational Basketball Tournament*, first-round game.

March 22, 1969 (time unset): *National Invitational Basketball Tournament*, championship game.

April 12, 1969 (5-6 p.m.): *Masters Golf Tournament.*

April 13, 1969 (4-5:30 p.m.): *Masters Golf Tournament.*

May 3 (time unset): *Kentucky Derby.*

May 17 (5-5:45 p.m.): *Preakness.*

ITC sells specials to all three networks

Independent Television Corp. has sold a group of drama, documentary and musical variety specials to the three TV networks for the 1968-69 season.

ABC-TV has bought a one-hour entertainment special, starring Welsh singer Tom Jones, with an option to purchase additional programs featuring Mr. Jones. The first presentation is scheduled for production in mid-September at the Elstree Studios near London. CBS-TV has bought a one-hour documentary, *The Enchanted Isles*, on a geographic expedition to the Galapagos Islands in the Pacific. Quaker Oats will be the sponsor. NBC-TV will telecast a 90-minute trilogy of original dramas to be sponsored by Prudential Insurance Co. for *Prudential's on Stage* series.

In addition, ITC is offering for network sale a two-hour adaptation of *Twelfth Night*, starring Sir Alec Guinness, Tommy Steele, Sir Ralph Richardson and Joan Plowright.

FCC names examiner to hear payola case

An FCC public notice has inadvertently brought attention to a commission inquiry into payola activities of the same type that received national publicity two years ago.

The commission notice, which listed hearing assignments, included the designation of Hearing Examiner Arthur A. Gladstone to preside over hearings at an undisclosed site involving possible violations of commission rules on pay-

ola. The designation was made by chief hearing examiner James D. Cunningham, who handled the previous payola hearings centered around stations in Los Angeles.

The commission expressed concern over the inclusion of the hearings in the standard public notice. William R. Ray, who is in charge of the commission's complaints and compliance division, indicated that such hearings have been carried out for some time but normally are kept under wraps. The nonpublic method is used to prevent concerned parties from concealing evidence in advance. Mr. Ray said, however, that the disclosure of the upcoming hearings is not serious due to the fact that the sites involved were not identified.

The public notice mentioned possible violation of Sections 317 and 508, which cover such situations.

Both the station employee and one who pays a consideration for record play on a radio station may receive up to a \$10,000 fine and as much as one year in jail for violations of these rules. Licensees hold general responsibility for whatever goes on the air.

Program notes . . .

Country tour ■ Two Westinghouse Broadcasting Co. newsmen, Rod MacLeish and Bernard Shaw, are on a one-month tour of the U. S. to gather material for a series of radio broadcasts on the mood and thoughts of Americans. The program series, *America: A Month in the Country*, is being carried each evening on the seven WBC radio stations.

The Children's World ■ Plans have been completed by Four Star International and J. Orion Brunk to co-produce *The Kids USA-Supershow*, a weekly, hour TV series, which will focus on "the wholesome side of the world of children," according to the producers. It will be aimed for network sale.

News panel ■ Radio & TV Roundup Productions and The Rudolph Steiner Association will produce a weekly public service series for MBS, to begin July 19. The series, *Suggested Solutions*, will originate in New York, and will feature discussion of topics of current interest, such as drugs, violence, Vietnam, and race relations.

Mexican festival ■ KTVU(TV) Oakland-San Francisco will present a "Mexican Television Festival" Aug. 11-17 featuring the culture, resources and personal bond between the people of San Francisco and Mexico. KTVU annually salutes a foreign country and features that country's programming.

Radio service ■ Chuck Blore/Ken Dra-

per/Programing, a new radio programing service firm, has been formed in Hollywood. Principals are Chuck Blore, currently the head of Chuck Blore Creative Services, a radio commercial production company, and Ken Draper, formerly general manager and program director of WCFL Chicago.

Development agreement ■ Murakami-Wolf Films Inc., Hollywood-based animation production company, and Bing Crosby Productions have signed a production agreement. First project is a one-hour live-animated Bing Crosby Christmas special. The two firms also plan to co-produce a half-hour animated children's series, *Zouning People*. It is aimed for Saturday morning presentation on network television.

Health care film ■ The U. S. Public Health Service examines the problems and achievements of medical care in America in a new 28-minute color film, "At the Crossroads," narrated by E. G. Marshall, with added comment by leading health experts. Prints available from Information Office, Division of Medical Care Administration, 800 North Quincy Street, Arlington, Va. 22003. A 12-minute version is also available.

Station goes international ■ WLPO La Salle, Ill., will originate its first foreign broadcast July 7 with live coverage of 289 Illinois high school musicians in concert at the International Society for Music Education meeting, Dijon, France. A telephone hookup from La Salle to New York and on to London, Paris and Dijon will make the broadcast possible.

Cine-Vox Productions started in New York

Cine-Vox Productions Inc., TV, radio and movie producer and distributor, has been formed with headquarters at 200 Park Avenue, New York 10017.

Laurence S. Jacobson, president, has been a television and radio producer, and has served as president and general manager of the Jim Ameche Organization (syndicated radio properties). On the company's executive staff are Leonard Olsheim, formerly with the William Morris Agency, vice president, and Maury Benkoil, former program director of WABC and WCBS New York, general manager, Cine-Vox Radio.

Cine-Vox now is preparing a one-hour television special and is developing several sports, variety and musical entertainment programs, according to Mr. Jacobson. Within the next month, the company will begin production on 25 hours of musical radio programming per week in three formats.

Radio urges politicians hop on its bandwagon

CBS Radio Spot Sales executives were on the hustings last week, urging that political candidates themselves should vote—for radio. A top-level team directed by Norman S. Ginsburg, CBS Radio Spot Sales director of promotions, hit the campaign trail armed with booklets extolling the virtues of radio in the political media mix.

The sales group has a supply of campaign buttons, too: "Vote radio in '68," they proclaim, a slogan also repeated on the booklet's cover. In Washington, Charles Warner, CBS Radio Spot Sales' New York sales manager, was distributing supplies to convention officials. Presentations are also scheduled for the major candidates, he said.

The goal is distribution to candidates and campaign managers nationwide and at all levels, it was explained. To this end, the booklet does not make a specific sales pitch for CBS Radio, but is couched in terms of radio's general effectiveness, reach, selectivity and economy.

Cited are candidates' case histories in use of radio, and a study is presented that shows how spot radio used in conjunction with spot TV can get maximum exposure with greater cost-per-thousand efficiency than spot TV used alone.

Also noted is spot radio's flexibility and minimal production costs, permitting updating of messages as campaigns develop. Spot can "target important voter groups often," it's added.

Although no outlet should be overlooked in formulating media plans, format can be important, it's noted. Generally, the booklet explains, programming associated with foreground, rather than background listening should prove most effective.

KABC-TV new season placed on the ice

KABC-TV Los Angeles last month, after eight months of preparation, spent an estimated \$75,000 to preview ABC-TV's 1968-69 season for some 800 advertisers and their agencies. The 800 viewers were seated in the Forum, a new 17,000-seat arena in Inglewood, Calif., converted into an ice rink for the occasion.

The filmed presentation of ABC-TV's

G.I. Jill of the mod generation

The requests of Miami-area GI's stationed in Vietnam for news from home, a sampling of top tunes, and the voice of an "all-American girl" have been answered by WQAM Miami Beach with a taped series called *Tiger Jill*. The 45-minute programs feature Priscilla Schepis, a 20-year-old speech and drama major at the University of Miami, and include current records, messages of interest

from the Miami area and a bit of poetry.

Backed by a donation of tape from the 3M Co., the station has kept up with requests which have reached about 40 per week since the feature began in June 1967. Each *Tiger Jill* mailing includes the tape, a personal letter and picture and a local news supplement furnished by the *Miami Herald*.

new fall shows was prefaced by a live ice show performed by members of the "Holiday on Ice" company. The rink took two days to ice and included a 30-foot telephone with a circle 7, for channel 7, logo stenciled under the second layer of ice. This symbolized the

"call me" theme of the production.

Both the live and filmed portions of the presentation were produced by Charisma Productions, New York. Still pictures and filmed sequences from the new season's television shows were accented by a cacophony of sound effects that reverberated throughout the cavernous sports arena. A live group, The Saints, performed, interspersed with the filmed portions, by the device of appearing and disappearing through a stripped plastic 30-foot screen.

The filmed presentation will be shown in the other ABC-owned markets, San Francisco, New York, Detroit and Chicago. It will be presented, however, in different settings.



A patron is honored

John W. Kluge, president and chairman of Metromedia, who accepted the post as chairman of the Fourth Inter-American Music Festival, received an international award for his service. At a concert in Columbia, Md., Mr. Kluge (r) was given a distinguished service award by Galo Plaza, secretary general of the Organization of American States. The festival, sponsored by the OAS and the Inter-American Music Council, offers contemporary Latin music at 10 free concerts in the Washington area.

Drumbeats . . .

Radio aids school ■ Thanks to KHJ Los Angeles, Carnegie Junior High is the first Los Angeles junior high with educational television production facilities. The school decided it wanted to set up a full-scale ETV production center including vidicon cameras and video-tape recorders. The drive for the equipment began with a week's promotion on KHJ and the result was that \$3,500 was raised and more than \$1,000 worth of equipment donated.

Broadcast workshop ■ Fifteen Washington area high school students will participate in a one-month Urban Broadcasting Workshop offered by the department of communication at The American University. The tuition-free program, now in its second year, is supported by six area stations, WTOP-AM-FM-TV, WRC-AM-FM-TV, WGMS-AM-FM, WWDC-AM-FM, WTTG(TV), and the university's WAMU-FM, and is designed to stimulate students to enter the industry. The August workshop will include daily lectures on news, sales, production

and management, and work in editing, studio operation, production and film making. In addition, the students will tour area broadcast facilities, including VOA, the White House Press Office and the Capitol Radio-TV Gallery.

Booths at BPA seminar ■ The Broad-

casters Promotion Association will make booths available for "industrial exhibits" at its 1968 seminar in Miami Beach Nov. 17-20. Owen Uridge, WCKT (TV) Miami, is in charge of the project.

Police ad campaign ■ Denver radio and TV stations will cooperate with

other media in an advertising campaign to attract candidates for the city police force and to encourage respect for the law. The material, including photographs and voices of policemen in action, is available for use in other cities from Frye-Sills & Bridges Advertising, Denver.

FINANCIAL REPORTS

W7 registers securities to raise \$40 million

Warner Bros.-Seven Arts Ltd., television film-series and motion-picture producer and distributor, filed a statement with the Securities and Exchange Commission last week seeking registration of 591,242 shares of stock, \$12 million of outstanding convertible subordinate debentures and 64,443 outstanding common share purchase warrants, which are expected to yield an aggregate of \$19,470,000, \$18,972,000 and \$2,166,896, respectively.

As of May 31, W7 had \$21,384,000 outstanding in long-term obligations. The company has 3,808,397 shares of stock outstanding.

A total of 28 stockholders will be selling their shares, including those held by Ahmet (27,397 shares) and Nesuhi Ertegun (16,755 shares), who are seeking FCC approval for the purchase of WYAM Bessemer, Ala., from H. Calvin Young and associates for \$225,000 (BROADCASTING, June 17).

Visual shows drop in 1968 earnings

Visual Electronics Corp., New York, showed a decline in per-share earnings for the fiscal year ended March 31, based on a restatement of the 1967 figures to reflect interests of companies Visual has acquired since last summer. Acquisitions: Lake Systems Corp., and Educational Electronics Inc., both Newton, Mass. and Ashland Electric Products, Long Island City, N. Y. Corinthian Electronics Corp., Bryn Mawr, Pa., also acquired during the period, was not included in the pooling.

For year ended March 31:

	1968	1967
Earnings per share	\$.92	\$.99
Proforma net income per share	.88	.96
Net sales	20,221,000	20,018,000
Net income	1,070,000	1,020,000
Number of shares outstanding	1,166,000	1,032,000

Financial notes . . .

■ National General Corp., Beverly Hills, Calif., once a major community antenna television operator, now a diversi-



Signing \$7 million agreement is Alfred Stern, president of Television Communications Corp. Standing (l-r) are: Homer N. Chapin, Massa-

chusetts Mutual Life Insurance Co.; Thomas Richmond representing John Hancock, and Mervin Rosenman, TVC general counsel.

Cable firm gets long-term financing

Television Communications Corp. announced last week it has received \$7 million in long-term financing from John Hancock Mutual Life Insurance Co. and Massachusetts Mutual Life Insurance Co., each investing \$3.5 million in 15-year TVC notes.

Alfred R. Stern, president-chairman of TVC, said the funds will be used to expand its present cable television systems and to acquire other

CATV operations. Coincident with the financing development, Mr. Stern announced that TVC has bought Universal Vision Inc. of Winterhaven, Fla. from Cowles Communications Inc. in an exchange of stock (CLOSED CIRCUIT, June 26).

Universal Cable serves 1,500 subscribers and offers 11 channels, including local origination. Mr. Stern said that TVC systems now serve 65,000 subscribers in 10 states.

fied theater operator and motion picture and television producer, will make a tender offer for the outstanding shares of Great American Holding Co., New York. Total value of securities involved would be at least \$393 million. Great American Holding owns Great Ameri-

can Insurance Co., principally a fire and casualty underwriter, with assets of \$626.6 million.

■ Trans-Lux Corp., program and film syndicator, has introduced the Trans-Lux Personal Ticker, a new stock ticker

device, transmitting stock quotations directly to individuals in their homes and offices.

▪ A. C. Nielsen Co., Chicago, announced Thursday (June 27) that an agreement in principle has been reached to acquire Petroleum Information Corp., Denver, through an exchange of stock. PIC compiles and publishes computerized information used by oil and gas companies in drilling and production operations. PIC would be operated as a Nielsen subsidiary.

Phillips buying Chappell

North American Phillips Co., New York, has agreed to purchase all of the shares in Chappell & Co., New York,

and Chappell & Co. Ltd., London, for \$42.5 million. The two Chappell companies are among the oldest and largest music publishing companies in the world.

Lamb turns over presidency to Ingram

Edward Lamb, Toledo, Ohio industrialist, has resigned as president of Lamb Communications Inc., licensee of WICU-TV Erie, Pa. and owner of a CATV system in Flint, Mich. He made the announcement at the company's annual meeting on June 24.

Mr. Lamb, 66, who retains his chairmanship and control of the publicly held

corporation, is succeeded by Arthur M. Ingram, 50, vice president and general manager of WICU-TV.

Stockholders were also told of plans calling for the sale of a Lamb-held shopping center in Toledo at a profit ranging from \$150,000 to \$200,000. Mr. Lamb said that the funds would be used for further expansion into the broadcast field.

Company reports . . .

Capital Film Laboratories Inc., Washington-based film processor, reported an increase in revenue, but a drop in net income for the year ended March 31:

	1968	1967
Earned per share	\$0.27	\$0.32
Revenue	3,865,110	3,700,045
Net income	137,261	162,326

EQUIPMENT & ENGINEERING

Airliner knocks 2 TV's off the air

Damage estimated to amount to nearly \$1-million was suffered last week by KELO-TV and KSOO-TV Sioux Falls, S.D., when their jointly used 2,000-foot tower was knocked down by a North Central Airlines plane during a heavy rain storm. No one was injured and the plane landed safely.

The accident took place Monday evening as the plane, North Central Flight 733 from Sioux City, Iowa, was making an instrument approach to the Sioux Falls airport about a dozen miles from the tower site. The prop-jet Convair 580 with 22 passengers aboard lost a propeller apparently through contact with a tower guy wire. Both stations were knocked off the air at 8:37 p.m. (CST) as the tower fell.

KELO-TV expected to get back on the air last Thursday evening with temporary facilities. KSOO-TV plans to resume operation by July 7.

KELO-TV's satellite stations, KDLO-TV Garden City and KPLO-TV Reliance, were not affected and both have continued in normal operation. Insurance covers a large part of the damage to the big tower, it was explained.

Less Than Year Old ▪ The 2,000 foot tower bearing the antennas of KELO-TV and KSOO-TV had been erected as a joint venture and went into operation Sept. 6, 1967. Each station has its own transmitter building on the site. KSOO-TV's was untouched but KELO-TV's was partly damaged.

Joe Floyd, KELO-TV president, said the driver stage of the transmitter was moved to the station's former site where a 1,000-foot tower still stands. He said the station planned to resume

operation with about 150 kw Thursday evening.

Morton Henkin, KSOO-TV president-general manager, said his station is remaining at the 2,000-foot tower site since its plant is intact. A temporary 575-foot tower is being built out of sections from the station's old 1,000-foot tower which had been dismantled a few weeks ago. Tower Erection Co. is handling the job and KSOO-TV hopes to resume July 7 with full 316 kw.

Futuristic items hot at N.Y. EIA showing

The Electronic Industries Association's second annual consumer electronics show, held June 23-26 in New York, attracted more exhibitors and a higher attendance than last year's initial show. The number of displays rose from 101 to 158, and attendance jumped 20% over last year to 24,177.

Among the thousands of television sets, radio, phonographs, tape recorders and players, and components of all shapes, styles and sizes were unusual pieces of equipment such as an FM wristwatch radio by Matsushita Electric Corp. of America; a Clairtone stereophonic sound-psychedelic light machine; a portable executive telephone by Kalof Electronics, and Sylvania's "scanner color slide theater."

In addition to displays, the show included seminars on tape equipment, retail merchandising, service technician development, audio components merchandising and a government-industry symposium (BROADCASTING, June 24).

Technical topics . . .

Systems Brochure ▪ Ampex Corp., Redwood City, Calif., has published a

16-page brochure describing the company's capabilities for designing, engineering, and installing complete television systems. Brochure No. V171, available from Ampex, contains details for installation of broadcast TV stations, TV vans, closed circuit TV systems, and other video and audio systems.

Mobile unit ▪ National Teleproductions, Indianapolis, is purchasing \$1.2 million of broadcast equipment from Ampex Corp., including a 40-foot mobile television unit that will contain six Marconi color cameras, an Ampex videotape recorder and a video switcher with 20 inputs. The unit has areas for audio, tape film, video shading and production, and contains 25 monitors in the production section.

CATV contract ▪ Spencer-Kennedy Laboratories Inc., Boston, has been awarded 90-mile turnkey contract by General Electric Cablevision Corp. for construction of CATV systems in Watertown and Black River, both N. Y. Work is expected to start July 15 and be completed in four months.

Color marches on ▪ Logos, Ltd., Arlington, Va., has acquired four Norelco PC 70 color cameras. The \$350,000 package will be used both in studio and mobile productions.

Equipment contract ▪ Jefferson-Carolina Corp., Greensboro, N. C., has signed a \$2.2 million contract for equipment to be used in CATV systems now under construction in Raleigh and Burlington, both N. C. Among the companies providing equipment are Vikoa Inc., Hoboken, N. J.; R. G. Owens Co., Signal Hill, Calif., and Ameco Inc., Phoenix. Jefferson-Carolina Corp. currently operates 12 CATV systems serving over 20,000 homes.

Election coverage snarled in Canada

Planned coverage of Canada's national election never occurred last Tuesday (June 25) on the Canadian Broadcasting Corp.'s French radio and TV networks following the reassignment of a CBC newsmen.

The night before the election (June 24) fighting and violence broke out during the annual St. Jean Baptiste parade in Montreal. French Canadian nationalists and separatists were protesting while Prime Minister Pierre Elliott Trudeau reviewed the parade. The CBC's French network (Radio-Canada), which covered the parade on both radio and television, objected to the "emotional" way one of its newsmen, Claude-Jean Devirieux, reported on the rioting and decided to change his assignment.

As a result Mr. Devirieux was not allowed to be in on election-night coverage on Tuesday. The other newsmen assigned to election coverage, protesting his removal, refused to go on the air with the election program. Viewers of the French network saw only a movie instead of the voting results, while CBC-owned stations outside of Montreal resorted to local news staffs for election coverage. CBC management subsequently suspended all news programs until a settlement of the dispute could be reached. Music, documentaries and other material filled the time regularly occupied by newscasts last week.

The Canadian Wire Service Guild, which represents all CBC newsmen, English and French, did not become involved in the dispute at first. But when regular news programming was suspended on the French networks, the Guild called the suspension a "blanket condemnation" of all French-language news employees in Montreal.

The Confederation of National Trade Unions last week called for an inquiry into Mr. Devirieux's removal from his election-night assignment. At the same time there was no word on what his new duties would be.

French strike shows signs of ending

The strike in France against the state-controlled radio appeared to be at an end last week, but TV newsmen, authors, actors and some producers continued on strike.

An internal struggle has been waged this spring against French government interference in broadcasting, sparked during a general unrest of workers and students (BROADCASTING, June 10, 3). At its peak, the strike in both radio and TV was responsible for a near-paralysis of broadcast activity in France, with approximately 12,000 out of a total 14,000-member staff away from their posts.

By early last week, French radio newsmen and technicians returned to their jobs. But when they turned up for work, management instructed them to go home to await individual letters recalling them to their posts. Observers interpreted this as a government attempt to re-establish authority over the broadcasters.

Meanwhile, the strike of most newsmen, producers and directors in TV continued as the government added several programs in what appeared to be an attempt to maintain an appearance of normal broadcasts. The shows added were news reports and taped serials according to one dispatch.

NAB won't interfere in AFRTS squabble

The National Association of Broadcasters will steer clear of any involvement in the struggle between the Pentagon and its overseas broadcast operations over a proposed plan to automate Armed Forces Radio networks abroad.

NAB President Vincent T. Wasilewski, replying to a letter on the subject from Ogden R. Davies, general manager of WKAP Allentown, Pa., said he seriously doubted that NAB should say anything officially on the proposed automation, no matter how strong broadcasters' personal feelings may be in the matter, since the Armed Forces Radio and Television Service is a government-owned and operated broadcast activity.

Mr. Wasilewski said he understood the Defense Department feels automation is necessary to cut costs and to solve a rather serious manpower problem. If the plan does go into effect, he said, "some sterility of programming will exist, and this is unfortunate." The NAB president indicated he had followed the controversy through news accounts, and had wondered whether any action was called for by NAB.

Applauds AFRTS Record ■ Mr. Wasilewski said that while he recognized the outstanding job AFRTS had done in reflecting American activities

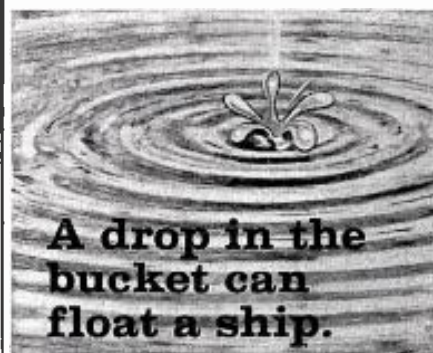
throughout the world, he believed nothing should be done to cripple the AFRTS capability or to limit its primary objective—information to servicemen and the dependents overseas.

Mr. Davies, after returning from a trip to Europe, had written Mr. Wasilewski about widespread opposition to the automation plan in Europe. He said the plan to do all programming from Washington would certainly cut off the freedom in broadcasting that American soliders overseas now enjoy.

Recalling an attempt to publish the *Stars and Stripes* from Washington some years ago, Mr. Davies said the move was defeated by Army personnel all over the world. He said he would hate to see the Armed Forces Radio programs come from Washington.

And he said the proposed plan would take away one thing that "the boys in the service hold dearly—to listen to live disk jockeys playing their favorite songs."

No decision has yet been reached on whether to implement the plan (BROADCASTING, May 13).



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BROADCAST ADVERTISING



Miss Tolley

Emelie Tolley, account supervisor, Benton & Bowles, New York, elected VP. **Robert F. Lyman**, controller with agency, elected treasurer and assistant secretary.

Elmer Sanzari, creative group head, and **Dennis Coleman**, senior copy-writer, with Gumbinner-North Co., New York, elected VP's.

Herman D. Volz, creative director, The Philadelphia Agency, Philadelphia, named VP.



Mr. Cragin



Mr. Flynn

P. Donovan Cragin and **John M. Flynn**, copy group supervisors, Ted Bates & Co., New York, elected VP's and creative supervisors.

Jane Zussman, head of copy department, Lake-Spiro-Shurman, Memphis, named VP-creative director.

Don O. Hays, VP, southern region, Regional Reps Corp., Cleveland, named VP, sales.

Murray Hysen, associate research director, J. Walter Thompson Co., New York, joins Wells, Rich, Greene, that city, as director of research operations.

Malcolm B. Ochs, with Campbell-Ewald Co., New York, joins Ross Roy Inc., New York, as director of media and research.

Richard Nathan, art director, William Douglas McAdams Inc., New

York, joins Sudler & Hennessey, that city, as group art director.

Edwin Sherwood, account supervisor, J. Walter Thompson Co., New York, elected VP.



Mr. Sherwood

Edmond Semel, account supervisor, Cunningham & Walsh, New York, elected VP.

Orrin B. Hammond, VP and client services manager, Marsteller Inc., New York, joins Metromedia Inc., that city, as director of advertising.

Marcella Hein, media director for Burt Cochran Advertising, Los Angeles, appointed sales service director for KFI Los Angeles, position she formerly held.

John L. Palshaw named president and chief executive officer of Institute of Communications Research one of the Interpublic Group of Co.'s in New York. He joined ICR in 1965 as director of client services after serving in advertising management capacities with West Virginia Pulp and Paper Co., and International Nickel Co., both New York.

George W. Corneil Jr., art director, Morton, Stanton & Eakin, Portland, Ore., also elected partner of agency and named coordinator of creative functions.

Jerry Glynn, executive VP, Major Market Radio Inc., station representation firm, moves from Chicago to New



Mr. Glynn



Mr. McCarthy

LBJ names Mitchell

Maurice Mitchell, chancellor of University of Denver and former broadcaster and president of Encyclopaedia Britannica Inc., named by President Johnson as member of Commission on Civil Rights. Mr. Mitchell, one-time manager of WTOP Washington and first head of National Association of Broadcasters' Broadcast Advertising Bureau, will replace Irvin Griswold on six-member commission, established under Civil Rights Act of 1967.

York, and **Robert J. McCarthy**, Chicago sales VP, becomes VP and general manager of that office. Mr. Glynn was founder of rep company with **Wilmot H. (Bill) Losee**, president of Major Market Radio.

Robert H. Larson, sales manager of KUTI Yakima, Wash., joins KUJ Walla Walla, Wash. as sales director.

Ron Fell, executive producer at KNEW Oakland, Calif., appointed to newly created position of sales service director.

Francis H. Conway, account executive, Gann-Dawson, Scranton, Pa., appointed commercial manager, WANE-TV Fort Wayne, Ind. He succeeds **Howard Bunnell**, appointed commercial manager, WISH-TV Indianapolis.

Mark Hurd, formerly manager, Robert E. Eastman & Co., San Francisco, appointed sales manager of KFRC, that city.

William Grisham, formerly with Campbell-Mithun, Leo Burnett Co. and Needham, Harper & Steers, all Chicago, joins Draper Daniels Inc. there as VP-creative director.

Stanley Prager, Broadway and TV director, joins MPO Videotronics Inc., New York, as TV commercial director.

Jack Arbib, account executive, CBS-TV network sales department, New York, appointed director of licensing and merchandising development, CBS Enterprises Inc., that city, succeeding **Arnold Lewis**, who joins Licensing Corp. of America, New York, as director of sales.

Tom F. Daisley forms consulting firm, Tom Daisley and Associates Inc., Greenville, S. C., specializing in fields

NAB names TV, radio committees

National Association of Broadcasters has appointed following to two NAB 1968-1969 committees:

Named to Television Information committee: **Willard E. Walbridge**, KTRK-TV Houston, chairman; **Eldon Campbell**, WFBM-TV Indianapolis; **A. Louis Read**, WDSU-TV New Orleans; **Robert W. Ferguson**, WTRF-TV Wheeling, W. Va.; **William A. Gietz**, WFMY-TV Greensboro, N. C.; **Joseph S. Sinclair**, Outlet Co. stations, Providence, R. I.; **John Cowden**,

CBS; **Sidney H. Eiges**, NBC, and **Donald Foley**, ABC.

Named to Small Market Radio committee were **Raymond A. Plank**, WKLA Ludington, Mich., chairman; **Frank B. Estes**, WKXL Concord, N. H.; **John F. Hurlbut**, WVMC Mount Carmel, Ill.; **John W. Jacobs Jr.**, WDUN Gainesville, Ga.; **William A. Merrick**, KBMN Bozeman, Mont.; **Julius E. Talton**, WHBB Selma, Ala., and **Robert E. Thomas**, WJAG Norfolk, Neb.

of sales, marketing, advertising and public relations.

MEDIA

Leonard N. Sable, general manager, KCBQ San Diego, elected VP.

Clemens Weber, assistant treasurer, Metromedia Inc., New York, elected treasurer. **Richard L. Geismar**, previously treasurer and corporate VP, will now assume broader executive management responsibilities.

Roy J. Sonderling, attorney with office of opinions and review, Securities and Exchange Commission, Washington, joins Sonderling Broadcasting Corp., New York, as administrative assistant for corporate affairs.

Joseph J. Madden, formerly with Robert E. Eastman & Co. and Metromedia Inc., joins Sonderling Broadcasting Corp. (group owner), New York, as controller, newly created office.

Bud Iwen, public relations director, Carroll College, Helena, Mont., joins KOJM Havre, Mont. as operations director.

Lew M. Witz, director of sales, WCFL Chicago, also appointed assistant general manager.

Budde Marino, assistant manager, KCEN-TV Temple-Waco, Tex., joins KGNC-AM-FM-TV Amarillo, Tex., in same capacity.

Neal J. Edwards, WMAL-TV Washington, re-elected president Maryland-District of Columbia-Delaware Broadcasters Association. **Harvey C. Smith**, WDEL Wilmington, Del., elected VP; **Harry A. Kaar Jr.**, WRC Washington, named secretary-treasurer.

PROGRAMING

A. Frank Reel, executive VP, business affairs, United Artists Television, New York, joins Wolper Productions, that city, as VP, business affairs.

Robert B. Pickett, with corporate relations department, Gulf & Western Industries Inc., New York, elected VP.

Joseph A. Conte, advertising/marketing director and assistant to president, Videotape Center, New York, joins Producing Artists Inc., that city, as VP, business affairs and development.

William L. Cooper Jr., film program manager, WPIX(TV) New York, elected VP of WPIX Inc. (WPIX-FM and WPIX New York).

Robert S. Tyrol, VP and general manager, Broadcast-Plaza Inc., Hartford, Conn., also named president of Plaza Productions Inc., that city, Broadcast-Plaza subsidiary.

Alex Ushakoff Jr., professor of Scientific Communication, Boston University, elected president, Center for Com-

UPI makes multiple bureau shifts

Frederick Laudon, manager, UPI Sweden, retires in Stockholm after 40 years with company. **Edward T. Majeski**, UPI newscaptures managing editor, appointed executive newscaptures editor, succeeding **Harold Blumenfeld**, recently appointed director of special projects. **Roberta Ulrich**, manager Spokane, Wash. bureau, transfers to Portland, Ore. bureau, succeeded by **Michael H. Uptagrafft**. **Donald S. Phillips**, UPI Georgia capitol reporter, appointed

manager, Atlanta bureau. **Dallas Boothe**, manager, Louisville, Ky. bureau, appointed state news editor, Ohio, succeeding **John T. Kady**, who steps down due to illness. **Drew Von Bergen**, manager, Frankfort, Ky. bureau, succeeds Mr. Boothe. **John E. Guiniven**, manager, Lexington, Ky. bureau, succeeds Mr. Von Bergen. **Hugh Conner**, with UPI Newark, N. J. bureau, succeeds **Alex J. Michelini** as manager. Mr. Michelini joins *New York Daily News*.

munications Inc., Beverly, Mass. **Thomas E. Wilber**, director, management communications, Indian Head Inc., New York, elected executive VP and treasurer.

Gordon Oliver, executive producer of *Bob Hope-Chrysler Theatre*, named executive producer of *It Takes a Thief*.

Gil Fates, executive producer, original CBS-TV's *What's My Line?*, named to same position of new syndicated *What's My Line?*, offered for first-run syndication by CBS Enterprises Inc. in July.

Alan Ludington, coordinator of special film projects, ABC-TV, New York, appointed director of TV network film program production. **Frederick P. Laffey**, manager of program services, eastern division, named director of program services; department now consolidated in ABC-TV's New York headquarters. **Richard Stubbe**, assistant to Mr. Laffey, named manager of program services.

Daniel B. Meltzer, studio operations scheduling supervisor, ABC, New York, joins WBC Productions Inc., that city,

as assistant production manager. Mr. Meltzer succeeds **Roland O. Reed**, who joins WNEP-TV Scranton-Wilkes-Barre, Pa., as program manager.

Bob Chase, with WHB Kansas City, Mo., joins WLYV Fort Wayne, Ind. as program director. **Al Janson**, morning news editor with WLYV named director of news.

Peter A. Kizer, program director WOOD-AM-FM-TV Grand Rapids, Mich., joins KHOU-TV Houston as program manager.

Mark Prichard, program director, WLAC-AM-FM Nashville, joins WJW Cleveland in same capacity. **Hairl Hensley**, production manager, WLAC, succeeds Mr. Prichard as program director, WLAC. **Forrest McBride**, WLAC-FM, appointed program director, WLAC-FM and assistant to Mr. Hensley.

Leandro Blanco, operations manager, XET-TV Monterrey, Mexico, joins WXTV (TV) Paterson, N. J., as program director. WXTV(TV) is scheduled to begin broadcasting this month.

Bob Todd, promotion and music director, WQXI Atlanta, appointed program director.

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Joel Sebastian, air personality, WCFL Chicago, also appointed program director.

James H. Schoonover, with Hart-west Productions, New York, joins Trans-Lux Television Corp., that city, as eastern division sales manager and assistant to national sales manager.

FANFARE



Mr. Newton

Richard L. Newton, advertising-promotion manager, KFVB Los Angeles, appointed manager, station group promotion, for parent Westinghouse Broadcasting Co., New York.

Charles F. Appel, with NBC television network sales, New York, joins The Meeker Co., that city, as director of promotion and research.

Victor W. Take, distributor promotions manager, Flagstaff Brewing Corp., St. Louis, joins KMOX there as promotion director.

Harry J. Welch, director of corporate advertising and public relations, Controls Co. of America, Melrose Park, Ill., named director of public relations, General Precision Equipment Corp., Tarrytown, N. Y., succeeding **Norman Wicks** who resigned to join Rexall Drug & Chemical Co.

NEWS

Philip R. Tucker, news director, WTLB Utica-Rome, N. Y., joins WMCA New York as news editor. Both stations owned by Straus Broadcasting Group.

Richard R. Minton, Pittsburgh film producer, joins WTOL-TV Toledo, Ohio, as news director. Mr. Minton succeeds **Joseph H. Gillis Jr.**, who becomes director of special projects.

Bill Buckner, assignment and political editor, WQXI-TV Atlanta, also appointed assistant news director.

Wayne Vriesman, news director, KWGN-TV Denver, re-elected president, Colorado AP Broadcasters Association.

Dick Kober, KGHL Billings, elected president Montana AP Broadcasters Association.

EQUIPMENT & ENGINEERING

John Manniello, director of marketing, CBS Laboratories, Stamford, Conn., named VP, government operations, newly created position.

Robert J. Eggert, director, agribusiness programs, colleges of agriculture and business, Michigan State University, East Lansing, joins RCA, New York, as staff VP, economic and market research.

Edward Heroyan, chief engineer for Television Tape Productions, Los Angeles, and coowner of Shantare Record-

ing Studios, Glendale, Calif., appointed chief engineer for KLXA-TV Fontana, Calif.

Donn G. Nelson, VP and general manager, Cascade Electronics Ltd., Port Moody, B. C., joins Anaconda Electronics Co., Anaheim, Calif., as technical coordinator.

Frank J. Haney, manager, audio/video systems, ABC-TV, New York, joins Visual Electronics Corp., that city, as general manager, Sunnyvale, Calif., division.

ALLIED FIELDS

Theodore R. Broida, executive VP, Spindletop Research Inc., Lexington, Ky., elected president.

Eugene R. Black, director, Communications Satellite Corp., Washington, resigns, following reduction of International Telephone & Telegraph Corp. shareholdings in Comsat. Mr. Black represented IT&T on Comsat's board.

INTERNATIONAL

H. T. McCurdy, VP and general manager, CJAD Montreal, elected president.

Franz Alexander Spath, associate director, J. Walter Thompson Co., Vienna, appointed manager, succeeding **Dr. Hans Hoffmann**, who returns to Frankfurt, Germany office as head of administration and personnel.

Anthony Robinow, producer, appointed director of production, Screen Gems (Canada) Ltd., Toronto.

Sven K. Govaars, operations manager, Phillips-Advance Control Corp., Puerto Rico, subsidiary of Oak Electro/Netics Corp., Crystal Lake, Ill., appointed managing director, Oak Electro/Netics Holland N. V., Emmen, The Netherlands.

Robert G. Beattie, assistant chief, field operations, Radio Free Europe, Lisbon, joins RTV International Inc., on Jordan project in Amman.

DEATHS

Robert J. Kingsley, 52, co-founder of Telenews Productions, New York and VP, Recording Studios Inc., that city, died June 2 of heart attack in Vienna. He is survived by his wife, Maryin.

Glenn F. Murphy, 69, retired FCC accountant, died June 20 of heart attack in Doctors hospital, Washington. Mr. Murphy was with commission 42 years. He is survived by his wife, Margaret, and daughter.

Ernie Simon, 47, air personality, WLS-FM Chicago, died June 24 in Chicago. He is survived by son and daughter.

Former FCC Commissioner Jones dies

Robert F. Jones, 60, former Republican congressman from Ohio and commissioner at FCC for five years, died June 22 in Montgomery General Hospital in Olney, Md. Mr. Jones, whose death came after a short illness, retired from FCC in 1952 to enter practice in communications law in Washington area. At death he was senior partner in firm of Jones, Sells and Baker.

Mr. Jones, native of Cairo, Ohio, received law degree from Ohio Northern University in 1929. He was elected to House of Representatives in 1938 where he served until his appointment to FCC in September 1947. While in Congress, Mr. Jones was member of House Appropriations Committee where he gained attention for his criticism of Roosevelt and Truman administrations.

The Ohio Republican was member of American Bar Association, D. C. Bar Association and had practiced before U. S. and Ohio Supreme Courts.



Mr. Jones is survived by his wife, Marie, and son, Robert F. Jr.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 19 through June 26 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, PSA—presunrise service authority, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

APPLICATION

*Des Moines, Iowa.—State Educational Radio and TV Facility Board. Seeks VHF ch. 12 (204-210 mc); ERP 316 kw vis., 3 kw aur. Ant. height above average terrain 1449 ft.; ant. height above ground 800 ft. P. O. address: 1800 Grand Avenue, Des Moines 50307. Estimated construction cost \$594,875.75; first-year operating cost \$56,000; revenue none. Geographic coordinates 41° 43' 14.5" north lat.; 91° 20' 29.5" west long. Type trans. GE TT-530D. Type ant. GE TY53-A. Legal counsel Pierson, Ball & Dowd; consulting engineer Robert V. DeSantis. Principal: Applicant is State Educational Radio and TV Facility Board, John A. Montgomery, executive director. Ann. June 25.

FINAL ACTIONS

*Nebraska Educational Television Commission, Hastings, Neb. — Broadcast Bureau granted mod. of CP to change ERP to 380 kw vis., 75.9 kw aur., ant. height 1220 ft., change type ant. for noncommercial educational TV station operating on ch. 29. Action June 24.

*Garden City, N. Y.—Long Island Educational TV Council Inc. Broadcast Bureau granted UHF ch. 21 (512-518 mc); ERP 715 kw vis., 143 kw aur. Ant. height above average terrain 384.14 ft.; ant. height above ground 406.5 ft. P. O. address: 220 Old Country Road, Mineola, N. Y. 11530. Estimated construction cost \$528,164; first-year operating cost \$286,000. Geographic coordinates 40° 43' 55" north lat.; 73° 36' 12.4" west long. Type trans. RCA TTU-30A. Type ant. RCA TFL-30J. Legal counsel Krieger and Jorgensen; consulting engineer George Coast. Action June 18.

Existing TV stations

FINAL ACTIONS

KATC(TV) Lafayette, La.—Broadcast Bureau granted mod. of license to increase aur. ERP to 20 kw. Action June 24.

KMOX-TV St. Louis—Broadcast Bureau granted CP to install alternate main trans. at main trans. and ant. location, reduce aur. ERP of main trans. to 15 kw. Action June 24.

WKBF-TV Cleveland — Broadcast Bureau granted CP to change ERP to 930 kw vis., 140 kw aur., change type trans, redescribe trans. location as 4800 Bruening Road, Parma; conditions. Action June 24.

WUAB(TV) Lorain, Ohio—Broadcast Bureau granted mod. of CP to change ERP to 1030 kw vis., 200 kw aur., change type trans.; conditions. Action June 24.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: *WETX(TV) Washington to Dec. 24 and WATU-TV Augusta, Ga. to Dec. 24. Action June 24.

■ FCC ordered WSAZ-TV Huntington, W. Va. and WLSI Pikeville, Ky. to comply with FCC personal attack and fairness requirements following complaints by Kentucky anti-poverty workers. WPKE Pikeville, Ky. was cleared of charges. Action June 12.

ACTION ON MOTION

■ Hearing Examiner David I. Kraushaar on June 18 in Homewood at Birmingham, Ala. (Chapman Radio and TV Co., Alabama

Television, Inc., Birmingham Broadcasting Co., and Birmingham Television Corp. (WBMG)) TV proceeding, granted petition by Alabama Television, Inc. for leave to amend its application to reflect changes in broadcast interests of one of its stock subscribers, Mr. John H. Bankhead, III (Docs. 15641, 16760-1, 16758).

CALL LETTER APPLICATION

■ Nebraska Educational TV Commission, Merriman, Neb. Requests *KRNE-TV.

CALL LETTER ACTION

■ KZUZ(TV), Thompson Broadcasting Co., Phoenix. Granted KLUZ(TV).

■ Midcontinent Broadcasting Co. of Wisconsin, La Crosse, Wis. Granted WXOW-TV.

New AM stations

APPLICATIONS

Russellville, Ala.—Franklin Broadcasting Co. Seeks 1500 kc, 1 kw. P. O. address: 1905 Woodmeade, S.W., Decatur, Ala. Estimated construction cost \$24,500; first-year operating cost \$24,000; revenue \$30,000. Principals: Kenneth A. Casey, sole owner. Mr. Casey is sole owner of WKAC Athens, Ala. Ann. June 20.

Seaside, Calif.—Lloyd M. Marks. Seeks 1540 kc, 0.25 kw. P. O. address: Box 1812, Salinas, Calif. 93901. Estimated construction cost \$16,402; first-year operating cost \$40,000; revenue \$50,000. Principals: Lloyd M. Marks, sole owner. Applicant owns KERR(FM) Salinas, Calif. Ann. June 25.

Tupelo, Miss.—Frank E. Holladay and Joseph W. Carson. Seek 1060 kc, 5 kw. P. O. address: Box 5797, Meridian, Miss. 39301. Estimated construction cost \$80,777; first-year operating cost \$50,000; revenue \$62,000. Principals: Frank E. Holladay and Joseph W. Carson (each 50%). Messrs. Holladay and Carson are 50% owners of WOKK-AM-FM Meridian, 26% owners of WNSL-AM-FM Laurel, 50% owners of WLSM-AM-FM Louisville and WVMJ-AM-FM Biloxi, all Mississippi. They are also 45% owners of WMEL Pensacola, Fla. and 50% owners of background music service firm. Ann. June 24.

Tupelo, Miss.—Ralph Mathis and Aubrey Freeman, d/b as Radio Tupelo. Seek 710 kc, 5 kw. P. O. address: Route 3, Haulka, Miss. 38850. Estimated construction cost \$79,537; first-year operating cost \$46,600; revenue \$110,400. Principals: Ralph Mathis (51%) and Aubrey Freeman (49%). Mr. Mathis is program director and 31.25% owner of WCPC-AM-FM Houston, Miss., 15% owner of WSJC-AM-FM Magee, Miss., 30% of WXTN Lexington, Miss., 30% of WSAO Senatobia, Miss., and 100% of musical instrument sales firm. Mr. Freeman is announcer-salesman for WCPC-AM-FM Houston, Miss. Ann. June 24.

Monticello, N. Y.—Stanley H. Sidicane. Seeks 1590 kc, 0.5 kw. P. O. address: 1313 Ruppert Road, Silver Spring, Md. 20903. Estimated construction cost \$7,300; first-year operating cost \$30,000; revenue \$60,000. Principal: Stanley H. Sidicane, sole owner. Mr.

Sidicane is former FCC attorney and is now self-employed as attorney. Mr. Sidicane is also sole applicant for new AM station in Yorktown Heights, N. Y. Ann. June 21.

White Sulphur Springs, W. Va.—Valley Broadcasting Co. Seeks 1310 kc, 5 kw. P.O. address: 200 Preston Boulevard, Lewisburg, W. Va. 24901. Estimated construction cost \$47,680; first-year operating cost \$42,000; revenue \$45,000. Principals: Robert B. Harvit, Edward L. Shuey and Woodrow Taylor (each 33.3%). Mr. Harvit is 99.82% owner of WBTH Williamson, W. Va. and 49% owner of WMON Montgomery, W. Va. Mr. Shuey is 50% owner of WMON. Mr. Taylor is 29% owner of business rental agency, 10.4% owner of department store and holds numerous other business interests. Ann. June 25.

FINAL ACTION

Mishawaka, Ind. Northern Indiana Bcstrs. Inc. Review board denied 910 kc, 1 kw. P. O. address: Old Chicago Road, S.W. of Michigan City, Ind. Estimated construction cost \$38,100; first-year operating cost \$94,000; revenue \$102,000. Principal is Wm. N. Udell (60%). Company owns WIMS Michigan City, Ind. and owns licensee of WKAM Goshen, Ind. Ann. June 26.

INITIAL DECISION

■ Hearing Examiner Thomas H. Donahue in initial decision ruled licenses of Asheville Broadcasting Co. for WGWR-AM-FM Asheville, N. C., should not be revoked. Action June 24.

OTHER ACTIONS

■ Review board in Grandview, Mo., AM broadcast proceeding, granted motion filed June 18 by H-B-K Enterprises and extended to July 9 time within which to file oppositions to motion to enlarge issues filed on June 3 by Broadcasting Inc. Action June 20.

■ Review board on June 20 in Henderson Nev., AM broadcast proceeding, Docs. 16813-4, granted petition filed June 26 by Joseph Julian Mirandola and extended time for filing oppositions to petition to enlarge filed May 23 by Broadcast Bureau to June 26.

■ Review board on June 21 in Sallisaw, Okla., AM broadcast proceeding, Docs. 17818-20, denied petition for reconsideration of memorandum opinion and order filed on May 17 by Giant Broadcasting Co.

■ Review board in Sioux Falls, S. D., AM broadcast proceeding, Docs. 17174, granted petition for leave to amend filed June 3 by Eider C. Stangland and Wallace Stangland, d/b as Sioux Empire Broadcasting Co.; reopened record for purpose of accepting amendment; accepted amendment, and closed record. Action June 21.

ACTIONS ON MOTIONS

■ Hearing Examiner Millard F. French on June 20 in Clarkston, Wash. (Clarkston Broadcasters) AM proceeding, granted request by Clarkston Broadcasters and continued date for exchange of exhibits from June 21 to June 28, and for further pre-hearing conference from July 2 to July 11 (Doc. 18124).

■ Hearing Examiner Isadore A. Honig on June 19 in Henrietta, Geneseo and Warsaw, N. Y. ("What The Bible Says, Inc.", Oxbow

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Broadcasting Corp. and John B. Weeks) AM proceeding, granted petition by Broadcast Bureau and extended time for filing proposed findings of fact and conclusions from June 21 to July 19, and replies from July 10 to Aug. 7 (Docs. 17571-3).

■ Hearing Examiner Isadore A. Honig on June 20 in Bishop, Calif. (Eastern California Broadcasting Corp.) AM proceeding, granted petition by Eastern California Broadcasting Corp., and dismissed, but with prejudice, its application, and terminated proceeding (Doc. 18188).

■ Hearing Examiner Chester F. Naumowicz, Jr. on June 18 in Kettering, Ohio (Kittyhawk Broadcasting Corp.) et al. AM proceeding, granted petition by Kittyhawk Broadcasting Corp. for leave to amend its application to update portions of its application, pursuant to rule 1.65 (Docs. 17243-47, 17249-50).

■ Office of opinions and review on June 17 in Wanchese, Midway Park, and Maysville, all North Carolina (Outer Banks Radio Co., Onslow County Broadcasters, and Hendon M. Harris) AM proceeding, granted petition by Seaboard Broadcasting Corp. and extended time to and including June 24, in which to file application for review from review board's memorandum opinion and order (Docs. 17886-8).

Existing AM stations

FINAL ACTIONS

WENN Birmingham, Ala.—Broadcast Bureau granted license covering changes in station. Action June 24.

KHOS Tucson, Ariz.—Broadcast Bureau granted CP to change from 940 kc, 250 w, DA-2 to 940 kc, 250 w, 1 kw, U; conditions. Action June 24.

KRAI Craig, Colo. — Broadcast Bureau granted CP to change from 550 kc, 500 w, 1 kw-LS, DA-N, U to 550 kc, 500 w, 5 kw-LS, DA-N, U. Action June 19.

WICC Bridgeport, Conn.—Broadcast Bureau granted license covering use of presently licensed auxiliary trans. as alternate-main. Action June 24.

KEHG Fosston, Minn.—Broadcast Bureau

granted CP to change from 1480 kc, 1 kw-D to 1480 kc, 5 kw-D, increase ant. height; conditions. Action June 21.

KLUC Las Vegas — Broadcast Bureau granted CP to change from 1050 kc, 50 kw-D to 1140 kc, 10 kw-D; condition. Action June 24.

WIZR Johnstown, N. Y.—Broadcast Bureau granted CP to change DA-D to non-DA, remote control permitted; conditions. Action June 21.

WTHE Mineola, N. Y.—Broadcast Bureau granted CP to change from 1520 kc, 10 kw, DA-D to 1520 kc, 1 kw-D, change trans. location and studio to Maple Place, 100 ft. south of Jericho Turnpike, Mineola; conditions. Action June 21.

WIXE Monroe, N. C.—Broadcast Bureau granted license for new AM station, specify type trans, specify studio, remote control permitted. Action June 24.

KGCA Rugby, N. D.—Broadcast Bureau granted CP to change from 1450 kc, 250 w-U to 1450 kc, 250 w, 1 kw-LS-U; conditions. Action June 21.

WJAS Pittsburgh, Pa.—Broadcast Bureau granted license covering auxiliary trans. Action June 24.

WISN Milwaukee — Broadcast Bureau granted CP to change from 1130 kc, 10 kw, 50 kw-LS, DA-2, U to 1130 kc, 25 kw, 50 kw-LS, DA-2, U, make changes in DA system (add three towers) specify one main trans.; conditions. Action June 18.

■ Broadcast Bureau granted licenses covering changes in following stations: KDMS El Dorado, Ark.; WJXN Jackson, Miss.; KWHI Brenham, Tex.; KWHI-FM Brenham, Tex.; WALD Walterboro, S. C. Action June 24.

■ Broadcast Bureau granted licenses covering following new stations: WACX Austell, Ga. and KFBD Waynesville, Mo. Action June 24.

■ FCC denied application by North Country Broadcasting Co., licensee of WICY Malone, N. Y., for mitigation of \$500 forfeiture. Forfeiture was imposed Oct. 11, 1967, for repeated violation of Sec. 73.93(b) of rules by failing to have properly licensed operator on duty at trans. Action June 19.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on June 18 in Nashville (Second Thursday Corp. [WVGM] [WSET-FM]) AM and FM proceeding, granted petition by John R. Cheadle as trustee in bankruptcy for Sec-

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, June 25, 1968

	ON AIR		TOTAL	NOT	TOTAL
	Licensed	CP's	ON AIR	ON AIR	Authorized
Commercial AM	4,186 ¹	17	4,203 ¹	85	4,288 ²
Commercial FM	1,812	37	1,849	241	2,090
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	29	111

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.

ond Thursday Corp. for leave to intervene and made John R. Cheadle, trustee in bankruptcy, party to proceeding (Docs. 17914, 18175).

■ Hearing Examiner Millard F. French on June 17 in Calhoun, Ga. (John C. Roach and Gordon County Broadcasting Co. [WCGA]) AM proceeding, granted request by Gordon County Broadcasting Company and continued from June 10 to June 24 time in which to file reply findings and conclusions (Docs. 17695-6).

■ Hearing Examiner Isadore A. Honig on June 20 in Mankato, Shakopee and Waseca, all Minn. and River Falls, Wis. (Southern Minnesota Supply Co. [KYSM], Progress Valley Broadcasters, Inc. [KSMM], Wisconsin Radio, Inc. and The Waseca-Owatonna Broadcasting Co.) AM proceeding, granted motion by Southern Minnesota Supply Co. and rescheduled date for exchange of proposed "KYSM program survey exhibit" from June 21 to July 8, and hearing on this exhibit only is rescheduled from July 9 to July 16, and regularly scheduled hearing date of July 9 remains unchanged (Docs. 18075-8).

■ Hearing Examiner H. Gifford Irion on June 14 in Tempe, Ariz. (Tri-State Broadcasting Co. [KUPD]) AM proceeding, granted petition by Tri-State Broadcasting Co. and extended certain procedural dates and extended hearing from July 16 to September 17 (Doc. 17777).

FINE

■ FCC notified KMAC and KISS(FM), both San Antonio, Tex. of apparent liability for \$10,000 each for recurring rule violations and apparent derelictions by Howard W. Davis, licensee of both stations. Action June 19.

RULEMAKING PETITION

■ WFTO Fulton, Miss.—Requests amendment of rules to assign ch. 269 (101.7 mc) to Fulton and Itawamba county, Miss. Ann. June 21.

CALL LETTER APPLICATIONS

■ WKYR, Frazier Reams Jr., Cumberland, Md. Requests WUOK.

■ M. D. Price Jr., Northfield, Minn. Requests KYMN.

■ WIVI, Radio American West Indies, Christiansted, V. I. Requests WIIS.

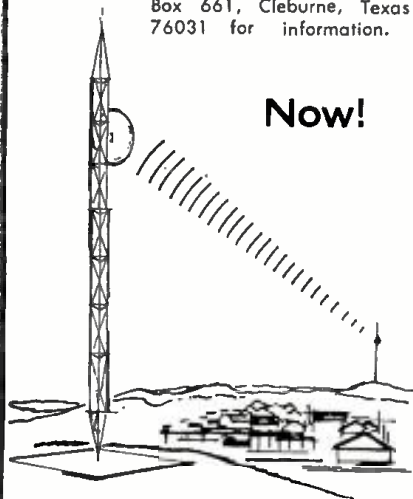
CALL LETTER ACTION

■ Big Basin Broadcasters, Sallisaw, Okla. Granted KRBB.

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DESIGNATED FOR HEARING

■ Commission set for hearing applications of Howard W. Davis d/b as The Walmac Co., for renewal of licenses of KMAC and KISS(FM), both San Antonio, Texas. FCC also notified both stations of apparent liability for \$10,000 each. Continuing engineering problems at stations, recurring rule violations and apparent derelictions by Mr. Davis as licensee of KMAC and KISS(FM) raise questions as to whether he is technically qualified to be licensee, Commission said. There is also question of whether licensee's many responses to Commission contained misrepresentations of material facts or lacked candor. Action June 19.

■ Broadcast Bureau designated for hearing applications of Jeff Davis Broadcasting Service (WKPO), Prentiss, Miss. Miss Lou Broadcasting Corp. (WYNK), Baton Rouge. Jeff Davis Broadcasting Service has 1510 kc, 1 kw-D, and requests 1380 kc, 500 w-D; Miss Lou Broadcasting Corp. has 1380 kc, 500 w-D, and requests 1380 kc, 5 kw, DA-D. Action June 18.

New FM stations

APPLICATIONS

Vero Beach, Fla.—Tropics Inc. Seeks 93.5 mc, ch. 228, 3 kw. Ant. height above average terrain 213 ft. P. O. address: c/o William E. Turner, 1536 20th Street, Vero Beach 32960. Estimated construction cost \$28,910; first-year operating cost \$6,180; revenue \$15,000. Principals: John J. Schumann Sr., treasurer (91%) et al. Mr. Schumann is sole owner of Vero Beach (Fla.) Press Journal and chairman of board of savings and loan association. Mr. Schumann is also 100% owner of citrus fruit production company and 5% owner of bank. Applicant is also licensee of WTTB Vero Beach, Fla. Ann. June 21.

Amite, La.—Amite Broadcasting Service. Seeks 107.1 mc, ch. 296A, 3 kw. Ant. height above average terrain 170 ft. P. O. address: Box 787, Amite, La. Estimated construction cost \$3,950; first-year operating cost \$6,000; revenue \$18,000. Principal: Charles W. Fitz, sole owner. Mr. Fitz is 50% owner of WABL Amite, La. Ann. June 24.

Milford, Ohio — Milford Associates Inc. Seeks 107.1 mc, ch. 296A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 102 Wooster Pike, Milford 45150. Estimated construction cost \$21,171.40; first-year operating cost \$30,000; revenue \$35,000. Principals: Francis J. Stratman, president (53%) and John J. Demeter, treasurer (30%) et al. Mr. Stratman is 58% owner of WMWM Wilmington, Ohio. Mr. Demeter is sales manager for WMWM. Ann. June 21.

Uniontown, Pa. — Warman Broadcasting Inc. Seeks 99.3 mc, ch. 257A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Edwin G. Warman, 308 Fayette Bank Building, Uniontown 15401. Estimated construction cost \$42,400; first-year operating cost \$40,000; revenue \$45,000. Principals: Kenneth R. Strawberry, president and Edwin G. Warman, secretary-treasurer, each 50%. Mr. Strawberry is special assistant with U. S. Department of State. Mr. Warman is 98% owner of both publishing firm and Antiques Journal magazine. Ann. June 24.

FINAL ACTIONS

Delano, Calif.—Jesse L. Koonce. Broadcast Bureau granted 98.5 mc, ch. 253, 12.5 kw. Ant. height above average terrain 620 ft. P. O. address: 1009 Kensington Street, Delano 93215. Estimated construction cost \$28,100.50; first-year operating cost \$12,000; revenue \$12,000. Principals: Jesse L. Koonce (100%). Mr. Koonce is 50% partner with son in credit reporting company, credit reporting and collection agency, and collection agency. Action June 18.

Cleveland, Miss. — Tony P. Congulista. Broadcast Bureau granted 92.7 mc, ch. 224, 3 kw. Ant. height above average terrain 222 ft. P. O. address: Radio Station WDSK, Highway 61 North, Cleveland 38732. Estimated construction cost \$14,068; first-year operating cost \$5,000; revenue \$8,000. Principal: Mr. Congulista is 100% owner of WDSK Cleveland, Miss. and owner of laundry. Action June 18.

Seneca Falls, N. Y.—Water-Falls Broadcasting Corp. Broadcast Bureau granted 99.3 mc, ch. 257, 3 kw. Ant. height above average terrain 234 ft. P. O. address: 118 Bleeker Street, Utica, N. Y. 13501. Estimated construction cost \$12,800; first-year operating cost \$5,800; revenue \$10,000. Principals: Frances J. Souhax, president and Samuel A. Bunis, vice president (each 50%). Mr. Souhax is president of yarn company and has several other business interests in textile industry. Mr. Bunis is vice president of pump company. Action June 21.

Westerville, Ohio—Mid-Ohio Communications Inc. Broadcast Bureau granted 103.9 mc, ch. 280, 2 kw. Ant. height above average terrain 356 ft. P. O. address: 13076 North Walnut Street, Galena, Ohio 43021. Estimated construction cost \$27,918; first-year operating cost \$20,000; revenue \$20,000. Principals: William R. Bates, president (45%) et al. Mr. Bates is radio engineer and also self-employed in electric service station. Action June 19.

Ladysmith, Wis.—Flambeau Broadcasting Co. Broadcast Bureau granted 92.9 mc, ch. 225, 3 kw. Ant. height above average terrain 131 ft. P. O. address: 110 Alonga Boulevard, Oshkosh, Wis. 54901. Estimated construction cost \$23,100. Principals: Charles H. Nelson, secretary-treasurer (99%) and Ottmar J. Faige (1%). Mr. Faige is semiretired. Mr. Nelson is licensee of WLDY Ladysmith. Ann. June 21.

OTHER ACTION

■ Review board in Burlington, Vt. FM broadcast proceeding Docs. 18181-2, granted request filed June 18 by Vermont Radio Inc. and extended to July 2 time to file oppositions to motion to enlarge issues filed June 3 by Vermont New York Broadcasters Inc. Action June 20.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on June 21 in Hannibal, Mo. (Mark Twain Broadcasting Co. and Great River Communications Inc.) FM proceeding, having received copy of joint request filed June 19, by applicants to proceeding requesting review board to approve agreement between parties looking toward ultimate dismissal of application of Mark Twain Broadcasting Co. and grant of application of Great River Communications Inc. and anticipating possible necessity of continuance of hearing scheduled for June 25 if result of review board's action warrants, examiner ordered evidentiary hearing continued to date to be specified after review board has acted on joint request (Docs. 18017-8).

■ Chief Hearing Examiner James D. Cunningham on June 18 in Albuquerque, N. M. (R. Edward Ceres and Jack C. Hughes) FM proceeding, designated Hearing Examiner Elizabeth C. Smith to serve as presiding officer, scheduled prehearing conference for July 26 and hearing for Sept. 23 (Docs. 18213-4).

■ Chief Hearing Examiner James D. Cunningham on June 18 in Virginia, Minn. (Virginia Broadcasting Co.) FM proceeding, designated Hearing Examiner James D. Cunningham to serve as presiding officer, scheduled prehearing conference for July 17 and hearing for Sept. 10 (Doc. 18215).

■ Hearing Examiner Charles J. Frederick on June 18 in New York and Teaneck, N. J. (New York University and Fairleigh Dickinson University) *FM proceeding, dismissed pleadings by Fairleigh Dickinson University for "request for permission to file supplement to proposed conclusions of law", and "addendum to request for permission to file supplement to proposed conclusions of law" and pleading by New York University on "motion to strike, or in alternative, opposition to request for leave to file" (Docs. 17454-5).

■ Hearing Examiner Millard F. French on June 17 in Burlington, Vt. (Vermont New York Broadcasters Inc. and Vermont Radio Inc.) FM proceeding, denied request by Vermont New York Broadcasters Inc., for acceleration of prehearing conference (Docs. 18181-2).

■ Hearing Examiner Millard F. French on June 17 in Thomasville, Ga. (Triple C Broadcasting Corp. and Thomasville Broadcasting Co.) FM proceeding, denied motion by Triple C Broadcasting Corp. to reopen record (Docs. 17853-4).

■ Hearing Examiner Millard F. French on June 19 in Boulder, Colo. (Russel Shaffer and International Electronic Development Corp.) FM proceeding, granted motion by Environmental Science Services Administration to correct transcript (Docs. 17029-30).

■ Hearing Examiner Isadore A. Honig on June 18 in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.) FM proceeding, granted petition by Glenn West for leave to amend his application to include additional information concerning financial aspect of his proposal (Docs. 17916-7).

RULEMAKING PETITIONS

■ Buford Broadcasting Inc. Buford, Ga.—Requests institution of rulemaking proceedings to amend FM table of assignments to assign class A ch. 272 to Buford, Ga. Ann. June 21.

■ Kingsley H. Murphy Jr. Berlin, Wis.—Requests institution of rulemaking so as to allocate FM ch. 232A to Berlin, Wis. Ann. June 21.

Existing FM stations

FINAL ACTIONS

KSOM-FM Ontario, Calif.—Broadcast Bureau granted CP to install new type trans., change ERP to 3 kw, ant. height minus 400 ft; condition. Action June 21.

WJWL-FM Georgetown, Del. — Broadcast Bureau granted mod. of CP to change type trans., type ant. Action June 19.

WRLJ(FM) Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to change ant-trans. location to 6870 Lenox Avenue, 7 miles West of Jacksonville, change studio location to Coast Line Building, Jacksonville, type trans., type ant., make change in ant. system, ERP 100 kw, ant. height 230 ft. Action June 18.

WTHB-FM Augusta, Ga.—Broadcast Bureau granted mod. of CP to change type trans., type ant. Action June 19.

*WMCH(FM) South Hadley, Mass.—Broadcast Bureau granted CP to change ant-trans. and studio location to laboratory theatre, South Hadley, Mass. Action June 19.

*KLCC(FM) Eugene, Ore.—Broadcast Bureau granted CP to change ant-trans. location to Blanton Heights, 3 miles South of Lane county fair grounds, Eugene, change studio location to Lane Community College campus 30th Avenue at Highway 5, Eugene, install new type trans., ant. height 720 ft. Action June 21.

WNOW-FM York, Pa.—Broadcast Bureau granted CP to move ant. 110 ft. AM tower, install new type trans., type ant., change ant. system, ERP 2.15 kw, ant. height 720 ft.; condition. Action June 21.

WKVM-FM San Juan—Broadcast Bureau granted CP to change ant-trans. and studio location to approximately 5.35 miles north-west of Caguas atop Cerro Marquesa, near Caguas P. R., change type ant., ant. system, ant. height 1,100 ft.; condition. Action June 19.

WUPR-FM Utuado, P. R.—Broadcast Bureau granted mod. of CP to change ant-trans. location to 0.5 miles north of La Playa, Sabana Grande, change type trans., type ant., ERP 50 kw, ant. height 690 ft. Action June 21.

KULP-FM El Campo, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 24. Action June 14.

KXXX(FM) Dallas — Broadcast Bureau granted CP to install new type trans., new type ant., ERP 60 kw, ant. height 110 ft. Action June 18.

■ Broadcast Bureau granted mod. of CP's and extended completion dates for following stations: WMAS-FM Springfield, Mass. to Dec. 1; WBCH-FM Hastings, Mich. to Dec. 5; WMBC-FM Columbus, Miss. to Nov. 20; WDLV-FM Vineland, N. J. to Oct. 31; WHOK-FM Lancaster, Ohio to Dec. 30; KGW-FM Portland, Ore. to Dec. 21 and WKJB-FM Mayaguez, P. R. to Jan. 1, 1969. Action June 20.

■ Broadcast Bureau on June 19 granted mod. of CP's to extend completion dates for following stations: KWEH(FM) Camden, Ark. to Dec. 1; WESO-FM Southbridge, Mass. to Dec. 19; KWEB-FM Rochester, Minn. to Sept. 30; WTRO-FM Dyersburg, Tenn. to Sept. 20; WLWM(FM) Nashville, Tenn. to Dec. 28; WESP(FM) Charlotte Amalie, V. I. to Dec. 31 and WRAR-FM Tappahannock, Va. to Jan. 1, 1969.

ACTION ON MOTION

■ Chief Hearing Examiner James D. Cunningham on June 18 in Albany, N. Y. (Regal Broadcasting Corp. (WHRL-FM), Functional Broadcasting Inc., and WPOW Inc.) FM proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer, scheduled prehearing conference for July 31, and hearing for Sept. 23 (Docs. 18210-12).

CALL LETTER APPLICATION

■ Wisconsin State University, River Falls Wis. Requests *WRFW(FM).

CALL LETTER ACTIONS

■ St. Lawrence Radio Inc., Potsdam, N. Y. Granted WPDN-FM.

■ East Coast Broadcasting Corp., Sag Harbor, N. Y. Granted WLNG-FM.

■ Burbach Broadcasting Co., Erie, Pa. Granted WWGO-FM.

■ Northwestern College, Sloux Falls, S. D. Granted KNWC-FM.

■ WSGM-FM, American Home Broadcasting Corp., Staunton, Va. Granted WSGM-FM.

■ Tazewell Broadcasting Co., Tazewell, Va. Ganted WTZE-FM.

■ Goetz Enterprises Inc. Yakima, Wash. Granted KIT-FM.

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of

licenses for following stations and co-pending auxiliaries: KAYS-TV Hays, Kan.; KCJC(FM) Kansas City, Kan.; KNXR(FM) Rochester, Minn.; KQWB-FM Fargo, N. D.; KWHK Hutchinson, Kan.; KWHP(FM) Edmond, Okla.; KWOE Clinton, Okla. and KWBB Wichita, Kan. Actions June 19.

Translators

ACTIONS

Seligman Recreation Association, Seligman, Ariz.—Broadcast Bureau granted CP's for following new VHF TV translator stations: to serve Seligman, Deer lodge and Hyde Park operating on ch. 7, by rebroadcasting KTVK(TV), ch. 3, Phoenix; operating on ch. 9 by rebroadcasting KOOL-TV, ch. 10, Phoenix; operating on ch. 11, by rebroadcasting KTVK-TV, ch. 12, Mesa; operating on ch. 13, by rebroadcasting KPHO-TV, ch. 13, Phoenix. Action June 14.

■ Broadcast Bureau granted licenses covering following UHF TV translator stations to R. F. Edouart, Trancas, Calif. K70CJ; K74BI; K77BD and K80BB. Action June 21.

Sacramento Valley Television Inc., Fall River Mills, Calif.—Broadcast Bureau granted CP for new VHF TV translator station to serve Fall River Mills, Lockout, Bieber and Little Valley, all California, operating on ch. 2 by rebroadcasting KRCR-TV, ch. 7, Redding, Calif. Action June 14.

K11HV Green Mountain reservoir and Troublesome, Colo.—Broadcast Bureau granted license covering new VHF TV translator station. Action June 21.

K12GC Merizo, Guam—Broadcast Bureau granted license covering new VHF TV translator station. Action June 24.

K09HP Mountain Home, Idaho—Broadcast Bureau granted license covering new VHF TV translator station, specify type trans. Action June 24.

K04EW Des Moines, Iowa—Broadcast Bureau granted license covering changes in VHF TV translator station. Action June 21.

K18AA Salina, Kan.—Broadcast Bureau granted license covering changes in UHF TV translator station. Action June 21.

Phillips County TV Association, Dodson, Mont.—Broadcast Bureau granted CP for new VHF TV translator station to serve Dodson and Wagner, operating on ch. 12, by rebroadcasting KFBB-TV, ch. 5, Great Falls. Action June 17.

K80BI Winnemucca, Nev.—Broadcast Bureau granted license covering new UHF TV translator station. Action June 21.

General Electric Radio Services Corp., Cazenovia, N. Y.—Broadcast Bureau granted CP for new experimental TV station to operate on chs. (VHF) 2-6 (54-88) ch. 7-13 (174-216 mc) and ch. 14-83 (470-890 mc), trans. and studio to be located four miles east of Pompey Center, N. Y., 5 miles north of route 20, Cazenovia, N. Y., and granted license covering new station; call sign KA2XQF. Action June 21.

W07AT Greene and Schoharie counties, Margaretville and Fleischmanns, all New York—Broadcast Bureau granted license covering new VHF TV translator station. Action June 24.

KE2XHX Syracuse, N. Y.—Broadcast Bureau granted CP for new experimental TV station to operate on chs. 2-6 (54-88 mc), 7-13 (174-216 mc) and 14-83 (470-890 mc), trans. location in various buildings in Electronics Park, near Syracuse, N. Y., and granted license covering new station. Action June 21.

W03AI Bryson City, N. C.—Broadcast Bureau granted CP to change VHF TV translator station operating on ch. 2, 54-80 mc, to ch. 3, 60-66 mc, to serve Whittier and Bryson City, by rebroadcasting WFBC-TV, ch. 4, Greenville, S. C., and to change type trans., and make changes in ant. system. Action June 21.

K11BH and K13BF Diamond Valley and Harney county, both Oregon—Broadcast Bureau granted CP's to change type trans., and make changes in ant. systems for VHF TV translator stations. Action June 21.

■ Broadcast Bureau granted renewal of licenses for following VHF TV translator stations: W04AT Hoosick Falls, N. Y.; W09AC, W11AF and W13AE Barton, Md.; K10FK San Luis Obispo, Calif. and K06BL Indian Springs, Nev. Actions June 19.

■ Hearing Examiner Arthur A. Gladstone on June 19 in Iron Mountain, Mich. (WLUC Inc. and Norbertine Fathers) VHF TV translator proceeding, ordered parties to proceeding (per commission memorandum opinion and order FCC 68-619, and chief hearing examiner's memorandum opinion and order FCC 68M-946 and considering infraction of commission to expedite case and possibility of submission of case in written form) to proceed apace with the preparation of their written direct cases for

submission so that they will be prepared to effect an exchange thereof at prehearing conference on July 26; with the objective of maintaining presently scheduled hearing date of Aug. 12, and of completing presentation of all evidence at hearing session. Parties are advised that examiner will not deviate from foregoing schedule except under most compelling showing of necessity for change (Docs. 18216-7).

■ Chief Hearing Examiner James D. Cunningham on June 18 in Iron Mountain, Mich. (WLUC Inc. and Norbertine Fathers) VHF TV translator proceeding, designated Hearing Examiner Arthur A. Gladstone to serve as presiding officer, scheduled prehearing conference for July 26 and hearing for Aug. 12 (Docs. 18216-7).

CATV

APPLICATIONS

Clear Channel T-V Inc.—Requests distant signals from WJCT(TV) Jacksonville, Fla. and WEDU(TV) Tampa, Fla. to Holly Hill, Volusia county, Florida (Orlando-Daytona Beach-Fla.-ARB65). Ann. June 21.

Henderson Community Television Antenna Inc.—Requests distant signals from WFMV-TV, WGHP-TV, both Greensboro, N. C.; WNCT-TV Greenville, N. C.; WLVA-TV Lynchburg, Va.; WSLV-TV, Roanoke, all Virginia; and WITN-TV Washington, N. C. to Henderson, N. C. (Raleigh-Durham, N. C.-ARB 52). Ann. June 21.

Robert T. McVay, d/b as Southern Monterey County CATV—Requests distant signals from KTVU(TV) Oakland-San Francisco; KQED(TV) and KBHK-TV, both San Francisco, and KNTV(TV) San Jose, all California, to King City, Calif. (Salinas-Monterey, Calif.-ARB 60). Ann. June 21.

Parkland Cable TV Inc.—Requests distant signals from WNEW-TV, WOR-TV, WPIX-TV, all New York, to Upper Macungie, Kuhnsville, Chapman, Fogelsville, Trexlerstown, and Breinigsville, all Pennsylvania (Philadelphia-ARB 4 and Wilkes-Barre-Scranton, Pa.-ARB 69). Ann. June 21.

Parkland Cable TV Inc.—Requests distant signals from WCBS-TV, WNBC-TV, and WABC-TV, all New York to Whitehall township, North Whitehall township, and South Whitehall township, all Pennsylvania (Philadelphia-ARB 4 and Wilkes-Barre-Scranton, Pa.-ARB 69). Ann. June 21.

FINAL ACTIONS

■ FCC gave notice that initial decision released April 25 proposing waiver of Sec. 74.1107 of rules to permit United Transmission Inc., to import distant signals for CATV system in Galax, Va., in Greensboro-High Point-Winston-Salem, N. C. and Roanoke, Va. TV markets, became effective June 14 pursuant to Sec. 1.276 of rules (Doc. 17653). Ann. June 25.

■ FCC ordered Asbury and James TV Cable Service to cease and desist from carrying distant signals of station WHIS-TV Bluefield, W. Va., on its CATV system in Lower Belle, Maiden, Dupont City, Rand, and Georges Creek, all West Virginia, in decision prepared under supervision of Commissioner James J. Wadsworth (Doc. 17968). Commission found that A and J's importation of WHIS-TV's signals, without prior approval, violated provisions of Sec. 74.1107 of rules. Action June 19.

OTHER ACTIONS

■ FCC stayed action waiving distant-signal rules in Cape Girardeau, Mo.-Paducah, Ky.-Harrisburg, Ill. television market until judicial determination of motion for stay. Action was ordered in answer to joint petition by Paducah Newspapers Inc., licensee of WPSD-TV Paducah, Ky.; Hirsch Broadcasting Co., licensee of KFVS-TV Cape Girardeau, Mo. and Turner-Farrar Association, licensee of WSLI-TV Harrisburg Ill., asking for commission stay pending appellate action. Joint petition was opposed by Southern Video Corp., proposed CATV operator in Illinois part of market, and corporate affiliate, Gregg Cablevision Inc. Action June 21.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on June 18 in Delaware County Cable Television Co. et al. (CATV proceeding in the Philadelphia TV market) granted petition by Kaiser Broadcasting Corp. to intervene and made Kaiser Broadcasting Corp. party to proceeding; and by separate action, granted petition by Seven Arts Broadcasting Co., to intervene and made Seven Arts Broadcasting Co. party to proceeding (Docs. 18140-18166).

■ Hearing Examiner Charles J. Frederick on June 19 in Paducah, Ky. (Multi-Channel Cable Co.) CATV proceeding in Cape Girardeau, Mo., Paducah, Ky. and Harris-

burg, Ill. TV market, by separate actions, granted petition by E. Weak's McKinney-Smith and George T. Bailey, d/b as ch. 29 to intervene and set certain procedural dates and scheduled hearing for Nov. 18 (Doc. 18139).

■ Hearing Examiner Isadore A. Honig on June 18 in Somerset, Pa. (Laurel Cablevision Co.) CATV proceeding in the Johnstown-Altoona, Pa. TV market, granted motion by Laurel Cablevision Co. to correct transcript, and ordered corrections made accordingly with exception of proposed correction at page 108, line 14; and on examiner's own motion made additional corrections to transcript (Doc. 17538).

■ Office of opinion and review on June 18 in Delaware County Cable Television Co. et al. (CATV proceeding in Philadelphia, TV market) granted request by Conestoga Television Cable Co. and extended time to and including June 24, in which to file reply to comments by Broadcast Bureau to petition for reconsideration filed June 6 (Docs. 18140-18166).

■ Office of opinions and review on June 20 in Delaware County Cable Television Co. et al. (CATV proceeding in Philadelphia TV market et al) granted request by Conestoga Television Cable Co. and extended time to July 3 to reply to Broadcast Bureau's comments to petition for reconsideration (Docs. 18140-86).

■ Hearing Examiner Elizabeth C. Smith on June 17 in Clinton, Iowa (Clinton TV Cable Co.) CATV proceeding in Quad City, (Davenport Iowa and Rock Island and Moline, Ill.) TV market, by separate actions, on request of Clinton TV Cable Co., ordered further prehearing conference for June 18; and on agreement of counsel, continued evidentiary hearing from July 15 to Sept. 9 (Doc. 18024).

■ Hearing Examiner Elizabeth C. Smith on June 17 in Clear Vision TV Co. of Bessemer, Telvue Cable Alabama Inc. and Jefferson Cablevision Corp. (CATV proceeding in Birmingham, Ala. TV market) ordered evidentiary hearing to begin Sept. 17 (Docs. 18064-8).

Ownership changes

APPLICATIONS

KMBO(TV) San Bernardino, Calif.—Seeks transfer of control from Jerome M. Lapin (31.58% before, none after) to Al Lapin Jr. (31.58% before, 63.16% after). Principals: Al Lapin Jr., president, Viola Lapin, director (31.58%) and Irving A. Bernstein, treasurer (5.26%). Consideration: \$5,146.28. Ann. June 24.

WCCC-AM-FM Hartford, Conn.—Seeks transfer of control from Ernest Tannen (50% before, none after) to The Electra Corp. (50% before, 100% after). Principals: Jac Holzman, president, treasurer (85.7%) et al. Consideration: \$5,000. Ann. June 24.

KUWS-FM Newton, Iowa—Seeks assignment of license from Charles L. and Mildred B. Hamilton to Richard C. Brandt for \$15,000. Principals: Richard C. Brandt, sole owner. Mr. Brandt is sole owner of KCOB Newton, Iowa. Ann. June 25.

WMIS Natchez, Miss.—Seeks transfer of control from estate of Mrs. P. K. Ewing Sr. (50% before, none after) to Diana M. Ewing (0% before, 50% after). Miss Ewing has served as president of WMIS since Jan. 2, 1964. Ann. June 21.

KVII-TV Amarillo Tex.—Seeks assignment of license from Stanley Marsh III, Tom F. Marsh, Michael Marsh and Estelle Marsh to all above individuals plus John S. Tyler. Assignment involves transfer of 63.5% of Estelle Marsh stock to Stanley, Tom and Michael Marsh (each 5% before, 22.5% after) and 10% to John S. Tyler (2.5% from each member of Marsh family). Estelle Marsh will retain 22.5% of stock. Consideration: No consideration involved in transaction among Marsh family and Mr. Tyler will pay \$180,000 for his interest. Ann. June 24.

KAYE Puyallup, Wash.—Seeks transfer of control from Hayden Bair (63.3% before, 50% after) to James M. Nichols (16.7% before, 50% after). Consideration \$20,000.

ACTIONS

KCLA Pine Bluff, Ark.—Broadcast Bureau granted assignment of license from Kenneth Kesterson and Charles Penix to KCLA Inc. for \$120,000. Principals of KCLA Inc.: E. Harley Cox Jr., president, and Boucher and Slack Investment Corp., each 37.5%, and Johnnie K. Hill, secretary-treasurer (25%). Mr. Cox is 26.83% partner in law firm. Mr. Hill is sole owner of KBSF Springhill, La. and KBSF Record Shop and 25% owner in real estate firm. Boucher and Slack Investment Corp. is a development and mortgage company. Principals of assignor: Kenneth Kesterson and Charles Penix (each 50%).

(Continued on page 68)

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- **DISPLAY ads** \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o BROADCASTING, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO

Help Wanted—Management

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.

Midwestern group of stations within 100 mile radius of Chicago expanding station operations. Qualified people can step into real opportunities for personal growth and development with commensurate financial reward. Interested in announcers, newsmen, combination men, sales personnel and chief engineer. Send resume including salary requirements in strict confidence to Robert Moran, WBEL, Beloit, Wisconsin.

Sales manager wanted to take over as managing editor of weekly newspaper. Will teach good salesman newspaper business. \$600 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.

Need experienced manager immediately. Small New Mexico AM. 505-538-2324.

Sales

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.

Announcer-Salesman for radio. Present man, leaving after ten years to run own station, earning more than \$1,000 a month in small "medium" South Carolina market. Announce three hours, sign-on to 8:30 AM, sell balance of day; car allowance. Send details, audition tape, photo. Box G-24, BROADCASTING.

Upstate New York AM-FM C&W radio wants experienced creative sales executive with background in promotion and ideas. Producer with ambition can really grow if he (or she) wants to earn 5-figure income. Box G-65, BROADCASTING.

Grand Rapids newest AM station, WAFT, is looking for two aggressive young experienced radio salesmen who want to make money. Guarantee and commission, plus benefits. Send resume to Gar Meadowcroft, 355 Covell Road, N.W., Grand Rapids, Michigan 49504.

Salesman looking for a good product to sell? We've got it. Farm and Industrial area, ABC net, serving 3 counties join a staff that means business. Salary plus commission. Call or write: Manager, WGLC, Mendota, Ill.

Guaranteed annual income is not what WILKE offers. But if you want hard work in a rich territory, you can guarantee your own income. Excellent account and potential list ready for right man to take over and grow with. Call Joe Collins, Mgr., at 414-921-1180 (Fond du Lac, Wisconsin).

Sales—(cont'd)

Outstanding opportunity for experienced radio salesman. Take over account list now producing in excess of \$100,000 billing annually. Income of \$15 to \$17,000 obtainable within first year. "Ground floor" opportunity with progressive, young, growing chain. We want the best—if you are, call Jeff Guier, local sales manager, WSLR Radio, Akron, Ohio. Complete history of performance, personal and business references and interview ultimately required.

WYSR has an opportunity for a creative salesman . . . excellent audience, growing market, pleasant working conditions. Inexpensive living conditions. Salary plus commission, should exceed \$7,000 first year and considerably more after that. Interested? Call Tom Clark, Franklin, Virginia 562-3135.

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.

IMITATION IS THE SINCEREST FORM

... and are we being flattered!

Would you believe that classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, BROADCASTING'S expanding readership is paying off and making BROADCASTING THE marketplace for everything and everybody in broadcasting.

When you have something to buy or sell, fill a vacancy, or want a better job let BROADCASTING's classified section help you.

Chicago area sell radio by telephone; age or experience no factor; will teach hard worker, free to travel midwest! No car necessary; expenses paid; home weekends; salesman and management positions open. Call ROBERTS—312-743-5056; write 2705 West Howard Street, Chicago, Illinois 60645.

Announcers

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.

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.

Announcers—(Cont'd)

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.

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.

Wanted first phone bright morning man, who can provide a cheerful, tight production, MOR setting for total information by farm director, sports director and newsmen. This is a regional station in small market with professional hard-working staff. Send tape, photo, and complete resume to Box G-4, BROADCASTING.

Announcer with good knowledge of middle-music for Texas Gulf Coast station. No tape please. Box G-11, BROADCASTING.

Play by play with bright style for big 8 net feed. Tape, resume and pix. Box G-21, BROADCASTING.

Announcer. We want best announcer, \$100.00 weekly plus excellent fringe benefits. 44-hour work week with one day off. South Carolina good small market operation. Send details, audition tape, photo. Box G-25, BROADCASTING.

Announcer with production experience for highly rated eastern independent. Long established 5000 watt full time operation. Many fringe benefits. Box G-29, BROADCASTING.

1st phone; California major market information-entertainment station for alive adults. Need professional, versatile team-worker—personable dj (not personality), authoritative news creative copy and production, mature work attitude; no military obligation. Union. Tape, resume, references first reply. Box G-30, BROADCASTING.

Jock for modern Negro-programed, Nashville r&b station. Production and on the air experience vital. Resume and tape (must have tape) to Box G-40, BROADCASTING.

Knowledgeable, production minded announcer, ready to move from small market to Texas outlet with a future. Extremely stable operation with opportunity for advancement and gratification. If you can produce you will be rewarded for your efforts. Details first letter in utmost confidence. Box G-55, BROADCASTING.

Polished, thoroughly experienced country music announcer for modern top ten market country music station, in east. Tape, resume. Box G-58, BROADCASTING.

Wanted: First class announcer for new station to go on air approx. August first. Send resume and photo to Box G-61, BROADCASTING. Middle of the road daytime station.

Farm oriented morning man wanted for radio-TV. CBS affiliate. Send tape and resume to Doug Sherwin, KGLO, Mason City, Iowa 50401.

Announcers—(Cont'd)

Greater Denver — KLAQ offers immediate position to combo-dj production man able to fit country's most progressive c/w format. Good past experience and references required. 1st phone helpful; not necessary. Send complete resume, salary requirements and air check of board work, production and news to Bob Payne 7075 W. Hampden, Denver 80227.

First phone announcer for play-by-play and part time sales. Salary plus 20%. Tape and resume to Max Stevens, Manager, KNIA, Box 31, Knoxville, Iowa.

Station will do 70 college and high school football and basketball games. Need sports-caster of ability; sales ability important. Send tape, resume and picture to KOLT, Scottsbluff, Nebraska.

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.

5000 watt—full time—top 40 station—require first class license—central California—address tapes and resumes to KYOS Radio, P.O. Box 717, Merced, California 95340.

Experienced top forty swinger for night shift on top rated rocker in top market. Tapes and resumes to Bill Adams, KYSN, Colorado Springs.

WAAY Radio has immediate openings for announcers and announcers with 1st phone licenses. Must be able to run a tight, bright, enthusiastic show. WAAY Radio is a 5,000 watt, top 40 operation, 24 hours per day and number one in Huntsville, Alabama for the past ten years. An unusual opportunity for advancement. Salary commensurate with ability. Please send tape, photograph, and resume to: Jim Kell, P.D. WAAY Radio, P.O. Box 3347, Blue Springs Stations, Huntsville, Alabama.

Immediate opening for experienced announcer. Good salary, fringe benefits. Permanent position. Send tape, resume. WASA, Havre de Grace, Md.

Immediate opening for morning man, capable on news, sports and announcing. Permanent position. Send tape and resume to WDDY, Gloucester, Va. 23061.

Announcer with first class ticket. If you would like to locate in the mid-Hudson Valley and can keep top rated audience with M.O.R. format, send resume and air check to West Richards, WGNV, P.O. Box 591, Newburgh, N. Y. 12550. Salary from \$130.

Immediate opening for modern announcer with experience. \$85.00-\$100.00 weekly, sales opportunity. Send resume, tape, and photo to Lee Childress, WKYK, Burnsville, N. C. 28714.

Experienced radio announcer for NBC affiliate in Naples. Send brief resume tape, license held and realistic salary requirements to John L. Norman, P.D. WNOG, Post Office Box 1128, Naples, Florida 33940.

Adult approach, good music station needs mature announcer with minimum two years commercial experience. First class ticket would help, but we can get along without it. WPVL, Painesville, Ohio. 216-352-3155. No collect calls, please.

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.

Wanted—modern country and western dj for evening shift. Primarily FM. Apply Tom Archibald, WSRW Radio, Hillsboro, Ohio.

Wanted morning man and play-by-play high school football, basketball, baseball and Mississippi State University baseball. Joe Phillips, WSSO, Starkville, Miss., 601-323-1230.

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.

Announcers—(Cont'd)

Immediate opening for a 1st phone all night dj at leading central New York top 40 operation. Rush tape and resume to: Bill Quinn, WTLB, Straus Broadcasting Group, Utica, New York.

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, WVILN, 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, WVRC, Spencer, W. Va.

Small midwest station needs 3rd phone endorsed, announcer-dj. Send tape and full resume to Box 151, Hettinger, 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.

Wanted announcer with first phone ticket emphasis on announcing—no maintenance, C&W station in Virginia. Good opportunity and good pay. Immediate opening. Call 703-629-2509 day, 703-647-8493 nights.

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 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.

Interviewing applicants for newly created chief engineer's post with three station midwestern group. Send resume and salary requirements to Box G-9, BROADCASTING.

Radio engineer with excellent technical qualifications for Texas resort city. Box G-12, BROADCASTING.

Qualified engineer trainee with first phone for south Texas station. Box G-48, BROADCASTING.

Experienced engineer/announcer needed by progressive Texas AM/FM. Excellent working conditions, modern equipment, delightful recreational area with opportunity for rapid advancement. Details in confidence first letter. Box G-54, BROADCASTING.

Immediate opening for first phone. Will train at directional AM/stereo, FM/Muzak operation. Technical ability or desire required. Chief Engineer, KCRC, Enid, Okla. 73701.

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 five radio station, call Richard Womack, 816-263-1230.

Technical—(Cont'd)

Wanted: Chief engineer-announcer. 24 hour a week board and 20 hour maintenance. 4 station western Colorado market. Salary open. Paid vacations and hospitalization. Write KWSL, Grand Junction, Colorado or phone 303-242-7800.

Technical opening for first class engineer, transmitter shift from 4:00 P.M. until 12:00 midnight. Beginners considered. WPMO, Frederick, Md. Phone 301-663-4181.

Chief engineer for 5 kw full-time station. Must "take over" complete engineering responsibility including FCC proofs, studio & transmitter maintenance, remote control and night directional operation. Day off air shift required. Contact General Manager, WJPS Radio, Evansville, Indiana. Position now open.

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.

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.

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.

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.

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.

Midwestern group within 100 miles of Chicago expanding station operations. Looking for experienced newsmen or news editor. Permanency with future offered right applicant. Send tape, photo and salary requirements to: Box G-7, BROADCASTING.

Wanted—an alert, energetic newsmen who is interested in a mind-stretching job. Our man will do remotes, direct interviews, and moderate panel programs in one of the mid-west's most aggressive news operations. Reply with tape, resume and all particulars. Box G-15, BROADCASTING.

News Reporter, experienced. Must be able to gather, write and deliver local news for news oriented small "medium" market radio station in South Carolina. Salary open commensurate with experience, ability; will consider qualified-trained beginner. Send details, audition tape, photo. Box G-26, 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.

Washington all news station, recently 24 hours, needs newsmen. Good voice, authoritative delivery, able to edit, gather, write. No beginners. Send tape, writing samples, resume, and photo to John Beinhardt, WAVA, 1901 Ft. Meyer Drive, Arlington, Va. 22209.

News—(cont'd)

Immediate opening—newsman with authoritative sound, willing to work and work hard for a top 50 kw in the east. Contact Don Lancer, News Director, WKBW Radio, 1430 Main Street, Buffalo, N. Y.

Newsman needed to round-out energetic news staff. Heavy emphasis local news. Must be able to gather, write, deliver. Suburban AM-FM station. WLNA, Peekskill, New York 10566.

Michigan regional has fine opportunity for good newsman ready to advance from small to medium market. WPAG, Ann Arbor.

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.

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.

Announcer — production specialist. First phone means more money, but not necessary for job. Northern Ohio adult station. Send tape, resume with references in first letter. Box G-52, BROADCASTING.

Operations manager—program director for large country music operation in first eight major eastern market. All replies strictly confidential. Box G-57, BROADCASTING.

Established south Florida good music station needs experienced staff announcer with first class ticket, no maintenance necessary. Send tape, resume, references, to WL0D, 2801 East Oakland Park Boulevard, Fort Lauderdale, Florida.

Situations Wanted

Management

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, programing, sales and production. First phone, family and desire to be a part of the community. Box F-258, BROADCASTING.

Station manager—northeast preferred, broad experience sales, production, promotion, administration. Proven sales management record. Box F-305, BROADCASTING.

Stymied broadcasting pro. Seeking next step upward in responsibility. Experienced radio/TV. Box G-2, BROADCASTING.

Southland. Knowledgeable all phases of radio. Ten years experience. Seeking first manager position. Small southern market. Excellent references. Box G-16, BROADCASTING.

We have sold our radio property and now are seeking to help our general manager locate again. He has done an excellent job and has our highest recommendations. Prefers mid-west. Would also invest. If your station needs help, this man has a record of success. Box G-27, BROADCASTING.

Situations Wanted

Management—(Cont'd)

Looking for me? . . . 39 years old; 20 in radio. Past 4 years sales manager for major chain in large midwest market setting sales records every year. Ready now for station management. Would consider investing \$ as well as uncommon ability in the right station. Box G-49, BROADCASTING.

Seek and you shall find? I am seeking and hope to find an opportunity. 12 years of successful broadcasting all phases including management. No miracle worker or wild claims, but combination hard work, dedication, and love for the broadcasting business. No brag just fact. Credentials available. All replies appreciated. Box G-62, BROADCASTING.

Florida-southeast. Manager AM-FM. Relocate immediately or consider future. Complete resume and personal interview on request. Box G-63, BROADCASTING.

Need a program director that can and will put your station on its feet? Write, wire Box 5004, Albany, N. Y. 12205.

Sales

Top salesman, good music station. Major market. Over twenty years in-depth broadcasting experience, including regional sales manager, TV. Mature, family man, ten years present position. Seeking sales management post, radio or TV. Box G-19, BROADCASTING.

Announcers

Negro announcer, broadcasting school graduate, third phone endorsed, beginner, tape and resume available. Box F-175, BROADCASTING.

DJ, newscaster, salesman, announcer. Experienced, third endorsed, versatile, creative, aggressive. Tight board, authoritative newscaster. Box F-271, 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.

Good voice plus something to say. Non-screaming. Hot 100 or Progressive rock, experience, 3rd endorsed. Want to hear more? Box F-316, BROADCASTING.

Female announcer; newscaster. Mature sound, mature individual. Recent graduate. Prefers east. Box G-1, BROADCASTING.

Recent broadcasting school graduate. 3rd. Military completed. Wasn't born with broadcasting experience, willing to learn. Single. Box G-17, BROADCASTING.

Negro jock, first class license, three years experience. Draft exempt, single. Relocate anywhere. Currently doing west coast pm drive time. Box G-18, BROADCASTING.

Are you top forty or young adult formatted? I am. Experienced young dj, with third, wants change. Box G-37, BROADCASTING.

Announcer with third . . . experience in all phases of radio . . . seeks position in southwest. Box G-39, BROADCASTING.

Announcers spot, 25, single, BA, 2 years experience. Can work rock or MOR. Great on production, trick voices, ad-lbs. First phone. Can combo. No maintenance. Box G-41, BROADCASTING.

Good voice, two years experience, some college, third. Box G-42, BROADCASTING.

Experienced, bright, happy, professional MOR air personality and program director, with third phone and family, ready to advance career at friendly, progressive medium to large market MOR. Box G-45, BROADCASTING.

Soul "r 'n b" jock. 212-872-1182. Joe, first ticket. Box G-48, BROADCASTING.

Interviewer. Can handle all programs and topics, including telephone, with taste, intellect and humor. Mature, Educated. Experienced. Expensive. Box G-51, BROADCASTING.

Announcers—(Cont'd)

Ten years experience. Presently major market pd. Crack copy/production/ideas. Solid sales background, 1st phone. Consider any position, format, market . . . in the Rockies! Box G-66, BROADCASTING.

Ambitious, aggressive, 23 year old announcer with first class license, married and draft exempt desires to move back to the great upper midwest-Minnesota five state area. No rock, Box G-68, BROADCASTING.

Experienced sports director, play by play, dj, 3rd endorsed, married, draft exempt. Box G-69, BROADCASTING.

Hockey play by play. Also football, baseball. Seeking major assignment. Five figures, at least. Twenty years broadcast experience. Excellent sports background. Available in fall. Box G-70, BROADCASTING.

Disc jockey, newscaster, announcer and salesman. Experienced, tight board, third endorsed. Versatile, creative, authoritative newsman. Box G-74, BROADCASTING.

Sports director. Radio & TV audience builder. 15 years experience. Personable, married, 33. Award winner. Desires to relocate. Box G-78, BROADCASTING.

Authoritative newscaster dj announcer. Family man—no floater. Box G-80, BROADCASTING.

First phone jock with bright sound, experience in two major markets. Want swingin top 40 station in northeast. \$150. Box G-81, BROADCASTING.

DJ, tight board, good news, commercials, third phone. Box G-83, BROADCASTING.

Voice of America—7 years. Formerly Calif. annncr-engr. 1st phone. Age 39. 19 years experience, all phases radio. Seek relocation west for family health. Five-figure salary requirements negotiable. Resume, tape, photo upon request. Box G-88, BROADCASTING.

Announcer-DJ, first phone. Five years experience. Available immediately. Top forty, or modern, C&W. (813) 983-7678.

First phone, night dj, middle-aged, little announ. ad-lib, humor, work cheap. Box 44, Chisholm, Minn.

New York City area announcer in Broadcasting since 1960. Can write and broadcast news. Third class license, Bob Curley, 233 Thomas St., Woodbridge, N. J. 201—Mercury 4-5024.

"Dammit." I am a dj-copywriter who wants to work in southern California. Experienced. Any offers? Ron Calne, 441 S. Hartford St., Los Angeles, 90017.

Attention shoppers . . . if you've been searching for an announcer who happens to be looking for his first position—just listen to this: For the last eighteen months, I've been an in-store announcer. Also, in my spare time, I've been practicing and recording. I'm 20 years old, have my third class license with endorsement, and I'm 3A draft deferred. Now, shoppers, if you take advantage of this special offer, you'll receive a resume and an audition tape; and all this will only cost you one letter to: Jim Genovese, 20 Plover Lane, Hicksville, N. Y. 11801 This offer is limited, so hurry!

Mature (38) major market professional, extensive MOR, news talk, TV background, offering skill, stability, ratings, judgment, intelligence, excellent deep voice. What more do you ask? If ready to act quickly, write: Apt. 34, 16831 Greenfield, Detroit, Michigan 48235.

Detroit area MOR stations, need an air personality or an announcer. Variety and creativity is what I would like to add to your station's programed broadcasts. Third class. Soon to be schooled in advanced production. Exceptional recent graduate of the Lee Alan School of Broadcasting Arts. George Ellery Smale, 535-9200.

Weekend shift, driving distance, Fresno, Calif. 1st ticket, much experience, SW accent. Russ Vestal, Fresno, 251-2324.

First phone, disc-jockey/engineer. Prefer top 40, midwest, veteran, 25, experience, 508 St. James Lane, Cahokia, Illinois (618) 332-0734.

Situations Wanted

Announcers—(Cont'd)

1st phone, experienced—married—going west—close to New Mexico, contemporary music—call 419-474-5132 or write Karl Ross—3433 Alexis, Apt. 43, Toledo, Ohio.

Experienced good pop music dj. First phone. No maintenance. Oceanside location. Arriving California July 10. Agents and stations contact: Jim Whelan, Montgomery—Padre Hotel—1961 North Cahuenga Blvd., Hollywood.

Technical

Chief engineer wants change. Over 20 years experience TV-AM. All phases. Western states only. Box F-279, BROADCASTING.

Experienced 1st phone, late fifties. Now chief AM-FM—desires position-transmitter watch or maintenance only. References. Box G-28, BROADCASTING.

Need working chief? Experienced engineer television and acting chief 50 kw radio. Willing to work hard for right opening and salary. Married, reliable, will relocate. Presently employed. Box G-72, BROADCASTING.

Chief engineer FM station desires position with opportunity for part ownership. Box G-82, BROADCASTING.

NEWS

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 G-87, BROADCASTING.

Cape Kennedy Coverage. Exclusive for your area, details from Cape Kennedy News Bureau, P. O. Box 572 Cocoa, Fla. 32922

I can wait... and will wait... for just the right station. Experienced newsman... can also assist in airshift, sports, production... might consider N. D. smaller station. Lively MOR... "contemporary" ok, but I won't shout. My news is for adults. Like west coast and northeast... but not fanatically. Interview at your expense... and convenience. Bill Goldberg, 5 Fun Place, Beacon, New York 12508. 914-831-1354.

Experienced newsman, capable of air shift: Interviews: Documentaries: etc. Bob Howard, 5431 Kenwood Road, #404-5, Cincinnati, Ohio 45227.

Programing,—Production, Others

Attention top 40 stations in the southeast... preferably Georgia. 100,000 populations and up. I have ten years experience. 3 as a music director and 5 as a program director. Excellent references. Currently employed as a program director. Draft free, reliable, willing to work and easy to get along with. I want a permanent position. I love radio, am not a drifter, third phone. I want to work at a station that likes and loves top forty radio as much as I do. One that believes in it. I can do you a job as pd, md or as dj. If you are interested in this type radio professional then please reply. Box G-5, BROADCASTING.

Ex-pd wants back in—from Chicago contemporary market. Know all phases—promotion—ratings—music. Available Aug. 1st. Box G-22, BROADCASTING.

Adult rock pd, unhappy. Looking for position in Florida. Personality, news, sales, 9 years. Box G-31, 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! Inquire now! Box G-84, BROADCASTING.

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—Help Wanted

Sales—(cont'd)

Account executives—immediate opening for energetic and ambitious account executive at full color NBC affiliate in one of the fastest growing major markets in the southwest. Good starting salary, commission scale and fringe benefits. Send complete confidential resume to Mr. John Stuart, General Sales Manager, WOAI-TV, San Antonio, Texas. An equal opportunity employer.

CATV system manager wanted. 9,000 home potential under construction, Xenia, Ohio. Need manager—sales manager with real sales promotional abilities soonest. Cable experience helpful but not necessary. Excellent income and growth opportunity for suburban Dayton community. Call Herb Hobler, 609-924-3600, Nassau Broadcasting Co., Princeton, N. J.

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.

Announcer: Personable, dependable, mature voice for south Texas station. Box G-14, BROADCASTING.

Technical

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.

Maintenance chief for Texas station. Must have superior technical qualifications. Box G-13, BROADCASTING.

Engineer, best technical qualifications, reliable character, for VHF Texas resort city. Box G-33, BROADCASTING.

Well-qualified engineer trainee with first phone for Texas VHF. Box G-47, BROADCASTING.

First phone engineer for studio switching and transmitter operation. Permanent position. Contact Chief Engineer, WBJA-TV, Binghamton, N. Y. 607-772-1122.

Immediate opening for TV engineer with first phone license whose experience and ability would qualify him for a supervisory position with WCIU-TV, Chicago, Illinois. Also engineers with television experience wanted. Contact R. L. Ashenfelter—phone 312-663-0264 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.

Opportunity for technician with supervisory ability to become assistant chief at expanding station, now all color and soon to construct complete new plant. Experience should include specialization in VTR and/or UHF transmitter. Good salary, benefits, potential advancement in group operation. Contact Bob Klein, Chief Engineer, WKYT-TV, Lexington, Ky. 606-254-2727.

Midwest UHF station needs engineer for combination studio transmitter operation. Phone M. J. Lamb. 419-225-3010.

NEWS

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-287, BROADCASTING.

Newsman 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.

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.

Film director needed now for established station in southeast #1 market. Send resume, photo and salary requirements in 1st letter. Box F-312, BROADCASTING.

Creative graphics designer with degree and experience in television graphics and set design for eastern state college in pleasant community adjacent to cultural metropolitan area. Box G-3, BROADCASTING.

Creative ITV, ETV, senior producer-director for eastern state college television center. Excellent facilities and location. Masters degree and minimum of five years full-time experience necessary. Box G-23, BROADCASTING.

Producer/director for midwest VHF market, full color station. Must be creative, experienced and capable of upholding high production standards. Write Leon Hintz, c/o WJRT-TV, 2302 Lapeer Road, Flint, Michigan.

TELEVISION—Situations Wanted

Management

Television executive with 17 years experience in production, programing and administration seeks management position in southern or western states. Background includes work in large and medium markets. Would like to locate before September 1st. Box G-56, BROADCASTING.

Operations manager-program director; 11 years television experience includes; operations manager—program director, traffic-continuity director, production manager, announcer-salesman. Box G-67, BROADCASTING.

No. 2 station executive—experienced all phases, heavy on sales, seeks gen. mgr. spot—medium market. Box G-71, BROADCASTING.

Technical

Presently in a supervisory position desires position as chief engineer. Box G-38, BROADCASTING.

Chief engineer desires affiliation with station interested in good engineering practices and quality operation. Box G-77, BROADCASTING.

NEWS

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.

Radio-TV newscaster. Edits, gathers, writes. Eleven years experience. Will move to any top fifty market. Good references. Age 32. Available for personal audition and interview. Box G-35, BROADCASTING.

TELEVISION—Help Wanted

News—(cont'd)

Experienced radio-TV news director seeks similar position with northeast broadcaster who believes in news. Box G-53, 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.

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.

Writer-producer: Free-lance or staff. 10 years experience in quality television, documentary films, audio-visual training courses. Everything from proposal to finished product. Box G-34, BROADCASTING.

Production manager employed, Videotape Production House, NYC, has extensive commercial/ETV producer-director experience. Desires to return to local television. Will relocate for right opportunity in either capacity. Box G-44, BROADCASTING.

Writer experienced in production, engineering, limited announcing, art, and more, desires work. Will double. Degree, 26, first phone. Box G-64, BROADCASTING.

Television background—presently in film—seeking challenging opportunity—prefer midwest—available August. Box G-73, 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 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.

Used UHF-TV and FM equipment needed immediately. For UHF—60 twenty foot sections six and one eighth inch rigid transmission line universal 75 ohm plus single expansion hangers and mounting hardware. For FM—one hundred single expansion hangers for three and one eighth inch rigid transmission line, mounting hardware, 5 kw transmitter, 8 bay horizontal antenna, 100.7 mcs. modulation and frequency monitor, 400 ft. or over tower. If you have all or any part call John R. Kreiger, 512-GR 8-8521, KVET, 113 West 8th Street, Austin, Texas 78701.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

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.

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' Winchager 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.

FOR SALE

Equipment—(Cont'd)

1 Gates top-level, 1 Gates dual stereo limiter, 2 Cartrite II solid state record-playback units, + 6 playbacks. Excellent condition. Dick Hardin, WBUD, Trenton.

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.

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.

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.

5 kw FM. Composite using Gates FM 5B cubicle. Type 6360 tubes. Compact size. Only \$1800. FOB Connecticut. Box 14, Towaco, New Jersey.

Presto 800 tape transport, amplifier, power supply. Best offer over \$550.00. Custom two channel mixer. Four mike inputs, 10 button selected inputs. Best offer over \$200.00. Don McKinnis, KEPR, Box 2648, Pasco, Wash. 99301.

New equipment: (3) Spotmasters, (1) record/playback, (2) playbacks, \$38.21 monthly. Scully's from \$39.56. Audimax or Volumax \$18.77. Crown recorders, \$24.17. (2) QRK's or Russco's with tonearms, \$12.70. We take trades. Write for list. Audiovox, Box 7067-55, Miami, Florida 33155.

Towers, any type. Groundwire new 70¢ per lb. Bill Angle—P. O. Box 55, Greenville, N. C. Telephone, 919-752-3040.

Ampex 300, 350, 352, 400, 450 users, for greater S/N ratio, replace first playback stage 12SJ7 with our plug-in transistor preamp. For specifications write VIF International, P. O. Box 1555, Mtn. View, Calif. 94040.

Broadcast crystals. New or repairs for Gates, RCA, Bliley, W. E. and J-K oven holders. AM monitors serviced, bought and sold. What have you, what do you need? Fastest service, reasonable prices. Over 25 years in business. Eldson Electric Co., Box 96, Temple, Texas 76501. Phone 817-773-3901.

Used Blaw-Knox 525 foot TV-FM self supporting tower—good condition. Best offer, Write Min. Com. Co., 2212 Foshay Tower, Mpls., Minn. 55402. Call 336-5522.

Stereo tapes—IGM star music theater 10½" reels 7½ ips with tones for automation. 50 tapes \$500.00 or \$12.50 each prepaid. WFAW, Fort Atkinson, Wis.

Dresser 300 foot self supporter tower, dismantled on ground ready for shipment. Base leg spacing 15 feet previously held 12 bay FM antenna, two microwave dishes and TV antennas. Priced right for quick sale. Call Art Silver, or Herb Hobler at 609-896-0975 or write WTOA, Box 9750, Trenton, N. J. for details.

Immediately available. Four mint condition RCA TK-15 studio vidicon cameras complete with tripods, heads, lenses and tubes. Less than five years old. Also large quantity of test and terminal equipment. Write, wire or phone Ed Ries and Associates, 414 North Alfred Street, Los Angeles, Calif. 90048. (213) 651-5080.

1 Limpander hi-intelligibility amplifier ITA stereo generator . . . sub carrier generator injector mixer. Gates 3 channel remote amplifier. Best offer. Call 762-3993, Ponca City, Oklahoma, area code (405).

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

MISCELLANEOUS—(Con't.)

Would like to obtain plans for construction of new broadcast building. Are there architects or construction people experienced in this field? Box G-10, BROADCASTING.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

Looking for qualified specialist to examine our present ground system and make recommendations for improving signal strength. Box G-8, BROADCASTING.

Anyone knowing the whereabouts of Donald F. Lewis or Don Tucker please contact Jim Kimbrell at 601-442-1941.

Like fishing? World's best! Duebills offered. Bimini! Free literature. American Advertising Company, 270 North-Crest Road, Chattanooga, Tennessee.

"Rock" aircheck recordings . . . top dj's . . . major market "rock" stations . . . inexpensive . . . free brochure. Command Productions, Dept. D, Box 1591, Portland, Oregon.

Midwest manager looking for free-lance research writer for special project. Box G-6, 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, 1130 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, newscasting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946, Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. Enrolling now for 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).

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.

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 listening". 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 Gillham Road, Kansas City, Missouri 64109.

New York City's 1st phone school for people who cannot afford to make mistakes. Proven results: April 68 graduating class passed FCC 2nd class exams, 100% passed FCC 1st Class exams; New programmed 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

EASE THE STRAIN OF PERSONNEL WORRIES!

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Box G-75, Broadcasting.

INSTRUCTIONS—(Cont'd)

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.

Sales—(cont'd)

ACCOUNTANT

We are seeking a creative, aggressive, and sophisticated person with a degree in accounting or business administration to assume staff accounting assignments in our Cincinnati Corporate offices. Candidates must display the initiative, ambition and potential to assume eventual key financial management responsibilities at the Corporate level or at the station business manager's level in one of our several radio and television stations. An excellent and very comprehensive compensation and fringe benefits package will be offered to the person selected for this job. Send a detailed resume of your experience, education and salary history to

Mr. R. L. Goosman, Vice President-Controller, AVCO Broadcasting Corporation, 1700 Provident Tower, 1 E. 4th Street, Cincinnati, Ohio 45202.

An Equal Opportunity Employer (M/F).

Help Wanted

Announcers

ANNOUNCER

Immediate opening for creative contemporary morning man. We're a Straus Broadcasting Group Station and number 1 in the five county Fingerlakes Area. Send tape and resume to:

Paul Dunn, WGVA

Geneva, NY

An Equal Opportunity Employer.

Announcers—(Cont'd)

MIDWEST MOR

Looking for top flight air personalities. No beginners. Tight production a must. You will work at a top rated/5,000 watt serving over 300,000. Send tape and resume to . . .
Box G-43, Broadcasting.

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Technical

ENGINEERS

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Box G-36, Broadcasting

Situations Wanted—Announcers

WELL TRAINED

Announcers with 3rd endorsement. Available immediately. Tapes and resumes on request.

Midwestern
228 S. Wabash Ave.
Chicago, Illinois 60604
Phone (312) 922-0712

NEWS

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Localize and supplement your network. Radio/TV crew will cover your delegates. Package rate. Call, write, or wire
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Lantana, Florida 33460
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TV—Help Wanted—Management

RESEARCH MANAGER

Major station sales representative has need for additional researcher. Must be highly skilled in rapid rating analysis, market research, rate recommendations, coverage studies, as well as good administrator. Compensation commensurate with demonstrated capabilities. Excellent opportunity to join a well-respected growing organization. All replies held in strict confidence.

Box G-86, Broadcasting.

Announcers

Experienced

Radio and television announcers. Staff duties including AM and TV news gathering and reporting; AM MOR jock work and TV commercials. Base and talent earnings to \$10,000-\$14,000. Sports background acceptable. Send airchecks, VTR's and resume to:

Thom Sherwood
Program Manager, WNBC Radio
Sheraton Motor Inn
Binghamton, New York 13902

Technical

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 ANCHOR MAN

Major market group owner looking for anchor man.
Send picture and resume to

Box G-59, Broadcasting.

Television Broadcast Engineers

Here's an outstanding personal growth opportunity with a solidly established manufacturer of television broadcast equipment.

If you have a sound technical background in television broadcasting—perhaps as station technical director or assistant chief engineer—this could be your chance to make a substantial move up. You'll find the salary, as well as the challenge to your knowledge and experience, highly rewarding.

We're aggressive, growing rapidly, and impatient for a larger share of the market. If you're interested in becoming part of this excitement, call today, or write: Mr. Biagio Presti, Sarkes Tarzian Systems, Bloomington, Indiana. Area Code 812/332-7251.



SARKES TARZIAN SYSTEMS

TELEVISION—Help Wanted

News—(cont'd)

TV ANCHORMAN!

Are You Ready To
move up
To A Top \$ Spot?

Nine-Man Department—Two Half-Hour Shows A Day. Midwest; Major Market. Send Tape, Salary & Background To:

Box G-32, Broadcasting.

TV NEWS ANCHORMAN KOVR

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

Programming—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

TV WEATHERMAN

Wanted by major market group owner a top flight weatherman. Meteorologist preferred but not necessary. Send picture and resume to

Box G-60, Broadcasting.

Associate Educational Television Equipment Specialist New York State Education Department

Provides advice and consultation to public school system and other educational institutions on problems of selection and operation of television equipment for closed-circuit (2500 meg.) and broadcast educational television. Requires possession of a First Class F.C.C. license and an associate degree in electrical or electronic technology plus six years of appropriate experience or a bachelor's degree in electrical or electronic engineering plus four years of experience. Salary range \$11,985-\$14,390 with appointment possible above the minimum. Excellent non-contributory retirement plan, health insurance and leave programs. For additional information write:

Division of Personnel
State Education Department
Albany, New York 12224

PROGRAM DIRECTOR FOR TV-AM-FM OPERATION

Must have solid TV Production background plus operations experience. Send complete resume and recent photo, references and salary expected in first letter.

Box G-79, Broadcasting.

TV—Situations Wanted—Management

WILL EXCHANGE

Ten years contemporary radio programing & management

FOR TV OPPORTUNITY

With your major market radio-tv outlet

Box G-50, Broadcasting.

FOR SALE—Equipment

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 10 Tube and lenses	\$3850
1	GE TV-86-C Optical Multi-plexer	\$ 750
1	Dual Drum Spindler-Saupee 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	19½ foot lengths of 3½-inch, 50 ohm, Prodaline coax transmission line @ \$75 per length.	

Contact Ellis Feinstein
Director of Engineering
KMED-TV, Medford, Oregon (97501)

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MISCELLANEOUS

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TEXAS

Established FM with SCA and automation 125,000 market profitable for owner/operator.

Box G-20, Broadcasting.

(Continued from page 58)

Action June 18.

WASH(FM) Washington—Broadcast Bureau granted assignment of CP from Commercial Radio Equipment Co. to Metromedia Inc. for \$425,000. Principal of Commercial Radio Equipment Co., Everett L. Dillard, owner and also owner of WDON Wheaton, Md. Metromedia Inc. is a publicly held corporation with multiple broadcast interests. Action June 19.

WHMS(FM) Hialeah, Fla.—Broadcast Bureau granted assignment of CP from Flamingo Broadcasting Co. to Flamingo Broadcasting Corp. No monetary consideration reported. Buyers will assume liabilities. Principals: Lloyd Eugene Bookout, president, Hervey P. Boone Jr., secretary-treasurer, Lloyd G. Price, vice president and Fred E. Exum Jr. (each 25%). Mr. Bookout is mechanic and sole owner of music store. Mr. Boone is electronic technician and sole owner of apartment complex. Mr. Price is also electronics technician and owner of apartment complex. Mr. Exum is commissioner (water) for city of Hialeah. Action June 20.

WCBM-FM Baltimore—Broadcast Bureau granted assignment of CP from Metromedia Inc. to A. S. Abell Co. for \$200,000. Principals of Metromedia: Metromedia is a publicly held corporation owning several AM FM and TV stations. Principals: A. S. Abell Co. has over 50 stockholders & owns WBOC-AM-FM-TV Salisbury, Md. and WMAR-TV Baltimore and Baltimore Sunpapers. Action June 19.

WHHT Lucedale, Miss.—Broadcast Bureau granted assignment of license from Tri-County Broadcasters Inc. to Allen Broadcasting Co. for \$63,000. Principals of Tri-County Broadcasters Inc.: Crest Broadcasting Co. licensee of WPMP Pascagoula, Miss. (72.3%) et al. Principals of Allen Broadcasting Co.: Allen H. Embury, president (27.6%), Audrey K. Embury (13.2%), Colonel Thornton C. Peck, secretary (20.7%) et al. Mr. Embury is vice president of WGLB Port Washington, Wis. and WFSH Valparaiso, Fla. (50% ownership). Mrs. Embury is housewife and also 50% owner of WFSH. Colonel Peck is Air Force officer and owns 4.5% of CATV system in Birmingham, Ala. Action June 18.

KTIV Trenton, Mo.—Broadcast Bureau granted assignment of license from Clarence E. Breazeal to Luehrs Broadcasting Co. for \$130,000. Principals of Luehrs Broadcasting Co.: Marvin E. Luehrs, president (50%) et al. Buyers have interests in KBOE Oskaloosa, Iowa and KTTT Columbus, Neb. Ac-

tion June 18.

WKDN-FM Camden, N. J.—Broadcast Bureau granted assignment of license from South Jersey Broadcasting Co. to Family Stations Inc. for \$500,000. Principals of South Jersey Broadcasting Co.: William R. Compton, vice president, Douglas M. Compton and True Giffen, secretary and assistant treasurer (each 31%) et al. Principals of Family Stations Inc.: Harold Camping, president, Scott L. Smith, vice president and Peter Siuls, secretary. Family Stations Inc. is a non-stock corporation and is licensee of KEAR(FM) San Francisco, KEBR(FM) Sacramento and KECR(FM) El Cajon, all California and WFME(FM) Newark, N. J. Mr. Camping has controlling interests in two engineering firms, investments firm and construction company. He also has numerous other business interests. Mr. Smith is owner of automotive products distributing company and owner of office building. He is also with his wife 33.3% owner of KEWQ Paradise and KEQR Chico, both California. Action June 25.

WEWO-AM-FM Laurinburg, N. C.—Broadcast Bureau granted assignment of license from Scotland Broadcasting Co. to Curtis & Associates Inc. for \$150,000. Principals of Scotland Broadcasting Co.: Edwin Pate, president (20.35%) and J. R. Dalrymple, secretary-treasurer (13%), et al. Principals of Curtis & Associates: John L. Fraley, chairman, Donald W. Curtis, president, Kenneth B. Beam, vice president and secretary (each 22%) et al. Mr. Fraley is vice president of freight carrier corporation, chairman and 25% owner of WCSL Cherryville, N. C., chairman of CATV system in Lumberton, N. C. (Cablevision of Lumberton Inc.), CATV system in Dunn, N. C. (Cablevision of Dunn Inc.), and chairman and 18.6% owner of CATV system in Gastonia, N. C.

(Cablevision Inc.), plus numerous other business interests. Mr. Curtis is executive vice president and 13.6% owner of Cablevision Inc. and is also executive vice president of same CATV systems Mr. Fraley is associated with. Curtis and Associates is also seeking assignment of license of WPXY Greenville, N. C. Mr. Beam owns insurance and real estate firm, loan and finance company, tire and appliance firm and numerous other business interests. Action June 18.

WPRA Mayaguez, P. R.—Broadcast Bureau granted transfer of control from Andres Camara Barneet, Caridad Torrellas de Camara, Carmen C. de Garcia, Benigno Rodriguez Campoamor and Wilfredo Padilla (collectively 100% before, none after) to Radioguez Broadcasting Corp. (none before, 100% after). Principals: Richard J. Friedman, president and treasurer (25%), Ralph Winquist, vice president (10%), Samuel Friedman, secretary (25%) and others. Mr. Richard Friedman is president and has interest in WMDD-AM-FM Fajardo, P. R. Mr. Winquist is consulting engineer, Mr. Samuel Friedman is attorney and also has interest in WMDD. Consideration: \$340,000 including agreement not to compete. Action June 20.

WRVA-AM-FM Richmond, Va.—Broadcast Bureau granted 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. Action June 21.

WWYO Pineville, W. Va.—Broadcast Bureau granted transfer of control from estate of W. T. Lively, estate of Frank Penn, W. D. Stone, Louis R. Tabit and Mrs. R. D. Bailey Sr. to Robert D. Bailey III (none before, 64% after). Principals: Robert D. Bailey III, president et al. Consideration: \$11,990. Action June 18.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 26. 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.

Richmond, Calif.—Bay Cablevision Inc., a subsidiary of Gulf & Western Industries Inc., has applied for a franchise. Monthly fee would be \$4.25 until 8,000 subscribers are connected to the system and \$3.90 thereafter, with free installation.

Yuba City, Calif.—Trans Video Corp. (multiple CATV owner), San Mateo, and Com-Cable TV Inc., El Cajon, both California, have each applied for a franchise. Oroville Communications Co. (multiple CATV owner) presently holds a nonexclusive franchise.

Duval county, Fla.—Empire Cablevision, Jacksonville, Fla.; Newey & Associates; Teleprompter, New York (multiple CATV owner), and Florida Publishing Co. have each applied for an exclusive franchise.

■ **Clay City, Ky.**—Glenn Kidd, Winchester, and Billy Ray Crabtree, Bowen, both Kentucky, have been granted a franchise. Installation and monthly fees will be \$25 and \$3.50 respectively.

■ **Dillonvale, Ohio**—CATV Construction Co., Lisbon, Ohio, has been granted a franchise.

Canonsburg, Pa.—Ed Baisley and George Yates, both of Canonsburg, have applied for a franchise.

■ **Snyder Township, Pa.**—Telesonic Associates, Brookville, Pa., has been granted a franchise. Firm will also serve portions of Horton Township.

Williamstown, Pa.—Kar-Mel TV Cable Co., Mt. Carmel, Pa., has applied for a franchise. Firm would provide a 12-channel system. Lykens TV Co. presently holds a franchise.

Watertown, S. D.—Midcontinent Broadcasting Co., Sioux Falls, S. D. (multiple CATV owner), has applied for a nonexclusive franchise. Riedel Enterprises, Marshall, Minn. (multiple CATV owner), presently holds a franchise.

Austin, Texas—Cablevision, Inc., Hebronville, Texas (multiple CATV owner), has applied for a franchise to service the east side of the city. Monthly fee will be \$4.95. Capital Cable Co. (multiple CATV owner) holds the franchise for the rest of the city.

■ **Ellensburg, Wash.**—King Video Corp., Seattle, Wash. (multiple CATV owner), has been granted a 15-year franchise, effective March, 1969, for an 11-channel system. The present franchise, held by Ellensburg Cable Corp., will expire at the end of February.

Tacoma, Wash.—Cable Television Puget Sound (multiple CATV owner), a division of Tribune Publishing Co., Tacoma, has applied for a nonexclusive franchise.

FOR SALE—Stations—(Cont'd)

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Box G-85, Broadcasting.

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1 KW Daytimer. Price \$100,000—29% Down.

Separate county near large metro area. Only station in county—growth situation. Well Established—profitable. Principals only.

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COLORADO AM

Fulltime station in beautiful Colorado mountain area. Needs aggressive owner/manager to fully develop potential. Annual gross revenue for each of the past 2 years nearly \$100,000. Priced at only \$100,000 with terms available.

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Neb. medium	AM&FM	200M	70M	N.J. medium	AM&FM	325M	29%
Col. metro	daytime	110M	cash	S.C. metro	daytime	100M	29%
S.W. major	daytime	350M	29%	MW. major	FM	135M	50%



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IRVING B. Kahn used to promote theatrical films and name bands while he was a student at the University of Alabama in the middle and late 1930's. At 22, he publicized entertainers and orchestras from his own office in New York's fabled Brill Building. A few years later, he helped produce documentary motion pictures for the U. S. Air Force during a period when he was not assigned officially to a film unit.

"I've always had the urge to communicate," he said in explanation of the seemingly brisk pace of his early life. "Through music, radio, films, television and now cable television, I have always fulfilled that urge."

After more than 30 years of communicating, Mr. Kahn stands in the forefront of a relatively young communications industry—cable television. Never one to bask in the shadows, he is certain to raise a persuasive voice this week at the 17th annual convention of the National Cable Television Association in Boston, either defending or opposing suggested approaches to the myriad problems surrounding CATV.

Perpetual Motion ■ Mr. Kahn, president-chairman of the Teleprompter Corp., New York, one of the larger cable television organizations, never seems to stand still. He darts in and out of his office to confer with colleagues. He travels constantly to visit the company's far-flung installations. And he seems to be perpetually on the telephone (he has two in the company limousine).

He moves easily and quickly for a heavy-set man ("Seventy pounds ago, I was the drum major of the Alabama band that went to the Rose Bowl in 1938"). He considers himself both a gourmet and gourmand ("I love fine food") and sometimes finds relaxation from business pressures by eating in out-of-the-way restaurants in New York.

"I like to go to lunch in Chinatown or down by the waterfront where I'm not likely to be disturbed," he explained.

Mr. Kahn is a friendly, talkative man, who attributes any success he may have attained to enthusiasm, hard work and luck. He acknowledges that a flair for promotion has been a genuine asset in the various jobs he has held.

His early interest in music and bands seems natural when, pressed for his middle name, he replied "Berlin," and added:

"I've never tried to trade on my Uncle Irving's reputation and many people have not known of the relationship. But I don't mind revealing it now that I have made my own mark in the world."

His association with broadcasting began in 1939 when he was operating his

His blue chips are down on cable TV

own promotion-publicity company in New York. He mentioned that he was among the first publicists to use radio to promote bands and entertainers. His success in this sphere led to a full-time post with the 20th Century-Fox Corp. as radio contact for promotion-publicity.

Mr. Kahn interrupted his tenure with Fox in 1942 when he enlisted in the Air Force. He served in various film production assignments (on an official basis) and in public relations capacities in the U. S. and Alaska. He returned to Fox in late 1945, and for more than

WEEK'S PROFILE



Irving Berlin Kahn—president-chairman, Teleprompter Corp., New York; b. Sept. 30, 1917, New York City; B.S. in business administration, University of Alabama, 1939; advertising-publicity manager, Wilby-Kinney Theatres, Tuscaloosa, Ala., 1935-38; publicity manager for bands and entertainers in Tuscaloosa and New York, 1938-39; radio contact, advertising and publicity, 20th Century-Fox Corp., 1939-42; with U. S. Air Force, 1942-45, released as first lieutenant; special assistant to president, 20th Century-Fox Corp., 1946-51; president-chairman, Teleprompter Corp., 1951-present; m. Elizabeth Heslin, 1949; children—Ruth, 17 and Jean, 14; member—board of directors, National Cable Television Association and chairman of its public relations committee; Society of Motion Picture and Television Engineers; American Rocket Society; Phi Sigma Delta; International Radio and Television Society; Variety Club of America and Wine and Food Society; hobbies—boating, fishing, rock collecting, photography.

five years was a special assistant to Spyros P. Skouras, president.

"I enjoyed my work at Fox," Mr. Kahn recalled, "but one of the frustrating aspects was that I could not get the company interested in television at a time when the medium was burgeoning. Then by accident a cuing device for television was brought to my attention by an actor."

"I became interested in it, thinking it had potentiality. While still working at Fox and with the company's consent, I worked on the development of this device in my spare time with the inventor, Fred Barton, and with Hub Schlafly, an engineer who has been with me all these years and is now senior vice president of Teleprompter. In 1951 I left Fox to devote myself completely to the Teleprompter Corp."

The cuing device was (and still is) used on many TV and radio programs and by speakers. Teleprompter staged many business and sales meetings and this activity brought Mr. Kahn into contact with executives of leading corporations and U. S. Presidents including Harry S. Truman, John F. Kennedy and Lyndon B. Johnson. (Teleprompter has sold its interest in the cuing device but still gets a royalty on its use.)

In 1957 the Teleprompter Corp., seeking opportunities for expansion, entered the CATV field with the purchase of a system in Silver City, N. M. It now has a financial interest in 31 installations serving more than 100,000 subscribers.

Mr. Kahn was pleased by the recent Supreme Court decision that held that CATV systems do not incur liability when they pick up and retransmit copyrighted material. But he added that in the past he always has voiced the view that "under certain conditions, cable companies should have to pay." He said he looks forward to congressional legislation that will be "fair and will be the proper and enduring solution to the copyright problem."

In a partly humorous aside, he commented that "nobody seems to like the cable except the people—and the Supreme Court."

The Prospects for Cable ■ Mr. Kahn is confident that within the next decade 85% of the country will be receiving television by cable. His explanation: "There is a shortage of spectrum space and we [the cable interests] do a better job."

Mr. Kahn conceded that Teleprompter has had its ups and downs and observed light-heartedly:

"I've been a millionaire several times, depending on the price of our stock on the American Stock Exchange. It's been selling recently at about \$35 a share. That's good."

Intimidation

THE general manager of KATZ St. Louis, a Negro-oriented station, has acted with commendable courage in refusing to capitulate to unreasonable demands by Negro militants for unrestricted time to air their propaganda. George Lasker may have avoided trouble for broadcasters elsewhere by standing firm on his own behalf.

If extremists in the Negro community of St. Louis succeeded in capturing blocks of radio time, their counterparts in other cities would soon attempt imitation. Mr. Lasker, quite properly, has offered the Black Nationalists opportunities to appear in forum programs but, equally properly, has refused to turn over his editorial control. Indeed it would be an abandonment of licensee responsibility to give up blocks of time to outsiders.

In St. Louis reprisals against the station and its advertisers have been threatened. Surely the St. Louis police will be alert to take appropriate action.

The simple way

NOW that the FCC has been given the unqualified authority to regulate all forms of cable television, its natural bureaucratic response may be to start writing a large body of rules exercising its newly affirmed power. That response ought to be resisted.

Indeed the commission would be wise to start all over again in its consideration of CATV regulation. The rules it had adopted before its basic authority was tested, and finally affirmed, in the Supreme Court have proved to be administratively imperfect, to say the best for them. To add new rules to those already on the books is to risk a compounding of imperfection and a befuddling of national policy on CATV.

As currently constituted, the commission is incapable of handling with reasonable dispatch the load of litigation that its existing rules have generated. As reported in this publication's June 24 issue, some 200 waiver cases are awaiting FCC action, and most of them have been on file longer than two years. These are cases in which CATV's located in the 100 biggest television markets seek waivers of the rule requiring hearings when cable systems wish to import distant signals. Some 300 CATV cases of other kinds are also backed up in the clogged processing lines. With these facts in mind, real meaning is added to the recent observation by a commission spokesman that the present CATV rules were only adopted as a "holding action."

There is a way for the FCC to start, by simple declaration, the building of a body of realistic regulation over CATV. The agency should extend an existing section of the Communications Act to cover CATV transmissions, and it clearly has the authority to do so under the broad interpretation of the Supreme Court.

Section 325(a) of the act prohibits the rebroadcast of a station's signal without the originating station's consent. If the commission held this section to be applicable to CATV transmissions, it would create a whole new relationship between the cables and the stations. A good many disputes between the cable operators and the broadcasters could probably be settled by private negotiation—at no expense of FCC administrative time. The commission could establish policies and procedures enabling it to resolve disputes that could not be settled privately.

The extension of Section 325(a) to CATV transmission was advocated by this publication three years ago as an alternative to the CATV rules that the FCC eventually

adopted. It was our view then, as it is now, that this would confirm the broadcaster's title to his own program schedule and would give him the power to prevent a cable system in his coverage area from importing network or syndicated programs to which he held territorial rights.

Some uncertainty as to program rights has been introduced by the recent Supreme Court decision holding that the Fortnightly CATV's were not liable for copyright. But those are CATV's that import no distant signals and originate no programs of their own. The liability of more sophisticated CATV's remains to be settled by litigation, as CBS is pursuing in another case now in the courts, or by legislation.

But the FCC need not wait for a final resolution of the copyright questions. It can, and should, put CATV under the restrictions of Section 325(a) now.

Always on Monday

PROGRAMMERS can start planning now for a future when there will be five three-day holiday weekends observed nationally.

Awaiting presidential signature is legislation for these found weekends for federal employees. It is expected all of the states will have followed this lead to enable nationwide observance by Jan. 1, 1971. This also will allow time for adjustments of labor-management contracts and for calendar revisions.

There's no visible opposition in any of the state legislatures. Both management and labor are for the project that will move three legal holidays that fall mid-week to the following Monday, add a new one and pick up the existing Labor Day Monday holiday. Columbus Day, to be observed the second Monday in October, becomes a national holiday rather than one now observed in only 34 of the 50 states. The others moved to specified Mondays are Washington's Birthday, which becomes President's Day, Memorial Day and Veterans' Day.

These uniform Monday holidays should improve employee morale, production and probably sales. Plant absenteeism should diminish. It's hard to find a drawback, though purists may think a birthday should fall on the precise day.

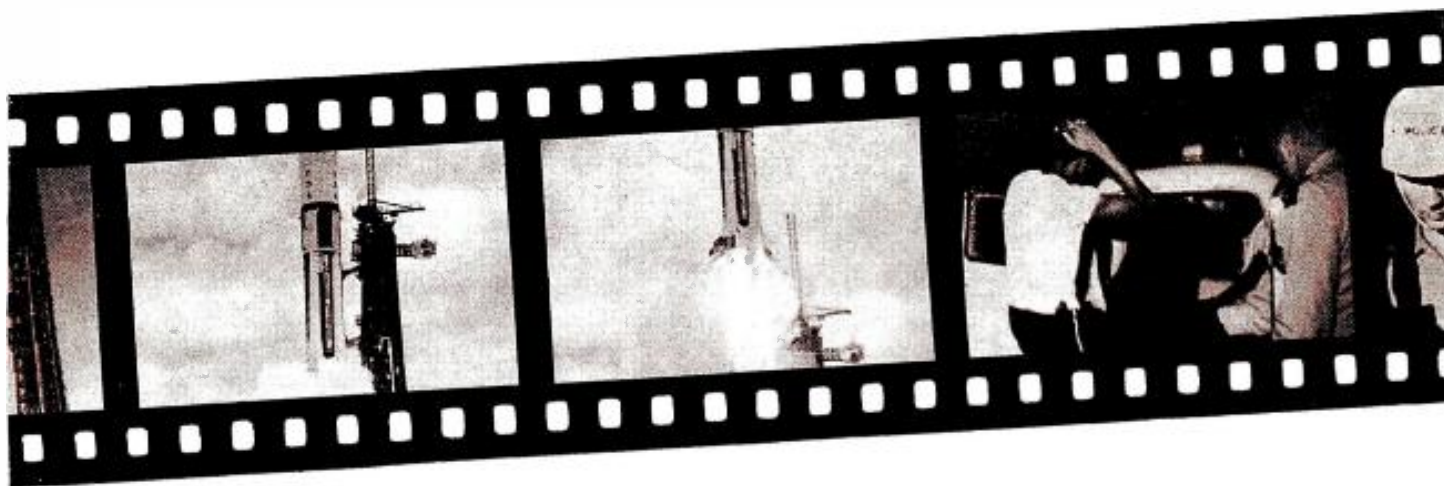
Programs for television and radio are bound to evolve ingenious new plans for the three-day schedules. Maybe the three-installment serial will emerge. And the sports entrepreneurs are bound to take advantage of new leisure.



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