



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Fall prime time nearly gone at TV networks. p19

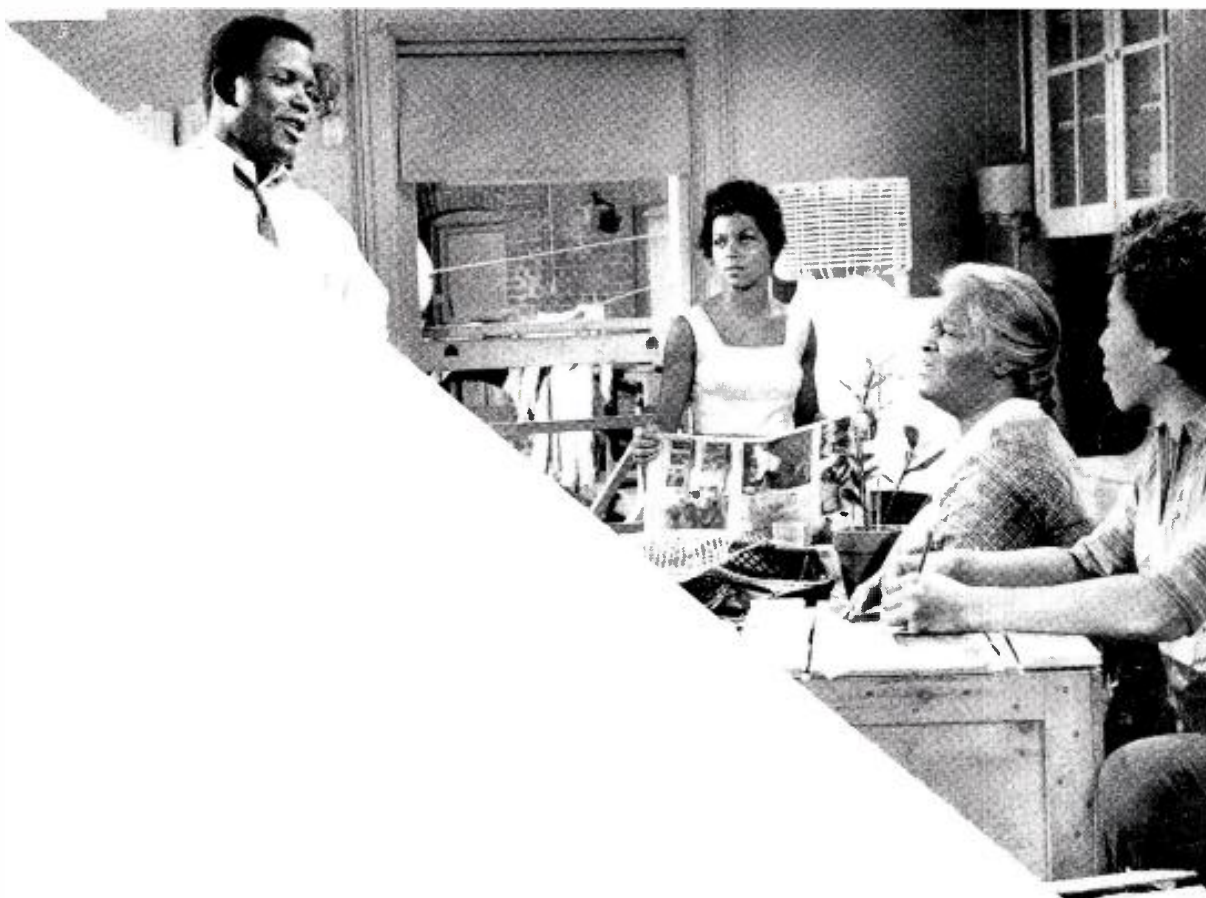
Spot TV rallies in first quarter of '68. p20

B&B puts out off-limits list of programs. p24

Broadcasters say AT&T rates high enough. p34

CARL B. YLVIDAKER
LIBRARY
7/30

COMPLETE INDEX PAGE 7



There's more where this came from.

This is a scene from "A Raisin in the Sun" starring Sidney Poitier, Claudia McNeil and Ruby Dee in one of Screen Gems' Post 1960 features.

Others include "Barabbas", "Ship of Fools", "Advise and Consent" and "The Bedford Incident".
Need more from SCREEN GEMS?



Daria Semegen, 21,
of Rochester, N.Y.
Eastman School of Music



William David Noon, 21,
of Pomona, Calif.
Pomona College



Richard S. Ames, 24,
of Princeton, N.J.
Princeton University



Dennis Kam, 25,
of Honolulu, Hawaii
University of Illinois



Stephen S. Danker, 23,
of Bayside, N.Y.
Queens College



Howard Lubin, 14,
of Merrick, N.Y.
Julliard School of Music



Primous Fountain III, 18,
of Chicago, Ill.
DePaul University School of Music



Joseph C. Schwannier, 24,
of Evanston, Ill.
Northwestern University



Eugene O'Brien, 22,
of Lincoln, Neb.
University of Nebraska

14 examples of how BMI has encouraged young composers.



Greg A. Steinke, 25,
of Moscow, Idaho
Michigan State University



Dennis Riley, 24,
of Urbana, Ill.
University of Illinois

These 14 composers are winners in the 16th annual Student Composers Awards (SCA) competition. The awards are presented for original concert music and sponsored annually by Broadcast Music, Inc. (BMI), an organization which licenses the performing rights of music.

This year's winners, aged from 14 to 25, will share a total of \$10,000 to be applied toward their musical education. The SCA project was established in 1951 by BMI in cooperation with music educators and composers. It makes annual cash awards to student composers of the Western Hemisphere who are under the age of 26. Thus far, 130 have shared in the awards.

Prizes totaling \$11,200 will be available for distribution in the 1968 competition. Complete entry kits are available upon request. Inquiries should be addressed to Oliver Daniel, Director, SCA Project, Broadcast Music, Inc., 589 Fifth Ave., N.Y. 10017.



Stephen Dickman, 24,
of Glencoe, Ill.
Brandeis University



Kathleen Solose, 16,
of Niagara Falls, Ont.
Royal Conservatory of Music,
University of Toronto



Harley Gaber, 24,
of New York, N.Y.,
studying privately
with William Sydeman



Let us build bridges

Are our cities coming unglued? There is a rift between white and black, between growing affluence and growing poverty. But the rift can begin to narrow as we make an effort to communicate more.

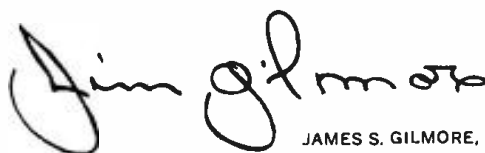
And who can communicate better than the broadcaster? Than the local broadcaster?

Acting in that spirit, the Gilmore Broadcasting stations initiated a Martin Luther King Memorial Fund in each of the station cities. This was our response to the tragic assassination which threatened to widen the gulf still further between white and black.

In our effort to help bridge that gulf and build understanding, we offered our modest fund as seed money in our communities. Before investing it, we counseled with local black leaders. We followed through with public service announcements to our audiences.

The Memorial Funds are now hard at work. The \$12,500 is being used to open job opportunities for the undertrained; to rehabilitate slum dwellings; to broaden services of community agencies; and to help set up a library of black history and culture.

Many of our citizens—and notably many in business and industry—are acting to close the gap in our economic and social foundations. Broadcasting, network and local, is a growing part of that action. We must continue to build bridges.



JAMES S. GILMORE, JR.,
President



James S. Gilmore, Jr., president

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

WEHT-TV
Evansville

KODE-TV
Joplin

KGUN-TV
Tucson

WSVA-TV
Harrisonburg

KODE-AM
Joplin

WSVA-AM
Harrisonburg

WSVA-FM
Harrisonburg



HOUSEWIVES' DAYTIME PREFERENCE

In the important Dallas-Ft. Worth market, KRLD-TV is the housewives' preferred station.

Channel 4 delivers 39.5% of the total housewives viewing per average quarter-hour, 9:00 a.m., to 6:00 p.m., Monday through Friday — leading the second station in the market by 14.7%*.

Contact your H-R representative for complete details and choice availabilities.

*February/March 1968 ARB
Television Audience Estimates

KRLD-TV



represented nationally by



The Dallas Times Herald Station

CLYDE W. REMBERT, President

Plea for plank

Pitch for outright repeal of Section 315 and of interrelated fairness doctrine will be made to platform committee of Republican national convention in Miami today (July 29) by Grover C. Cobb, KVGB Great Bend, Kan., chairman, and Vincent T. Wasilewski, president of National Association of Broadcasters. Arrangements quietly were made last week for appearances, which presumably will be duplicated before platform committee of Democratic national convention in Chicago next month.

In addition to repeal of mandatory equal-time provision, leaving it to judgment of licensees, NAB executives also will renew plea for amendment of law to allow continuing licenses for broadcast stations (present limit is three years) but with FCC authorized to invoke revocation proceedings for cause at any time. Dozen bills to extend licenses to five years are now pending in Congress but haven't gotten off ground.

Dispensable

Boast of newspaper sportswriters that they're really doing ball teams favor by covering games and running scores and that without them teams wouldn't attract fans has proven to be lot of hot air, at least in Detroit. There, American League-leading Tigers, owned by broadcaster John E. Fetzer, have already drawn 1,060,753 through gate in 43 home dates compared with 851,167 last year in same number of dates.

Biggest difference in two years is that Detroit's two dailies have been on strike since November 1967, that sportswriters no longer travel with team and that Detroit residents are getting their baseball information from radio-TV and few out-of-town papers that show up in Motor City.

Accidental freeze

That FCC freeze on new standard broadcast stations (AM) (BROADCASTING, July 22) didn't come off as originally planned, at least by some policy-makers at FCC. Objective was to stop processing until staff caught up with 400-application backlog, as one way of coping with economy drive cutting back \$6 billion in government appropriations.

Proposed rulemaking order designed to implement what turned out to be "freeze" probably won't be ready for

CLOSED CIRCUIT

about month. Reason: lack of manpower because cutback prevents hiring additional help and legal staff now reportedly loaded.

Traffic cops

McLendon Corp. is running into more FCC problems in efforts to acquire additional stations. Notified two weeks ago it could not buy KXXI Oregon City (Portland), Ore., for \$1.3 million without hearing on trafficking issue, McLendon was turned down last week by FCC on request for expedited proceeding. McLendon had asked for unusual hearing, with full commission or panel of members. Sales contract for KXXI expires Aug. 20. However, FCC said it would consider expediting more conventional hearing if McLendon could get reasonable extension of deal.

Meanwhile, second so-called pre-hearing letter is reportedly being prepared for McLendon, again on trafficking issue. Property involved is WCAM Camden, N.J., now owned by city of Camden. Application for approval of McLendon purchase for \$1.35 million has been pending since April.

Red light

If present crackdown binge of FCC continues, it's going to be awfully tough for anyone to transfer station property without full showing that seller isn't "trafficking" and that buyer is motivated by public service considerations rather than profit alone. That line of argument cropped up several times at last week's FCC meeting, with Acting Chairman Robert T. Bartley and Commissioners Kenneth Cox and Nicholas Johnson taking hard line. With Chairman Rosel Hyde away (in Idaho on official business) and with one vacancy, this sudden three-man majority showed what might happen if existing vacancy is filled by another crackdowner.

Hard news

On theory that show isn't likely to succeed big if it isn't seen big, ABC-TV officials have mounted effort to improve station clearances of their new *ABC Evening News with Frank Reynolds*. Effort apparently has been so determined that some affiliates have impression their affiliations may be

canceled if they don't clear. ABC officials acknowledge they're trying hard to boost clearances but deny any cancellation notices have been issued—or are likely to be for nonclearance of any one program. Reynolds newscast is currently said to be on about 120 of approximately 150 primary affiliates.

Half a loaf

Educational broadcasters aren't happy with \$4 million expected to be approved this week by Senate Appropriations Committee for station construction and facilities. Amount is same as approved by House, but ETV forces hoped Senate would up ante, perhaps to full \$12.5 million authorized. Lower figure was voted by Senate subcommittee last week.

Committee, however, is expected to approve path-breaking \$6 million (of \$9 million authorized) approved by subcommittee for Corp. for Public Broadcasting. CPB money, providing first federal subsidies for programming and operations, was ignored in House appropriations bill.

Showing both hands

Growing use of outside media specialists by advertising agencies in placing spot TV-radio campaigns (BROADCASTING, July 15) has prompted RKO Television National Sales to circulate internal memorandum to all of its offices. Memo says in part: "From this point forward National Sales will, on all requests involving more than one agent (for example, advertising agency of record and buying agency or sub-contractor), address duplicate presentations to both agents. Similarly, and in order to avoid any possibility of charge of 'double billing,' all stations should submit duplicate invoices to both buying agency and advertising agency of record."

Check of several leading advertising agencies, which are concerned with activities of these "negotiators-buyers," show they favor RKO Television's move as step toward "full disclosure." They pointed out that many outside buyers pledge to bring in spot campaign at reduced rates but will not disclose cost of each spot on each station bought. RKO's move, they said, will pinpoint where there may be evidence of rate cutting.

SOME THOUGHTS IN PRAISE OF PEOPLE 35 YEARS AND OVER.

Pity the poor 35-year-old in youth-mad America, 1968. Scorned by the young, overlooked by the mass media, the 35-year-old has seemingly been dispatched to the scrap heap of senility at a very tender age.

And why? Because, a few years ago, a simple statistic got out of hand.

A little bit of knowledge department.

The statistic: "Soon, half the population of the U.S. will be under 25 years of age."

That little bit of knowledge has turned out to be very dangerous indeed. Especially for companies whose livelihood depends on selling products to the right market. Not only is the statistic off by about 10%, it also overlooks the fact that the under-25 population group includes everyone—like newborn babies and pre-schoolers.

The big battalions.

Looking just at that portion of the population 18 and over, latest available census data (July '67) show the median age to be 42.9. By any reasonable standard, the big battalions

are still in the 35 and over age groups. They own more homes, buy more products, have more children, do more traveling, spend more money than people under 35 do.

A statistic of your own

(if you like to think statistically).

About 12 million U.S. families have incomes of \$10,000+, accounting for 49% of the total demand for consumer products and services.

In 83.5% of these families the household head is 35 or over.



How old is 35 and over anyway?

In today's world, people 35 and over are much younger than they used to be. They think young. They set trends the rest of the population follows. The discothèque crowd, the turtleneck swingers, the "why don't we try it" people are mostly youthful without actually being youths.



The commercial.

With audiences up across the board, the CBS Owned radio stations can help you reach the big battalions 35 and over. We'd also like to reach you, personally, with a free copy of our 64-page study, "The Crucial Customer," giving these and other facts about over-35 consumers. Just call your station salesman or CBS Radio Spot Sales representative.



THE CBS OWNED RADIO STATIONS

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



WEEK IN BRIEF

TV networks approach new fall season virtually sold out, indicates record fourth-quarter sales are already assured as prices are higher and firmer. Advertisers reported turning now to national spot. See . . .

NETWORK SELL-OUT . . . 19

TVB reports spot-TV advertisers spent \$264.7 million in first quarter 1968; top-100 client list reveals increased advertiser interest in—and use of—30-second commercials. See . . .

SPOT TV RALLIES . . . 20

General Foods puts 57 syndicated TV programs off-limits for its spot placements because GF "does not want to be associated with vehicles which encourage violence in any way." See . . .

TABOO SHOWS . . . 24

FM broadcasters at NAFMB San Francisco seminar hear upbeat report on medium from group's president Abe Voron who says FM's more significant future may be in FCC's current freeze on AM applications. See . . .

FM'S BRIGHTER GLOW . . . 30

Broadcast representatives warn that rate increases AT&T has proposed for program transmission service would well drive them to find alternatives to AT&T service in private microwave. See . . .

RATES HIGH ENOUGH . . . 34

Nation's capital, in the midst of newspaper strike, turns to TV-radio stations for news as broadcasters beef up staff, preempt regular programming, fall heir to print ad dollars that promise to stay on after strike. See . . .

CAPITAL TURNS . . . 38

Broadcasters reflect more conciliatory attitude toward FCC-proposed public notice requesting additional program-reporting form information. Budget Bureau asked to use offices for FCC and industry meeting. See . . .

PEACE TALKS . . . 40

Hooper Inc. takes plunge in offering syndicated-TV monthly reports showing household and people ratings for all prime-time network TV programs, beginning in October; plans syndicated local TV service. See . . .

HOOPERS TV RATINGS . . . 42

Two hundred women leaders get lesson from FCC's Nicholas Johnson on how to bring pressure to bear to "improve programming." He recommends sponsor boycott, lawsuits, local FCC hearings at license renewal time. See . . .

PUTTING ON HEAT . . . 44

FCC's Robert Lee loses his even temper over commission's "swiping" of UHF channels to share with land-mobile users, says his colleagues have "broken faith" with Congress. See . . .

UHF STEAL . . . 50

DEPARTMENTS

AT DEADLINE	9	OPEN MIKE	14
BROADCAST ADVERTISING	19	PROGRAMING	40
CLOSED CIRCUIT	5	WEEK'S PROFILE	73
DATEBOOK	12		
EDITORIAL PAGE	74		
EQUIPMENT & ENGINEERING	50		
FANFARE	55		
FATES & FORTUNES	58		
FINANCIAL REPORTS	52		
FOR THE RECORD	60		
INTERNATIONAL	57		
LEAD STORY	19		
THE MEDIA	30		
MONDAY MEMO	16		



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

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

FOR FALL
START...

NOW IN PRODUCTION

130 half-hour color videotapes ... for across-the-board programming

"THAT SHOW" STARRING JOAN RIVERS



PRODUCED AT THE WNBC-TV STUDIOS IN NEW YORK CITY

Sold prior to production:

- | | |
|--|---|
| • WNBC-TV
NEW YORK | • KCOP
LOS ANGELES |
| • KTNT-TV
SEATTLE-
TACOMA | • WNHC-TV
HARTFORD-
NEW HAVEN |
| • KRON-TV
SAN FRANCISCO | • KOTV
TULSA |
| • WRC-TV
WASHINGTON, D.C. | • KOAA-TV
COLORADO SPRINGS-
PUEBLO |
| • KOA-TV
DENVER | • W-TEN
ALBANY-
SCHENECTADY-
TROY |
| • WKBW-TV
BUFFALO | • KDTV
DALLAS-
FT. WORTH |



The funniest female in show business today in a wonderful mix of comedy, exciting celebrities and fascinating guests.

TRANS-LUX

TELEVISION CORPORATION
625 MADISON AVE., NEW YORK, N.Y. 10022 • (212) PL 1-3110
CHICAGO • HOLLYWOOD

Trans-Lux Television International Corporation • Zurich, Switzerland

CALL, WIRE, WRITE ... Jerry Liddiard, National Sales Manager (212) PLaza 1-3110

Disclose interest in editorials, FCC says

WJIM-TV Lansing, Mich., has been reprimanded by FCC for failing to notify viewers of financial interest in matter on which station editorialized. Commission said editorials should have referred to that interest.

At issue were editorials WJIM-TV carried on controversy between authorities at Capital City Airport, in Lansing, and airport restaurant which is wholly owned and operated by Gross Telecasting Inc., licensee of WJIM-TV.

Commission used letter to Gross Telecasting, which it made public, to remind licensees of their special responsibilities to guard against use of their facilities to promote their own outside interests and those of station employees.

"Broadcast stations are licensed to serve the public interest rather than the private interest of the licensee," commission said.

Case resulted from complaint of James D. Ramsey, director of Michigan Aeronautics Commission, that station editorials did not reveal Gross Telecasting's interest in restaurant. His complaint involved what he regarded as "concealed effort to solicit public support concerning an issue in which ownership of station was personally and financially involved."

Gross Telecasting had told commission that editorials were designed to inform public of issues it regarded as public rather than private. Licensee also said editorials were needed to counter "one-sided" story that appeared in Lansing's only daily newspaper.

Licensee said that it "did not conceal, and had no reason to conceal" financial interest in matter. It said its ownership of restaurant was irrelevant to public nature of dispute and was matter of public knowledge in Lansing.

But, commission said in its letter, licensees are obligated to exercise special diligence to prevent improper use of facilities by employee whose outside interests may create conflict of interest with his role at station.

And, commission said, licensees are obligated "to refrain from using their position as broadcasters to achieve a personal advantage in other business activities."

Commission said licensees are not precluded from editorializing on matters in which they have significant per-

sonal interest. But if they do, commission added, they have responsibility for revealing to audience "the extent and nature" of that interest.

Neither coverage of controversy by local newspaper nor fact that station carried news stories disclosing acquisition of restaurant two years before editorials "justifies the omission from your editorials of reference to your interest as concessionaire," commission said.

Commission said it does not regard Gross Telecasting's actions as measuring up to standard of responsibility it expects of licensees. Matter will be considered further in connection with next license-renewal application for WJIM-TV, commission added.

It adopted letter on 5-to-0 vote. Chairman Rosel H. Hyde was absent.

Comsat board mix

Mix of stockholder-elected directors of Communications Satellite Corp.—presently divided six-six between public shareholders and common carriers—would be altered under terms of bill that has been submitted by Senators John O. Pastore (D-R. I.) and Clinton P. Anderson (D-N. M.).

Bill (S. 3884) would reflect changes in balance as carriers sell stock and shares become publicly owned. If carriers hold less than 45%, directors would be split five-seven. Under sliding scale, if carriers hold less than 8%, public holders would elect all 12. President's power to name three additional directors would remain unchanged.

Pot party is now FCC's dish of tea

House Investigations Subcommittee is understood to be preparing to unleash FCC for resumption of its investigation into allegations that pot party film broadcast by WBBM-TV Chicago last year was rigged.

Commission had been holding off hearing in Chicago on charges at request of subcommittee, which has been conducting its own probe and which has sequestered key witnesses in case.

Representative Harley Staggers (D-W. Va.), chairman of subcommittee and its parent Commerce Committee, last week said next move in pot-party investigation was up to commission, indicating subcommittee had completed its inquiry.

And on Friday (July 26) it was learned that subcommittee was planning to give commission formal go-ahead. Subcommittee, according to some sources, will make available to commission all witnesses it wants to question.

However, there was some uncertainty on that point, since Representative Staggers had indicated names of some witnesses questioned by subcommittee would not be revealed. Chief witnesses in both subcommittee and commission investigations include Northwestern University students who participated in party that was filmed.

Commission hearing, which has been postponed twice, is scheduled to begin

Likes single consumer affairs office

Candidate Hubert H. Humphrey says if elected President he would push for creation of over-all Office of Consumer Affairs to coordinate presently scattered federal consumer programs. Priorities, he added, should include disclosure of product information now being compiled by agencies engaged in heavy purchasing.

Vice President also said in letter to Consumer Federation, which had solicited his views, that he planned to issue "comprehensive position statement" on consumer affairs in near future.

He said viewing government activity in consumer field "as threat to business and free-enterprise system is to miss completely the thrust of consumer economics."

In advocating consumer fact-bank idea, broached by former Justice Department antitrust chief Donald F. Turner, Vice President indicated government should not just "disclose" product information but actively insure consumer access to data, hinting at distribution system to disseminate data resulting from consumer-goods studies conducted by Defense Department and General Services Administration, which buy large quantities of almost all products on market.

Furthermore, Mr. Humphrey suggested, such programs should be granted immunity from budget-cutting campaigns on grounds that "programs affect those least able to protect themselves."

on Aug. 15. It wasn't clear at end of week whether time remains for commission staff to locate witnesses and make preparations before that date.

Puffing prize money brings short license

Wcvs Springfield, Ill., got short-term license renewal in FCC decision announced Friday (July 26). One-year grant will provide opportunity to insure that there has been no recurrence of what commission termed "misleading advertisements."

Questionable advertising was broadcast in connection with wcvs' "Lucky Bucks" contest in summer of 1967. Listeners were advised that they could win up to \$1,000 each, and that as much as \$100,000 "could be given away." Station had distributed 100 one-dollar bills in greater Springfield area and had kept records of serial numbers which were later announced on air one by one. Listeners who called in to match numbers of bills in their possession with those announced would win. According to commission, odds in favor of \$1,000 prize being given were "infinitesimal," and chances of \$100,000 total were "virtually non-existent."

Basis for commission's judgment was trade regulation criterion of net impression which advertising makes on public, rather than technical or literal truth of statements.

In concurring statement issued by Commissioner James J. Wadsworth, in which Commissioner Nicholas Johnson joined, it was held that advertising was so "blatantly misleading" that more appropriate action might have been to designate station's pending renewal application for hearing.

Offers studios

CBS News notified Vice President Hubert H. Humphrey and Senator Eugene McCarthy Friday (July 26) that broadcast studios will be available to them at WBBM-AM-TV Chicago for appearances they may wish to make during Democratic National Convention in that city later next month.

CBS News President Richard S. Salant wired Democratic aspirants that moratorium declared by International Brotherhood of Electrical Workers in its strike against Illinois Bell Telephone Co. applies only to amphitheater itself and not to hotel and other locations from which planned TV-radio coverage might emanate.

Color TV, auto radio sales continue upward

Color TV and auto radio sales to dealers led in advances during May, and for first five months of year, Electronic Industries Association has reported.

Color TV sales for May were up 16.1% over corresponding month last year, and up 13.7% for January-May period over same five months in 1967.

Auto radio sales likewise showed increases: up 20.4% in May, and 17.2% for five months over corresponding month and period last year.

Black and white TV sales slumped by 6.7% in May and were down 1.3% for the five months compared with same period last year. Home radio sales also moved downward, by 14.1% in May and by 5% for January-May compared with same 1967 periods.

Sets sales for January-May as reported by EIA:

	Radio	
	1968	1967
Home	3,885,104	4,088,439
Auto	4,149,878	3,540,133
Total	8,034,982	7,628,572
	Television	
Color	1,924,083	1,692,081
Monochrome	2,001,081	2,027,802
Total	3,925,164	3,719,883

Tax relief for Hollywood

California legislature has approved bill designed to give \$2 million annual tax break to Hollywood motion picture and TV film industry. Bill would exempt exposed motion picture and TV film negatives from Los Angeles county's business inventory tax. Purpose is to stimulate local film industry employment. Measure awaits signature of California Governor Ronald Reagan.

It's backed by TV and movie film labor unions and by Association of Motion Picture & Television Producers. It's opposed by many Southern California politicians and property owners for being "highly discriminatory" and for tending to erode current tax assessment base. Gov. Reagan has said he will sign bill.

Two-minute minute

Associated Press moved on its broadcast wire last Friday (July 26) one-time-only "trial format" of news summary, consisting of two, two-and-one-half minute paragraphs.

AP said station could use only first paragraph for concise national and international news roundup, or both if additional details were required.

AP spokesman said this format was exposed to stations because some outlets had expressed interest in carrying news roundups of two or three minutes in length. AP asked stations for com-

ments and will make no decision on regular delivery of format until replies are evaluated.

Soften San Diego CATV ruling, cities ask FCC

Attorneys for two southern California cities have petitioned FCC for reconsideration of commission decision restricting importation of Los Angeles TV signals by San Diego CATV systems within grade-A contour of San Diego stations (BROADCASTING, July 1).

Petitions filed by Imperial Beach and National City said that only CATV can provide diverse programming and adequate reception to cities on fringe of major markets. Each had granted franchise to Mission TV Cable Inc., El Cajon, Calif., firm, which had planned to import Los Angeles signals into both cities until commission imposed restrictions.

While FCC curbed distant-signal importation in its decision, CATV's were given green light to originate programming. In addition, systems in Escondido and Rancho San Bernardo, both Calif., were permitted to continue carriage of Los Angeles signals. These aspects of FCC ruling brought court appeals by Midwest Television Inc., licensee of KFMB-TV San Diego, and three San Diego CATV firms (see page 40).

Approves sale of WSPT stations to Sentry Corp.

Sale of WSPT-AM-FM Stevens Point, Wis., from group headed by Peter A. Barnard to Sentry Corp., affiliate of Sentry Insurance Corp., Stevens Point, for \$462,000, has been approved by FCC.

Agreement also calls for Mr. Barnard to remain as president and general manager of stations.


WSPT is daytimer on 1010 kc with 1 kw. WSPT-FM is on 97.9 mc with 15 kw.

FCC also announced approval of sale of construction permit for KDNL-TV St. Louis by Boyd W. Fellows and associates to Thomas Evans for \$40,500.

Mr. Evans, New York financier and industrialist, last November entered into agreement to purchase control of three UHF construction permits (WUHF-TV Hartford, Conn.; WBAU-TV Buffalo, N. Y., and WNTU-TV Norfolk, Va.). Agreement has since been canceled.

FCC said that \$40,500 figure for out-of-pocket expenses for KDNL-TV construction permit appeared "reasonable and prudent."

KDNL-TV has CP for channel 30.



The true objective of automation— SOUND THAT IS “BETTER-THAN-LIVE”

Is “live” sound, complete with limitations and inevitable blunders, really the ultimate in radio programming? Should a station shift from manual to automated programming hoping merely to maintain its “live” sound with fewer people?

The experience of several hundred stations who are customers of International Good Music proves that the right kind of automation does more—brings metropolitan market quality to small markets; helps achieve higher ratings; stimulates enthusiastic listener response and results in higher gross revenue.

On the engineering side, an IGM Series 600 or Series 500 audio control system enables any station to automate its chosen, individual format and reduce routine operation to a virtually unattended basis. But more than this, an IGM system provides freedom to introduce more varied features, with greater community involvement; to broadcast with greater accuracy and flexibility, fewer fluffs and fumbles.

On the programming side, good equipment plus IGM's taped music services permit still further upgrading. IGM offers the most comprehensive musical resource available to broadcasters—a million dollar library of over 18,500 hours on master tapes—from contemporary to classical, announced or unannounced, monaural or stereo, all selected with discrimination. You choose from a dozen different services, some professionally announced and fully formatted, others unannounced and completely flexible. You buy only the types of music you want, in whatever quantity you need, on library, bicycle or purchase plans.

Why not come to IGM for equipment or taped music, or both, and replace “live” sound with “better-than-live” sound, more consistently expressing your distinctive air personality than ever before?

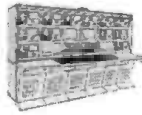
Immediate information is yours for the asking. So are specific recommendations to meet your particular requirements, based on IGM's years of experience as broadcaster, equipment manufacturer and world's largest supplier of taped music to the broadcast industry. Write or call International Good Music, Inc., Box 943, Bellingham, Wash. 98225; Tel. (206) 733-4567.



IGM Series 500 audio controls automate programming by scheduling talk features at pre-set time intervals, music to fill.



IGM Series 600 audio controls. Actuated by punched cards. Random access to all sources. Verified log automatically typed.



IGM audio-video controls automate and monitor ETV multi-channel switching. Non-duplicating CATV switchers.



IGM taped music services for radio. Contemporary to classical, announced or unannounced. Library, bicycle, purchase plans.



IGM “News”—free, bi-monthly bulletin of new developments and station experiences with broadcast automation.

IGM

BROADCASTING PUBLICATIONS INC.

PRESIDENT SOL TAISSHOFF
 VICE PRESIDENT MAURY LONG
 VICE PRESIDENT EDWIN H. JAMES
 SECRETARY LAWRENCE B. TAISSHOFF
 TREASURER B. T. TAISSHOFF
 COMPTROLLER IRVING C. MILLER
 ASST. TREASURER JOANNE T. COWAN

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
 BROADCASTING-TELECASTING Bldg., 1735 DeSales
 Street, N. W., Washington, D. C. 20036. Tele-
 phone: (202) 638-1022

EDITOR AND PUBLISHER
 Sol Taissoff

Editorial

VICE PRESIDENT AND EXECUTIVE EDITOR
 Edwin H. James

EDITORIAL DIRECTOR (New York)
 Rufus Crater

MANAGING EDITOR
 Art King

SENIOR EDITORS: Frederick M. Fitzgerald,
 Earl B. Abrams, Lawrence Christopher
 (Chicago), Leonard Zeidenberg, David Ber-
 lyn (New York), Rocco Famighetti (New
 York), Morris Gelman (Hollywood), Sherm
 Brodey. ASSOCIATE EDITORS: Joseph A. Esser,
 F. Martin Kuhn, Robert A. Malone, Martin
 Mitchell. STAFF WRITERS: C. Anthony Beagle,
 Bill Chancellor, Steve Millard, Sue M. Tropin;
 EDITORIAL ASSISTANTS: Richard L. Arkin,
 Alan Steele Jarvis, Marcia Sanford; SECRE-
 TARY TO THE PUBLISHER: Gladys L. Hall.

Business

VICE PRESIDENT AND GENERAL MANAGER
 Maury Long

NATIONAL SALES MANAGER
 Warren W. Middleton (New York)

ADVERTISING DIRECTOR
 Ed Sellers

INSTITUTIONAL SALES MANAGER
 Eleanor Manning

PRODUCTION MANAGER: George L. Dant; TRAF-
 FIC MANAGER: Harry Stevens; ASSISTANT PRO-
 DUCATION-TRAFFIC MANAGER: Bob Sandor; CLAS-
 SIFIED ADVERTISING: Margaret E. Montague;
 ADVERTISING ASSISTANTS: Carol Ann Cunning-
 ham, Dorothy Coll; SECRETARY TO THE GEN-
 ERAL MANAGER: Glenda Robinson.
 COMPTROLLER: Irving C. Miller; ASSISTANT
 AUDITOR: Eunice Weston, Sheila Thacker.

Circulation

CIRCULATION DIRECTOR
 David N. Whitcombe

SUBSCRIPTION MANAGER
 Richard B. Kinsey

William Criger, Kwentin Keenan, Stanley
 Palczewski Jr., Jean Powers, Katherine
 Tucker.

Bureaus

New York: 444 Madison Avenue, 10022. Tele-
 phone: (212) 755-0610.

EDITORIAL DIRECTOR: Rufus Crater; SENIOR
 EDITORS: David Berlyn, Rocco Famighetti;
 STAFF WRITERS: Hazel Hardy, Linda Miller;
 NATIONAL SALES MANAGER: Warren W. Mid-
 dleton; INSTITUTIONAL SALES MANAGER: Eleanor
 R. Manning; EASTERN SALES MANAGER: Greg
 Masfield; ADVERTISING ASSISTANT: Laura D.
 Gereau.

Chicago: 360 North Michigan Avenue, 60601
 Telephone: (312) 236-4115.

SENIOR EDITOR: Lawrence Christopher; MID-
 WEST SALES MANAGER: David J. Bailey; AS-
 SISTANT: Rose Adragna.

Hollywood: 1680 North Vine Street, 90028.
 Telephone: (213) 463-3148.

SENIOR EDITOR: Morris Gelman; WESTERN
 SALES MANAGER: Bill Merritt.

ASSISTANT PUBLISHER
 Lawrence B. Taissoff

BROADCASTING* Magazine was founded in 1931
 by Broadcasting Publications Inc., using the
 title, BROADCASTING*—The News Magazine of
 the Fifth Estate. Broadcasting Advertising*
 was acquired in 1932, Broadcast Reporter in
 1933 and Telecast* in 1953. BROADCASTING-
 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office
 Copyright 1968, Broadcasting Publications Inc.

DATEBOOK

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

■Indicates first or revised listing.

JULY

July 28-Aug. 9—Eleventh annual seminar in
 marketing management and advertising
 sponsored by the American Advertising
 Federation. Harvard Business School, Bos-
 ton.

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 29—Special meeting of stockholders
 to act upon proposed exchange offers with
 stockholders of Allis-Chalmers Manufactur-
 ing Co., Associates Investment Co. and
 Brown Co. Meeting will also consider pro-
 posal to approve incentive plan for key
 personnel. Chase Manhattan Bank, New
 York.

July 30—Deadline for filing reply com-
 ments on FCC proposed rulemaking to per-
 mit type-approval of AM modulation moni-
 tors that do not incorporate indicating
 meters.

AUGUST

Aug. 5-7—Association of National Adver-
 tisers 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. Cir-
 cuit Judge Otto E. Kerner, former chair-
 man of President's Commission on Civil
 Disorders; Betty Furness, President's ad-
 viser on consumer affairs; Commissioner
 James M. Nicholson, Federal Trade Com-
 mission. Civic Center, Philadelphia.

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

Aug. 8-11—Meeting of board of directors,
 American Women in Radio and Television.
 New York Hilton, New York.

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

■Aug. 12—Seventh annual TV day, spon-
 sored by Georgia Association of Broadcast-
 ers. Speaker: FCC Commissioner, Robert E.
 Lee. Atlanta Marriott, Atlanta.

Aug. 16-18—Conference of the Educational
 Television and Radio Association of Canada.
 University of Calgary, Calgary, Alberta.

Aug. 22-23—Fall convention of the Arkan-
 sas Broadcasters Association. Arlington ho-
 tel, Hot Springs.

■Aug. 24—Radio newsmen workshop spon-
 sored by Pennsylvania News Broadcasters
 Association. Penn Harris Motor Inn, Harris-
 burg.

August 27—Annual stockholders' meeting,
 Rollins Inc., Atlanta, to elect board of di-
 rectors and to act on proposed amendment
 to articles of incorporation.

Aug. 30-Sept. 1 — 1968 International Radio-
 TV-Press Exhibition, sponsored by Interna-
 tional Broadcasters Society. Hotel Het Hof
 Van Holland, Hilversum, The Netherlands.
 For information: The Secretariat, Interna-
 tional Broadcasters Society, Zwaluwlaan 78,
 Bussum (NH) The Netherlands.

SEPTEMBER

Sept. 8-13—Acoustics and Noise Control
 Semina, sponsored by The Pennsylvania
 State University College of Engineering,
 University Park, Pa. Information: Howard
 F. Kingsbury, 101 Engineering A, University

RAB MANAGEMENT CONFERENCE

Sept. 12-13—Atlanta Hilton, Atlanta.

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

Sept. 19-20—Carrousel Inn, Cincinnati.

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

Oct. 14-15—Dallas Marriott, Dallas.

Oct. 10-11—Burlingame Hyatt House,
 San Francisco.

Park, 16802. (814) 865-7551.

Sept. 9—Deadline for comments on FCC's
 proposed rulemaking that would require
 broadcast licensees to show nondiscrimina-
 tion in their employment practices.

Sept. 9—Deadline for filing comments on
 FCC's proposed rulemaking that would
 amend present rules on requirements for
 identification of broadcast stations.

Sept. 9-11—Electronics and Aerospace Sys-
 tems Convention (EASCON), sponsored by
 Group on Aerospace and Electronic Systems,
 Institute of Electrical and Electronics Engi-
 neers. Sheraton-Park hotel, Washington.

Sept. 9-13—International Broadcasting Con-
 vention, sponsored by Electronic Engineer-
 ing Association; Institute of Electrical and
 Electronics Engineers; Institution of Elec-
 tronic and Radio Engineers; Royal Televi-
 sion Society, and Society of Motion Picture
 and Television Engineers. Registration forms:
 International Broadcasting Convention, 1968,
 Savoy Place, Victoria Embankment, London,
 W. C. 2. Grosvenor House, London.

Sept. 12-14—Meeting of Louisiana Associa-
 tion of Broadcasters. Down Towner Motor
 Inn, New Orleans.

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

Sept. 15-17—International Alliance of The-
 atrical Stage Employes and Moving Picture
 Machine Operators (IATSE) of U.S. and
 Canada, convention, Kansas City, Mo.

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

Sept. 16—New deadline for filing reply
 comments on FCC's proposed rulemaking
 to specify, in lieu of existing MEOV con-
 cept, a standard method for calculating ra-
 diation for use in evaluating interference,
 coverage and overlap of mutually prohibited
 contours in standard broadcast service. Pre-
 vious deadline was July 16.

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

■Sept. 18—FCC newsmaker luncheon spon-
 sored by International Radio and Televi-
 sion Society. Speaker: Rosel Hyde, FCC
 chairman, Waldorf-Astoria hotel, New York.

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 Engi-
 neers. Mayflower hotel, Washington.

Sept. 20-22 — Southwest area conference,
 American Women in Radio and Television.
 Menger hotel, San Antonio, Tex.

Sept. 20-22—East Central area conference,
 American Women in Radio and Television.
 Christopher Inn, Columbus, Ohio.

Sept. 23 — Deadline for filing comments
 on FCC's proposed rulemaking that would
 provide simplified procedures for class IV

**Give your
limiter
a vacation
on us.
Try our
Volumax free
for 30 days!**

**Who knows?
You may retire your
old limiter altogether!**

**Write or call us collect —
before your vacation
(203) 327-2000**



**PROFESSIONAL
PRODUCTS
LABORATORIES**
Stamford, Connecticut. A Division of
Columbia Broadcasting System, Inc.

M&H

Researches Your Personality

Every television and radio station has a personality which, like that of a person, its audience can define and articulate with amazing and sometimes startling candor.

This personality (or image) is the result of the effect of everything that happens on the station. Each individual on the air is part of the call letters or channel personality.

We have completed over 130 market studies, encompassing more than 60,000 depth interviews, studying the images of TV and radio stations from coast to coast in the United States as well as in Canada.

Our company uses the unique skills of the social scientist to examine in detail, program-by-program and personality-by-personality, the strengths and weaknesses of your station and the competing stations in your market.

Our clients know where they stand, and more importantly, they know reasons why their ratings tabulate the way they do, particularly for the programs under their control—news, weather, sports, documentaries, women's programs, movies, children's programs, etc.

One of the principal reasons for our contract renewals year after year is that we do more than just supervise a research project. We stay with the station for a whole year to make sure you understand the study and that it works for you.

Our contribution has helped the aggressive management effort of some of our clients to move from third to first place in several of the country's most competitive markets. As a matter of fact, over one-half of our current clients are number one in their markets. Why do they use us? They want to know why they are in first place and be sure they stay there.

If you are concerned about ratings and would like a sound objective look at your station and its relationship to the market, give us a call for a presentation with absolutely no obligation on your part.

M&H

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue

Birmingham, Mich. 48011

Area Code 313

644-9200

AM power increases, and promote for those stations stricter compliance with minimum separation rules.

Sept. 24—Deadline for filing reply comments on FCC's proposed rulemaking that would amend present rules on requirements for identification of broadcast stations.

Sept. 24-25—"Production '69: A Shirtsleeve Workshop in Television Techniques" workshop in video-tape production sponsored by Ampex Corp., Memorex Corp., 3M Co., Philips Broadcast Equipment Corp., RCA and Reeves Sound Studios. Hotel Roosevelt, New York. Information: Grey Hodges, marketing director, Reeves Sound Studios.

Sept. 25-26—Annual CBS Radio Affiliates Association convention. New York Hilton. New York.

Sept. 26-28—Annual fall meeting of New York State Cable Television Association. Castle Inn motel, Olean.

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

Sept. 27-29 — Western area conference, American Women in Radio and Television. Sheraton-Portland, 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. Portland, Ore.

OCTOBER

■Oct. 3—Luncheon sponsored by International Radio and Television Society. Speaker: Alvin R. (Pete) Rozelle, commissioner of major professional football, Waldorf-Astoria hotel, New York.

Oct. 4-6—Southern area conference, American Women in Radio and Television.

Oct. 5-6—Fall meeting Illinois News Broadcasters Association. Decatur.

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

lington.

Oct. 6-9—Michigan CATV Association convention. Boyne Highlands, Harbor Springs.

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

■Oct. 8—New deadline for filing comments on FCC's proposed rulemaking concerning television programs produced by nonnetwork suppliers and not made available to certain television stations. Previous deadline was July 8.

■Oct. 9—Deadline for reply comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination in their employment practices.

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

■Oct. 14-15—Third annual management seminar sponsored by TV Stations Inc. New York Hilton, New York.

Oct. 14-18—11th annual International Film & TV Festival of New York. Information: Industrial Exhibitions Inc., 121 West 45th Street, New York 10036.

■Oct. 17-19—43rd birthday celebration, Grand Ole Opry, Municipal Auditorium. Information: Lynn Orr, WSM, Box 100, Nashville.

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. 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.

■Indicates first or revised listing.

OPEN MIKE®

Do we need middlemen?

EDITOR: I have been following with a great deal of interest the development of the so-called "middlemen" in broadcast timebuying [BROADCASTING, July 15].

When I was in the agency business prior to my retirement three years ago, I had followed the basic philosophy that it is mandatory for the agency to at all times spend its client's money as carefully as possible. Now I am on the other side of the fence. I own and operate three radio stations. It is my opinion that a station owner is his own worst enemy when he follows a rate-cutting operation when there is no need to do so.

If the *raison d'être* for the so-called "middlemen" is to serve primarily as a bargain hunter to cut rates, we would be unable to do business with them. I will do business with any agency that wants to do business with us on the same basis as we do across the board for all with whom we do business. Whether the "middlemen" agency can or does perform a function that the regular agency can't is something that

only time will tell.

I think this whole situation should be carefully evaluated by all interested parties in order to determine whether there is a place for these so-called "middlemen." I would like to hear whether through your publication or directly from other interested parties.—*Emil Mogul, president, Basic Communications Inc., New York.*

Warnings in cigarette spots

EDITOR: If Congress rules that broadcasters must include health warnings in cigarette commercials to warn listeners of the harmful effects of cigarette smoking, it might as well also rule that a line be included in every broadcast antismoking public service message to inform listeners of the enjoyable as well as the harmful effects of smoking. It would make just as much sense.

Automobile driving, for example, can be hazardous to one's health as can cigarettes. Eventually, some crank will propose that commercials by automobile manufacturers be banned from the air. In due course there will be no broadcast

advertising at all.

Just as the public knows that automobile driving can be dangerous, they know that cigarette smoking can be dangerous. The multitude of cancer spots aired by all stations effectively emphasize this point hourly.

If Congress is silly enough to ban cigarette commercials I'm moving to Canada.—Curtis W. Hansen, WTSA Brattleboro, Vt.

Government at cross-purposes

EDITOR: I can't help but notice a rather ironic development in recent steps toward government regulation in broadcasting.

It seems that everyone in Washington has become concerned with media monopoly (the threat to the free exchange of information and opinion in this country, as FCC Commissioner Johnson puts it), while at the same time moving toward much stronger regulation in broadcast programming.

How can anyone fear monopoly of ideas by media barons when broadcasters are finding it more and more difficult to express any kind of idea at all without fear of some form of governmental reprisal?

Perhaps Commissioner Johnson and the others should look around. They may find that the media barons they fear are not the group owner but the Justice Department, Congress and the FCC.—Joe D. Buys, graduate student, department of television and radio, Michigan State University, East Lansing.

Sold on sock

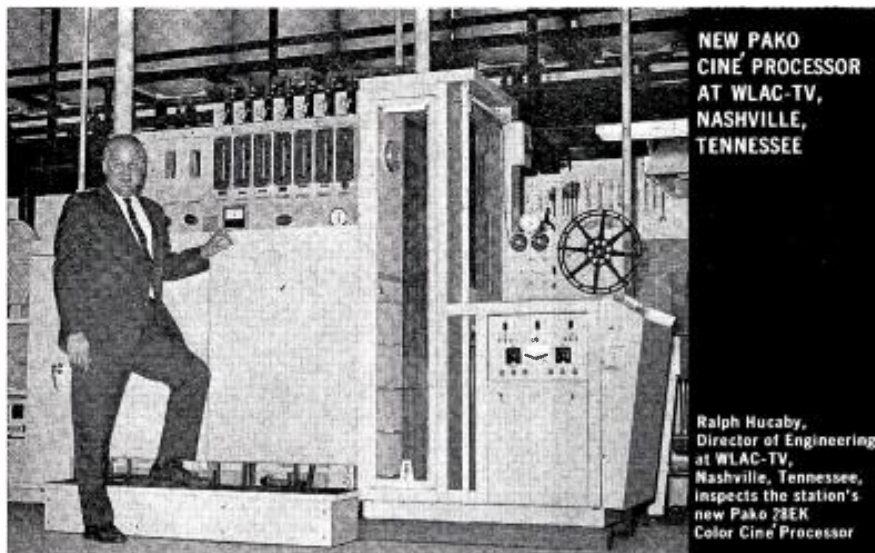
EDITOR: I enjoyed very much your cartoon in the July 1 issue. If possible, I should like to have either the original or a copy suitable for framing.

It may interest you to know that WSAI Cincinnati has a "Sock-it-to-me" summer promotion with custom jingles, etc.—Jay Williams Jr., music director, WAWI and WDAO(FM) Dayton, Ohio. (Original has been forwarded)



Drawn for BROADCASTING by Sid Hix
"Between records he kept yelling: 'Sock it to me'... and they did."

BROADCASTING, July 29, 1968



"The Pako 'extras' made our decision easy"

That's a quote from Ralph Hucaby, Director of engineering at WLAC-TV. He continued: "Not only was this machine as fine as anything on the market, and competitively priced, but those Pako 'plus' factors... service and training, made it a natural choice for our operation. One of our senior technicians went to a complete training school at Pako, and their personnel conducted additional training sessions here at the station. The

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

Pako Ciné processors offer modular construction for adaptability. Models are available for virtually all film processes. For complete information on the model to fit your specific requirements, contact your local Pako Distributor or write Pako Corporation, 6300 Olson Memorial Highway, Minneapolis, Minnesota 55440.

PAKO CORPORATION **PAKO**

PS Processing Systems for the Photographic, Graphic Arts, Motion Picture, Medical and Industrial X-Ray Industries.

in Law ...

it's Blackstone

in TV and Radio ...

**IT'S
BROADCASTING
YEARBOOK!**

A lawyer without his copy of Blackstone is a little like a trombone player without a trombone. For Sir William Blackstone's famous "Commentaries on the Laws of England" has been the standard legal reference and textbook in its field for generations. Radio and TV are much newer than jurisprudence—but in their field, too, a recognized authority has emerged as the standard source of information. BROADCASTING YEARBOOK is read each year (and saved all year) by thou-

sands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1969 BROADCASTING YEARBOOK—out in December—will give some 20,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, BROADCASTING YEARBOOK is the place to testify on your own behalf. Witness the deadlines: Oct. 1 for proofs; Oct. 15, final. Call or wire collect to reserve space!

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D. C. 20036

Beck's: the beer that came to dinner

We're the largest selling German beer everywhere else in the world.

But in America hardly anybody knew us.

This was the situation Dribeck Importers faced back in 1965 when we decided to mount the first major promotional push here for Beck's beer. Beck's is marketed in well over 140 countries, making it the world's most widely distributed German beer. We easily outsell our competition in the Caribbean, vacation haven for so many Americans, and we have a dominant position in the cruise-line business.

But in the U. S., Beck's was virtually unknown. Prior to 1965, when Dribeck took over U. S. distribution, Beck's had been sold through various geographically dispersed importers. The beer had been introduced to the U. S. years earlier, but had won little recognition at the trade or consumer levels. And we couldn't gain acceptance at one level without having it at the other. So, we decided to turn to advertising.

Our first efforts were restricted to print. Within a short time we were convinced that we needed a dramatic and exciting program to promote the vital distribution that would make us a factor in the quality imported beer market.

Media Effort ■ Early in 1966 we appointed Warwick & Legler as our advertising agency. The immediate problem the agency had to tackle was one of identity. Our chief competitors, Lowenbrau and Heineken, had been spending advertising dollars for years in various media whereas Beck's had made little or no effort.

We knew we had a quality beer. Beck's is made in Bremen, in the north of Germany, where the quality of the water makes for an extraordinary light beer. The Germans know this. So do people in over 140 countries.

How could we convince consumers, who had been sold on the well-entrenched brands, that they should try Beck's? In New York alone beer drinkers can choose from approximately 300 different brands.

How could we tell retailers, with limited shelf and display space, that they needed another German beer?

Warwick & Legler set out to discover if there was an as yet untapped market for Beck's. A study of the beer market confirmed the fact that the imported beer market was limited for the most part to higher income, better educated consumers. This became one of the determining factors in choosing what

would become our primary advertising medium—radio.

Creative strategy arrived at by Warwick & Legler takes the position that Beck's, because of its lightness, is particularly well suited for consumption with meals. They dubbed it "The Dinner Beer," thus pre-empting for Beck's this unique market position. The theory is that Beck's is light enough to enjoy at mealtime without getting that stuffed feeling and you can have several and still feel comfortable. Moreover, the association with food gives Beck's extra appetite appeal.

Equally important, this positioning gave distributors a strong selling point to help overcome the objections of food stores that they did not need another beer, let alone another imported beer.

Roughly a third of all imported beer sold in the U. S. is sold in New York. So we first concentrated in this market.

In 1966 we began a saturation radio campaign on WOR. The station was chosen because of its adult audience. For a 15-week period the following spring and summer, WINS and WPAT in the New York area were added to the schedule. At the same time, to protect our franchise in other markets, we launched a print campaign in regional editions of national magazines.

Radio quickly built awareness and demand. Beck's made inroads into leading supermarket chains such as A&P, Food Fair, Grand Union, Gristede, First National and others, and better restaurants. By the end of 1966 our sales had already jumped over the previous year.

In 1967 the schedule on WOR was stepped up to 52 weeks a year to increase our awareness and we again added WINS and WPAT during the summer. In 1968 we also included WNEW

in our summer coverage. Personalities at the stations were allowed to do the commercial lead-ins in order to get the extra plus of their "endorsement" of the product.

Beer Tradition ■ Here is one of the radio commercials. It immediately establishes the long tradition of the beer, its German origins, striking up an association with quality, and its specific positioning as an accompaniment to a meal.

ANNOUNCER: (Against background of German dinner music)

We began making Beck's beer 500 years ago in Bremen, Germany.

Beck's started out as a dinner beer, and it's still a dinner beer.

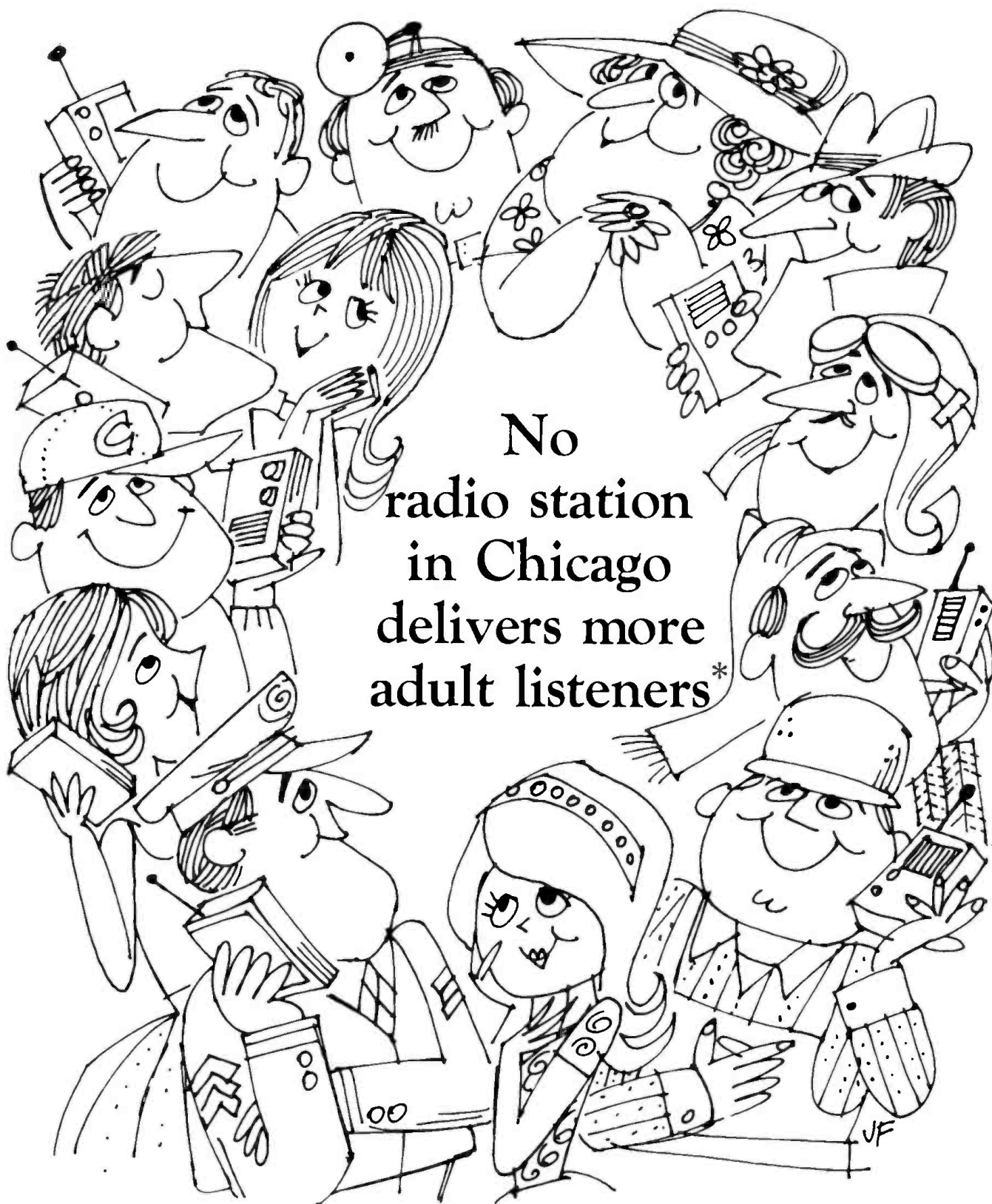
Before Beck's came along, beer at dinner time was anything but subtle. As a matter of fact, a good wiener schnitzel didn't stand a chance. But with Beck's, you could enjoy every bite. Beck's was also light enough so you could finish off a pretty big meal and have room left for the apple strudel. A beer so dry and light is going to go places. And Beck's did. It became a household word all over Germany. Before long Beck's beer was appearing on dinner tables in over 100 countries, including America. So if you haven't tried Beck's beer yet, you're in for a real treat. If you have tried it, you know the great taste we've been talking about is really a great taste. Beck's: the beer that came to dinner.—Dribeck Importers, New York.

Now in our third year in radio, we quadrupled our radio budget and expanded our campaign to three other key markets: Los Angeles, Chicago and Boston.

We expect that in these cities, as in New York, we will continue to attract new consumers to the brand. Beck's rate of growth has been at least twice the industry rate. We expect to double our sales this year. New York will continue to be our major target, and radio, which has proved so successful for us, will continue to play an important role in our promotional program.



Walter S. Driskill, president of Dribeck Importers, New York, worked for several brewing companies before joining Dribeck in 1964. He was director of marketing at Miller Brewing Co., Milwaukee, vice president and director of marketing at Jacob Ruppert, New York, and at Gunther Brewing Co., Baltimore, after several years of coaching athletics at various universities. Mr. Driskill also served as president and general manager of the Baltimore Colts professional football club from 1948-50.



No
radio station
in Chicago
delivers more
adult listeners*

WGN Radio reaches more different adult listeners, 6 a.m. to midnight, Monday through Sunday, than any other radio station west of the Hudson River—more than 2,200,000 each week!

WGN
RADIO · CHICAGO
A WGN Continental
Group Station

*Based on estimates from April/May 1968
American Research Bureau
local market report. Total survey
area: 54 counties.



It's The Year of the

Look-In

**Baltimore television's most exciting
new programing line-up!**

•

Steve Allen to wake up weekday mornings at 9. *John Gary* to spark Sundays at 10 p.m.

•

The lure of cash prizes—a new \$1,000-a-week *Ring-a-Rino* telephone game, plus the new 6 p.m. Monday-through-Friday strip, *Duckpins and Dollars*.

•

The "young sound" on the Saturday afternoon *Kerby Scott Show*. *Hurdy Gurdy* and all that jazz, Sunday evenings at 7.

•

Provocative new concepts in TV reporting by Maryland's Largest Broadcast News Team.

•

Plus a great new NBC schedule and a strong roster of returning favorites.

•

No wonder Baltimore area viewers will be launching the LOOK-IN Sept. 9!

•

Isn't *now* the time for *you* to LOOK-IN on these great new selling opportunities? See your Petry man today.



BALTIMORE

Nationally represented by Edward Petry and Company

Network sell-out seen for fall

**Advertisers reported turning to national spot
as virtually every prime-time network commercial
is expected to be sold before season opening**

The three television networks are moving in on a new fall season that promises to be virtually sold out before it starts.

With the introduction of the 1968-69 prime-time schedules still almost two months away, all three networks indicate that record fourth-quarter sales are already assured.

There appears little doubt that the nighttime schedules of all three will be about as close to sell-out as they could be.

This assessment is based not only on what each network says about itself, but also on what they say about each other. Competitive salesmen keep close tabs on who's buying what where and for how much, and they agree that new-season business is exceptionally strong all around—as indeed, second- and third-quarter business has been, too.

Sell-Out ■ As one network official put it last week: "I can see no reason why all three networks shouldn't be sold out to all intents and purposes in prime time this fall."

The strong network surge has also been noted, not ruefully, by station reps who feel it has been a factor in this year's resurgence in spot TV business. As networks approach sell-out, additional budgets originally ear-marked for them may be redirected to spot, and advertisers who complete their network buying early can turn to mapping out supporting spot campaigns.

Officials at all three networks note that 1968-69 prime-time sales have been consistently stronger this year than last, starting with the opening of the selling season in late February.

Not only has demand been heavier, but prices have been higher and firmer.

The three networks are exceeding last year's sales pace by comfortable margins—and, it was noted, last year's fourth-quarter sales for the three networks ran almost 5% higher than those for the fourth quarter of the preceding year. That wasn't up to the 13% gain achieved in the first quarter of 1967,

but it was better than the 3% and less than 2% gains measured in the second and third quarters of 1967.

Surcharge No Problem ■ There had been some speculation earlier this year that the 10% tax surcharge enacted a few weeks ago might bring some compensatory cutbacks in advertising appropriations. But authorities said last week that advertisers apparently had budgeted for the surcharge and that offsetting cutbacks have not materialized.

They also said the older advertising practice of delaying his buying in hopes of obtaining bargain prices doesn't work so well any more—that in some cases advertisers have delayed and wound up paying more instead of less.

In addition to heavier demand by regular advertisers, the networks—and many stations—are experiencing unusually high levels of interest from po-

litical candidates in this presidential election year. This is expected to take up what little slack remains in the sales schedules this fall.

NBC-TV has taken the unprecedented step of creating additional minutes in one-hour and 90-minute nighttime participating programs for political sale this fall (at 50% of card rate) because otherwise there might not be enough unsold minutes available to accommodate political candidates (BROADCASTING, July 22).

Following is a network-by-network rundown as reported by officials last week. They relate to the prime-time regular-schedule outlook, disregarding both daytime sales and sales of specials. The former have been continuing to rise, and the latter will add substantially to network revenues (NBC-TV authorities, for instance, estimate their 1968-69 specials will account for \$55 million in sales and that this figure will probably increase during the season).

ABC-TV

ABC-TV is headed for a record fourth quarter in prime-time sales with approximately 95% of the evening schedule sold out, according to Frederick Pierce, vice president and director of national sales for the network. He indicated that the peak rate of sales for this fall compares with about 90% to 91% sold at this time last year.

"In terms of revenue, we have exceeded last year's figure by about 10% at this juncture," Mr. Pierce reported. "We are quite bullish about the fourth quarter and 1968 as a whole."

He noted that the turning point in sales developed in February leading to sold-out positions in prime time in the second and third quarters, and added:

"I have a strong feeling that there just aren't going to be any minutes left soon in the fourth quarter for those advertisers that have allocated expenditures and still haven't placed their business. I don't think I'm being unduly

Spot increase impressive

While nighttime network television fall sales seem to be riding a new crest, spot-TV advertising as well showed definite signs of improvement this year.

A first-quarter report released today (July 29) by the Television Bureau of Advertising, put the total spent by spot TV advertisers at \$264,706,900. A special analysis of 344 stations supplying data for the same quarter in both 1968 and 1967 indicated an impressive 7.8% increase (see page 20).

TVB's spot analysis pointed to an increase in the use of the 30-second commercial, pinpointed a 10.1% share of dollar volume by piggybacks and reported several product categories up substantially, automobiles included.

optimistic."

Another heartening aspect of ABC-TV's fourth quarter is the rise in program sponsors. Mr. Pierce estimated that 40% of the prime schedule next fall will be on a program sponsorship basis, a comfortable but otherwise unspecified increase over last year.

He underlined the trend toward program sponsorship by pointing out that for the first time next fall ABC-TV will have the following advertisers in prime time on a program basis: Oscar Mayer & Co. (*Flying Nun*), Pontiac division of General Motors (*That's Life*), Eastman Kodak (*Flying Nun*) and Noxell (*Mod Squad*). Heading the list of returning program sponsors are Ford Motor Co. with *FBI* (full sponsorship) and Chevrolet and Eastman Kodak with co-sponsorship of *Bewitched*.

Bigger Spenders ■ Among categories of advertisers that have increased their investment on ABC-TV for the fall, Mr. Pierce said, have been automotive, airlines, insurance and auto accessories, including tires. The level of detergent and drug advertising will remain about the same as in the fourth quarter of 1967 and there will be a slight increase in food product business, he added.

Cigarette and tobacco advertising continues on ABC-TV at a level similar

to that of last year, with spots running after 8:30 p.m. Mr. Pierce said that last year a minimal number of cigarette announcements ran before 8:30 p.m.

ABC-TV begins the 1968-69 season with eight new program series, the lowest number in several years, according to Mr. Pierce. This number represents one-third of the program schedule, he stated, and these series have attracted sponsors at about the same rate as older properties. He explained that approximately one-third of the remaining availabilities lie within the new series and two-thirds on returning presentations.

The ABC management to date has not formulated a policy with respect to political TV advertising. There have been inquiries from political advertisers but they have been accommodated on the same basis as other sponsors, Mr. Pierce said. There have been instances of political organizations acquiring specific time periods of regular advertisers that have been willing to "sell-off" segments at the same rates for which they had contracted.

"The majority of our prime-time programs are now on a sold-out basis," Mr. Pierce observed. "We have scattered availabilities in 10 programs in

the 7:30-11 p.m. period."

The motion picture segments have attracted a large number of advertisers, many of which have bought for short flights. The Sunday-night feature period has almost 50 advertisers and the Wednesday night, 42. Advertisers who have bought into both movie nights include R. J. Reynolds, Colgate-Palmolive, Bristol-Myers, National Biscuit Co., Ford Motor, Quaker Oats, Lorillard, Sterling Drug and Noxell.

One advertiser, Brown & Williamson Tobacco Co., is placing the bulk of its TV advertising schedule on ABC-TV next fall. Through Ted Bates & Co., New York, Brown & Williamson will be a sponsor on seven prime-time programs, plus *The Evening News with Frank Reynolds* and *ABC's Wide World of Sports*. The tobacco company's schedule includes four hold-over programs—*Peyton Place* (Wednesday-evening chapter), *The Guns of Will Sonnett*, *Judd for the Defense* and *The Hollywood Palace*—and three new series—*The Outcasts*, *That's Life* and *Journey to the Unknown*.

CBS-TV

CBS-TV confidently expects its fourth quarter this year to be the best in CBS history.

Officials don't say so, but it seems clear they expect to be virtually sold

Spot TV rallies in first quarter of '68

TVB REPORT ON TOP-100 CLIENTS REVEALS INCREASED USE OF 30'S

Spot-TV advertisers on 344 stations spent \$264,706,900 in the first quarter of 1968, Television Bureau of Advertising reported today (July 29). TVB said that a special analysis of 344 stations reporting data for the same quarter in both 1968 and 1967 showed a spot increase of 7.8%.

However, TVB said that the number of stations reporting in this year's quarter represented 56 stations fewer than the 400 which reported in the first quarter of 1967.

Thus, a quick reading of the total figures—the \$264.7 million in 1968 as against \$295.8 million on the larger number of stations in 1967—might give the impression of a substantial drop in spot billing. N. C. Rorabaugh Co. (LNA/Rorabaugh spot TV service compiles the figures for TVB) had earlier reported the sharp reduction in the number of stations heard from in the first quarter.

Busy Possibility ■ Thomas H. Miller,

president of the Rorabaugh firm, had then speculated that the drop off may have come about because of significant increases realized in spot TV at the turn of the year, with the result that personnel at stations were too busy to make out reports.

Authorities said they couldn't determine just how much spot television was "short-changed" by the reduced number of stations reporting. Despite this fewer number, substantial increases were scored in dollar volume by several advertiser categories, including automobiles, entertainment-amusement and drugs-remedies, among others. It is stressed that these product groups would undoubtedly have been still greater had all 400 stations reported in first-quarter 1968 as they had in the comparable period in 1967.

Executives familiar with spot activities agreed that the TVB estimate of an overall 8% increase in total spot billings seemed reasonable.

Many television categories which

showed some slippage or stayed even with last year most likely would have been up, and many individual advertisers' dollar figures would of necessity have been greater if more stations had reported.

It was a good quarter for spot, but in total dollar figures, based on the fewer station replies, the volume was down \$39 million.

Several trends, indicated earlier this summer, were affirmed in the report. Among them:

■ Advertisers are showing an increased interest in—and use of—the 30-second commercial. TVB, which groups the 30-second commercial with the 20-second message, said the combined category represented 24% of total spot dollars in the first quarter 1968 compared to 18% in the like period last year.

■ A first-time zero-in on piggyback use was included in the TVB analysis. Piggybacks were responsible for more

out in prime time when the new season starts.

They do say the new-season sales pace is running comfortably ahead of last year's—and has been ahead ever since the fall selling season opened in February.

More advertisers put more money "up front" this year, they say, and both the demand and the dollars have consistently been heavier throughout the sales season than was the case a year ago. "Up-front" buying refers to firm new-season commitments made in February and March, early in the sales season.

It has been apparent from the start of the 1968-69 selling period, officials say, that advertisers have regained the bullishness about their own businesses that many of them seemed to have lost late last year.

Program advertisers, as distinguished from advertisers buying single minutes, are said to be on the increase.

Program Sales ■ Defining "program advertisers" as those committed to two or more commercial minutes in a single broadcast, CBS-TV can list 18 prime-time programs with that kind of underwriting—many of them completely sold to a single sponsor, or to no more than two.

The list:

Amateur Hour has J. B. Williams Co., *21st Century* Union Carbide.

Lassie Campbell Soup, *Mission Impossible* Philip Morris, *Here's Luck* Lever Brothers and Toni Co., *Mayberry RFD* General Foods and Philip Morris, *Family Affair* Philip Morris and Procter & Gamble, *Carol Burnett Show* Colgate, *Red Skelton Show* Philip Morris, *Doris Day Show* P&G and Bristol-Myers.

Also, *70 Minutes* has Bulova, *Daktari* P&G, *Beverly Hillbillies* Kellogg and Campbell Soup, *Green Acres* P&G and Philip Morris, *Wild, Wild West* P&G, *Gomer Pyle* General Foods, *My Three Sons* Bristol-Myers and Kellogg and *Hogan's Heroes* Philip Morris.

Officials won't say how much prime time remains to be sold but indications are that more of it is in early-evening programs than in the periods after 9 o'clock.

To the extent that minutes remain unsold this fall they'll be available for political advertising—generally at the lowest rate-card price, not at the half-price rate that NBC-TV has announced (BROADCASTING, July 22).

CBS-TV authorities also report that they have created a number of five-minute prime-time periods, mostly at the end of movies and in some cases hour shows, to accommodate orders from political advertisers, and that they also are blocking out some 30-minute periods in response to political-advertising demand.

Cigarette advertising appears to be moving later into the evening, but according to some sources the reason may be linked more directly to program content than to simple clock time. The tobacco companies generally seek to avoid programs with high appeal to teen-agers and children, and these for the most part are in early evening.

NBC-TV

NBC officials said that on the basis of business now on the books for the fourth quarter, they could expect the network to have its "best fourth quarter" in NBC history.

According to Jon M. Otter, vice president, sales, NBC-TV network, NBC's second- and third-quarter sales this year have registered highs for those periods. And it's expected the momentum of the fourth-quarter sales will carry over into the January-through-March period of 1969.

As of last Thursday (July 25), NBC's sales level for the fourth quarter reflected a 13% improvement over the same date of a year ago, and including higher pricing and higher sales, represented a 25% improvement. (According to network estimates, there's an approximate 9% "improvement" in the price per average minute in nighttime
(Continued on page 22)

than \$26.7 million, or 10.1% of the whole. This was nearly twice the percentage accounted for by ID's (5.6%). One-minute lengths totaled the most, \$147,473,900, or 55.7%.

■ Automotives in the quarterly comparison increased from \$15.9 million to \$16.8 million, a 6.2% gain. Other product classifications reporting gains: entertainment and amusement up 39.4%; TV, radio and records, up 35.7%; household equipment and supplies, up 17.1%; insurance, up 8.1% and drugs-remedies, up 7.6%.

■ Procter & Gamble, king-pin user of spot TV, put \$17,468,700 into the medium in the first quarter, while six advertisers increased their spot TV more than \$1 million. The six included General Foods, which with \$10.4 million spent for spot in the quarter, boosted its spending \$3.9 million over the same period a year ago. The other five advertisers were American Tobacco, National Dairy, Richardson-Merrell, Pillsbury and American Home.

TVB noted that General Telephone & Electronics appeared in its top-100 advertiser list (which follows) as the major newcomer in the first quarter. GT&E spent \$882,200 in spot. Also in for the first time were Jiffie Chemical, American Dairy Association and Castle

& Cooke. TVB's analysis pointed out that National Dairy's boost in spot represented a shift from newspaper advertising.

Estimated expenditures of top-100 national and regional spot TV advertisers in 1st quarter

Rank		
81.	Aamco Transmissions	\$ 690,300
14.	Alberto-Culver	3,115,500
69.	American Bakeries	849,900
28.	American Can	2,015,600
78.	American Dairy Assn.	717,300
11.	American Home Products	4,091,300
83.	American Motors	670,800
37.	American Tel. & Tel.	1,714,700
7.	American Tobacco Co.	4,996,700
90.	Associated Products	629,200
39.	Avon Products	1,643,800
49.	Beatrice Foods	1,318,600
67.	H. & R. Block	880,000
31.	Borden Co.	1,897,000
6.	Bristol-Myers	5,051,500
18.	Campbell Soup	2,371,300
91.	Canadian Breweries	623,500
35.	Carnation Co.	1,812,900
58.	Carter-Wallace	1,009,700
99.	Castle & Cooke	566,700
42.	Chesebrough-Pond's	1,613,000
22.	Chrysler Corp., dealers	2,072,400
3.	Coca-Cola	5,978,300
4.	Colgate-Palmolive	5,949,200
5.	Continental Baking	5,321,600
20.	Corn Products	2,157,000
44.	Del Monte Corp.	1,469,900
97.	Dow Chemical	583,600
72.	Eastern Air Lines	792,500
54.	Falstaff Brewing	1,071,500
61.	Florida Citrus Comm.	978,500

52.	Ford Motor	\$ 1,168,800
10.	Ford Motor, dealers	4,362,000
84.	E. & J. Gallo Winery	658,800
2.	General Foods	10,484,900
17.	General Mills	3,031,600
15.	General Motors	3,085,300
13.	General Motors, dealers	3,308,600
66.	General Telephone & Electronics	882,200
34.	Gillette Co.	1,866,900
80.	W. R. Grace & Co.	696,500
47.	H. J. Heinz Co.	1,375,400
95.	Hoffman-La Roche	594,400
55.	Hunt Foods & Industries	1,046,600
86.	International Coffee Org.	644,900
89.	ITT	634,700
77.	Jeffrey Martin Labs.	738,500
73.	Andrew Jergens	774,600
75.	Jiffie Chemical	739,500
65.	Johnson & Johnson	896,700
45.	Kellogg Co.	1,452,800
96.	Kimberly-Clark	583,700
8.	Lever Bros.	4,749,600
50.	Liggett & Myers	1,258,200
74.	P. Lorillard	768,300
92.	Ludens	615,700
33.	Mars	1,868,200
85.	Merck & Co.	653,300
25.	Miles Labs.	2,050,800
88.	National Airlines	635,300
43.	National Biscuit	1,472,300
21.	National Dairy Products	2,130,000
41.	Nestle Co.	1,621,200
71.	Norwich Pharmacal	835,800
70.	Noxell Corp.	839,800
76.	Olympia Brewing	739,500
60.	Pabst Brewing	988,900
93.	Pan American World Airways	607,400
19.	Pepsico	2,315,000
68.	Pet Inc.	865,700

(Continued on page 22)

NETWORK SELL-OUT SEEN FOR FALL TV continued

programs.)

Though NBC's sales position was described in glowing terms, officials cautioned that this did not necessarily presage huge profits. One must be aware, it was pointed up, that networks costs have increased by as big a percentage ratio as have sales.

Mr. Otter said that "despite the anticipated extra costs of gavel-to-gavel convention and election coverage this year and despite the unanticipated costs and extra loss" in network coverage following the assassinations of Dr. Martin Luther King Jr. and Senator Robert F. Kennedy, NBC could expect to have "an excellent business year" in 1968.

Nighttime Sales ■ NBC's rundown of over-all nighttime business for the fourth quarter includes:

■ The news shows are "sold out." The exceptions: a minute availability in late December in the Phyllis Diller Sunday night program; one in the *Outsider* (Wed., 10-11 p.m.) on Christmas Day; one in the Dec. 28 episode of *Adam 12* (Sat. 7:30-8 p.m.).

■ The quick-moving sales picture was also reported for NBC's three movie nights, of which Monday's is an additional motion picture night next season. For the fourth quarter all movie nights are sold with the exception of two minutes available Monday, Dec. 23; two minutes both Tuesdays, New Years Eve, Dec. 31, and Christmas Eve, Dec. 24. There is not a single minute availability in Saturday movies for the fourth quarter.

■ Firm 52-week contracts and firm sales through "run of originals" on NBC's fall schedule were reported to be running greater this year than at this time last year. All of Procter & Gamble's business for 1968-69 on NBC was placed for 52 weeks. (P&G and Colgate-Palmolive are the biggest NBC clients in the soaps. P&G alone has full sponsorship of the half-hour *Mothers-in-Law* and two minutes per week in *Monday Night at the Movies*, among other movies. Colgate, among its buys, has an alternate half-hour sponsorship of *The Ghost and Mrs. Muir* firm through run-of-originals. *Ghost* is set for Sat., 8:30-9 p.m.).

Biggest NBC customers in the analgesic group are Whitehall Laboratories division of American Home Products and Miles Laboratories; Chrysler and Chevrolet in automobiles; Kraft Foods and General Foods in foods, and R. J. Reynolds Tobacco and American Tobacco in tobaccos.

Mainstay program sponsorship (all 52 weeks firm) include RCA, Gulf Oil and Miracle Whip in *Walt Disney*; P&G in *Mothers-in-Law*; Chevrolet, R. J. Reynolds and American Home in *Bonanza*; Kraft in *The Kraft Music Hall*. On "through originals" Breck has an alternate half-hour in *Rowan and Martin*; General Foods two minutes in *Julia* (GF's first nighttime sponsorship buy on NBC-TV in years), Burlington Mills an alternate half of *Dean Martin Show* and Colgate alternate half-hour of *Ghost and Mrs. Muir*.

Tobacco buys include Reynolds in *Bonanza*, *Virginian*, *Dean Martin*, movies and *Dragnet*; American Tobacco in *Rowan and Martin*, movies, *High Chaparral*, *Outsider* and *Ironsides*, and Liggett & Myers in *Name of the Game*, *Outsider* and the movies. The cigarette firms appeared to be avoiding shows with straight "kid appeal," sales officials noted.

SPOT TV RALLIES IN FIRST QUARTER continued

30. Philip Morris	\$ 1,957,700
26. Pillsbury	2,033,500
51. Plough Inc.	1,241,800
1. Procter & Gamble	17,468,700
36. Quaker Oats	1,782,400
40. Ralston Purina	1,635,700
57. Rexall Drug & Chemical	1,009,900
16. R. J. Reynolds	3,062,200
38. Richardson-Merrell	1,665,300
48. Royal Crown Cola	1,358,600
46. Jos. Schlitz Brewing	1,400,800
32. Scott Paper	1,878,600
29. Sears, Roebuck	1,998,900
63. Seven-Up	916,400
23. Shell Oil	2,064,400
59. Smith, Kline & French	993,900
53. Squibb, Beech-Nut	1,142,100
27. Standard Brands	2,030,600
64. Standard Oil Co. of Calif.	904,500
56. Standard Oil Co. of Ind.	1,027,600
24. Sterling Drug	2,058,300
98. Storer Broadcasting	576,600
79. Trans World Airlines	700,000
87. Union Oil Co. of Calif.	637,600
100. Uniroyal	566,600
62. United Air Lines	963,200
82. U.S. Borax & Chemical	678,800
94. Wallace & Tiernan	599,300
12. Warner-Lambert Pharmaceutical	3,462,500
9. William Wrigley Jr., Co.	4,747,300

Estimated expenditures of national and regional spot TV advertisers by product classification in 1st quarter

Rank	
AGRICULTURE & FARMING	\$ 1,577,700
APPAREL, FOOTWEAR & ACCESSORIES	3,938,700
Apparel, fabrics & finishes	263,300
Footwear & shoe care products	725,800
Hosiery	1,031,800
Ready-to-wear	62,700
Undergarments	1,799,600
Misc. apparel, accessories & notions	55,500

AUTOMOTIVE	\$16,899,000
Anti-freeze & additives	42,100
Auto parts, batteries & accessories	57,300
Car cleaners, waxes & polishes	9,800
Passenger cars	15,580,900
Tires & tubes	1,178,500
Trucks & mobile homes	30,400
BEER & WINE	11,792,200
Beer & ale	10,426,900
Wine	1,365,800
BUILDING MATERIALS, EQUIPMENT & FIXTURES	478,200
Building materials	48,900
Equipment, fixtures & systems	349,800
Paints, varnishes & misc. coatings	79,500
CONFECTIONERY & SOFT DRINKS	20,440,500
Candy & gum	9,824,100
Soft drinks	10,616,400
CONSUMER SERVICES	7,177,900
Engineering & professional services	1,173,700
Financial	2,586,900
Public utilities & telephone service	3,056,500
Schools & colleges	360,800
DRUGS & REMEDIES	\$20,266,200
Cold, cough, & sinus remedies	5,831,600
Digestive aids & antacids	3,756,900
Headache remedies & sedatives	5,146,900
Laxatives	408,500
Medical equipment & supplies	358,500
Skin products & liniments	2,206,800
Vitamins	685,100
Miscellaneous	1,871,900
ENTERTAINMENT & AMUSEMENT	2,841,200
Amusements & events	235,300
Motion pictures	1,343,700
Restaurants & drive ins	1,262,200
FOOD & FOOD PRODUCTS	75,225,400
Appetizers, snacks & nuts	2,475,700
Bakery goods	11,428,900
Cereals	6,601,700
Coffee, tea & cocoa	10,389,700
Condiments	2,907,000
Dairy products	4,679,000

Desserts & dessert ingredients	\$2,456,800
Flour & baking mixes	1,292,800
Food stores	1,959,600
Fruit & vegetable juices	1,797,800
Fruits & vegetables	2,308,000
Health & dietary foods	2,296,400
Infants' foods	730,100
Meat, poultry & fish	3,682,100
Pasta products & dinners	2,514,400
Prepared dinners & dishes	2,774,100
Salad dressings & mayonnaise	808,300
Shortening & oil	4,124,400
Soups	1,185,600
Sugars, syrups & jellies	921,000
Miscellaneous	7,892,000
GARDEN SUPPLIES & EQUIPMENT	\$ 328,300
GASOLINE, LUBRICANTS & FUELS	8,747,300
Gasoline & oil	8,441,600
Lubricants & fuels	305,700
HOTELS, RESORTS & TRAVEL SERVICES	684,300
HOUSEHOLD EQUIPMENT & SUPPLIES	8,067,000
Deodorizers & air fresheners	7,600
Disinfectants	47,100
Food wraps & foils	671,500
Household paper products	5,385,200
Insecticides	7,000
Major appliances	1,436,400
Small appliances & equipment	178,300
Misc. accessories & supplies	333,900
HOUSEHOLD FURNISHINGS	873,400
Floor covering	69,600
Furniture	379,600
Household fabric & finishes	362,400
Misc. household furnishings	61,800
INDUSTRIAL MATERIALS	202,100
INSURANCE	2,259,400
JEWELRY, OPTICAL GOODS & CAMERAS	133,500
Cameras & photographic supplies	22,800
Jewelry & watches	3,100
Optical goods & precision instruments	107,600
LAUNDRY SOAPS, CLEANSERS & POLISHES	20,743,900
Cleaners, cleansers, polishes & waxes	7,803,000
Laundry preparations	4,546,100

***KTVK*, Phoenix turns
on more different
people than any other
station during the
total viewing week.***

KTVK, Phoenix turns on with their new representatives, Edward Petry & Company.

Laundry soaps & detergents	\$ 8,394,800
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	183,700
Office machines, furniture & accessories	1,100
Pens, pencils & stationery	182,600
PET PRODUCTS	\$ 4,499,100
Pet foods	4,497,700
Pet supplies	1,400
PUBLISHING & MEDIA	1,169,600
TELEVISION, RADIO, MUSICAL INSTRUMENTS & RECORDS	2,423,300
Musical instruments	18,800
Records & tape recordings	624,100
TV sets, radios, phonographs & recorders	1,757,700
Miscellaneous	22,700
TOBACCO PRODUCTS & SUPPLIES	11,791,900
Cigarettes	11,449,400
Cigars & tobacco	341,900
Smoking accessories	600

SPOT TV BILLINGS BY DAY PART FIRST QUARTER					
Time of Day	Amount	Percent	Length of commercial	Amount	Percent
Day	\$ 56,945,000	21.5	60's	\$147,473,900	55.7
Early Evening	70,431,100	26.6	Piggybacks	26,719,400	10.1
Night	98,049,900	37.1	20's and 30's	64,085,100	24.2
Late Night	39,280,900	14.8	ID's	14,739,900	5.6
Total	\$264,706,900	100.0	Programs	11,688,600	4.4
			Total	\$264,706,900	100.0

TOILETRIES & TOILET GOODS	\$25,839,300	TOYS & SPORTING GOODS	\$ 1,970,100
Cosmetics & beauty aids	4,358,100	Sporting goods	39,800
Dental supplies & mouthwashes	5,904,100	Toys, games & hobbycraft	1,930,300
Depilatories & deodorants	2,245,400	TRANSPORTATION & TRAVEL	7,080,000
Hair products	7,733,000	Airlines	5,760,100
Razors & blades	618,600	Buses	524,200
Shaving creams, lotions & men's toiletries	886,400	Car rental	592,700
Toilet soaps	1,818,300	Railroads	187,900
Misc. toilet goods	2,275,400	Steamship lines	15,100
		MISCELLANEOUS	7,073,700
		TOTAL	\$264,706,900

B&B issues list of taboo shows

GENERAL FOODS TELLS AGENCIES 'KEEP AWAY FROM VIOLENCE'

A list of 57 syndicated programs, including some of the most popular on television, has been put off-limits for General Foods spot placements. The ban is to avoid associating GF advertising with programs containing violence.

The list was prepared and has been distributed by one of General Foods' agencies, Benton & Bowles. It was drawn up in response to a GF memo instructing the company's several agencies that it "does not want to be associated with vehicles which encourage violence in any way."

As an indication of the restraint that B&B, at least, has read into its client's intentions, one of the programs on the forbidden list is *Profiles in Courage*, a series based on the late President John

F. Kennedy's book of the same name. The book recounted historical examples of personal valor.

Among other series that have been embargoed for General Foods are *Perry Mason*, *The Untouchables* and *Marshall Dillon* (the syndicated title of *Guns Smoke*).

The list is described by B&B as a basic "but not complete" guide to programs that General Foods wants to avoid.

The Word ■ The General Foods memo, from A. O. Knowlton, media services director, was dated July 11 and went to Young & Rubicam, Ogilvy & Mather, Grey Advertising and Doyle Dane Bernbach as well as B&B. Mr. Knowlton told the agencies that "it is especially important that your people exercise good judgment in buying spot TV" and asked that a checking system be set up covering daily purchases, "to see that this request is complied with."

Programs carrying General Foods commercials, the GF memo said, "must be characterized by decency and good taste, and their basic appeal must be to those instincts and desires which have contributed to the building of a civilized society."

The Benton & Bowles list, dated July 17, names 57 programs currently "available for local participating spots," adjudged not suitable for GF commercials. The accompanying memo also indicated that if GF messages are now running in any of them, they should be withdrawn. Buyers having questions about other programs were advised to consult "the appropriate assistant media director."

The list:

Anthologies — *Profiles in Courage*,

Favorite Story, *Alfred Hitchcock*, *Twilight Zone*, *Death Valley Days*.

Action/adventure — *Ripcord*, *Seaspray*, *Blue Angels*, *Whirlybirds*, *Batman*, *Green Hornet*, *Foreign Legionaire*, *Yancy Derringer*, *Jonny Quest* (cartoon), *Thunderbirds* (cartoon).

Police dramas—*M Squad*, *Highway Patrol*, *I Am the Law*, *Naked City*, *Racket Squad*, *Code Three*.

War dramas—*Gallant Men*, *Big Attack*, *Combat*, *12 O'Clock High*.

Mysteries—*The Cheaters*, *The Thin Man*, *The Rogues*, *Dangerous Assignment*, *Surfside Six*, *Burke's Law*, *77 Sunset Strip*, *Secret Agent*, *Danger Man*, *Gideon's Way*, *Hawaiian Eye*, *Checkmate*, *Perry Mason*.

Dramas — *Untouchables*, *Route 66*, *Outer Limits* (science fiction), *Science Fiction Theater*.

Westerns — *Marshall Dillon*, *Cisco Kid*, *Lone Ranger*, *Bronco*, *Roy Rogers*, *Gene Autry*, *Branded*, *Bat Masterson*, *Laramie*, *Cheyenne*, *Rawhide*, *The Westerners*, *Stories of the Century*, *Range Rider*, *Broken Arrow*.

Rep appointments . . .

■ KIEV Glendale, Calif.: WBRJ Marietta, Ohio; KBMR Bismarck, N. D.; KRGO Salt Lake City, and KCMS-AM-FM Colorado Springs, Colo.: Radio Time Sales, New York.

■ WEXI(FM) Arlington Heights, Ill.: National Time Sales, New York.

■ WHIS Bluefield, W. Va.: Avery-Knodel, New York.

■ WENY-AM-FM Elmira, N. Y.: WOND Pleasantville-Atlantic City, and WMGW-FM Atlantic City: Adam Young Inc., New York.

Color still packs punch

Schwerin Research Corp. reports that a diminishing trend in the relative effectiveness of color in commercials has been "sharply reversed" during 1968. Schwerin's monthly bulletin notes that "the average 1968 color version has been scoring one-third higher than its black-and-white counterpart," compared with a one-eighth difference in 1965. The research company cites two reasons for the upturn: an increase in color set sales, providing novelty value on the part of new owners, and increased knowledge of "what works and what doesn't work in making a commercial that will be seen in color in one out of four households and not in color in the rest."



One thing that grows faster than the Atlanta market: WSB's share of it.

According to trends, WSB's share of the Atlanta radio audience should someday be larger than the total number of Atlanta Radio Households. Fact is, Pulse Surveys* show that in this last five years WSB's share of the Atlanta Metro audience has increased 51% while the total number of Atlanta Metropolitan radio households has increased 25%.

Anyhow, we figured that if something is growing faster than Atlanta, you'd probably like to know about it.

We really don't expect our cut of the pie to ever be bigger than the pie. But we're working on it, nonetheless.

WSB Radio

Atlanta/AM 750/FM 98.5
NBC Affiliate/Petry & Co. Inc.

*Pulse studies, 1963-1967. Any figures quoted or derived from audience surveys are estimates subject to sampling and other errors. The original reports can be reviewed for details on methodology.



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

Banzhaf wrong in NBC view

His monitoring called
inaccurate, his petition
not filed in good faith

John F. Banzhaf, the New York attorney whose complaint lead the FCC to apply the fairness doctrine to cigarette commercials, was wrong on his facts, and on his interpretation of the anticigarette-commercial ruling, in petitioning the commission last month to revoke the license of WNBC-TV New York. This was the thrust of the response NBC made last week in urging the commission to dismiss the petition.

The case is the first under the commission's controversial ruling—which is now being challenged in the courts—and could help resolve with more precision the question of what is expected of broadcasters who carry cigarette commercials.

Mr. Banzhaf, in what he told a news conference at the time was a move to force stations to carry more antismoking messages—as a means of guarding against similar revocation petitions—had asked the commission to revoke WNBC-TV's license on the ground that it had not carried, what he considered, a "significant" amount of antismoking announcements (BROADCASTING, June 17).

In his news conference he referred to the statement by the commission's general counsel, Henry Geller, that a one-

to-three ratio of antismoking spots to commercials would be acceptable. The Geller statement came on June 3, 1967, at the time the commission announced its new policy in a letter to WCBS-TV New York (BROADCASTING, June 5, 1967). The station had been the subject of a fairness-doctrine complaint by Mr. Banzhaf, who said it had refused him time to present antismoking messages.

And WNBC-TV, the petition said, had devoted an "inconsequential and minimal" amount of time to antismoking messages, in comparison with the time given to cigarette commercials, during the two weeks in which it was monitored.

NBC's Position ■ But NBC, which said it has complied with the commission's ruling, asserted that the ruling itself establishes that a "mathematical ratio is not the standard for compliance under the fairness doctrine."

NBC noted that the commission's Sept. 13, 1967, order affirming the June 3 ruling stressed that, in the matter of anticigarette spots, as in other fairness-doctrine matters, the type and amount of programing would be matters for "the good faith, reasonable judgment of the licensee," on the particular facts of the situation.

NBC also referred to an earlier ruling in which the commission had held that a licensee carrying a sponsored programing espousing one side of a controversial issue of public importance may have to give time for the presentation of the other side. The test of whether the licensee in that situation is meeting his fairness-doctrine obligations, NBC noted, was "whether the public was being 'left uninformed' as to the other view."

It added that WNBC-TV presented 26

anticigarette announcements during the two weeks involved in Mr. Banzhaf's petition. And this record, NBC said, leaves "no doubt that the audience to WNBC-TV was not 'left uninformed' as to the view that cigarette smoking may be a hazard to health."

Wrong on Numbers ■ In discussing the numbers of antismoking spots it carried, NBC said Mr. Banzhaf had come up with incorrect figures although there was no claim that the station had met the one-to-three ratio mentioned by Mr. Geller.

Mr. Banzhaf's petition had said that the station between 5:30 and 11:30 p.m. during the week of April 1, had carried 59 cigarette commercials and six antismoking spots, for a ratio of 9.1:1. NBC said the correct figures were 53 commercials and six antismoking spots for a ratio of 8.8:1.

The petition had also said that monitoring between 5:30 and 11:30 p.m. during the six days beginning April 15, and extending into the early morning hours and into the afternoon programs on Saturday, revealed 62 cigarette commercials. The petition didn't report how many antismoking spots were carried, saying only that the number was "inconsequential and minimal." NBC said its logs showed that 55 commercials and 11 antismoking spots were carried during the period monitored, for a ratio of 5.0:1.

NBC also said that its analysis of the logs for the entire two-week period monitored (including Sunday, April 21), showed that the station carried 65 commercials and 11 antismoking spots, for a 5.9:1 ratio, for the first week, and 57 commercials and 15 spots, for a 3.8:1 ratio, for the second.

NBC said one reason for the difference between it and Mr. Banzhaf in

BAR network TV-billing report for week ended July 14

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 14, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 14	Total dollars week ended July 14	1968 total minutes	1968 total dollars
	Week ended July 14	Cume Jan. 1-July 14	Week ended July 14	Cume Jan. 1-July 14	Week ended July 14	Cume Jan. 1-July 14				
Monday-Friday Sign-on-10 a.m.		\$ 145.8	\$ 49.2	\$ 2,040.2	\$ 323.7	\$ 9,228.8	68	\$ 372.9	1,933	\$ 11,414.8
Monday-Friday 10 a.m.-6 p.m.	850.5	32,874.1	2,208.1	80,783.5	1,651.7	60,380.5	783	4,710.3	25,361	174,038.1
Saturday-Sunday Sign-on-6 p.m.	805.2	27,825.3	395.4	24,035.6	504.8	12,647.8	216	1,705.2	6,572	64,508.7
Monday-Saturday 6 p.m.-7:30 p.m.	200.1	8,335.6	384.6	15,705.8	394.9	16,522.3	84	979.2	2,454	40,563.7
Sunday 6 p.m.-7:30 p.m.	47.9	2,965.9	117.7	5,632.1	71.8	5,291.8	18	237.4	575	13,889.8
Monday-Sunday 7:30 p.m.-11 p.m.	3,500.4	132,388.3	4,156.3	167,151.4	4,734.2	163,476.2	459	12,390.9	12,067	463,015.9
Monday-Sunday 11 p.m.-Sign-off	217.1	9,218.1	159.0	1,366.7	373.2	12,012.0	77	749.3	2,059	22,596.8
Total	\$5,621.2	\$213,753.1	\$7,470.1	\$296,715.3	\$8,054.3	\$279,559.4	1,705	\$21,145.6	51,021	\$790,027.8

the number of commercials is that he appears to count sponsorship identification (billboard) for a program as if it were a commercial announcement, in addition to one actual commercial message within the program.

Followed Guide ■ In making its argument that the commission did not intend to establish a mechanical ratio, NBC said that the "only specific guide established by the commission" is that stations carrying commercials must allocate "a significant amount of time, also 'on a regular basis (e.g., each week)' to antismoking material." WNBC-TV "clearly" followed that guide, NBC said.

NBC attacked the petition on grounds other than those related to the question of antismoking spots carried by WNBC-TV. The response said that "there is no statutory or other basis for the filing of a petition to revoke a license." Revocation proceedings, it said, can be initiated only by the commission.

Mr. Banzhaf's petition had listed a number of complaints concerning WNBC-TV programming. But NBC said it "specifically and categorically denies all the allegations made in the petition concerning 'additional areas' in which WNBC-TV allegedly fails to serve the public interest." It said the "conclusionary allegations are invalid, unsupported and contrary to the WNBC-TV's actual performance."

NBC also said the petition to revoke constitutes an attempted abuse of the commission's processes, since its principal aim was to "threaten all broadcast licensees with litigation and fear of loss of license."

"This stated purpose demonstrates that the petition has not been filed in good faith to accomplish what it purports to seek," NBC said.

The petition to revoke the license for WNBC-TV was filed in the name of ASH as well as Mr. Banzhaf. ASH (Action on Smoking and Health), an organization which Mr. Banzhaf founded and heads, did the monitoring of WNBC-TV.

Agency appointments . . .

■ Bank of America, National Trust & Savings Association, San Francisco, is switching an estimated \$3 million share of its \$8.5 million annual ad budget from D'Arcy Advertising, San Francisco, to Grey Advertising, Los Angeles, effective Jan. 1, 1969. Grey gets deposit services and consumer loans. Among other items D'Arcy retains BankAmericard.

■ Emery Advertising Corp., Baltimore, named area agency for McDonald's Corp., Chicago, national restaurant chain.

FCC examines Roden group ads

Radio renewals deferred while commission checks on stations' commercial plans

The FCC won't accept without question identical policies and justifications from broadcasters proposing to exceed the commercial time standards of the National Association of Broadcasters code on two or more of their stations.

E. O. Roden, who with his brother, Zane, owns or controls seven radio stations in Mississippi, Florida, Alabama and Tennessee, found that out last week.

He had proposed a policy for the entire group that would have permitted the stations to carry as much as 36% of commercial matter in an hour.

And the commission said it was deferring action on Roden applications for renewal of WGCM Gulfport, WTUP Tupelo, and WBRP Booneville, all Mississippi, and WOPF Pensacola, Fla. The commission, in a letter to Mr. Roden, said it wants more information on the stations' commercial policies.

Other Stations ■ The other stations in the Roden group are WTUG Tuscaloosa, Ala., and WOPI-AM-FM Bristol, Tenn. The licenses of these stations are not up for renewal.

Commission practice since March 1967 has been to require renewal applicants who propose to exceed the NAB commercial time standards and whose justifications do not appear reasonable to supply a report on their commercial practices half-way through their new license period (BROADCASTING, March 6, 1967). The code limits commercials on radio to 18 minutes per hour and on television to 16 minutes.

Commission officials said Mr. Roden did not get off with a so-called 18-month letter because the policies and justifications he submitted for the seven stations were virtually identical. (However, WAPF McComb, Miss., is on the deferred list simply because of what officials consider an extremely high proposal—22 minutes of commercials per hour normally, up to 32 minutes during substantial periods of the time.)

Not a First ■ They also disclosed that the letter to Mr. Roden was not the first of its kind. The commission in April had requested additional information on commercial policy from another Mississippi broadcaster, Birney Imes Jr. He had given the same justification for proposals to carry up to 25 minutes of commercials per hour

on WELO Tupelo and WCBT Columbus, both Mississippi.

Mr. Roden, in amendments to the renewal applications for the Mississippi and Florida stations, said general policy for all the outlets calls for an hourly maximum of 20 minutes of commercials "as a general rule," with exceptions up to 22 minutes, or more than 36% of commercial matter per hour.

The commission, in a letter to Mr. Roden, said it could not conclude that the reasons given "are sufficient to justify the high commercial policy which you propose."

Identical Policies ■ It said that although Mr. Roden notes that the competitive situations in each of the cities vary, "the only reason justifying your policy in each instance is advertiser demand."

The commission observed, also, that the policies for all of the stations are identical, except for a special 22-minute ceiling for WBRP and WTUG, which are daytime-only stations.

"Your statement does not adequately explain how your commercial proposals meet the needs and interests of six disparate principal cities," the commission added.

The commission told Mr. Roden he is free to submit any studies which "formed the basis for concluding" that the commercial proposal "is consonant with the needs and interests of these communities."

Compton to WRG for P&G's Gleem

Procter & Gamble will move its Gleem toothpaste to Wells, Rich, Greene, New York, from Compton Advertising, there, on Nov. 1. The account bills approximately \$5 million, of which about \$4.5 million is in TV-radio.

P&G said that Compton will continue to handle 11 other company products, including Ivory Soap, Crisco, Tide and Duncan Hines cake mixes.

WRG, formed in April 1966, is now billing about \$70 million annually.

Also in advertising . . .

Blair Atlanta move ■ Blair Radio and Television sales offices have moved to expanded quarters in Atlanta's new 29-story Life of Georgia Tower at 600 West Peachtree Street N. W. Telephone is (404) 872-1145.

Florida branch ■ Larry Gordon Studios, New York, has opened a branch in Miami at 206 N.E. 70th Street. The studio, under the direction of Fred Singer, is equipped for the filming of indoor and location television commercials and other photography.



A washday 'hello dere'

Marty (Hello Dere) Allen has signed on as exclusive jollymaker for Miracle White Co., Chicago-based division of Beatrice Foods Co. and producer of Super Cleaner, "First In" fabric softener and Non-Chlorine Safe Bleach. Mr. Allen, the company says, will become an "ambassador of goodwill" for the products, appearing in network-TV commercials, television and radio spot and in many of the company's print campaigns. He will also represent the company at major sales conventions, Leo S. Singer, Miracle White president, announced.

Face-lifting operation for retail TV spots

Everybody is image conscious these days, so it's not surprising to find department and specialty stores are not any different. If they were, Retail Spot Syndicate Corp., New York, would be out of business.

Retail Spot, at 172 Madison Avenue, assists various kinds of stores to obtain TV advertising materials on fashion concepts and items. It specializes in helping retailers and manufacturers jointly produce raw materials for inclusion in TV spots to enhance the stores' image.

To that end, Michael Silverman has been named manager of manufacturer services. He will work with men's and women's apparel companies in the preparation of "Telefashion Cooperative," a seasonal guide to TV materials on current fashions available for retail-store use. Mr. Silverman will also coordinate production of film and tape footage for syndication to stores and TV stations on behalf of leading fashion manufacturers.

NAB code issues list on movie promotions

The National Association of Broadcasters code authority has a new service for code subscribers—a monthly published list of the titles of feature-film commercials for TV-radio that have been reviewed and evaluated under code standards.

Only film titles will be listed; further information on the "acceptability or evaluation" of those commercials will be available at the three NAB code offices.

The code authority says the monthly lists are not all-inclusive principally because it isn't a central clearing house for all feature-film commercials. The authority also says it won't list those films "which by their nature do not appear to raise questions" under the standards. And it notes that not all motion pictures in circulation are budgeted for broadcast advertising promotion.

Despite these apparent limitations, code sources emphasize a "vast majority of commercials that might cause problems (under code standards) are seen." But the code authority will not publish an evaluation of each film, it is said, because "we don't want to expose or embarrass advertisers, and drive them away from the little cooperation we get."

The current list of titles, which will be supplemented monthly, includes: "A Dandy in Aspic," "The Detective," "Devil's Brigade," "A Face of War," "For Singles Only," "No Way to Treat a Lady," "Kona Coast," "Rosemary's Baby," "The Savage Seven," "Sergeant Ryker," and "The Sweet Ride."

Business briefly . . .

Viking Carpets Inc., through David Singer Associates, both New York, will sponsor a children's animated special being prepared for next season on NBC-TV: *Babar the Elephant*, Oct. 21, 7:30-8 p.m. NYT.

R. J. Reynolds Foods, New York, is using 30-second TV spots to introduce its My-T-Fine instant puddings in Midwest, Southwest and North Central markets. The spots will run for eight weeks.

Bishop Industries Inc., Union, N. J., through Howard Marks Advertising/Norman, Craig & Kummel, will expand its spot television advertising for a new product, "All Together", a combination shampoo-rinse-conditioner, as distribution becomes national Sept. 1.

Waterman-Bic Pen Corp., through Ted Bates & Co., both New York, will use an extensive network and spot television schedule for a "back-to-school" promotional campaign and the national intro-

duction of its "Clic" pen. A total of 140 prime-time minutes on 32 ABC-TV and CBS-TV programs will be used, plus minutes placed on a spot basis. Programs include convention coverage, National Football League games and movies.

DDB assigned Mead's nutritional account

Mead Johnson & Co., Evansville, Ind., has selected Doyle Dane Bernbach, New York, to take over its nutritional division account worth an estimated \$6-\$7 million. The account leaves Ogilvy & Mather Aug. 31 (BROADCASTING, June 10).

Products include Metrecal diet foods, Pablum cereals and Bib fruit juices. The company spent about \$6.5 million to advertise these on network and spot TV last year, according to Television Bureau of Advertising figures.

Mead Johnson's other agencies are L. W. Frohlich; Robert E. Becker; Sullivan, Stauffer, Colwell & Bayles and Needham, Harper & Steers.

Watch your language!

Here's a message for broadcast advertisers: Don't use such phrases as "Hey, kids . . ." or "Listen, teens . . ." in your advertising. How would you react to a commercial that shouted, "Hey, old people . . ." for an attention-getter? John R. Barrett, station manager of KRLA Pasadena, Calif., a contemporary music outlet, put this question to some 500 sales executives at the Institute of Sales Research in Pasadena on July 19. Mr. Barrett contended that the generation gap is spiked by envy because the young have the one thing the adult can't buy—"youth." According to the radio executive, "all advertising is a projection of the ego of the advertiser, just as his ego is reflected in his product or service." This leads the advertiser to make one of two mistakes, he said. The advertiser "will either allow his dislike of the young to determine his marketing ('My product is too good for kids') or he will direct that his product be sold in the 'slang' of the young adult." Concluded Mr. Barrett: What the advertiser "is really saying is that he refuses to accept the young person on an adult level."

If Detroit had newspapers, here's what they'd sound like.

They'd sound like WJR.

Because for 257 days, ever since last November, TV and radio stations like WJR have been working to fill the gap left by Detroit's strike-bound Free Press and News. Working to give a tense city news about itself.

To do the job, Detroit's broadcast media expanded its coverage. The vivid reporting of television became even more vivid. And radio—the fastest news medium of all—became even faster. Even more complete.

WJR, for instance, beefed up its staff with the addition of newspaper, society and sports experts. Every day there are eight 15-minute newscasts. Two 10-minute newscasts. Three CBS 10-minute news shows. Five 5-minute newscasts. Three CBS 5-minute reports. Twelve CBS Dimension feature stories. Plus special WJR reports on farm, automotive, business and financial, sports and women's news.

An average of 345 minutes of news every day during the strike . . . and this comprehensive coverage will be continued after the strike.

WJR News. First, Complete, Responsible. With 8 major journalism awards, including the coveted Delta Sigma Chi Medal, to prove it.

Maybe that's why more people in Michigan listen to

WJR
760 KC 50,000 WATTS
DETROIT

A Division of Capital Cities Broadcasting Corporation

FM's glow is getting brighter

NAFMB WEST COAST SEMINAR GIVEN UPBEAT REPORT ON MEDIUM

The battle of survival seems to be over for many FM broadcasters. FM is no longer the special retreat of audio engineers and classical music buffs. Instead, it has some spankily good success stories to tell. Above all FM is radio as AM is radio and reflects all that's good and bad about the medium.

Some 100 FM broadcasters were offered these conclusions at a West Coast sales seminar conducted by the National Association of FM Broadcasters in San Francisco last week (July 23). The agenda included the first report on the new NAFMB FM programming questionnaire (see page 47).

NAFMB President Abe J. Voron, WQAL(FM) Philadelphia, sounded the upbeat keynote for FM today in his opening remarks. In large and small markets, he indicated, FM broadcasters are seeing the light at the end of the tunnel. They can even sense the coming of FM as the dominant aural medium.

According to Mr. Voron, a sign of FM's more significant future may be detected in the FCC's current freeze on AM applications (BROADCASTING, July 22). This does not affect FM at all, but, he said, it could lead to the establishing of AM and FM as a single aural service, which would all but erase FM's long-standing inferiority complex.

Spectrum Fight ■ Still, Mr. Voron cautioned, a lot of new things are happening on the FM dial ("the changes are so rapid it's difficult to keep up with them"). And there are a few clouds on the horizon. The darkest of all, he implied, is likely to be in the fight for spectrum space. Also, he said, CATV—"certainly if it's going to bring in distant FM signals into your market"—deserves careful watching.

The veteran FM broadcaster made a point of citing the "latest revolting development" out of the FCC: showing on the renewal forms how the interests of the public were determined. And there's still a fight to be fought in the sales area, he noted, because there continues to be some prejudice against FM at national advertising agencies.

The NAFMB president later gave an analysis of the status of all-channel radio legislation now pending before Congress. He pointed out that at first legislation to make mandatory the FM bands on all new radio receivers was generally thought to be unnecessary

because FM was expected to reach parity with AM through the marketplace. Yet as late as last year only 27% of the radio audience apparently listened to FM and only 35% of radio receivers sold had FM capability, the last reflecting a leveling-off in FM set sales.

H.R. 16523, introduced by Representative Alvin E. O'Konski (R-Wis.), a former FM broadcaster, and a companion bill, S. 3622, introduced by Senator Frank Moss (R-Utah), Mr. Voron said, will be considered by the



Mr. Voron
An optimistic view

Commerce Committees of both houses but will not be acted upon this session of Congress. Still, he declared himself "very, very optimistic," saying: "I have no doubt it will be passed. The only question is when." Later he cautiously indicated that the all-channel radio bill, "the biggest thing to happen to FM in a long time," may be passed in the next session of Congress.

Investment Payoff ■ Heber Smith, of McLendon group's KABL(FM) Oakland, claimed that his organization has invested some \$4 million in FM properties in a relatively short period of time and has taken upwards of a \$500,000 loss in operating costs. But he pointed out this nearly \$5-million investment overall is beginning to pay off with McLen-

don's www(FM) Detroit turning the profit corner in July and KOST(FM) Los Angeles just a "breath away" from being in black ink.

Lynn A. Christian, president, Dawson Communications Inc., Dallas, owner of three FM stations, delivered a report on the RADAR (Radio's All-Dimension Audience Research) study, originally released prior to this year's NAB convention (BROADCASTING, March 25). According to Mr. Christian's presentation, the users of key advertised products are predominantly FM listeners. The conclusion drawn by his report is that "FM is quantitatively competitive, qualitatively superior."

A panel discussion on "new ideas in FM programming" was highlighted by Tom Donahue, KSN(FM) San Francisco, who told about the development of free-form, or "underground" radio. Mr. Donahue, generally acknowledged to be the "father" of the new concept, said that free-form radio grew out of the confinement of format he felt while working in top-40 radio. He charged that the 18-34 age group is neglected by most stations and that is the audience free-form radio tries to serve—the older person who grew up with rock music starting in 1956 and still likes rock, but whose tastes are more sophisticated now. The new format—as practiced at least by KSN—does not allow for jingles or contests, and commercials are restricted to eight per hour.

John Wolfe, KDEN-FM Denver told how classical music programming was made to work at his station after a long history of red ink. Gary Mack, KHJ-FM Los Angeles, advised middle-of-the-road stations to stay in the middle of the road in all things. "Be consistent," he urged. Alex Smollens, director of programming for ABC Radio's American FM network, New York, explained that his operation has a two-pronged objective: to get national advertisers interested in FM and to provide FM stations with the staple of radio news, fast and accurately.

Promotion Panel ■ A panel of participants from FM stations discussed "new ideas in FM promotion." Bill Butler, WBRQ(FM) Seattle, stressed that stations have to promote to attract regional and national advertising. Robert Podesta, KREP(FM) Santa Clara, Calif., suggested that stations establish a fat budget for promotion, say 10% of their gross. Jerry Lee, WDVR(FM) Phila-

CINCINNATI DECLARES ITS INDEPENDENCE

On August 1st, Cincinnati will have its only independent station, WXIX-TV, Cincinnati. And WXIX-TV grants freedom to all mothers since it'll be the only station with kid shows Monday through Friday afternoons.

For everybody there'll be new syndicated programs, live sports and fine movies. So, for Cincinnati, Independence Day will fall on August 1st this year.

Blast delays sign-on of KXLW

KXLW Clayton, Mo., one of three St. Louis area Negro-oriented radio stations which recently refused to bow to militant Black Nationalist demands for extensive air time, was damaged slightly by a dynamite blast early Thursday morning (July 25). KXLW continued normal operation, however, virtually without interruption. No one was hurt.

The 12:50 a.m. blast at the base of the KXLW tower severed the transmission line from the transmitter and damaged concrete at the base of the tower. Some studio building windows were broken. The KXLW staff worked the remainder of the night on repairs and the Thursday morning sign-on was delayed only 17 minutes.

KXLW a fortnight ago began a \$250,000 plan that had been under development several months to give free air promotion to new black-owned businesses (BROADCASTING, July 15).

Last month an attempted black power bombing took place on the premises of a clothing store sponsor on KATZ St. Louis. The store had refused to bow to black militant demands to boycott KATZ. Also Negro-oriented, KATZ too had declined to accede to Black Nationalist demands for large blocks of air time. Both KATZ and KXLW informed the militants they could be included in regular discussion shows the same as other groups, but the offers were turned down (BROADCASTING, July 8).

delphia, in what was probably the hit presentation of the seminar, told of how a \$200,000 promotion his station ran this spring has helped make it the number-two radio outlet in the market in some time periods (see page 56).

A panel of three participants from FM stations successfully selling FM, one participant from an advertising agency and one retailer successfully buying FM told about "new ideas in FM sales." Bob Brokow, KFOG(FM) San Francisco, emphasized that FM is radio and shouldn't be singled out as some kind of freak. "Don't knock your competition," he said "sell your medium."

Lee Gahagan, KPGM(FM) Los Altos, Calif., described how his station signed several hundred new advertisers in a short period of time via a special safety campaign that they were persuaded to endorse. The prospects were garnered from a list made of every business listed in the local telephone book.

Richard Dixon, KSL-FM Salt Lake City, suggested that if FM prospects can be convinced to listen to the FM story, preferably in the stations' own conference room, the sale is as good as made.

Maclean Chandler, account executive for Post-Keyes-Gardner, San Francisco, pointed out that when an agency buys FM it realizes that it's cutting off the automobile audience and portable radio audience and instead is zeroing in on home listeners. An FM station must get in the ratings books, he said, in order to be bought by a regional or national advertiser. "You have to demonstrate something of value to offer to our clients," he stressed. "Unless that can be demonstrated, we can't buy you."

Keeping the ice on pay TV

Commerce Committee hears resolution to block FCC action for another year

A resolution seeking further delay by the FCC in the commission's consideration of its subscription-television docket until Congress can rule one way or the other on pay-TV's merits was brought before the House Commerce Committee last week by Representative James Harvey (R-Mich.). The Harvey resolution, prepared earlier (BROADCASTING, July 1), asks for FCC restraint until the end of the first session of the next Congress and promises Commerce Committee attention.

The committee concluded a closed session Thursday (July 25) without coming to a vote on the resolution. Further meetings are set this week. Pending before the panel is a motion to table the Harvey proposal that must be disposed of before discussion can proceed.

The promise of committee action by next May implies a commitment by one committee on behalf of a committee of a subsequent Congress, a legal difficulty that raised problems during the passage of the delay resolution currently in force (BROADCASTING, Nov. 20, 1967). To get around the problem, last year the committee voted that its sense-of-the-committee resolution expire after one year, unless Congress acted first. Lack of action prompted

pay-TV foes to seek an extension.

Bipartisan Ploy ■ In drafting his resolution to include a promise of hearings or other committee attention next May, it's reported, Mr. Harvey sought and received assurances from Committee Chairman Harley O. Staggers (D-W. Va.) and ranking minority member William L. Springer (R-Ill.) that, no matter which of the two men would be chairman next year, pay TV would be brought before the committee. The Messrs. Staggers and Springer appear confident of re-election in November.

It was argued at Thursday's meeting that inasmuch as Congress must return after the convention, a decision on the Harvey resolution could be put off. Observers have noted a reluctance on the part of committee members to move one way or the other on the issue. If sentiment to postpone a decision prevails, the motion to table may carry. But for procedural reasons the motion to table may be construed as a pro-pay-TV vote. Under committee rules it is easier to table a measure than it is to take up later one that has been tabled.

If the current resolution is not extended it will expire in November, or, for all practical purposes, as soon as the 90th Congress permanently adjourns. The resolution has no legal power to bind the commission, it's noted, but the FCC has been wary of angering the committee and has observed the panel's previous requests for delay.

Former KTVU owners buy interest in Monterey CP

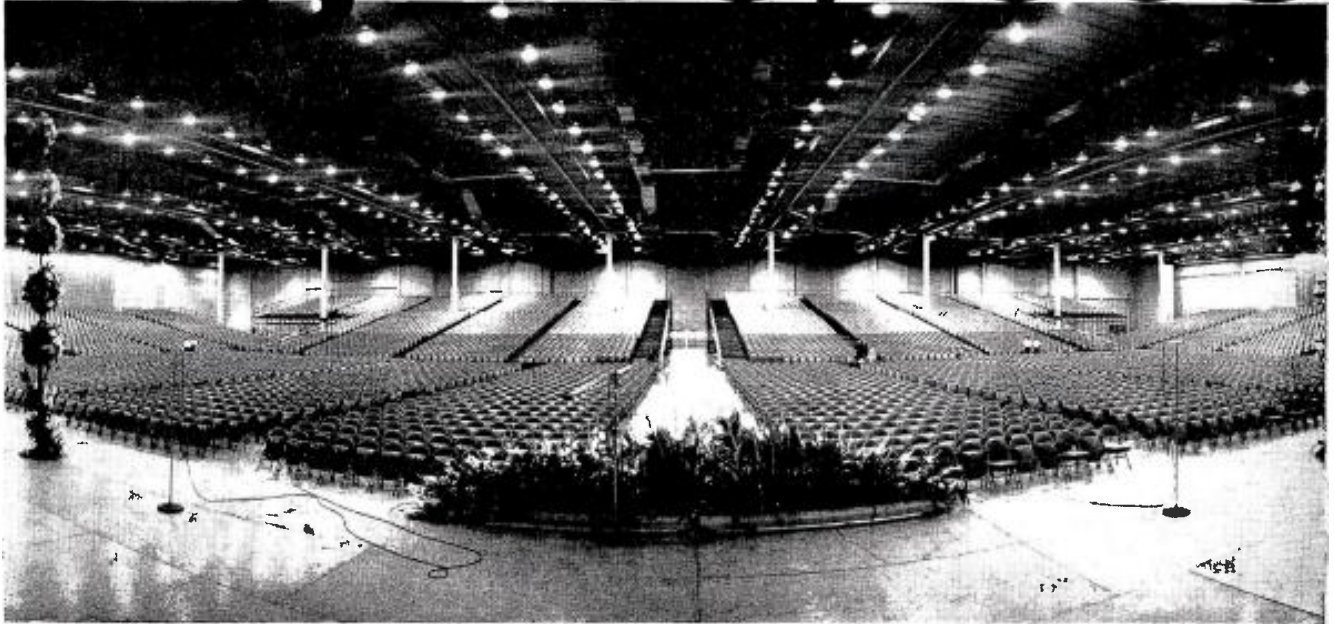
Sale of minority interest in now-building KMST(TV) Monterey, Calif., to two former veteran broadcasters was reported last week.

Purchasing the equivalent of 20% each in the channel 46 construction permit are Ward Ingram and William D. Pabst, former principal owners of channel 2 KTVU(TV) Oakland-San Francisco. The interest, under the name of Monterey-Salanas Television Inc., presently in partnership, has been bought from Monterey-Salanas Television Inc., presently 91% owned by Stoddard Johnston, also an alumnus of KTVU, who is putting up \$100,000 for the construction of the station. Messrs. Ingram and Pabst are paying \$80,000 for their 40% interest. The transfer is subject to FCC approval.

Simultaneously with the stock assignment, KMST has arranged for a \$300,000 loan.

Earlier this year, Mr. Johnston sold KMBY Monterey to James L. Saphier and associates for \$385,000 (BROADCASTING, May 27). Mr. Saphier is Bob Hope's business manager, and owns KVEC San Luis Obispo, Calif. Mr. Johnston is retaining KWAV(FM) Monterey.

August 5, 1968



Miami Republican National Convention August 5-10, 1968

**Who will it be?
Nixon?
Rockefeller?
Mooke?**

Mooke? Yes. Fred Mooke. Crusading News Director of WIOD Radio in Miami. Miami's Mr. Big in News.

Before, during and after the Republican Convention in August WIOD's award-winning local news supported by the news resources of NBC serves South Florida with the most immediate, most comprehensive and most authoritative local, national and international news.

As Mooke goes, so goes Miami. Supported by an aggressive nine-man local news team. A second News Bureau with complete studio facilities in Fort Lauderdale. Three new mobile units. Suitcase size portable news transmitters. A Cessna 150 Sky Patrol. Court House and political reporters. Direct lines to all law en-

forcement agencies. A responsible editorial news policy plus community-minded news specials and documentary programs. All part of the adult "music, news and sports" sound of the majority in Miami.

So, don't look for an upset in Miami. Fred Mooke and WIOD 24-Hour News are the people's choice. Republican. Democrat. Independent. Miami listeners are wearing their radio buttons on 610.

WIOD

610 AM 97.3 FM The Sound of The Adult Majority
Represented nationally by Edward Petry & Co., Inc.



COX BROADCASTING CORPORATION. WSB AM-FM-TV, ATLANTA; WHIO AM-FM-TV, DAYTON; WSOC AM-FM-TV, CHARLOTTE; WIOD AM-FM, MIAMI; WHIC-TV, PITTSBURGH; KTVU, SAN FRANCISCO-OAKLAND

AT&T told its rates are high enough

Broadcasters say proposed rate increases could force them to consider the alternatives

Representatives of the nation's broadcasters warned last week that the rate increases AT&T has proposed for providing program transmission service would well drive them to find alternatives to AT&T service. In the broadcasters' view, the rates AT&T is charging are ample, in terms of the costs involved. And if any adjustments are made, they add, they should be downward.

The comments were made in the form of written testimony filed Monday in the FCC's continuing massive inquiry into AT&T's rate structure. Hearings in the inquiry are scheduled to resume Sept. 25.

Technically at issue in the current phase of the study are the principles that should be involved in determining rate construction. However, broadcasters are using the form provided as a means of registering their opposition to the proposed rate increase, which is scheduled to go into effect April 1, 1969. Broadcast industry attorneys point out that AT&T surprised everyone by announcing in January it would not wait for the end of the current phase of the hearing, dealing with rate-making principles, before filing its proposed tariffs (BROADCASTING, Jan. 29). AT&T's plans had been announced two years ago (BROADCASTING, Aug. 1, 1966).

The proposed increases would not be uniform among the elements in the service. The charge for video-interexchange service would increase 60%,

in some rates—those for video and audio interexchange channel service on a monthly contract basis, for instance.

Changes Coming ■ However, these proposals may not hold. AT&T is reviewing its transmission-rate structure as a result of a hearing examiner's initial decision in a case involving Sports Network Inc., which held that transmission rates as they apply to part-time users are discriminatory (BROADCASTING, Feb. 5). The company is expected to submit new proposals by Feb. 1, 1969, to eliminate that discrimination. AT&T's experts presumably will study the broadcast industry testimony filed last week in reviewing the transmission-rate structure.

AT&T, which says its costs for pro-



Mr. Bailey



Mr. Grove

gram transmission now exceed the revenues received, believes that the proposed rates would provide it with enough funds to cover those costs—even assuming some broadcasters drop its service rather than pay the higher charges. AT&T expects transmission rate revenues to increase by \$19 million as against 1965 revenues.

However, broadcaster expert witnesses believe the defections will be so great as, possibly, to result in AT&T earning less revenues than it does now. John W. Coughlan, a certified public accountant who testified for the National Association of Broadcasters, is one of these. He said AT&T's program-transmission service is not the kind of necessity broadcasters cannot do without regardless of cost.

Alternatives ■ He noted that technological alternatives are available. Many private microwave services are used by television stations, particularly in the West. And an NAB survey of the

stations involved, Mr. Coughlan said, showed that 73 are not using Bell services because the charges, under existing rates, would be higher. In all, 82 of the 105 stations responding to NAB's questionnaire were using non-Bell connections to networks.

NAB personalized this argument by providing testimony from representatives of stations that use private microwave rather than pay higher AT&T costs. They are Robert M. Watson, general manager of KGNC-AM-FM-TV



Mr. Pope



Mr. Bellwood

Amarillo, Tex.; LeRoy A. Bellwood, director of engineering of KOGO-AM-FM-TV San Diego; William C. Grove, executive vice president of Frontier Broadcasting Co., licensee of KFBC-TV Cheyenne, Wyo., KSTF-TV Scottsbluff, Neb., and KTWS-TV Sterling, Colo.

And private microwave may not, in the future, be the only alternative either, Mr. Coughlan says. He sees communications satellites as having the potential of providing more efficient service than is within the capacity of present Bell facilities—they "can peer into valleys and over hills. . . ."

Satellites Coming ■ "Satellites will probably make the Bell microwave relay system obsolete for some program transmission purposes, particularly for video," Mr. Coughlan added. "An increase in the program transmission charges of the extent proposed by the Bell System will hasten that obsolescence."

Indeed, an expert witness for ABC, CBS and NBC said it would be desirable for the commission to provide for some competition for AT&T—including the operation of alternative terrestrial or satellite systems by the networks, "with rates being based on the elasticity of demand implicit in this freedom."

The witness, Dr. William Vickrey, professor of economics at Columbia University, said competition would encourage AT&T to find new ways of cutting costs and of securing additional markets. He noted that one reason for government prohibiting competition with common carriers is that competitive operations often are less efficient users of scarce spectrum than an exclusive common carrier. But he said reliance could be placed on the ability of the carrier to offer lower rates to



Mr. Learned



Mr. Stevens

from \$1 to \$1.60 per mile per hour; audio interexchange service would go up 66.7% for the same quality of service, from 15 cents to 25 cents per mile per hour. But there would be no change

keep the amount of such competition within bounds.

Changes in AT&T's Favor ■ Dr. Vickrey said that "all of the changes that have taken place" in connection with program transmission service, since it was initiated 20 years ago, "would seem to point in the direction of lower rather than higher rates."

He said that "the long-lines plant has developed to the point where network requirements no longer represent any uniquely dominant demand on the facilities, as a general rule; coaxial cable and microwave techniques have been developed to the point where costs have been dramatically reduced. Economies of scale seem to have become intensified and marginal costs are lower relative to average costs."

Mr. Coughlan undertook a detailed analysis of costs AT&T attributed to the program-transmission rate base and concluded that, under the cost theory advocated by the company, the rate base was being overloaded. Stripping away what he considered the excess, Mr. Coughlan said the "total annual full additional costs" reasonably chargeable to video transmission service are \$42.4 million. This is less than the \$44.3 million in actual revenues reported by the company for 1965—and considerably below the \$50.9 million AT&T would expect to earn this year, if normal growth has occurred.

As for audio, Mr. Coughlan concludes the correct figure for full additional costs for providing the service is \$23.9 million. This is less than 1965 actual revenues as projected forward to 1968 (\$24.1 million) using the growth figure employed by Bell, he said.

The commission also heard last week from representatives of broadcast interests who said service they provide would be curtailed, if not eliminated, if the proposed rate increases were implemented.

Leslie S. Learned, vice president for engineering of the Mutual Broadcasting System, said that network "could not long remain in business" if it were required to pay the additional \$200,000 annually he said the rate increase would mean. He said Mutual, which has about 500 affiliates, has experienced a sharp fluctuation in net income over the years, and that in 1967 it showed a loss of \$500,000.

Richard E. Bailey, president and director of Sports Network Inc., expressed similar fears for the company that, he said, provides coverage of some 1,000 sports events annually to networks of stations. The "60% increase in the occasional video charge," he said, "would so increase SNI's operating costs as probably to destroy its business." He said it would increase SNI's costs of \$1,604,293 by \$962,576. And he expressed doubt that SNI could pass

the increased costs on to advertisers; their cost per thousand of SNI viewers is not favorable now, he said.

Leavitt J. Pope, vice president and director of WPIX Inc., licensee of WPIX (TV) and WPIX-FM New York, said the proposed rates would force those stations to curtail their use of telephone lines and, thus, "present a degraded service" to their audience. He noted that WPIX now carries a heavy budget of sports events, including out-of-town events, as well as public-affairs and news shows which require the services of AT&T. He also saw the rate increase as killing off whatever chance there is of a fourth network being established.

Leonard Stevens, vice president of operations for U. S. Communications of Philadelphia, said the proposed rates would cut into the plans of the six stations in that group "to exchange important programming." Two of the stations are on the air—WPHL-TV Philadelphia and KEMO-TV San Francisco; a third will be shortly, WXIX-TV Newport, Ky.-Cincinnati. The others are WECO-TV Pittsburgh, WBMO-TV Atlanta, and KJDO-TV Rosenberg, Tex. (Houston).

CPB seeks best for the least

CPB says public television needs regular nationwide cut-rate interconnection

Noncommercial television wants first-class interconnection service at cut-rate or no cost.

The Corp. for Public Broadcasting made this clear in two documents filed with AT&T that were made public last week. The documents outlined what CPB called public television's interconnection needs, and expressed public television's views of an AT&T offer to make off-peak-hour service available at reduced rates.

CPB said the present requirement on which all elements of public television agree is simple and clear: regular interconnection nationwide for an eight-hour period, 3 to 11 p.m. daily. CPB outlined a plan for a nationwide system that would be broken down into five regional groupings.

As for AT&T's offer of off-peak-hour service at reduced rates, CPB was unenthusiastic, at best. CPB said the exact cost is yet to be determined but that, whatever it is, off-peak service "is really of very little use" and "would be very

costly," in terms of the men and equipment that would be needed to tape programs for broadcast at more desirable hours.

For public television, CPB said, "the major priority in interconnection is regular daily service in the evening hours." AT&T had suggested two possible off-peak periods—11 p.m. to 9 a.m. and 9 a.m. to 4 p.m.

The two documents were prepared as the result of suggestions at a meeting of noncommercial-broadcast representatives, government officials and AT&T spokesmen at the FCC offices on July 12. The meeting was the second in a series aimed at implementing the clause in the Public Broadcasting Act of 1967 providing for free or reduced-rate interconnection service for noncommercial broadcasters.

CPB set forth noncommercial broadcasting's interconnection needs "over the next five to 10 years" in order to enable the common carriers to determine what costs and other factors would be involved in meeting those needs. CPB said the views are those of the Ford Foundation, the National Educational Television Association, the National Association of Educational Broadcasters, and the Eastern Educational Network, as well as its own.

CPB was created by the Public Broadcasting Act as an independent, nongovernmental agency to aid in the development of noncommercial broadcasting through grants for programming, interconnection and other services. CPB, whose money is to come from government and nongovernment sources, has yet to receive its first funds from Congress. A Senate appropriations subcommittee has approved \$6 million for the corporation as an initial grant, but the companion money bill approved by the House contained no CPB funds.

Public TV's Role ■ CPB said noncommercial broadcasting sees its role as providing "an alternative to commercial broadcasting." But, it said, it is difficult to imagine how public television can achieve its goal if it is required to finance interconnection and networking arrangements on the same basis as commercial broadcasters.

CPB said public broadcasting "needs regular interconnection and needs it now. . . ." Without it in key broadcasting hours. CPB added, public television "will forever be a second-class citizen in its ability to serve the public and will be operating at an enormous handicap in its efforts to widen its audience."

The nationwide interconnection system the noncommercial broadcasters envisage would make use of existing state networks and would call for 70 AT&T interconnected points, making service available to over 160 stations.

The system would be divided into five regional groups, which would permit each of them to split off and offer regional programing. The five networks and the city where the programing of each will originate:

Eastern Educational Network, Boston; the Southern Educational Communications Association, Columbia, S. C.; the Central Educational Network, Chicago; the Rocky Mountain Federation, Denver, and the Western Educational Network, Los Angeles.

CPB said that programing for the nationwide network will originate in New York and Washington. But until full network operations are possible from those cities, Ann Arbor will also be used as a temporary network organization center. San Francisco and Los Angeles are also expected to feed programs into the nationwide system.

Cox Johnson—dated theories?

Attorney Pierson raps

FCC mavericks on old-hat concentration views

FCC Commissioners Kenneth A. Cox and Nicholas Johnson generally are regarded as the commission's most liberal, if not radical, members. But last week, on a *With Mel Belli* television program that was being taped at WDCA-TV Washington for showing on five stations next month, they heard themselves accused of being fuddy duddies in their economic thinking.

The accusation was made by W. Theodore Pierson, Washington communications attorney, in a discussion of Commissioner Johnson's article, "The Media Barons and the Public Interest/An FCC Commissioner's Warning," in the June *Atlantic Monthly* (BROADCASTING, May 27).

In the article and, on the program, in response to a question from the white-maned, San Francisco lawyer, Melvin Belli, who is host of the show, Commissioner Johnson said that no one has "the God-given right or the constitutional right" to control the mass media. He said that a company owning stations in Los Angeles and San Francisco has power in California and, if it owns stations also in New York, Philadelphia and Washington, it "has tremendous national power."

But Mr. Pierson, who knocked the article as "superficial," elaborate in its use "of pejorative words," and as treat-



Washington communications attorney W. Theodore Pierson (l) and FCC Commissioner Nicholas Johnson (r) were among the participants in the 'With Mel Belli' program that was

taped at WDCA-TV Washington last week. San Francisco attorney Melvin Belli (c) succeeded in sparking debate between the two on issues confronting the FCC.

ing the broadcasting industry "simplistically," said that power is not exercised. He also said there is "a high degree of competition in the industry" which has resulted in making the American public "a well-informed electorate."

Conglomerate Ownerships ■ Ownership of stations by conglomerate companies—those engaged in a variety of unrelated businesses—also troubles Commissioners Johnson and Cox, who prefer local ownership by individuals devoting themselves exclusively to the business of running their stations. Commissioner Johnson, who sees the possibility of stations owned by conglomerates slanting their news to aid the parent company, said: "We take less risk to the extent we insist on local ownership and discourage ownership [of stations] by newspapers."

But Mr. Pierson said the conglomerate company results from the highly industrialized nature of the society that has developed in this country. And the emergence of conglomerates is not only recognized but regarded sympathetically, he said, by John Kenneth Galbraith, the Harvard economist who heads the liberal Americans for Democratic Action.

"Galbraith is more forward-looking than the neo-Populists Cox and Johnson," Mr. Pierson said.

Later, however, he added some 35 years to the development of the commissioners' economic thinking. Commissioner Cox had asserted that publicly held corporations are primarily interested in improving the value of their stock, and that such an interest is incompatible with the public interest, in the case of broadcast licensees.

Old Hat ■ "You are speaking the conventional wisdom of the 1930's," Mr. Pierson said. He said—in another apparent reference to Mr. Galbraith's views—that modern management is interested in improving the product of

its companies and in plowing profits back into the business to assure growth.

Such assertions as these, plus his criticisms of the *Atlantic* article, apparently stung Commissioner Johnson. At one point, in response to Mr. Pierson's description of the piece as "superficial" Commissioner Johnson said: "You're a hired spokesman for the broadcasting industry."

"You're hired too," Mr. Pierson replied. "None of us works for nothing."

Mr. Pierson once represented a group of licensees, most of them group owners, who opposed a commission proposal to prohibit the acquisition of more than three stations (no more than two of them VHF's) in the top 50 markets. The commission abandoned the proposal five months ago (BROADCASTING, Feb. 12).

Much of his argument last week turned on the premise that television is a high-risk, expensive business whose practitioners need considerable amounts of capital to succeed. He noted that the networks spend \$700 million on programing in a year. "You don't take risks on this scale with low aggregate of capital," he said.

Network's Problem ■ Commissioner Cox, however, said this would account for only the three networks. "What about the rest of the industry?" Later he and Commissioner Johnson sought to ridicule the argument that an independent operator would not be able to find sufficient capital in a market like San Francisco to put a UHF station on the air.

As it happens, the *With Mel Belli* show is produced by KEMO-TV San Francisco (ch. 20), which was recently put on the air by U. S. Communications Corp., a subsidiary of the AVC Corp. U. S. Communications acquired the construction permits for KEMO-TV and four other UHF stations from Overmyer Communications Co., as well

as the license for WPHL-TV Philadelphia.

Mr. Pierson didn't let the point go unnoticed. "KEMO-TV was just purchased from a failing group owner and is now owned by a multiple owner and conglomerate—and they're doing this show," he said. He suggested an independent station would have lacked the resources. (The history of the Overmyer CP's—the original grants and transfer of them to the AVC subsidiary—are under investigation by the House Investigations Subcommittee, which has been critical of what it regards as the commission's loose handling of those matters [BROADCASTING, July 22]).

CATV's protest phone reprieve

The request by four telephone companies for a stay of the FCC decision bringing them under the regulatory gun of Section 214 prompted sharp opposition from CATV interests last week, including the National Cable Television Association, and the commission's CATV task force.

The ruling, which requires the com-

panies to obtain certificates of public convenience and necessity from the commission before constructing channel service facilities for CATV systems, has been appealed to the U. S. Court of Appeals in Washington (BROADCASTING, July 1 et seq.). On July 12, the companies—Associated Bell System Companies, General Telephone Co. of California, United Utilities Inc. and General Telephone Systems—asked the commission for a stay of its ruling until the court reaches a decision on the case's merits.

NCTA, in three separate responses to petitions by Bell, General Systems and United, said that further unregulated CATV activity by telephone companies could eventually give them effective control of the industry. The petition also contended that a stay would produce a "stampede" of activity by telephone companies, on the "fait accompli" theory that already operative systems would be exempted from any adverse court decisions which might later be rendered.

The FCC's CATV task force also took strong exception to the prospect of continued CATV expansion by the companies if the stay were granted. It pointed out that the purpose of a stay is to maintain the status quo until final

action is taken; in this case, the task force said, the status quo can only be maintained by denying the stay and thus preventing unchecked expansion. However, the task force agreed with the companies' contention that a stay should include already operating CATV facilities. It said that the commission decision had contemplated continuing operation of existing facilities while they filed certificates of public convenience and necessity; new or partially constructed systems, on the other hand, would have been halted and ordered not to proceed without certification. According to the task force, this limited green light for existing facilities should remain in effect until the court determines whether the 214 ruling should apply at all.

Media reports . . .

Name change ■ Miller and Schroeder, Washington law firm, has changed name to Miller, Schroeder and Bankson (John P. Bankson Jr.) and has moved to 1225 Connecticut Avenue N.W., Suite 514.

New AWRT chapter ■ American Women in Radio and Television has opened an office for Central Florida in Orlando. AWRT has 47 chapters in U.S., Canada and Virgin Islands.

We're running our contest again. Wanna make something out of it?

TWA's 31st Annual Writing and Photography Competition for coverage of commercial aviation and air travel.

The Categories: Newspaper, magazine, television-radio and photographic.

The Prizes: Cash and commemorative awards.

Eligibility: Material published or broadcast between September 15, 1967 and September 15, 1968. Postmarked by October 15, 1968. For details, write to Gordon Gilmore, Vice President, Public Relations, Trans World Airlines, Inc., 605 Third Avenue, New York, New York 10016.

up up and away 



*Service mark owned exclusively by Trans World Airlines, Inc.

The capital turns to radio-TV for news

NEWSPAPER STRIKE ALSO ADDS DOLLARS TO MEDIUM

Washington is a city that lives on the news—print and broadcast—and late last week broadcasters in the nation's capital found themselves carrying the whole load. A major strike of the city's three daily newspapers which began Wednesday afternoon (July 24) sent stations scurrying to beef up news crews and pre-empt regular programming for extra and expanded newscasts.

And, in some cases, at least, stations found they might have to beef up the bookkeeping departments as well, to cope with a sudden influx of advertising revenues.

Radio, with more flexible and open availabilities than the TV outlets, seemed the immediate beneficiary of switched newspaper advertising dollars looking for new places to work, and the sales manager of all-news WAVA-AM-FM Arlington, Va., just across the Potomac, said he hoped (and it was his experience from an earlier strike in another market) that much of the newspaper business would stick with the station after settlement of the strike.

Extra, Extra ■ The area's four VHF TV's all reported expanded or extra

newscasts, or both. WRC-TV, the NBC-owned Washington outlet, said it was adding film crews and soliciting out-of-print newspaper columnists for on-air commentary. Late Thursday the station said it had one firm commitment and several others pending with newspaper personnel.

For the balance of the week the station was pre-empting 25 minutes of the *Today* show, in order to follow a five-minute network national news feed with local material. Through the day four half-hour local news programs were planned. Pencilled in for Saturday were two additional half hours, and one was set for Sunday.

WRC-AM-FM added two extra five-minute newscasts and expanded two other news slots by five minutes each. Irwin Margolis, WRC-AM-FM-TV news director, said the schedule changes represented only a preliminary response to the strike, and, if the newspaper stoppage continued, the station would contemplate a further expansion.

WTOP-TV, the CBS outlet, said it was adding a solid two hours of additional news at 7-9 a.m. In addition, the sta-

tion's half-hour news show at 11 p.m. could be expanded if the news volume warranted. And a long strike could bring further changes, it was noted.

On radio, WTOP-AM-FM, a news-talk outlet on AM, added staff, lengthened newscasts and increased frequency in the afternoon, Jack Jurey, news director, said.

Liberal Cut-ins ■ Theodore N. McDowell, news and public-affairs director of WMAL-AM-FM-TV, the area's ABC affiliate, said two-minute TV reports were being added on the hour and that the afternoon news show would be allowed to run long to handle volume news. Time limits were also relaxed on all basic five-minute local radio news slots, he said, plus the station's policy of cutting into nonnews programs with important news was being "liberalized."

WTG(TV), Metromedia independent, reported adding five-minute reports every half hour where no news was regularly scheduled plus lengthening of existing shows. If the strike continues, said Ed Turner, news director, the outlet's freedom from network tieups would permit considerable expansion of news segments.

One Washington UHF, WDCA-TV (ch. 20), said it had added newscasts on the hour with bulletins throughout afternoon movies and was interrupting elsewhere where warranted. The Washington noncommercial, WETA-TV (ch. 26), held a strategy meeting Thursday afternoon but made no announcement of schedule changes. The area's other UHF, WFAN-TV (ch. 14), holding to an evening-only schedule, also made no announcement of any change in plans resulting from the strike.

Man the Barricades ■ Among other area radio outlets reporting greater emphasis on coverage or air time devoted to news, Avco Broadcasting's WWDC-AM-FM also reported booming advertising sales, especially from retailers and supermarkets. The station added three minutes to its five-minute newscasts on the half-hour and reported relying heavily on its regular policy for interruptions. Emphasis was placed on news of the strike itself with live coverage from picket lines. The station claimed several exclusives on its strike coverage, including the first official announcement from the publishers, association that the strike was on.

The walkout, led by stereotypers, shut down the morning *Post*, which owns WTOP-AM-FM-TV, the *Evening Star*, owner of WMAL-AM-FM-TV, and the *Daily News*. A weekly, the *Examiner*, printed in offset without stereotypers, and the city's "underground" newspaper, the *Free Press*, said they would go daily for the duration. Not to be outdone, WAVA said Thursday it had distributed 7,000 copies of its own newsletter in downtown Washington.

Blackburn doesn't broadcast your name.

You need have no qualms about your intention to sell being bandied about. Blackburn does *not* send out lists. Every sale is handled on an individual basis. You are revealed only to serious, financially responsible buyers. And you avoid the risks of selling without our deep knowledge of markets, values, potentials.

68-9

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
1725 K St. N.W.
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
Robert A. Marshall
Harold Walker
MONEY Building
1625 Peachtree Rd. N.E.
873-5626

BEVERLY HILLS

Colin M. Selph
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

Jefferson-Carolina in Queens CATV bid

A petition for a CATV system in the borough of Queens was presented to the New York City board of estimate Thursday (July 25) by Jamaica Water and Utilities Inc.

The water service company has formed a CATV subsidiary, JWU Cable Television Inc., and joined with the Jefferson-Carolina Corp., operator of systems serving 25,000 homes in North and South Carolina and Georgia, for the proposed project. Preliminary study on the engineering and design of the system and the possibility of using a combined microwave and wire-relay system has begun.

JWU has recently purchased other businesses that "directly touch the home and daily life of the individual," according to its chairman of the board. Martin Dwyer Jr., JWU has agreed to purchase majority control of Raycom Industries, designer and builder of "total energy systems" for commercial and apartment buildings, and it has acquired majority interest in Orbit International of San Juan, Puerto Rico, manufacturer of kitchen cabinets, earlier this year. As of Dec. 31, 1967, JWU's assets were \$35.5 million.

CATV's Already There • New York City's only current CATV franchises cover the borough of Manhattan primarily. They are held by Teleprompter, Manhattan Cable and CATV Enterprises. These three and five other companies have also filed for franchises in Brooklyn, Queens, Bronx and Staten Island (CLOSED CIRCUIT, July 8).

Jefferson-Carolina is jointly owned by Jefferson Standard Broadcasting (WBT-AM-FM and WBT-TV) Charlotte, N. C.) and Carolina Telephone Co. Jefferson-Carolina also announced last week that it has bought controlling interest in Cablevision of Savannah, Ga., which is now owned by Bruce Merrill, multiple CATV owner and president of Ameco Inc., Phoenix, Ariz., CATV manufacturer. Price was not disclosed.

House to continue Overmyer CP inquiry

The House Investigations Subcommittee will resume its probe this week into the FCC's approval of five UHF construction permits to D. H. Overmyer interests and their subsequent transfer to an AVC Corp. subsidiary, U. S. Communications Corp. The subcommittee will continue open-hearing examinations of FCC staff members on

Wednesday (July 31) and quiz FCC commissioners on Thursday (Aug. 1).

The House panel, under Harley O. Staggers (D-W.Va.), chairman of the subcommittee and its parent Commerce Committee, questioned FCC Chairman Rosel H. Hyde and commission staff members in two days of hearings two weeks ago. The subcommittee also devoted a day to testimony from Mr. Overmyer and present and former employees of the Overmyer corporations and AVC Corp. officials (BROADCASTING, July 22).

In the previous hearings, and in one held late last year, shortly after the commission had approved the transfer of the CP's to AVC, the subcommittee has, in questioning, objected to alleged profits in the sale of the CP's and the ownership concentration issue implicit in a block transfer of five permits.

UHF's refused added construction time

Two more permittees have apparently run afoul of the FCC's recent practice of shaking loose, or activating, dormant UHF construction permits. Last month the commission turned down the requests of eight UHF permittees for ad-

ditional time to complete construction (BROADCASTING, June 3).

The stations currently involved are WAXN(TV) Hammond, Ind., (ch. 62), assigned to Aben E. Johnson Jr., and WGMI(TV) Gary, Ind., (ch. 56), assigned to General Media Television Inc.

Both permittees had requested an extension of time for construction as well as a waiver of the mileage separation rules so that they could relocate their facilities in downtown Chicago. In both cases the commission said no.

WAXN was granted in March 1966. Seven months later an extension of time to construct was requested, and before the commission could act on it, a modification application was filed requesting a site in downtown Chicago that would be short-spaced to two other UHF's.

WGMI was granted in October 1966, and seven months later an extension of time was requested. Before the commission took action, WGMI filed for a site in downtown Chicago that would also be short-spaced to two other UHF's.

Both permittees claimed that to become economically viable, they must locate in Chicago to "compete effectively" with Chicago stations. The commission turned down their modification requests. It said they weren't intended to be fully competitive with those stations.

MID ATLANTIC—Only fulltimer in prosperous two station market generating cash flow at rate of \$36,000 annually. Station well equipped and experienced staffed. Population over 40,000—retail sales in excess of \$100,000,000. Price \$300,000 with reasonable terms.

Contact John F. Meagher in our Washington office.

MIDWEST —Daytimer located in city trading zone of 138,000, billings estimated \$120,000 for '68, good dial position, well equipped. Retail sales for trade area \$152,000,000—growing area. Price \$255,000 and terms.

Contact Richard A. Shaheen in our Chicago office.

Hamilton-Landis
AND ASSOCIATES, INC.

Brokers of Radio, TV, CATV & Newspaper Properties
Appraisals and Financing

AMERICA'S MOST EXPERIENCED MEDIA BROKERS

WASHINGTON, D.C.
1100 Connecticut Ave., N.W.
20036 202/393-3456

CHICAGO
1507 Tribune Tower 60611
312/337-2754

DALLAS
1234 Fidelity Union Life Bldg.
75201
214/748-0345

SAN FRANCISCO
111 Sutter St. 94104
415/392-5671

DJ's charged with payola

NY Spanish-language DJ's indicted; payola probes in other cities go on

Four disk jockeys employed by two Spanish-language radio stations in New York have been indicted by a federal grand jury on several charges resulting from a "closed" payola investigation conducted by the FCC.

Specifically the four were indicted for perjury in denying to the commission they had accepted money and services to play specific records.

But, in what is believed a precedent, the four were also charged with violation of the payola prohibition of the Communications Act. That measure was passed in 1960 following congressional hearings into what was revealed as a widespread practice among disk jockeys of receiving payment for playing certain recordings.

(In 1961 the New York district attorney's office filed charges of commercial bribery [not payola] against six disk jockeys employed by popular radio stations. They ultimately pleaded guilty to the charges or were convicted.)

The indictments were brought against Pablo Raul Alarcon and Hipolito Vega, both of WBNX, and Rafael Diaz Gutierrez and Freddy Baez, both of WHOM. Mr. Gutierrez and Mr. Baez were each charged with two counts of perjury;

Mr. Alarcon and Mr. Vega each received one count of perjury. Each perjury conviction carries a sentence of up to five years in jail with a \$2,000 fine.

In addition each man was charged with a single violation of the payola prohibition. That carries a sentence of up to one year in jail with a \$10,000 fine.

The payola violations allegedly occurred between 1964 and 1966. As is commission practice a "closed hearing" was conducted in 1966 and 1967 on the alleged payola practices under the direction of the commission's chief hearing examiner James D. Cunningham (CLOSED CIRCUIT, Jan. 23, 1967).

And the commission has been keeping its eye on other alleged payola incidents. Earlier this month the commission inadvertently brought attention to soon-to-be-conducted payola hearings at an undisclosed site (BROADCASTING, July 1). CAB has announced that payola investigations were recently completed in Pittsburgh.

The secrecy surrounding these hearings, it's explained, is to prevent concerned parties from concealing evidence in advance. When evidence of payola violations is uncovered, the commission turns it over to the Department of Justice for criminal prosecution.

San Diego CATV's appeal FCC import prohibition

The FCC got it on the other cheek last week when three San Diego CATV firms filed an appeal against the commission's ruling last month prohibiting them from importing Los Angeles TV programs.

The appeal, filed in the U. S. Court

of Appeals for the District of Columbia, was by Mission Cable TV Inc., Pacific Video Cable Co. and Trans-Video Corp.

Earlier, Midwest Television Inc., licensee of KFMB-TV San Diego, whose protests originated the belwether CATV action, had appealed from the commission's order permitting the San Diego cable companies to originate programs, but without advertising (BROADCASTING, July 1).

One element of the San Diego case, the question of FCC jurisdiction over CATV's, was settled by the U. S. Supreme Court which ruled that the commission's authority to regulate CATV was unquestioned (BROADCASTING, June 17).

Peace talks are proposed

Budget Bureau asked to use good offices for meeting between FCC and industry

A group of broadcast-industry representatives has suggested that a meeting, presumably with representatives of the FCC, might resolve a budding controversy over a commission-proposed public notice requesting additional information of license applicants.

The suggestion was made last week in a letter to the Bureau of the Budget, which must clear such government requests. It reflects a more conciliatory attitude than the broadcast representatives had originally indicated toward the proposed notice (BROADCASTING, July 15).

The industry members, who are on a committee that advises the Budget Bureau on proposed commission questionnaires, had been sharply critical of the proposed requests for additional information. The document spells out the kind of information the commission expects in response to questions dealing with the ascertainment-of-community-needs section of the program-reporting section of license applications. The proposed notice says responses to these questions have been "deficient."

The committee still opposes the proposed notice, but in the letter to the Budget Bureau, the committee hoped "that perhaps the intent of the commission is not as onerous as the words of the public notice would indicate." The committee said it may be that the pri-

Radio message quells violent fugitive

Radio, television and other media, often charged with irresponsibility in the reporting of violence, played a pivotal role in apprehending a Lakewood, Ohio, man wanted for killing his wife and the shooting of his brother-in-law and mother-in-law.

Anthony Ferrari, 22, allegedly shot and killed his wife and seriously wounded his brother-in-law in Lakewood July 12, after a family argument regarding the custody of the separated couple's 18-month-old daughter. His mother-in-law also was shot, but not seriously.

WXYZ Cleveland newsmen Bill Clark, told that the wanted man reg-

ularly listened to his station, broadcast appeals twice an hour that evening to the fugitive asking him to surrender. Shortly after midnight, the station carried a taped plea by Mr. Ferrari's mother.

The alleged murderer heard the radio appeals, and five hours after his mother's plea was broadcast, he slipped through police lines into her home. Mrs. Ferrari summoned Mr. Clark, who talked with the fugitive there and arranged with Cleveland police for a peaceful arrest.

"I heard her," Ferrari later told reporters. "It was awful. I had to shut it off. I had to go home."

mary purpose of the commission simply is to obtain more specific responses than it is now receiving to questions contained in the program-reporting form.

Meeting Suggested ■ "If the committee's hope has any basis," the letter added, "we respectfully suggest that the next step in this proceeding should be a meeting under the auspices of the Bureau of the Budget to clarify the proposals."

Members of the committee said they would expect that, if the Budget Bureau sets up the meeting, it would invite commission representatives—staff or members, or both.

The advisory committee members appeared optimistic that language could be found that would enable the commission to obtain the kind of information it is seeking, without imposing an "onerous" burden on all applicants.

The committee, in its letter to the Budget Bureau, said the proposed notice contains requests for information similar to ones the commission had proposed including in the new program-reporting forms which were adopted in 1965 (for radio) and 1966 (for television). The committee noted that the requests were withdrawn after it opposed them in comments to the Budget Bureau in 1965.

Previous Position ■ The committee recalled that three years ago it had said that the procedures the requests would demand of applicants "are contrary to normal human, business, and community interexchange of ideas, are unworkable, will stifle the underlying objectives of the commission, will require the burdensome makings of memoranda of the many contacts and conversations station personnel have each day, and will require the burdensome maintaining of all memoranda in station files for inspection by members of the public."

The committee hasn't changed its mind. The proposed requests and the committee's comments follow:

- Identify all community leaders, by name, position, and organization, consulted. This would result "in an enormous amount of needless paper work, and record keeping, which would serve no useful purpose in the commission's evaluation of an applicant's survey of community needs."

- List all significant suggestions received in consultations with community leaders. "Thus, the requirement of expensive notekeeping becomes more clear and the concomitant burdens . . . are made more apparent. . . A sure way to stop the continuous dialogue between the station personnel and the community is difficult to imagine."

- Evaluate the "relative importance of all suggestions and the consideration given them in formulating the station's overall program structure, and explain

IN SEPTEMBER

TELEVISION



HOW TELEVISION STATIONS NOT IN THE TOP 30 MARKETS are increasing their national billing and selling spot advertisers on the importance of "secondary" markets.

CLEARING PRIME TIME FOR THE NETWORKS. Station reps are reported to be advising stations not to accept some of the movies now being programmed by the networks. Some stations regularly fail to clear programs involving racial unrest. Many network public service programs fall by the wayside because of clearance problems.

WHAT'S HAPPENING TO PROGRAM COSTS? NBC agrees to pay Julie Andrews \$1 million for a TV special. Even second rate feature films are bringing high prices. On the commercial side production costs are constantly rising. What are the networks and stations doing about getting back their money?

HOW DOES A TOP COPYWRITER WRITE FOR TELEVISION? Phyllis Robinson, Hall of Fame copywriter for Doyne, Dane, Bernbach Inc. tells the story. **OTHER FEATURES:** Focus on Finance, Focus on Commercials, Telestatus.

CALL OR WRITE:

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

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

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

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

Circulation: 12,000

Deadline: Aug. 23, 1968

Rates

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

why rejected ideas were not adopted. "This is not only an almost impossible task at best, but in truth subjects the licensee to 'second guessing' by both the commission and the public." The committee also sees the question as raising a freedom of speech question, since it goes "to the editorial judgment of the licensees."

■ Programing proposed to meet the needs as evaluated. The committee noted that the present form covers this subject, without, "however, the onerous record keeping burdens which the new proposals would impose on licensees . . ."

Hooper enters TV ratings

Firm to measure audience of network programs beginning in October

C. E. Hooper Inc., which has been exploring the possibilities of expanding into the syndicated TV-rating field (BROADCASTING, March 18), took the plunge last week. Officials said they would offer syndicated monthly reports showing household and people ratings for all prime-time network TV programs, beginning in October.

At the same time, they said, they'll continue to develop their plans for a syndicated local TV service. Eventually they expect to be offering measurements of cumulative audience, product usage and commercial perception on both a national and local-TV basis.

Bill Harvey, Hooper vice president and director of broadcast development, noted that the new national TV service—which will employ telephone coincidental research—was based on months of testing and its initial, 1968-69 season was regarded as a demonstration period.

"If the demonstration is a success," Mr. Harvey said, "we will expand the service in 1969-70 to provide overnight household and people ratings for all network television programs, in homes with and without listed telephones, 52 weeks a year."

Lower Charges ■ Rates for the new Hooper service during the "demonstration year" were described as "about one-tenth of the annual price" of the A. C. Nielsen Co.'s national TV rating service.

Mr. Harvey said Hooper tests of several research techniques showed memory biases in diary methods and

Voice from the ghetto

KTTV(TV) Los Angeles has allocated some \$70,000 to Performing Arts Society of Los Angeles (PASLA), theatrical group run by Negroes for the local black community. The money is being used at \$4,000-plus per week for 17 weeks to produce a daily hour show, *From The Inside Out*. The allocation is almost in the nature of a grant, with Negro production people solely responsible for creative control of the product. Metromedia supplies production facilities and crew. The original concept was to have white technical help phased out in deference to Negroes who would get on-the-job training. But technical unions involved refuse so far to grant the necessary work waiver.

sample biases in meter panels (BROADCASTING, July 8, March 18) and also "led to the surprising conclusion that the telephone coincidental is not an especially expensive rating method." They also showed "that no conventional or new technique tested could approach the accuracy of the coincidental," he asserted.

"Originally we hoped that a tightly structured recall technique could approximate the accuracy of the coincidental at lower cost," Mr Harvey said, but "our tests of the technique indicated this is not possible."

He said the "aggregate findings" of Hooper's methodological studies over the past six months would be made public soon.

He also said Hooper's testing is being continued, not only to develop local- and national-TV services but also aimed at significant improvements in the Hooper radio and marketing research services this fall.

TV shows planned from new ABC Marine World

ABC Marine World, a new subsidiary of American Broadcasting Companies Inc. in Redwood City, Calif., was unveiled this month, first before some 2,000 invited guests and then for the public. The estimated \$5-million oceanographic project is constructed on 85 acres of islands and keys in the San Francisco South Bay area. The land is leased from the Leslie Salt Co. Some 60 acres of the complex contain an oceanarium for performances by sea animals; a water show arena; a seven-

tank salt water exhibit; an ichthyarium for biological lectures and to house a seal cove and bird sanctuary.

The primarily recreational facility, which also includes educational and research features, is to be used as a location site for several ABC-TV telecasts. The network immediately announced that it will produce an hour color special from Marine World for presentation next February. The special will be sponsored by Star-Kist Foods Inc., Terminal Island, Calif., through Leo Burnett Co. In addition, a segment of the *The Undersea World of Jacques Cousteau* series of specials carried by ABC-TV also is set to be taped at the new facility.

WAPA-TV to continue soundtrack experiment

The FCC last week extended for one year a dual-language experiment in which a San Juan, P. R., TV station broadcasts English soundtracks for its Spanish films over a local FM station.

WAPA-TV and WIAC-FM, both San Juan, have cooperated in the venture since June 7, 1967, when the FCC authorized the experiment. WAPA-TV buys two hours of evening time from the FM station for the film tracks.

The extension was granted over the objection of Telesanjuan Inc., licensee of WTSJ-TV San Juan, a UHF station. In a petition for reconsideration filed last year, the firm had argued that the operation gave WAPA-TV an unfair advantage in competition with English-language programing on WTSJ-TV. Telesanjuan also raised the issue of unfair film licensing practices, since WAPA-TV is licensed to a wholly owned subsidiary of Screen Gems, itself a subsidiary of Columbia Pictures. The commission deferred action until it had data from a report it required WAPA-TV to submit.

The commission said it found no basis for claims of injury to Telesanjuan or to the public interest. The WAPA-TV report had documented wide public acceptance, but not a uniform improvement in ratings. The commission also rejected a claim that WAPA-TV has two aural channels and therefore violates FCC multiple-ownership rules, commenting, "It is equally true that only one program is being offered, albeit in two aural versions." The issue of WAPA-TV's affiliation with Screen Gems will be covered in a report to be supplied by the station after its one-year extension.

The commission said that the extension did not constitute final approval of the experiment, but was simply an attempt to gather "more useful data than would otherwise be available."

EARN BIG MONEY IN RADIO...



GET BIG AUDIENCES!
NO ONE HAS EVER DONE THAT
MORE SUCCESSFULLY THAN
CHUCK BLORE...OR KEN DRAPER.

programming db

THE TALENTS OF BOTH ARE
AVAILABLE ON A CONSULTATION
BASIS. THEIR COMPANY IS...

programming db

AVAILABLE TO A LIMITED NUMBER
OF STATIONS INTERESTED IN
EARNING BIG MONEY. STATIONS
LIKE YOURS. FIND OUT ABOUT...

programming db

KEN DRAPER, DIRECTOR
1606 ARGYLE AVE.
HOLLYWOOD, CALIF., 90028
(213) 466-4116

The art of putting on the heat

It's explained by Nick Johnson to women summoned

by McCall Corp. to forum on reducing violence

Some 200 women leaders from across the country got a lesson from FCC Commissioner Nicholas Johnson last week on how to bring pressure to bear to "improve" programing.

The commissioner was quoted by some participants as recommending, among other things, that people boycott sponsors' products if necessary to achieve programing aims. But he denied to BROADCASTING afterward that he had made any such statement.

He was one of several speakers at a meeting that, according to some participants, frequently took on a "gang-up-on-television" air. The meeting was called a forum on "Womanpower: Towards the Reduction of Violence" and was held Tuesday and Wednesday (July 23-24) in New York under the sponsorship of the McCall Corp., publisher of *McCall's*, *Redbook* and *Saturday Review*.

Mr. Johnson, who told the session his speech was off the record, was quoted by participants as telling the women to confer with local station management, write the networks, call for local FCC hearings when stations' licenses were up for renewal. He later denied he had also suggested letters to Congress, as some participants thought they heard him say.

He was said to have spoken warmly of lawsuits as a means of the public's making its influence felt, and coldly of broadcasters as being concerned with making money.

Virtually all of the questions directed at Mr. Johnson from the floor were said to have been anti-television in tone, and Norman Cousins, the McCall Corp.'s editor-in-chief, reportedly continued the attack at one of the wind-up sessions by calling upon the delegates to "make war on violence on television."

Mr. Cousins and others were said to have referred to Commissioner Johnson's recommendation for public action on license renewals and to have called for the formation of a continuing committee, which McCall Corp. would underwrite, and perhaps for the formation of a network of similar committees at the local level.

Mr. Cousins was said to have told the audience to go home and monitor their sets, support the "good" stations and encourage educational TV and radio stations.

Other features of the sessions included a questionnaire distributed by McCall soliciting participants' views on the causes and cures of violence, includ-

ing whether they thought "excessive violence on TV" was a contributing factor.

Among the materials distributed at the meeting was a copy of an FCC form letter describing commission policies on various issues to which had been appended a two-page addendum listing the addresses of the networks, the National Association of Broadcasters and other organizations, and sources for lists of stations, their licensees and addresses.

Panel subjects also included "violence and the urban crisis," "violence and psychobiology," "violence and education" and "violence and the American tradition."

Democrats off the phone hook

IBEW, Illinois Bell

work out compromise

for Chicago convention

Volunteer union workers began installation of radio-TV and other communications cables at the International Stockyards Amphitheater in Chicago Thursday following a compromise agreement announced earlier in the week to separate the three-month old International Brotherhood of Electrical Workers strike against Illinois Bell Telephone Co.

The IBEW-initiated move, made as a gesture of public good will, came just in time to save the convention for Chicago. Democratic officials were poised to take the session elsewhere if the communications deadlock had continued (BROADCASTING, July 22). The convention opens Aug. 26.

Still up in the air last week was the installation of extra lines at major Chicago hotels where principal delegations and candidates will headquarter and where much of the convention news also will originate. The union volunteer plan concerned only the Amphitheater, and the hotels were still on the off-limits list. During the convention period the networks originate many of their regular news and other shows from Chicago studios and additional cue lines

and related extra facilities are required.

How It Will Work ■ The volunteer installation plan was announced Tuesday in the office of Chicago Mayor Richard J. Daley. The IBEW telephone local agreed to provide 300 men who would work without pay at the Amphitheater. Illinois Bell agreed to pay for the work at the rate of \$5.15 per hour (top scale under the existing IBEW pact was \$4.01). This money is being paid to a newly formed "All Chicago Labor Committee" which in turn is paying the money to the strike fund of the IBEW local.

An initial group of 50 volunteers, appeared for work at the Amphitheater Thursday morning. During the day Illinois Bell trucks shuttled gear to the site. Observers at both the union and the phone company were confident the full job will be completed in time for the convention although only four weeks remain. A union observer felt that under the circumstances there would be no objection to handling component packages pre-assembled elsewhere earlier by Illinois Bell supervisory teams.

Meanwhile other contractors began working on network facilities in the Chicago Amphitheater last Monday following exit of the National Housewares Show. Extra lighting and air conditioning for color TV were expected to be completed over the weekend and focusing of the lights was to begin today (July 29).

John M. Bailey Democratic National Committee chairman, on Tuesday said: "All of us who have the responsibility for the Democratic convention are happy and greatly relieved by the moratorium agreed upon by the IBEW and Illinois Bell. . . . We are used to Mayor Daley performing such miracles . . . there is now no longer any question about where the convention will be

Feeds for Negro outlets

Audio telephone feeds "designed specifically for the black community" will be provided by the Republican National Committee beginning today (July 29) with coverage of the Republican Platform Committee proceedings. Three tapes daily will be prepared, starting Tuesday, July 30, it's announced. Stations may call (305) 531-0345 to receive the feeds, or call (305) 531-8511 with specific interview requests. The minorities division of the committee notes that all stations are welcome to use the service but that material will be tailored for use by Negro-format outlets.

held."

Mr. Bailey said he also was happy to report "that we kept moving all other phases of convention activity steadily forward during the phone strike. As a result we are now two weeks ahead of the schedule followed four years ago in most instances."

House delays action on 315 suspension

The House Commerce Committee last week postponed consideration of a Section 315 suspension, which would permit televised debates between presidential candidates, until Sept. 11—after the nominating conventions and only eight weeks before the November election.

The action to postpone came in closed session Wednesday (July 24) by an 18-10 vote on a motion offered by Representative W. S. (Bill) Stuckey (D-Ga.). The adoption of the Stuckey motion guarantees committee consideration of a suspension on Sept. 11, and, as such, was considered a more positive step than a simple tabling of the matter, which would have required a subsequent motion in committee before the issue could be taken up again. The House plans to go back in session during the week of Sept. 11, after recessing for the conventions.

It's understood the measure as pending before the committee for re-examination in September is a far cry from the simple resolution passed by the Senate, which is based on the suspension resolution adopted in 1960 that permitted the Kennedy-Nixon debates.

Left untangled, it was reported, were various substitutes and amendments to the Senate language, including a proposal made by Representative John E. Moss (D-Calif.), a suspension foe, that would ban all broadcast editorials for or against candidates (BROADCASTING, July 22).

Broadcast Support ■ The committee action came after networks and broadcasters had gone into action in an effort to gain a prompt and favorable vote on the suspension. On Monday (July 22), Julian Goodman, president of NBC Inc., wired all committee members that a suspension "would enable broadcasters to present the candidates in a variety of forms and confrontations in which they wished to appear, which would include but not be limited to debates." He added that House approval of the resolution as passed by the Senate would save the time of a conference-committee action.

Frank Stanton, CBS Inc. president, has been active in directly contacting

CBS, IBEW hassle set for arbitration

CBS and the International Brotherhood of Electrical Workers agreed last Tuesday (July 23) to submit to early arbitration a dispute over which employees should operate the Video Graph, a new digital device that is to be used during the network's coverage of the Republican National Convention in Miami Beach next week.

Thirty-three members of IBEW, who had been installing the equipment at the Miami Beach Convention Hall, walked off the job on July 19 when they learned that CBS

planned to have its news staff operate the device on the grounds that a journalistic function was involved. Union members remained away until late Tuesday when CBS and the union agreed to submit the dispute to the American Arbitration Association for an early ruling before the opening of the convention.

Video Graph, developed to CBS specification by the A. B. Dick Co., is a modern version of Divcon and is used to punch up various arithmetic calculations for instant superimposition on television.

committee leadership in both parties, urging suspension.

Ward L. Quaak, president, WGN Continental Broadcasting Co., also telegraphed his support for the Senate resolution (S.J.Res. 175).

The 'when' stymies HH-McCarthy debate

The three television networks were prepared last week to give free time for a television debate between Senator Eugene J. McCarthy (D-Minn.) and Vice President Hubert H. Humphrey, but the problem that remained was to obtain agreement from the presidential candidates on dates when they would be willing to appear.

ABC-TV offered time on Aug. 24 from 9:30-11 p.m. NBC issued an invitation to the candidates to appear on a forthcoming *Meet the Press*. CBS-TV had offered an hour of prime time on July 21 or July 28.

Through an aide, Senator McCarthy said he has been willing to discuss the issues on television with other candidates for the Democratic nomination. A spokesman for Mr. Humphrey said the "Vice President's preference remains for a discussion a week before the convention," but added that "both candidates are committed to the idea of a debate and we have to sit down and talk about it."

WLIB series now on 36 Negro outlets

WLIB New York's *What Must Be Done* programs, a series of 13 half-hour radio examinations of ghetto and race-relations problems, is currently being carried by 36 Negro-market stations and will be made available to general-

market stations for the cost of the tapes, officials said last week.

The programs started on WLIB July 1 as a weekly series in which civil rights leaders and other experts on racial questions join *Newsweek* editors and business and government leaders in offering suggestions to ease such problems as education, employment, money sources, self-help, health and aid for the needy. They are produced by WLIB vice president Sam Chase in cooperation with *Newsweek* magazine (BROADCASTING, June 24).

On WLIB the programs are followed by a broadcast in which Percy Sutton, president of the Borough of Manhattan, who is moderator of the programs, answers questions called in by listeners. Mr. Chase said many of the other Negro-oriented stations carrying the series also add a call-in program.

WLIB supplies pictures and news releases for use by stations carrying the series. These kits will also be made available to general-market stations carrying it, according to Mr. Chase. He said some general stations had already arranged to present the programs.

In addition, the Voice of America and the National Educational Radio network have shown interest in using them.

Comedian protests image on 'Of Black America'

Stepin Fetchit, Negro comedian and movie actor of the 1920's and 30's, has asked CBS-TV for time to "correct the distorted portrayal of his position in the movies" in the network's *Of Black America* series.

Film clips of Mr. Fetchit as an eye-rolling, shuffling Negro comedian were shown as part of the series' first program, "Black History—Lost, Stolen, or Strayed," which was presented July 2

and repeated last Tuesday (July 23).

Mr. Fetchit said in a telephone interview Thursday (July 25) that he felt CBS had "crystallized permanently" the image that he had been degrading to the Negro, when in fact he had opened the door for Negroes in Hollywood by taking inferior and unimportant roles and making them artistic and dignified.

The actor's lawyer, Marshall J. Cooper of Cooper and Wallace, Chicago, sent a letter to Dr. Frank Stanton, president of CBS, with the request for time later in the series for Mr. Fetchit's views.

The network said the letter was received Wednesday (July 24) and that the request was under consideration.

Interview editing draws ire of FCC

Broadcasters were put on notice last week that editing interview programs in a manner that results in the broadcast of "false or misleading material" can get them into trouble with the FCC.

The commission provided that notice in a public rebuke to Metromedia Inc. At issue was the broadcast of a video-tape interview of John P. Roche,

special assistant to President Johnson, by former White House news secretary Pierre Salinger. The program was carried on Metromedia's WTTG(TV) Washington.

In a letter to Metromedia that was made public, the commission said the company's lack of supervision had enabled a private producer to edit the program in a manner that deliberately distorted what appeared to be an uninterrupted discussion between Mr. Salinger and Mr. Roche.

In the circumstances under which the program was taped, the commission said, "the licensee has responsibility for exercising reasonable diligence to prevent the broadcast of false or misleading material."

The commission's letter came after an investigation prompted by news reports that a question from the studio audience dealing with the Kennedy administration's involvement in the Vietnam war had been inserted out of context. The alleged result was the impression that Mr. Roche had accepted Mr. Salinger's answer to the question.

The program was produced by Canaan Productions Inc., but was financed by Wolper Productions Inc., a Metromedia subsidiary, in return for distribution rights, and was taped on March 15 at Metromedia's WNEW-TV New York. Metromedia personnel participated in the taping but, according to the company, were not consulted on content and exercised no editorial judgment on the placement of the question.

Incident's Effect ■ The commission's rebuke to Metromedia is believed to be the first of its kind, and is likely to cause some uneasiness among broadcasters whose news departments routinely edit filmed and taped interviews and statements. Few newsmen have not received complaints from persons claiming their remarks were misquoted or edited out of context.

Robert D. Kline, president of Canaan, told the commission that the controversial editing of the Roche-Salinger interview resulted from a feeling "that we had to have questions asked of Mr. Salinger so as to establish his identity and personality" during the Roche segment. Mr. Roche had left the taping to return to Washington after being interviewed for 12½ minutes.

The producer looked through questions that members of the audience asked Mr. Salinger following the interview segment, Mr. Kline said. "The only question that logically related" to the Roche-Salinger interview, he added, pertained to the involvement of President Kennedy, Senator Robert F. Kennedy and Mr. Salinger in the Vietnam war. It was edited into the Roche segment.

Mr. Salinger, who had been news

secretary to Presidents Kennedy and Johnson, said the basic difference between the Kennedy and Johnson administrations was that President Kennedy did not think the U. S. should be the primary fighting force in the war. Mr. Salinger added that he thought the U. S. now was carrying the main burden of the fighting and that the limitation of the Kennedy commitment is being forgotten.

Mr. Roche previously had said that the current situation grew out of the policies of the Eisenhower and Kennedy administrations.

The commission, in its letter to Metromedia, noted that Canaan concedes "it was concerned with establishing 'the identity and personality' of Mr. Salinger rather than with presenting a true picture to the public of what actually took place during the discussion of an important public issue by an assistant to a former President and a special assistant to the incumbent chief executive."

It added that although the program was produced at a Metromedia station and personnel of that station were aware of the nature of the production, "you seem to have made no effort to give your employees responsibility for passing upon the content of the program during its production or to acquaint yourself with the manner in which the video tape was later edited."

Distortion Charged ■ "The result was that an independent producer was able to engage in deliberate distortion, for private reasons, of what purported to be an uninterrupted discussion by Messrs. Salinger and Roche of important public issues."

The commission said it does not regard Metromedia's performance as "measuring up to the standard of responsibility it expects of its licensees." It said the matter will be considered again in connection with Metromedia's next application for renewal of WTTG's license.

New entertainment-makers

Television personality Tom Smothers has joined with his personal managers, Ken Kragen and Ken Fritz, to form Kragen, Smothers & Fritz, described as a "multi-faceted entertainment and communication company." The firm will be involved in television and feature-film production, recording,

**Radio's Newest Weekly
National Sports Show!**



*Produced in association with
THE NATIONAL PRO FOOTBALL
HALL OF FAME.*

**21 weeks—guests—actualities
One hour—predictions—opinions
Every Pro game covered with direct
on the spot reports.**

For further details on this exciting radio program watch your mail or contact:

**Sid Friedman
Pro Football Reports
512 Hippodrome Bldg.
Cleveland, Ohio 44113
Phone: SU 1-2215**



publishing, and talent management. It has acquired a building at 260 South Beverly Drive, Beverly Hills, which will become company headquarters on Aug. 15. Tom Smothers is chairman of the board, Mr. Fritz is president, and Mr. Kragen, with the title of executive vice president, will be in charge of the company's over-all operations. Dick Smothers, the co-star of *The Smothers Brothers Comedy Hour* on CBS-TV, is not participating in the company's management.

CATV copyright problems to be aired in Poconos

Temple University's School of Communications and Theater will sponsor a seminar on CATV copyright problems Sept. 29 to Oct. 1 at Buck Hill Falls, Pa., in the Pocono mountains near Philadelphia.

More than 70 broadcasting and gov-

ernment leaders have been invited to the meeting, which will explore such CATV questions as exclusivity, distant signals, copyright and program origination.

Seminar participants will gather informally on Sept. 29 and will spend the next two days in small discussion groups. The groups will meet after each session to exchange results and accomplishments.

Dr. Kenneth Harwood, dean of the

NAFMB study shows wide range of formats

Any programming format suitable for radio, any format able to attract an audience on AM radio (with possibly one exception), is represented on the FM band. Indeed, it could be that a future successful format for AM is being developed now on FM.

This is the evidence drawn from a programming survey taken by the National Association of FM Broadcasters. The first results were delivered last week to the NAFMB's West Coast seminar in San Francisco (see page 30).

This year's survey (the NAFMB conducted a similar one in 1967) was taken in June. Questionnaires were mailed to some 1,500 commercial FM stations in the U.S. The survey asked questions designed to elicit both the incidence and the extent of programming in 18 categories in a typical broadcast week. Another aim of the survey was to show the extent of over-all format programming by FM stations. A total of 744 usable returns are the base for the generalized industry information, while the program category information

was compiled from a sample of 688 returns (the sample base used in 1967 was 808).

News, public affairs, sports programs and religious programming showed substantially increased incidences in 1968 compared to 1967. Although information on ethnic programming was not elicited in 1967, the extent of ethnic, foreign-language and Negro programming shown by this year's study seems to indicate a growing awareness on the part of FM broadcasters of the potential of this specialized programming. In the music categories, the outstanding high incidence of "beautiful music" shows it to be a coming leader among FM formats—almost ready to overtake the standby of "middle-of-the-road." (See table I.)

"Middle-of-the-road," "beautiful music" and "modified contemporary" account for 83% of the "major programming" choices of FM stations. What's particularly striking is that the new free-form or "underground" format is indicated as a major category in the same percentage of stations as those indicating traditional "top-40" music formats. (See table

II.)

A high percentage of the FM broadcast week seems to be concentrated on "middle-of-the-road," "beautiful music," news, sports and weather, and "modified contemporary" music. The outstanding exception to AM-type formats is the all-talk format, which, apparently because of high cost and incompatibility with stereo, is not advancing on FM. (See table III).

The NAFMB figures indicate the total effect of the FCC's separate-programming edict for AM and FM stations as well as the growth pattern of FM in general. Of particular note is the decline of AM-FM duplication and the correlated increase in stereo penetration, automation and use of programming services.

This report was delivered to the NAFMB seminar by Alex Smallens, director of programming for ABC Radio's American FM Network. There is no plan to develop a similar programming study in 1969. The material contained in this year's study will be released to NAFMB members and other interested broadcasters sometime next month.

Table I

Program Category Incidence: All Markets		
Category	1967 report %	1968 report %
News, sports		
weather	59%	94%
Public affairs & special events	40	60
Sports programs	23	41
Talk	50	34
Religion	36	51
Classical music	34	34
Semiclassical	25	30
Beautiful music	33	60
Middle-road	72	69
Country & western	11	29
Rhythm & blues	*	9
Jazz	15	24
Modified contemporary	*	37
Underground	*	6
Top 40	8	10

*Not surveyed in 1967.

Table II

Incidence of format as Major Category	
Major Category	% of stations
News	1
Other news & public affairs	*
Sports programs	*
Talk	1
Religion	1
Ethnic—foreign language	1
Ethnic—Negro	1
Ethnic—English	*
Classical music	6
Semiclassical	1
Beautiful music	25
Middle-road	47
Country & western	7
Rhythm & blues	1
Jazz	1
Modified contemporary	11
Underground	2
Top 40	2

*Less than 1%.

Table III

Program Category: Extent in Broadcast Week	
Category	% of broadcast week
News, sports, weather	9.1
Public affairs	2.5
Sports (play-by-play)	2.8
Talk	1.9
Religion	3.1
Ethnic—foreign language	0.7
Ethnic—Negro	0.8
Ethnic—English	0.3
Classical music	5.8
Semiclassical	2.7
Beautiful music	18.8
Middle road	29.6
Country & western	6.6
Rhythm & blues	0.9
Jazz	2.0
Modified contemporary	8.8
Underground	1.3
Top 40	2.3

Donna and syndication

Screen Gems Inc. has placed *The Donna Reed Show* into syndication and has completed its first sale to WCBS-TV New York. The half-hour series had an eight-year run on ABC-TV, including several years of daytime reruns.

Philadelphia school, former board member of the National Association of Broadcasters, said NAB, FCC and National Cable Television Association officials agree that such a seminar may be helpful in solving CATV problems.

Revised ratings data

CBS-TV said last week that a national survey it had ordered from the American Research Bureau estimating the audience of the first in the seven-part *Of Black America* series July 2 had been in error. The national Arbitron rating was then given as 17.4 and its share as 40 for the 10-11 p.m. EDT period (BROADCASTING, July 8). CBS said, however, that ARB had written the network noting that the "error was discovered when we recomputed the original data." The correction: 11.0



MEMO FROM MAC:

72 radio people from 11 states have just participated in a 5 hour Brain Storming Session in Lubbock, Texas hosted by the Brain Radio Service. The key thought reflected from Jerrell Shepherd, the whiz from KWIX-Moberly, Mo.; Al Lurie, the Quarterback for KLIF-Dallas, Texas; and Bill McAlister, the KSEL high hickety-poo-Lubbock, Texas; was this simple truth, "Make up your mind, is your station selling quality or price, either one will work but when your salesmen are trying to sell both, they end up in fruitless frustration". This week's BRAIN will give full details on The Bonanza. If you're not a subscriber we invite you to join our 800 happy station owners.

Brain Radio
Box 875
Lubbock, Tex. 79408

rating and 25 share for the CBS News program. NBC's movie that night had a 16.0 rating, 36 share ("Captain Newman" starring Gregory Peck), and ABC's *Invaders* had a 7.8 rating, 18 share.

Program notes . . .

Rocky's confrontation ■ As part of its Republican National Convention coverage, NBC will expand its half-hour *Meet the Press* to a one-hour show Sunday, Aug. 4, for an interview with Governor Nelson Rockefeller (R- N. Y.). Originating from Miami Beach, the program will be fed on NBC-TV at 12:30 p.m. (EDT) and by NBC Radio at 6:05 p.m. (EDT). Interviewers will be Otis Chandler, *Los Angeles Times*; Ralph McGill, *Atlanta Constitution*; John S. Knight, *Miami Herald* and Knight newspapers; John Sengstacke, *Chicago Daily Defender*; Katharine Graham, *Washington Post*, and William F. Buckley Jr., *National Review*. Lawrence E. Spivak is moderator.

Britannica specials ■ A series of *Encyclopaedia Britannica Specials* will be developed by Lee Mendelson Film Productions Inc., Burlingame, Calif. and Encyclopaedia Britannica Inc., Chicago, in association with NBC-TV for the 1969-70 season. The series will be based on explorations in human achievement and knowledge.

Roles set ■ Lloyd Bridges, Kim Hunter, Fritz Weaver and Phyllis Newman have been signed for *The People Next Door*, an original drama special by J. P. Miller for the *CBS Playhouse*, Tuesday, Oct. 15 (9:30-11 p.m. EDT) on CBS-TV.

Holly goes TV ■ Paramount Television will jointly prepare with ABC-TV, a half-hour comedy project based on Truman Capote's Holly Golightly character for the 1969-70 network season. Holly Golightly is the female protagonist of Mr. Capote's novella "Breakfast at Tiffany's," which was a 1961 Paramount movie.

Dolly duo ■ Carol Channing, who created the musical role in "Hello, Dolly!" and Pearl Bailey, current star of the Broadway vehicle, will team up in a two-woman show on ABC-TV this season. Miss Channing will also appear in another special on the network this season with Carol Burnett and Danny Thomas. The two specials will be produced and written by Saul Ilson and Ernest Chambers and directed by Clark Jones.

Oscar moves ■ The national telecast of the annual Academy Awards presentations is moving from Santa Monica to a cultural compound in downtown Los Angeles. The 41st annual Oscar show,

to be telecast on Monday, April 14, 1969 over ABC-TV, will originate from the Dorothy Chandler Pavilion, the largest of the three theaters in the Los Angeles Music Center. The last eight Academy Awards telecasts have originated at the Santa Monica Civic Auditorium.

Special 'happening' ■ Dick Clark Productions, Hollywood, has sold a one-hour special version of its Saturday afternoon ABC-TV variety series, *Happening '68* to that network for showing on Nov. 5. The special will be based on an election day theme. Four half-hours, of *Happening '68* also have been ordered by ABC-TV.

July sampling ■ Westinghouse Broadcasting Co. newsmen Rod MacLeish and Bernard Shaw are on a transcontinental tour this month gathering the pre-convention mood in America. Their reports are heard daily over WBC stations under the title of "America: A Month in the Country."

Humanities grant ■ A grant of \$195,000 has been awarded to noncommercial WNDT(TV) Newark, N. J.- New York, for the production of a weekly, 26-show series entitled *Critique*. Private donations of \$67,500 and \$30,000 from the Old Dominion Foundation and the Louis Calder Foundation respectively were matched by the National Endowment for the Humanities grant of \$97,500. The series will present critical analysis of contemporary works in the arts and humanities.

ARN coverage ■ All member stations of the Arkansas Radio Network will cooperate in covering the July 30 Arkansas primary elections. KARK Little Rock, will be the headquarters for receiving and coordinating for broadcast reports from member stations. A similar venture is planned for coverage of the Aug. 13 runoff and the Nov. 5 general election.

Rockefeller grant ■ A Rockefeller Foundation grant of \$200,000 has provided impetus for a regional theater project on National Education Television. NET plans a minimum of four full-length dramas, produced in cooperation with regional theaters and NET affiliates, and two or more docu-

WNWC SUBURBAN CHICAGO

HAS A CCA BROADCAST TRANSMITTER

CCA

CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
18091 456 1716

A hint of Fortas's views on reporting

If Associate Justice Abe Fortas becomes the chief justice of the U.S., will there be a change in the court's attitude toward TV and radio coverage of the court? Conceivably, but don't bet on it.

This was the implication read into Justice Fortas's letter to Senator James C. Eastland (D-Miss.), chairman of the Senate Judiciary Committee which is considering Mr. Fortas's nomination by President Johnson to be chief justice. The letter was dated July 19 and was in response to a request from the chairman for elaboration of a statement made by Mr. Fortas during his week-long appearance before the committee earlier this month.

At that time, Mr. Fortas had said that "only one thing . . . has thus far occurred to me very strongly and that is that we must carefully explore some means of communicating to the public, more information about what the court does, so that the public can understand and the public can more openly and more effectively criticize the court."

In his letter to Senator Eastland, Mr. Fortas lists five areas that he thinks might be considered, warning, however, that all the justices of the Supreme Court would have to concur in any changes or development and stressing that he has not consulted any of them on these ideas:

(1) Some way of helping news re-

porters with the reporting of complex decisions; (2) expansion of the service performed since 1964 by the Association of American Law Schools in summarizing cases before the high court before argument to help reporters and students; (3) establishment of statistical analyses and presentations of the court's "bulk" work, particularly action on petitions for review which, Mr. Fortas noted, usually are denied in criminal cases thus, in essence, upholding lower court rulings; (4) possible formation of a private organization of Supreme Court lawyers to aid public information.

Electronic Reporting ■ It is in his fifth, and last point, that Justice Fortas mentions TV and radio. He said: "I am sure that other problems and possibilities exist which can be fruitfully explored, including—as an example—the special question of television and radio reporting of court decisions."

It could not be ascertained whether Justice Fortas meant simply the reporting of court decisions by broadcast newsmen, or whether he had in mind coverage of court sessions. Mr. Fortas was not available last Thursday, and his office could not clarify these remarks. It was pointed out, however, that by edict of the Federal Judicial Conference several years ago, TV and radio are barred from covering with cameras or microphones criminal trials in federal courtrooms.

mentaries on the relationship of regional theaters to their communities and the impact of the movement on actors, writers and directors. The first play is scheduled to be produced in late summer and broadcast in October.

Official blasts newsman ■ A top city official in Los Angeles has filed a complaint with the FCC and with John W. Kluge, president of Metromedia Inc., against the "completely inaccurate reporting" of a newsman for Metromedia's KTTV(TV) Los Angeles. William Frederickson Jr., general manager of the Los Angeles City Recreation and Parks Department, charged that newsman Pete Miller on a July 15 telecast

used "false figures," "deliberate misstatement" and "distortion of the facts" in a report on allegedly exorbitant profits made by a private golf concessionaire in city parks. Mr. Miller has denied the charges.

Half-hour for syndication ■ Former track great Jesse Owens has been signed to be the host for a half-hour TV series being produced for syndication during the 1968-69 season. The as yet untitled sports-oriented show will be produced by North American Films, Hollywood, a newly formed company. Also involved in the production is Centaur Ltd., Burbank, Calif.

Musical special ■ NBC-TV will air *Mouse on the Mayflower*, a whimsical musical about a mouse who keeps a diary while on board the Pilgrims' 1620 voyage to the New World. Tennessee Ernie Ford narrates the one-hour production, which features the voices of Eddie Albert, John Gary, and Joanie Sommers. The special will be presented in November.

CONTEL IOI

Advanced Broadcast Equipment

RELIABLE HIGH PERFORMANCE

XV INTERNATIONAL
ADVERTISING FILM FESTIVAL
VENICE 1968

IT IS WITH PRIDE AND
APPRECIATION THAT WE WISH
TO THANK THE FOLLOWING
ADVERTISING AGENCIES FOR
ALLOWING US THE OPPORTUNITY
OF CREATING WITH THEM THESE
AWARD WINNING COMMERCIALS.

GRAND PRIX DU CINÉMA
PRITCHARD, WOOD
& PARTNERS LTD., LONDON
NATIONAL PROVENCIAL BANK
"COUNTING"

GOLD MEDAL DU CINÉMA
PRITCHARD, WOOD
& PARTNERS LTD., LONDON
NATIONAL PROVENCIAL BANK
"HAT"

FIRST PRIZE DU CINÉMA
PRITCHARD, WOOD
& PARTNERS LTD., LONDON
NATIONAL PROVENCIAL BANK
"HAT"

SILVER MEDAL TÉLÉVISION
FOOTE, CONE & BELDING, INC.
DIAL SOAP "GLORIA"

SECOND PRIZE TÉLÉVISION
NEEDHAM, HARPER & STEERS, INC.
ACCENT "SPINACH"

N. LEE LACY/ASSOCIATES LTD.
HOLLYWOOD NEW YORK DALLAS LONDON

Lee assails UHF steal

In dissent to proposals
to help land-mobile users,
he charges 'swiping'

FCC Commissioner Robert E. Lee, normally one of the commission's more even-tempered members, has lashed out with some heat at his colleagues in connection with the proposals to ease what land-mobile radio operators say is severe congestion in their frequencies.

The commissioner talked of the commission authorizing a "swiping" of TV broadcast channels by land mobile and of "breaking faith" with Congress.

Commissioner Lee, the commission's staunchest promoter of UHF, made the comments in dissents to commission notices of proposed rulemaking looking to a sharing of the seven lowest UHF channels (14-20) with land mobile and to reallocation of 115 megacycles of spectrum space, including the top 14 UHF channels (806-890 mc), to land-mobile use. The notices, action on which was announced two weeks ago (BROADCASTING, July 22), were released last week along with the dissent.

Commissioner Lee said the notice providing for sharing of the bottom seven UHF channels was "premature." The commission should first consider using the 900 mc band—which is located above the UHF portion of the spectrum, he said.

He noted that 26 megacycles of space above 890 mc have been reallocated to nongovernmental use from the government portion of the spectrum (BROADCASTING, June 10), and said: "We should plan carefully for the use of these bands and stop making believe they do not suit land-mobile needs."

Equipment Problem ■ Land-mobile spokesmen have argued that equipment would have to be developed for use in those frequencies—a time-consuming job, they say. But Commissioner Lee referred to a 12-year-old study by a Motorola Inc. engineer concluding that present equipment could be easily converted to use in the higher frequencies.

He also referred to the \$500,000 contract the commission recently let to Stanford Research Institute to study the land-mobile radio services and make recommendations regarding them. "The ink is hardly dry before the commission has assumed the results are in, and

nothing short of 'swiping' TV broadcast channels will solve land-mobile problems."

He considers "swipe" the right word since he is convinced that "there is going to be intolerable interference to TV service; if not to co-channel stations, at least others."

Some of this concern is shared by Commissioner Kenneth A. Cox, who voted to issue the rulemaking proposal. In a concurring statement last week, he said that if the sharing plan is implemented, "the industry and the commission may be faced with certain interference conflicts which could be very

difficult to deal with."

Reason for Support ■ Commissioner Cox said he supports the proposal because he believes it represents the only solution to the problem of finding additional land-mobile channels "rather quickly" to relieve congestion experienced by the safety services "in certain critical areas." He expressed the hope that comments in the proceeding would contain suggestions "as to ways of minimizing possible interference conflicts."

Commissioner Lee also opposed the proposed reallocation of 115 megacycles of spectrum—75 mc to common carriers and 40 to private land mobile—as "premature and unwarranted." The spectrum involved covers an area from 806 mc to 960 mc.

Before undertaking "such a shotgun proceeding," he said, the commission should consider not only the report of the Stanford Research Institute, which is due next summer, but also the recently submitted report of the Joint Technical Advisory Committee, which deals with spectrum-management techniques (BROADCASTING, July 22).

He noted that in 1964 the commission denied a request of the common carriers for 75 megacycles of space "and reaffirmed its belief that 70 UHF channels were necessary to accommodate a competitive and effective television system."

What Changed? ■ "What transpired in these four years that would cause the commission to break faith with the Congress, which passed the [bill requiring all TV sets to be capable of UHF as well as VHF tuning] on our representation that 70, not 56, UHF-TV channels are essential?" he asked.

In a related development reflecting the expected broadcast industry opposition to the proposed notices of rulemaking, the National Association of Broadcasters and the All-Channel Television Society endorsed the Association of Maximum Service Telecasters' proposal for government-industry project of traffic monitoring in the land-mobile services.

AMST made the proposal three weeks ago, in a letter to FCC Chairman Rosel H. Hyde (BROADCASTING, July 15). The proposal—filed less than a week before the commission issued its notices of proposed rulemaking dealing with land-mobile—carried with it the request that the commission make no judgment on spectrum management affecting land-mobile until the monitoring study was completed.

ACTS's Position ■ ACTS, in its letter to Chairman Hyde, said it believes that the proposed AMST study "is absolutely essential to the commission's proper evaluation of actual land-mobile usage."



GE's mini pickup tube

Renville H. McMann Jr., vice president and director of engineering of CBS Laboratories, Stamford, Conn., is holding a CBS Minicam Mark VI color TV camera and looking at the new General Electric one-inch lead oxide pickup tube, an integral component of the 50-pound wireless, portable color camera, used by CBS for the first time last May at the Kentucky Derby and which will be used by the network at next month's political conventions.

The tube, under development since 1964 (BROADCASTING, April 13, 20, 1964), is considered the first U. S.-designed lead oxide vidicon TV-camera pickup tube in the one-inch size, and is expected to be commercially available from GE, in that size and in one-and-a-quarter-inch sizes, soon. The hybrid, lead-oxide vidicon is six-and-a-quarter-inches long, and employs electrostatic focusing and magnetic deflection.

NAB said it would cooperate in such a study in any way it could be helpful.

Meanwhile, the technical division of the commission's office of the chief engineer released a report last week that could have a bearing on the subject. The report, on the use of multiplex communications in the land-mobile service, says that "some forms of multiplexing offer the possibility of increasing the efficiency of spectrum utilization by land-mobile services.

"No serious search for ways and means of increasing the number of message channels available to land-mobile communicators can be considered complete until a full exploration of multiplex techniques is made," it added.

The report, "Frequency-Division Multiplex Communications for the Land Mobile Radio Service," was written by Sidney R. Lines, assistant chief of the technical division. Copies are available at the commission.

FCC retains rules for AM night service

Proposals for further liberalization of AM nighttime assignment standards in "white" areas—areas where there is no primary local service—were denied by the FCC in a decision released last week.

The present rule originally said that proposed new nighttime operations or increases in facilities of existing stations must "provide a first primary AM service to at least 25% of the area within the proposed interference-free nighttime service area." On Feb. 28, the commission added a 25% population criterion to its 25% white area criterion; the changes proposed by the three petitioners thus referred only to the unamended rule.

The proposals provided for varying alternatives to the white area criterion. Two of them proposed retention of the standard, but would couple it with an alternative criterion. One petitioner called for authorization of a proposed nighttime AM operation if it provided the first such service to the city of license; the second proposed approval of service which would serve the entire

city of license, if already existing nighttime operations do not cover the city. The third proposal would replace the white area criterion with a requirement that new or extended nighttime AM operation must provide the first such service to 90% of the city of license.

Noting its earlier modification of the rule, the commission said that the alleged benefit of additional service does not justify the probable degradation of existing service that would result if standards were further relaxed.

Announcement of the decision followed by less than a week the commission's freeze on applications for new AM stations and major changes in exist-

ing ones—a move which may herald further tightening of AM allocations rules (BROADCASTING, July 22).

KHVV charged with causing hot cranes

The phenomenon of radio frequency energizing is the basis of a complaint against KHVV Honolulu filed with the FCC by Matson Navigation Co.

Matson stated in its complaint that the problem stems from a KHVV tower located in the vicinity of the Matson port operations in Honolulu. Accord-

Emmy Honors New News Format!

An Area Emmy is won by WCIU-TV Chicago for its daytime financial series—the **STOCK MARKET OBSERVER** program!



A new broadcast and advertising vehicle is capitalizing on the rising tide of concern by the public about the economy. The **STOCK MARKET OBSERVER** program is a comprehensive financial news package, supplied to subscriber stations nationwide.

Computer-generated statistical information is programmed in segments up to six full hours and is expanded by business reports prepared by the staffs of The Wall Street Journal and Dow Jones News Service.

Meaningful audience interest is a keynote of the Observer program. In one area, in less than three months, 65% of all stock owners were aware of the new **STOCK MARKET OBSERVER** series. 21% of all stock owners in the area had already become regular viewers. Investors and analysts—businessmen in their offices, as well as wives in the home—these are the vital, influential audiences who are finding new interest in daytime television.

Join the **OBSERVERS!** Offering an innovation in programming that's earned honors as "...a pioneer program...a new concept to television...especially designed for those millions interested in the world of business."

Full details are available from:

**STOCK
MARKET
OBSERVER**

SCANTLIN ELECTRONICS, INC., 2231 BARRINGTON AVENUE
LOS ANGELES, CALIFORNIA 90064 • (213) 478-8251

**WEBH CHICAGO
ILLINOIS
HAS A CCA
BROADCAST
TRANSMITTER**



CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456 1716

Lee vs. land mobile on 900 mc

FCC Commissioner Robert E. Lee's twitting of the land-mobile industry for being less than excited at the prospect of using 900 mc has brought a response from one of the major land-mobile manufacturers: General Electric Co.

G. R. Petersen, manager of GE's Mobile Radio Business Section, Lynchburg, Va., told Commissioner Lee he was mistaken, quoting among other reports, those of the Joint Technical Advisory Committee in 1953.

During the last few months, Commissioner Lee has chided the land-mobile industry for not working harder to make use of the 900 mc bands, calling attention to what he implied was the industry's lack of enthusiasm in the mid-50's for the then newly allocated 450-470 mc band. He also has observed that it's

entirely feasible that solid state equipment for the 900 mc band would be cheaper, more compact and more reliable than apparatus currently in use (on the 450 mc band).

Mr. Petersen quotes documents in the mid-50's showing that the land-mobile industry was interested in the 450 mc area of the spectrum, that it has been exploring since 1962 the use of the 900 mc band for mobile systems, and that, unfortunately, the cost of building radio equipment in the UHF portion of the spectrum is considerably more than for VHF equipment.

Mr. Petersen also observed that fundamental radio transmission characteristics at 900 mc "place severe limitation on their applicability for broad area coverage mobile systems."

and Matson says the dangerous situation has existed since that time. It had complained to the commission previously.

Engineering studies undertaken by Matson suggested remedial measures which were taken, but according to Matson these measures only reduced and did not eliminate the problem. Matson concluded from the engineering study that there is "no feasible engineering solution to the hazardous conditions created by the operation of KHVH in close proximity to the cargo-handling cranes." Despite the reduction in energizing, Matson says that the situation "continues to pose a serious threat to the safety of lives and property."

Technical topics . . .

Video switcher ■ Telemation Inc., Salt Lake City, has a new TPS-12X3 video switcher. The self-contained units range from a standard \$2,995 model to a \$3,495 unit with a special 7-inch control panel for mounting into a console arm extension.

New tower ■ Atlantic Telecasting Corp. has begun construction of a new 1,994-foot television tower for WECT-TV channel 6, Wilmington, N. C., about 20 miles from the present site at Delco, N. C. Completion of the tower and transmitter is set for November.

ing to Matson, its cargo-handling cranes are being energized by the tower with the results of burns to personnel, work stoppages and electrical sparks which could cause fire or explosion.

Matson has asked the commission to withhold the license of KHVH and revoke the station's program test authority or at least modify it to specify a lesser power. The KHVH tower became operational in September of last year

FINANCIAL REPORTS

G&W \$45 million debenture offer

Gulf and Western Industries Inc., New York-based diversified company and parent corporation of Paramount Pictures, Desilu Productions and International Telemeter Corp. (multiple CATV owner), filed a statement with the Securities and Exchange Commission proposing a combination offering of \$45 million in convertible subordinated debentures, due 1993, 2,231,193 shares and 528,825 warrants to purchase stock, which is expected to yield an aggregate of \$139,516,970.

The \$45 million debentures are convertible into 750,000 common shares and 877,192 shares are to be issued upon conversion of \$50 million guaranteed debentures due 1988, of Gulf and Western N. V., an overseas subsidiary. According to the statement, these shares may be sold at a maximum of \$60 per share, which would yield an aggregated of \$52,631,520.

The 528,825 warrants, which are to be sold at a maximum of \$55 per unit are expected to yield an aggregate of \$29,085,375. Of the warrants, 500,000 will be used for G&W's stock option

plan to key executives.

The statement also contained an offer made by G&W to stockholders of Allis-Chalmers Manufacturing Co. to acquire three million shares of stock. Allis-Chalmers stockholders would receive cash in the amount of \$11.50 of nine-tenths for each warrant expiring January 31, 1978. Allis-Chalmers stockholders would then acquire G&W stock at \$55 per share and \$12.50 in the principal amount of 6% subordinated debentures due July 1, 1988, for each share of Allis-Chalmers common.

As of Dec. 31, 1967 Allis-Chalmers had almost \$637 million in assets, \$5 million plus in net income and \$138 million in retained earnings.

Reeves adds computer firm

Reeves Broadcasting Corp., New York, last week announced an agreement in principle to purchase the remaining 50% interest in Realton Corp., Detroit, a real estate computer service company. Reeves acquired 50% interest in Realton in April (BROADCASTING, April 15). Reeves owns WUSN-TV Charleston, S. C., WKEE and WHTN-TV Huntington, W. Va., WITH-AM-FM Baltimore, WLBG-TV Lexington, Ky. It also owns CATV systems.

Lewron goes public; Softwares buys Logos

Two mid-Atlantic television production centers have gone public, one through a stock offering and the other

by virtue of acquisition by a public company. They are Lewron Television Inc., Baltimore, and Logos Teleproductions Center Ltd., Arlington, Va.



Mr. Gladmon

Lewron is preparing to sell 182,500 shares of Class B common, having filed a registration statement with the Securities and Exchange Commission last June 20. Of that total, 160,000 are being sold through Stein Bros. and Boyce Inc., but no estimate of price per share and aggregate proceeds to the company have been made. Blum's Inc., a Baltimore investment firm holding an option to acquire 22,500 shares of Lewron at \$1.11½ per share, is selling the shares for an unspecified sum to the underwrit-

SEC's June report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for June (all common stock unless otherwise indicated):

Avco Corp.—F. A. Harrington sold 4,160 shares, leaving 389,216 shares held personally and 39,046 held with family. Herman H. Kahn sold 2,692 shares, leaving none.

Capital Cities Broadcasting—Daniel B. Burke sold 600 shares, leaving 11,250 shares. Donald A. Pels sold 1,500 shares, leaving 9,000 held personally, 500 held with wife, and 300 held with children. Joseph B. Somerset sold 1,000 shares, leaving 2,180.

Cohu Electronics Inc.—La Motte T. Cohu bought 18,600 shares, giving him a total of 39,609 shares. William S. Ivans bought 10,300 shares, giving him a total of 25,300 shares.

CBS—Ralph O. Briscoe exercised option to buy 1,830 shares, giving him a total of 2,810 shares. Thomas H. Dawson exercised option to buy 1,280 shares, giving him a total of 4,963 shares. Kenneth W. Hoehn exercised option to buy 159 shares, giving him a total of 5,336 shares, plus 533 shares held in trust and 1,061 held with wife. Theodore F. Koop sold 200 shares, leaving 5,295 shares.

Columbia Pictures Corp.—Samuel J. Briskin sold 2,500 shares, leaving 32,650 shares, plus 94 shares held with wife and 54 shares held in retirement fund. S. H. Malamed sold \$25,000 in 4.75% convertible subordinate debentures, leaving none.

Corinthian Broadcasting—C. W. Petersmeyer sold 4,800 shares, leaving him 115,000 shares plus 1,200 shares held with children.

Cox Broadcasting Corp.—Marcus Bartlett sold 500 shares, leaving 10,523. Clifford M. Kirtland Jr. sold 1,500 shares, leaving 4,743.

Filmways Inc.—Harold M. Austin sold 612 shares, leaving him 13,574 shares. Leonard S. Gruenberg bought 966 shares, giving him a total of 49,274 shares. Martin N. Ransohoff sold 8,200 shares, leaving 53,956.

Foote, Cone & Belding—Norman Smith bought 800 shares, giving him a total of 1,000 shares.

Four Star Television—T. W. Kheel sold 10,000 shares, leaving none. Norman L.

Spelke sold 5,000 shares, leaving none.

General Television—Samuel J. Briskin bought 3,550 shares and 3,000 shares held with wife, giving him a total of 69,865 shares held personally, 25,270 shares held with wife and 4,700 shares held with investment firm. Sidney F. Brody bought 2,000 shares, giving him a total of 5,500 shares and 25,770 shares held with family.

Grey Advertising Inc.—Ben Alcock bought 650 shares, giving him a total of 10,225 shares.

Gross Telecasting—David Simpson bought 125 shares and sold 10 shares through trading account, giving a total of 476 shares, plus 100 shares held personally.

Gulf & Western Industries—Samuel J. Silberman sold 8,690 shares leaving none. Norman R. Forson bought \$3,000 in 5.25% convertible subordinate debentures, giving him total of same.

Kaiser Industries Corp.—Clay P. Bedford sold 172 shares, leaving 81,988. John R. Connor exercised option to buy 2,100 shares, giving him a total of same. David Hardy sold 6,500 shares, leaving 2,000. Edgar F. Kaiser Trust and Sue Meade Kaiser Trust both sold 713 shares, both leaving 1,497,661 shares. H. V. Lindbergh exercised option to buy 2,000 shares, giving him a total of 3,025. A. B. Ordway sold 174 shares, leaving 234,197.

LTV Ling Altec Inc.—Paul E. Ave bought 2,600 shares, giving him total of same. A. D. Davis sold 215,660 shares, leaving 53,916. Lee D. Webster bought 4,000 shares, giving him total of same. James N. Whiston bought 2,800 shares, giving him total of same.

Lin Broadcasting Corp.—Thomas I. Unterberg on partnership trading account bought 10,600 shares and sold 10,350 shares, giving him total of 2,043 shares on account. Mr. Unterberg personally holds 6,333 shares and with wife and daughter holds 200 shares. Mr. Unterberg on partnership trading account bought \$175,000 in 5.5% in convertible debentures and sold \$176,000 in 5.5% in convertible debentures, leaving him \$15,000 in 5.5% in convertible debentures.

MCA Inc.—Taft B. Schreiber sold 5,000 shares, leaving 184,055.

Metromedia Inc.—Robert A. Dreyer sold 2,000 shares, leaving 7,000 shares held personally, 100 held with wife and 264 held with wife as custodian.

MovieLab Inc.—Benjamin Bloom exercised option to buy 1,512 class A common shares, giving him total of 5,573.

A. C. Nielsen Co.—H. E. Nickelson, personally holding 3,300 class B common shares, sold 200 shares, leaving 500 shares as custodian. Mrs. Nickelson personally holds 600 shares and with child holds 14. **Ogilvy & Mather International**—Stan-

hope Shelton sold 1,500 shares, leaving 10,370.

Outlet Co.—Ralph Buccci exercised option to buy 50 shares, giving him a total of 500 shares.

RCA—Charles R. Denny sold 2,200 shares, leaving 10,095. Edward M. Tuft sold 10,505 shares, leaving 11,320 shares. Mrs. Tuft holds 1,038 shares.

Reeves Broadcasting—J. D. Hastie sold 6,800 shares, leaving 24,050.

Rollins Inc.—G. Russel Chambers sold 1,000 shares, leaving 31,588. O. Wayne Rollins acquired through exchange 1,698,220 shares, giving him total of same.

And sold 29,120 shares class B common, leaving none. R. Randall Rollins sold 4,153 shares, leaving 65,000, plus 32,193 shares held with guardian, 1,037 shares held with wife and 27,000 held with co-trustee. Jarvis J. Slade sold 200 shares, leaving 533 shares and 312 shares held with wife. Henry B. Tippie sold 200 shares, leaving 36,188 shares, 12 shares held with wife as custodian, 24,000 held with wife as co-trustee and 3,000 shares held with foundation.

Rust Craft Greeting Cards Inc.—Louis Berkman bought 1,100 shares, giving him a total of 58,518. Mr. Berkman as trustee holds 410 shares, sold 100 shares held with wife, leaving 7,692 shares and holds 240,467 shares with various companies. Ernest A. Gross bought 100 shares, giving him a total of 450.

Screen Gems Inc.—Leo Jaffe sold 1,927 shares, leaving 15,625 shares and 8 shares held with son.

Storer Broadcasting Co.—Lionel F. Baxter exercised option to buy 10,000 shares, giving him a total of 27,650 shares and 150 shares held with wife. Glen G. Boundy sold 500 shares held personally and 500 shares held with wife, giving total of 8,700 shares held personally and 1,200 shares held with wife. Joseph T. Conway exercised option to buy 3,200 shares, giving him a total of 3,200. Grady Edney sold 500 shares, leaving 3,875 shares. George B. Storer sold 5,000 shares, leaving 836,376. Forwood C. Wiser Jr. bought 5,000 shares, giving him a total of same.

Vikoa Inc.—Robert Baum sold 1,000 shares, giving him a total of 180,044. Mr. Baum has 2,912 shares held in trust, 119,388 shares held in various trusts and holds 1,250 shares as custodian.

Visual Electronics—James B. Tharpe sold 100 shares, leaving 274,100 held personally and 308,800 held beneficially. Members of Tharpe family sold 100 shares, leaving 25,900 shares.

Walter Reade Organization Inc.—William H. McEline Jr. through Van Alstyne Noel and Co. bought 1,945 shares and sold 2,210 shares, leaving 500.

ing firms. Lewron will receive \$25,138 in this transaction.

Lewron said it plans to use about \$800,000 of the proceeds from the sale of stock for the construction of studio and post-production facilities; \$90,000 to reimburse working capital, and \$78,571 for the reduction of existing indebtedness.

For the fiscal year ended March 31, Lewron had operating revenues of \$907,698 and net income \$108,977 or 52 cents a share on 209,355 average shares outstanding on that date. As of the same date Lewron showed total assets of \$2,049,181, of which \$193,882 were current assets; current liabilities of \$563,323 and long-term debt of \$1,791,249, with \$107,713 as retained earnings.

Ex-WBAL-TV ■ The Baltimore TV

production firm was organized in 1965 by Ronald L. Spangler and Larry C. Lewman, both former production executives at WBAL-TV Baltimore, and now president and executive vice president, respectively, of Lewron. Mr. Spangler owns 36.43% and Mr. Lewman, 35.24% of the outstanding class A stock.

The acquisition of Logos Teleproductions Center Ltd., Arlington, Va. (Washington), by Software Systems Inc., also of Arlington, was announced last week. Price was not disclosed.

Logos was established about 10 years ago and has served as a TV production center for Washington-area TV stations and advertising agencies and government agencies, as well as providing facilities for national networks and New York agencies.

New President ■ Named president of

Logos is William T. Gladmon who previously was director of development for Pittsburgh ETV's WQED(TV) and WQEX(TV). Mr. Gladmon said that Logos intends to spend over \$500,000 in re-equipping and colorizing Logos' facilities. In addition, he said, Logos is opening offices in Pittsburgh and New York.

Software Systems is an educational research/computer firm, whose stock is sold over the counter.

Dr. Harry J. Older, who received his PhD in psychology from Clark University in 1942, is founder and president of Software Systems Inc.; he is also chairman of the board of Logos. Dr. Older was president of The Matrix Corp., Alexandria, Va., from 1952 to 1965 when he founded Softwares. Softwares went public last January.

Revenue up, net down in Cox's first half

Operating revenues rose but net income declined at Cox Broadcasting Corp. for the first six months of 1968.

Leonard J. Reinsch, Cox president, noted that profit margins for the company's production and distribution division had narrowed, resulting from higher program development costs and increased expenses of promotional game shows.

For six months ended June 30:

	1968	1967
Income per share	\$1.24	\$1.47*
Operating revenues	27,622,880	24,256,743
Operating income before taxes	8,118,654	7,620,291*
Net income after taxes	3,564,654	4,144,666*
Shares outstanding	2,878,550	2,917,600

*Includes \$538,375 of capital gains in the first half of 1967.

Storer has booming first six months

Storer Broadcasting Co., group broadcaster and 85.6% owner of Northeast Airlines, last week reported a healthy 86% increase in net earnings for the first six months ended June 30.

Contributing to the upswing, the company reported, were a 23.4% increase in pretax earnings of its broadcast stations, amounting to \$10,289,673, and \$1.8 million profit from Northeast Airlines. Storer also reported that the Detroit newspaper strike, which ran throughout the entire half year, contributed unusual revenues to its two stations there, WJBK-AM-TV.

Total gross revenues of Storer broadcast stations for the first six months were \$31,681,000, an increase of 14% over the same period in 1967, the company announced.

For six months ended June 30:

	1968	1967
Earned per share	\$1.84	\$1.00
Pretax income	10,852,867	5,751,797
Net income	7,728,767	4,161,851

Metromedia files for \$11.5 million offering

Metromedia Inc., New York-based group broadcaster and diversified company, filed a statement with the Securities and Exchange Commission last week seeking registration of 289,680 shares at a maximum of \$40 per share, which is expected to yield an aggregate of \$11,587,200.

According to the statement, another 258,280 shares will be offered in the near future, which will be subject to a separate registration statement.

The sellers are listed in the statement as Axe-Houghton Fund A Inc., which proposes to sell 180,000 shares, Axe-

Houghton Fund B Inc. (303,960 shares), Axe-Houghton Stock Fund Inc. (50,000) and the Axe Science Corp. (14,000 shares). Sellers are to be sole beneficiaries of the proceeds.

The offering is being handled by Kuhn, Loeb and Co., New York.

Metromedia forms music division

Metromedia Inc. has formally ventured into the music field with the acquisition of the Valando Music Publishing Interests, New York, consisting of four companies: Valando Music, Laurel Music, Sunbeam Music and Columbine Music, all based in New York. Announcement was made July 23 by John W. Kluge, chairman of the board and president of Metromedia Inc. The purchases had been anticipated earlier this month when Mr. Kluge made known the formation of a new "entertainment" division (BROADCASTING, July 1).

The assets of the companies were acquired for an undisclosed number of shares of Metromedia common stock plus cash. The new purchase will become Metromedia Music, a division of Metromedia Inc., with Harvey L. Glascock, chairman, and Thomas Valando, president. Mr. Glascock was vice president and general manager of Metromedia's WNEW New York. Mr. Valando was president of Valando Music Interests. Jay Morganstern, who was vice president of Valando Music, assumes the same position with Metromedia Music.

Other divisions of Metromedia Inc. include: Metromedia Radio and Television (stations), Foster & Kleiser (outdoor advertising). Metro Transit Ad-

vertising, Metromail, Wolper Productions (TV film), Wolper Pictures Ltd. (theatrical), Ice Capades and *Playbill* magazine.

Company reports . . .

New York Times Co., newspaper publisher and licensee of WQXR-AM-FM New York, reported substantial increases in operating revenues and net income for the first six months ended June 30:

	1968	1967
Earned per share	\$2.83	\$2.09
Operating revenues	106,731,000	94,339,000
Net income	6,171,000	4,591,000
Number of shares outstanding	2,097,686	2,080,934

Foote, Cone & Belding Inc., New York, reported gross billings up \$100,000 for the first six months of 1968 as compared with same period in 1967, but net income declined by about \$300,000 and income per share by 14 cents. Second-quarter gross billings of \$71.1 million and earnings per share of 45 cents were "not as strong as expected," although higher than any previous second quarter. FC&B's board declared a regular quarterly dividend of 20 cents per share of common payable Sept. 1 to stockholders of record as of Aug. 20. For six months ended June 30:

	1968	1967
Income per share	\$0.50	\$0.64
Gross billings	133,200,000	133,100,000
Net income	1,090,000	1,373,000

Plough Inc., Memphis-based manufacturer of drug, cosmetic and home products and a group broadcaster, reported increases in net sales, income and earnings per share for six months ended June 30:

	1968	1967
Earned per share	\$1.02	\$0.97
Net sales	65,500,000	60,150,061
Net income	8,000,000	7,588,632

Communications Satellite Corp., Washington, reported substantial increases in revenues and net income for the first six months ended June 30, despite the 10% federal income tax surcharge which reduced net income for the second quarter by \$264,000:

	1968	1967
Earned per share	\$0.33	\$0.21
Operating revenues	14,252,000	6,963,000
Revenues	13,694,000	9,924,000
Net interest income	2,746,000	2,844,000
Net income	3,304,000	2,088,000

National Union Electric Corp., Stamford, Conn., showed an increase in sales and earnings for the six months and the quarter ended June 30. It reported that Emerson Television and Radio Division increased color-TV factory sales by 27.5% black-and-white by 25.4%, and predicted accelerated sales of color receivers during the last half of 1968: For six months ended June 30:

	1968	1967
Income per share	\$0.94	\$0.93
Net sales	\$73,453,589	\$66,794,527
Net income	1,847,626	1,831,952
Shares outstanding	1,964,234	1,964,234

Merger hopes die

National General Corp.'s determined bid for an insurance holding company apparently failed last week when Great American Holding Corp. and AMK Corp., both of New York, announced preliminary agreement for a merger. National General, a Beverly Hills-based diversified entertainment complex with TV production interests, made three bids for control of Great American Holding (BROADCASTING, July 22). The first two were tender offers to shareholders for stock in the company. The last was a proposal to Great American management to acquire all the assets of the company.

Survey to study promotion field

The Broadcasters Promotion Association is undertaking a comprehensive survey of the broadcast promotion field. The study is in cooperation with the Center for Research, Broadcast Management and Economics, of Ohio University, Athens.

W. T. (Tom) Daley, promotion manager of CFPL-TV London, Ont., and president of the BPA, said the survey is "designed to better define broadcast promotion in terms of responsibilities, functions, techniques, budgets, financial rewards, and status in the industry." According to Mr. Daley, the field still lacks complete definition, "even in the minds of promotion people themselves."

A five-page questionnaire has been mailed to more than 1,000 radio and television stations in the U. S., BPA said. Replies, made anonymously, will go to the Ohio University Research Center, where the results will be tabulated by researchers working under the direction of Dr. James G. Saunders, director of the Ohio University Broadcast Research Center.

The questionnaire was prepared by a BPA committee whose members include Chet Campbell, WMAQ-TV Chicago, chairman; Edna Herbst, KCRG-AM-TV Cedar Rapids, Iowa; Dean Linger, Corinthian Stations, New York; Al Korn, WNAC-TV and WRKO Boston, and Howard Coleman, A. C. Nielsen Co., New York.

Media to discuss safety promotion

A group of top-level broadcasters and editors has been invited to meet with safety specialists from private organizations and the Department of Transportation's National Highway Safety Bureau, July 30-Aug. 1, at Airlie House in Warrenton, Va., in an effort to improve public response to safety appeals.

"Over the years newspapers, magazines, radio and TV have contributed enormous talent and resources to carrying a vast outpouring of safety appeals to the public," Secretary of Transporta-

tion Alan S. Boyd told the executives in his letter of invitation. "Yet the total effort has had very little over-all impact on highway crash, death and injury rates."

Basic information will be provided by the Safety Bureau, but most of the meeting will be devoted to informal discussions with leading figures from private safety organizations originating most of the safety information reaching the public. Mr. Boyd expressed the hope that the pooling of ideas will help crystalize thinking as to the Safety Bureau's role in the safety communications effort.

Promotion competition planned by BPA, TVB

The Broadcasters Promotion Association and the Television Bureau of Advertising last week announced the third annual television sales-promotion competition.

The entry deadline has been extended to Oct. 1. General station or specific account presentations, in either visual or print form, used between July 1, 1967 and Aug. 31, 1968, are eligible. Entries should be sent to the TVB office at 1 Rockefeller Plaza, New York 10020.

Barbara Roberts of KTUL-TV Tulsa, Okla., heads the awards committee, which includes Lon King of Peters, Griffin & Woodward and Howard Coleman of A. C. Nielsen.

BPA and the Radio Advertising Bureau announced cosponsorship of radio promotion awards competition earlier this month (BROADCASTING, July 15).

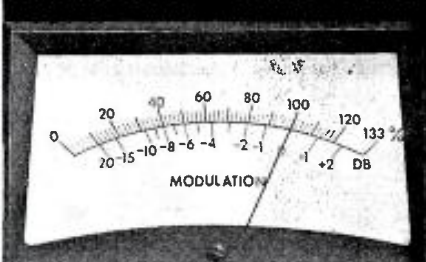
WFIL-TV's speakers bureau

WFIL-TV Philadelphia, an outlet of Triangle Stations, established a speakers bureau on July 15. More than 50 staff volunteers will undertake a schedule of appearances, including newsmen, sales executives, on-air talent, production personnel and administrative executives of Triangle's key station. Purpose of the bureau is to bring home the positive values of TV in general—the job television has done in public service, education, news, religion, sports and entertainment.

Name change at Richards

Richards Associates, Washington and New York public-relations firm, has been newly incorporated as Richards & Barrington Inc. Robert K. Richards,

**JAZZ • TOP 40
• CLASSICAL
FOLK • LATIN
AMERICAN •
COUNTRY &
WESTERN • POP
• CHAMBER
MUSIC • ROCK**



Only BELAR Accurately Monitors Your Program Peaks

You can believe your meter—no matter what your program matter is — with Belar's state-of-the-art metering. It gives you a true peak modulation meter which responds accurately even to short duration program peaks. The built-in modulation calibrator combined with the true peak reading meter assures accurate modulation monitoring.



The solid-state Belar add-on monitor system starts with the FMM-1 for monaural. Add FMS-1 for stereo and the SCM-1 for SCA. These add-ons complete all your monitoring needs.



**BELAR ELECTRONICS
LABORATORY, INC.**
DELAWARE AND MONTROSE AVENUES
UPPER DARBY, PA. 19084 • BOX 83



\$200,000 road to bigger ratings, billings

There is nothing broadcasters like more to hear than a resounding success story—particularly FM broadcasters who have found the pickings lean in the past. Jerry Lee, 32 years old and full of ideas, socked a success story to last week's FM sales seminar in San Francisco (see page 30) that spelled out the details in precise money and ratings figures. It left some 100 FM broadcasters agog and asking for more.

The story started in May 1963, when WDVR(FM) Philadelphia, of which Mr. Lee is now president, was put on the air with a capital investment of \$27,000. It was the lowest powered class B station in the area.

But the station always has been promotion-minded and last April it began a sweepstakes contest. Some 800,000 black and gold sweepstakes tickets were mailed out in the Philadelphia market, which has a metro area audience of 1.3 million homes. In big, black, bold letters on the outside envelope was marked: "for adults only."

Receivers of the mailing were informed that they are entered in WDVR's "exciting \$101,000 sweepstakes." Better still, it was made clear that \$3,000 in cash was to be offered

every day. Each day, seven days a week, WDVR would select three winning sweepstakes numbers, each worth \$1,000. The winning numbers would be announced six times daily, between 6:30 a.m. and 9:30 p.m. It was emphasized that listeners would have to tune in only once and that the contest was for people 18 and older ("the kids have their own stations to listen to").

Spots were bought on KYW(AM) Philadelphia to promote the WDVR promotion. It also bought full page ads in the *Philadelphia Inquirer*. In addition, nine rotary spectaculars were purchased, 200 taxi cards, 100 bus posters. A schedule of 120 TV spots were bought on WCAU-TV and WFIL-TV, both Philadelphia, the week before the sweepstakes promotion began. The TV spots, 20's and 30's, indicated to viewers that they were going to receive an envelope in the mail soon and it just might be the most important piece of mail they'd ever get.

How Much ■ The contest ran for 33 days and it cost the station \$196,000, \$160,000 of it in cash, \$36,000 in trade deals. But as an apparent direct result of the promotion, WDVR, which features a "beautiful music"

format, now has the second highest rating in the market among adults 18-64. Reportedly, the April-May ARB report showed the station number two from 10-3 p.m. and 7-10 p.m. in adult listeners in Philadelphia.

The station now has an audience of 53,000 homes on the average quarter hour.

In turn, as a result of this added audience generated by the promotion, WDVR has raised its rates 38%. Basically, average local spots bought on an 18-plan have increased from \$35 to \$50. The station anticipates realizing an additional \$45,000 a month in revenues beginning in August.

"If you spend money in promotion," the dynamic Mr. Lee told FM broadcasters, "it comes back very fast." WDVR spent an estimated \$2,000 on promotion in 1966, some \$12,000 in 1967, will spend an expected \$250,000 this year and a projected \$500,000 next year.

The sweepstakes contest, discontinued in May, now is running again in a modified form. It probably will continue until next March when WDVR plans to break in another spectacular promotion.

president and founder of the firm, said the name change reflects increasing responsibilities assumed by John B. Barrington, executive vice president, who becomes a principal along with Mr. Richards. It was also announced that Jeffrey G. Richards, a 1968 graduate of Denison University and the president's son, has joined the firm. Richards & Barrington Inc. has provided public-relations services to communications, industrial and other clients since 1954.

WKY runs out of flags during flag promotion

Flags flew from 50,000 automobiles and thousands of homes and businesses last month as the result of a "Fly Your American Flag" promotion organized by WKY-AM-TV Oklahoma City. The campaign resulted in June being declared "Fly Your American Flag Month" by Oklahoma Governor Dewey Bartlett, and even was given a plug by President Johnson, who praised Oklahomans and commended their patriotism.

The promotion was given backing by

the American Legion, Veterans of Foreign Wars, the Daughters of the American Revolution, the Oklahoma City Automobile Dealers Association, and by local chambers of commerce, political clubs and banking groups.

The station acquired 50,000 small antenna flags and turned them over to area department stores and supermarkets for distribution. The sellers, who kept 20% of the profits, sold them for 19 cents apiece. The station also donated hundreds of flags to the Oklahoma City police department and the Oklahoma state highway patrol for use on staff vehicles.

Spot announcements featuring Governor Bartlett, President Johnson and various Oklahoma notables were used extensively, and several of the spots were offered to other Oklahoma broadcasters. The station broadcast the names of businesses and churches displaying their own flags, as well as the names of the owners of automobiles displaying the standards. The automobile owners' names were determined by having license plate numbers checked through the state auto licensing bureau.

All of the flags ordered by the station

were sold, and the city was blanketed by the stars and stripes as the banners appeared on businesses, apartments, houses, and cars. "The only disappointment," Norman Bagwell, vice president and general manager, said, "is that we didn't order enough flags."

Drumbeats . . .

Watchdogs ■ WAYS Charlotte, N. C., in cooperation with the Civil Air Patrol, is broadcasting weekend reports of surveillance flights over Lake Norman to aid visitors in trouble. The plane reports any trouble to the Coast Guard Auxiliary, or radios ways if that connection should fail. In the event of total communications failure the plane, at the closest source of help, drops streamer-attached bottles containing instructions to follow the plane.

Camera recipient ■ RKO General's WOR-TV New York has donated three monochrome image orthicon camera chains, and associated equipment to Seton Hall University, South Orange, N. J. The video equipment will be in-

stalled in a two-studio, two-control-room complex in the University's new humanities center.

Y&R contributions ■ Employees of Young & Rubicam, New York, have contributed \$4,000 to the New York Urban Coalition. The contribution supplements the nearly \$2 million worth of production costs and creative services that the coalition has already received through Y&R in connection with its "Give a Damn" ad campaign.

Portable pool ■ WJBK-TV Detroit has presented a portable 30-foot swimming

pool to the city for use in ghetto areas. The pool was constructed on a truck chassis. The station is also donating 500 pieces of athletic equipment to the city's recreation program.

Birthday Party ■ WNAC-TV Boston gave a birthday party for PanKu, the Children's Zoo's baby gorilla, whom the station gave to the zoo a year ago. Some 7,500 parents and children took advantage of the free admission and festivities to celebrate the gorilla's first birthday.

Camera gift ■ The Duke University

Medical School has been given two TK-60 camera chains, and associated gear by WBTB-TV Charlotte, N. C., a Jefferson Standard station. The value of the donated equipment is estimated at more than \$45,000.

Honor for Hyde ■ FCC Chairman Rosel H. Hyde received a silver plaque from his home state of Idaho last week in ceremonies in Boise. Presented by Lieutenant Governor Jack Murphy, the plaque to an "outstanding Idahoan," is for Mr. Hyde's "outstanding service performed for our nation."

INTERNATIONAL

BBC's Sir Hugh Greene will retire next March

Sir Hugh Greene is retiring as director-general of the British Broadcasting Corp. at the end of March, 1969. He will become a member of the corporation's board of governors next July.



Sir Hugh

A former newsman with London's *Daily Telegraph*, Sir Hugh, who is 57, joined the staff of the BBC as German editor of the European service in 1940. He became the BBC's first director of news and current affairs in 1958 before assuming the director-generalship in 1960.

BBC chairman Lord Hill of Luton, who made the announcement in London, denied that there was any suggestion of a dispute or political pressure behind Sir Hugh's retirement. Sir Hugh's comment was that he wasn't being "kicked upstairs" but was "walking upstairs with pleasure."

Questioned about criticisms that he had allowed the BBC to become too permissive during his formidable period of control, Sir Hugh said: "Some people would regard that as one of my faults, others as one of my virtues." He maintained that he had done what he

had set out to do when he took over—"open the windows and turn down the central heating" in the organization.

Sir Hugh's successor will be decided on within the next few weeks by the present board of governors. The governors will also be deliberating on two more impending appointments. Kenneth Adam, director of BBC-TV, is retiring at the end of this year, and Frank Gillard, director of BBC radio, reaches retirement age next year.

There is speculation that if the new director-general is appointed from within BBC, it could be Charles Curran, head of external services.

Abroad in brief . . .

O&M in Vienna ■ Ogilvy & Mather, Vienna, has been appointed to handle all advertising in Austria for Yardley International, London.

South of border ■ Sparta Electronic Corp., Sacramento, Calif., broadcast equipment manufacturer, has formed Esparta Mexicana S.A. de C.V. as the exclusive distributor of its professional line in Mexico. Alejandro Zendejas, active in the broadcast equipment sales field for the last six years, has been named general manager of Esparta Mexicana.

LOCAL FALL PROGRAMMING TIME

MEANS **LOCAL**
movies
MEANS **FIRST-RUN**
movies
MEANS **PRIME-TIME**
movies
MEANS **BLOCKBUSTER**
movies



"A MAN CALLED ADAM" is one of 250 BIG FEATURES AVAILABLE NOW!

Call or write E. Jonny Graft, Vice-President for Television
AVCO EMBASSY PICTURES CORP.
1301 Avenue of the Americas, New York, N.Y. 10019 (212) 956-5528

WOPA CHICAGO ILLINOIS
HAS A CCA BROADCAST TRANSMITTER
CCA CCA ELECTRONICS CORP.
GLOUCESTER CITY, N. J.
(609) 456-1716

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Suydam

James Suydam, VP, corporate liaison, Ted Bates & Co., New York, also named senior VP, Ted Bates International. **Lawrence Epting**, VP, management supervisor, Compton Advertising, New York, joins Ted Bates & Co., that city, as VP and group supervisor. **Darrol B. Solin**, named VP and account supervisor.

Dwight Bohmbach named senior VP, Knox Reeves Advertising, Minneapolis.

Joseph J. Sollish, VP and associate creative director, Young & Rubicam, New York, joins Benton & Bowles, that city, in same capacity.

Bob Schlberg, account supervisor, Carson / Roberts / Inc., Los Angeles, named VP and management supervisor and appointed to agency's plans review board.

J. Dolan Walsh named VP and manager of media department, D'Arcy Advertising, St. Louis.

Robert Schafhausen, account supervisor, Doyle Dane Bernbach, Los Angeles, elected VP.



Mr. Borwick

Samuel S. Borwick, account executive, Warwick & Legler, New York, named VP.

Charles N. Blake-more, VP and creative director, McCann-Erickson Inc., New York, joins Dancer-Fitzgerald-Sample Inc., that city, as VP and creative group head.

A. Stanley Kramer, with Robert Snyder Associates, agency, Chicago, named VP in charge of sales promotion.

Arthur Sulzburgh, account executive, ABC Radio, New York, named to newly created position of general sales executive.

John D. Hamilton, general sales manager, KPAT Berkeley, Calif., named VP.

Charles H. Wright, manager, mobile radio sales and service department, WELI New Haven, Conn., named VP.

Richard A. Forsyth Jr., supervisor, commercial production and creative, Kenyon & Eckhardt, Detroit, returns to MacManus, John & Adams, Bloomfield Hills, Mich., as producer in broadcast department.

William Engel, account executive, KNXT(TV) Los Angeles, joins Parker

Advertising, Palos Verdes, Calif., as director of media and marketing.

Jack C. Brussel, account executive, WWJ-TV Detroit, appointed sales development manager, WWJ-AM-FM-TV.

Sam G. Van Sickle Jr. appointed advertising manager of American Oil Co., Chicago, effective Aug. 1.



Mr. Butler

Paul A. Butler, VP and general manager, WTLB Utica, joins WBEN-AM-FM Buffalo, both New York, as general sales manager, succeeding **Chester E. Daly** who retired in spring.

William C. Watson, advertising and sales promotion manager, wowo Fort Wayne, Ind., joins WIND Chicago, in same position. Both are Westinghouse Broadcasting Co. stations.

Jack Adamson, with KIRO Seattle, joins KMBZ Kansas City, Mo., as sales manager.

John Vera, national sales manager, KNTV(TV) San Jose, Calif., appointed general sales manager.

Harold E. Protter, account executive, WDCA-TV Washington, appointed assistant national sales manager.

Tom Miller, account executive, Aylin Advertising Agency, Houston, joins WVUE(TV) New Orleans, as sales development director.

Robert Rosenhaus, with ABC, New York, joins WADO, that city, in new position of sales-service coordinator.

Mark S. Zander, account executive, WINX Rockville, Md., appointed sales manager.

Remi Kramer, commercials director, and **Howard Morris**, actor-director, join directorial staff, EUE/Screen Gems, Hollywood.

MEDIA

James W. Dodd, manager, sales, promotion, and planning, NBC International Enterprises, New York, elected VP.

Robert M. Hauck, general manager, WWKE Ocala, Fla., also elected VP.

Anna M. Costa, treasurer and assistant secretary, WELI New Haven, Conn., named VP for business administration.

Allen J. Eisenberg, VP, Adler Communications Corp., also named general manager of WAYE Baltimore.

Norman P. Bagwell, WKY-TV Oklahoma City, and **David H. Morris**, KNUZ Houston, named co-chairman, National

Association of Broadcasters 1968-1969 membership committee. Other members are **Edward D. Allen, Jr.**, WDOR Sturgeon Bay, Wis.; **N. L. Bentson**, WLOL Minneapolis; **Richard C. Block**, Kaiser Broadcasting Co., San Francisco; **Richard W. Chapin**, KFOR Lincoln, Neb., and **B. Floyd Farr**, KEEN San Jose, Calif.

Also, **Arch L. Madsen**, Bonneville International Stations, Salt Lake City; **Raymond A. Plank**, WKLA Ludington, Mich.; **Charles C. Smith**, WDEC Americus, Ga.; **Alfred F. Sorenson**, WKRS Waukegan, Ill.; **Harry Trenner**, KCKC San Bernardino, Calif.; **John L. Vath Sr.**, WSMB New Orleans, and **Jack S. Younts**, WEEB Southern Pines, N. C.



Mr. Jensen

William Jensen, chief for law of FCC's review board, appointed assistant general counsel, enforcement and defense division. **Howard L. Kitzmiller**, chief of legislation division of general counsel's office, appointed associate general counsel for legislation.

James Feeley named assistant controller, WGN Continental Broadcasting Co., Chicago, group owner.

Calvin E. Burton, administrator of direct hire programs, college relations staff, RCA, New York, joins NBC, that city, as administrator of equal employment opportunity programs.

PROGRAMING

Al Decaprio, VP, producer-director, MPO Videotronics Inc., New York, named VP in charge of New York facility of Lewron Television Inc., tape production company.

Norman Horowitz, VP, Screen Gems Inc., New York, joins CBS Enterprises Inc., that city, as director, international sales.

Marvin M. Levine, eastern division sales manager, Warner Bros.-Seven Arts Inc., New York, joins American International Television Inc., that city, in same capacity.

Thomas G. Kuhn, manager of NBC-TV's live nighttime and special programs department, named director, live nighttime and special programs, West Coast. He succeeds **Donald Van Atta**.

Joseph Hardy, director of off-Broadway legitimate musical "You're a Good Man, Charlie Brown," appointed executive producer, CBS-TV's *Love is a Many Splendored Thing* daytime series.

Gower Champion, stage director and choreographer, named to produce and

direct 41st annual Oscar awards presentation of Academy of Motion Picture Arts and Sciences, to be televised by ABC-TV, April 14, 1969.

Phil Harmon, director, advertising and promotion, ABC Films, New York, joins NFL Films Inc., that city, as manager, special projects.

George Resing Jr., manager of corporate TV programming for Avco Broadcasting Corp., Cincinnati, named program director of WKBK-TV Chicago effective Aug. 19 succeeding Dean McCarthy, who has been named general manager of WXYZ-TV in Detroit.

Arlene Rothberg, associated with Hugh Hefner organization as booker of talent, and **Lee Wolfberg**, head of his own management firm in Hollywood, both named associate producers of *Playboy After Dark* series to be produced by Playboy Enterprises and distributed by Screen Gems Inc.

Eddie Daniels appointed program director of KBUC San Antonio, Tex.

John A. See appointed program director, WTAP-TV Parkersburg, W. Va.-Marietta, Ohio, succeeding **William Cline**, who becomes television account executive.

Samuel L. Jones, news producer, KFWB Los Angeles, appointed operations manager.

NEWS

Ronald Steinman, bureau chief, NBC News, Saigon, appointed director of news in Far East, with headquarters in Hong Kong. **Richard C. Graf**, with Hill & Knowlton, New York, rejoins NBC News there as director, television news.

James W. Dull, commentator, WELI New Haven, Conn., named VP for news.

Richard F. Buddine, news director, WGHP-TV High Point-Greensboro-Winston-Salem, N. C., joins WDEF-AM-FM-TV Chattanooga, in same capacity.

Walter Krauss, with KPAT Berkeley, Calif., joins WFME(FM) Chicago, as news director.

Burleigh Smith, news director, KBAK-TV Bakersfield, Calif., returns to KERO-TV that city, in same capacity, succeeding

ing **Ken Brown**, who resigns to become superintendent of public information, Kern Union high school district.

Edward W. Troxell, news and sports director, WKYR Cumberland, Md., returns to WCUM, that city, as news director.

Martin C. Thompson, news editor, AP's Seattle bureau, appointed correspondent in charge of Reno bureau, succeeding **Rick Meyer**, who transfers to Los Angeles staff.

John Baker, executive producer, WNEW-TV New York, joins WTTG(TV) Washington, as news producer, succeeding **Thomas Slinkard**, who becomes general managing editor of news department. (Both stations Metromedia Inc.)

Don Harris, with WTOP-TV Washington news department, appointed manager, documentary production.

INTERNATIONAL



Mr. Read

Anthony S. Read, VP and general manager, Herr Industrial Ltd., Toronto, joins Oak-Hart Manufacturing Ltd., Aurora, Ont. Firm is subsidiary of Oak Electro / Netics Corp., Crystal Lake, Ill.

Larry L. Pontius, creative supervisor, Grey Advertising, Detroit, appointed creative director, Grey Advertising Pty. Ltd., Melbourne and North Sydney, Australia.

Ernest J. Pell, with WPSD-TV Paducah, Ky., joins NBC International as director of engineering services for South Vietnam project. **Echel Edens Jr.**, with WCYB-TV Bristol, Va., and **Charles M. Miller**, with KGNS-TV Laredo, Tex., join Saudi Arabia project as engineers.

David E. Lyman, program manager,

Pope renames McGannon

Donald H. McGannon, president and chairman of Westinghouse Broadcasting Co., who for past three years has served as consultant to Pontifical Commission for Communications Media, appointed for second term by Pope Paul VI. First U.S. layman so honored, Mr. McGannon was one of first lay advisers to Vatican Curia of which communications media unit is adjunct. Commission has 23 clerical and lay members concerned with development of Catholic activities in radio, TV, motion pictures and press.

CKXL Calgary, Alberta, appointed station operations manager.

ALLIED FIELDS

Jesse C. Kellam, president and general manager, KTBC-AM-FM-TV Austin, Tex., named to National Advisory Council on Extension and Continuing Education. Mr. Kellam is also member of Texas Board of Regents.

Gideon Chagy, director of editorial services, CBS corporate affairs department, joins Business Committee for the Arts Inc., New York (private national organization to stimulate support of arts by business community), as director of communications.

D. C. Summerford, chief of the Thomasville, Ga., facility of the U. S. Army Strategic Communications Command, retires in Tallahassee, Fla. Mr. Summerford was associated with broadcasting for 35 years. He established WCCW Traverse City, Mich., and was general manager and chief engineer, WKLO-AM-TV Louisville, Ky.

WFME CHICAGO ILLINOIS

HAS A CCA BROADCAST TRANSMITTER

CCA CCA ELECTRONICS CORP. GLOUCESTER CITY, N. J. (609) 456-1716

Please send

Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Name

Position

Company

☐ Business Address
☐ Home Address

City

State

Zip

SUBSCRIBER SERVICE

☐ 1 year \$10

☐ 2 years \$17

☐ 3 years \$25

Canada Add \$2 Per Year
Foreign Add \$4 Per Year

☐ 1968 Yearbook \$10.
January Publication

☐ Payment enclosed

☐ Bill me

BROADCASTING, 1735 DeSales Street, N.W., Washington, D. C. 20036.

☐ Address change: Print new address above and attach address label from a recent issue, or print old address, including zip code. Please allow two weeks for processing, mailing labels are addressed one to two issues in advance.

EQUIPMENT & ENGINEERING

Fred T. King, chief engineer, WELI New Haven, Conn., named VP.

William C. Hunter, assistant to director of engineering, WHAS-AM-FM-TV Louisville, Ky., named director, succeeding Orrin W. Towner.

Harold Rogers, with National Aeronautics and Space Administration, Houston, joins KLNI-TV Lafayette, La., as chief engineer.

Siegfried Handel, chief engineer, Mosler Safe Co., Hamilton, Ohio, joins Sarkes Tarzian Inc., Bloomington, Ind., as director of engineering for broadcast equipment division.

H. E. Blakesley, manager, western division, Rohn Communication Facili-

ties Co., Richardson, Tex., appointed sales manager.

DEATHS



Mr. Pierce

R. Morris Pierce, 62, project manager, Ling-Temco-Vought Inc., died in Rome July 15 of injuries suffered while installing electronics communications system there. Mr. Pierce, who entered broadcasting in 1927, was former chief engineer and VP, WGAR Cleveland, and president of WDOK (now WIXY) Cleveland until 1958. He is survived by his wife, Florence, and son.

Howard D. Steere, 66, president and general manager, Steere Broadcasting Corp., Kalamazoo, Mich. (licensee of WKMI and WSEO-FM), died July 22 at his home at Gull Lake, Mich. He is survived by his wife, Pauline, and son.



Mr. Spitzner

Clyde R. Spitzner, 53, general sales manager, broadcasting division, Triangle Publications Inc., New York, died suddenly July 20 at his home in Gladwyne, Pa. Mr. Spitzner joined Triangle in 1958 as director of sales and programs for WFIL Philadelphia. He is survived by his wife, Helen, two daughters and son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 17 through July 24 and based on filings, authorizations and other actions of the FCC.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural CATV—community antenna television. CH—critical hours. CP—construction permit. D-day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. PSA—presunrise service authority. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

FINAL ACTIONS

Sacramento, Calif.—Grayson Television Co.—Review board granted UHF ch. 15 (476-482 mc); ERP 193 kw vis., 38.5 kw aur. Ant. height above average terrain 480 ft.; ant. height above ground 505 ft. P.O. address: c/o Sidney A. Grayson, 2001 21st Street, Sacramento 95818. Estimated construction cost \$772,660; first-year operating cost \$150,000; revenue \$200,000. Geographic coordinates 38° 36' 35" north lat.; 121° 33' 15" west long. Type trans. RCA TTU-10A Type ant. RCA TTU-25G. Legal counsel Smith and Pepper; consulting engineer Jule Cohen. Principals: Sidney A. Grayson, president (30%) Andrew C. Bartalini, vice president and treasurer, (21%). Dale W. Flewelling, vice president (14%) and others. Mr. Grayson and wife

own KUBA Yuba City, Calif. Mr. Flewelling is 100% owner of KXRQ(FM) Sacramento, Calif. Mr. Bartalini has interest in two real estate firms.

San Francisco—Ray Broadcasting Co.—Review board granted UHF ch. 38 (614-620 mc); ERP 720 kw vis., 141 kw aur. Ant. height above average terrain 1,659 ft.; ant. height above ground 957 ft. P.O. address: 244 Kearny Street, San Francisco. Estimated construction cost \$1,280,800; first-year operating cost \$989,470; revenue \$838,500. Geographic coordinates 37° 45' 20" north lat.; 122° 27' 05" west long. Type trans. RCA TTU 25 G. Type ant. RCA TTU 50B. Legal counsel Jerome C. Muys; consulting engineer R. A. Iseberg. Principals: Edward D. Keil, president (20%). Wilson K. Foster, vice president (40%). Kathleen K. Rawlings, treasurer and Helen Bashford, Higbie, (each 20%). Mr. Keil is attorney and 50% owner of property management company, two real estate investment firms and a securities investment firm. Mr. Foster is sportscaster for KGO(TV) San Francisco and 50% partner in sports film production company (Bud Foster Productions, San Francisco). Mrs. Rawlings and Mrs. Higbie are both housewives. In same action application of Reporter Broadcasting Corp. was dismissed.

Fort Myers, Fla.—Broadcasting-Telecasting Service Inc. Broadcast Bureau granted UHF ch. 20 (506-512 mc); ERP 630 kw vis., 63 kw aur. Ant. height above average terrain 968.6 ft.; ant. height above ground 995 ft. P.O. address: Hogan and Hartson, 815 Connecticut Avenue, Northwest, Washington 20006. Estimated construction cost \$992,920; first-year operating cost \$257,580; revenue \$200,000. Geographic coordinates 28° 35' 48" north lat.; 81° 37' 53" west long. Type trans. RCA TTU-30A. Type ant. RCA TTU-30J. Legal counsel Hogan and Hartson. Con-

sulting engineer Jansky and Bailey. Principals: Thomas F. Mitchell, chairman of board, Jackson Burgess (each 23.80%). Joseph Buerry Jr., president, William N. Dakos, vice president (each 9.53%) and others. Mr. Mitchell has no other present business interests indicated. Mr. Buerry was recently sales manager for WMYR Fort Myers, Fla. William N. Dakos is doctor and has 10% interest in nursing home. Mr. Burgess is chairman of board and has 10% interest in Burgess Vibrocrafter Inc., Grayslake, Ill. Action July 12.

Aurora, Ill.—South Kane-Kendall Broadcasting Corp.—Review board granted UHF ch. 60 (746-752 mc); ERP 54.72 kw vis., 9.728 kw aur. Ant. height above average terrain 313 ft.; ant. height above ground 340 ft. P.O. address: 32 Water Street, Aurora 60507. Estimated construction cost \$365,410; first-year operating cost \$145,000; revenue \$160,000. Geographic coordinates 41° 45' 29" north lat.; 88° 18' 55" west long. Type trans. RCA TTU-2A. Type ant. RCA TTU-30J. Legal counsel Mallick and Bernton; consulting engineer Ray L. Sherwood. Principals: Ray D. Raymond, chairman of board (40%). Robert C. Arthurs, vice president (30%). LeRoy J. Sachen, vice president (17.5%) et al. Mr. Raymond is co-owner of plastic company, founding director of bank and owner and operator of farm. Mr. Arthurs is owner of golf course and 50% owner of building contracting firm. Mr. Sachen owns real estate firm. Application of Aljir Broadcasting Co. was dismissed.

Elmira, N. Y.—WENY Inc. FCC gave notice in initial decision of May 20 became effective July 5 granting UHF ch. 36 (602-608 mc); ERP 186 kw vis., 37.2 kw aur. Ant. height above average terrain 589 ft.; ant. height above ground 241 ft. P.O. address: Mark Twain hotel, Elmira 14901. Estimated construction cost \$246,440; first-year operating cost \$100,000; revenue \$125,000. Geographic coordinates 42° 01' 55" north lat.; 76° 47' 02" west long. Type trans. Townsend TA-15-AT. Type ant. GE TY24D. Legal counsel Dow, Lohnes and Albertson; consulting engineer Lohnes & Culver, both Washington. Principals: WENY Inc. is licensee of WENY-AM-FM Elmira. Donald M. Simmons, president, Howard L. Green, executive vice president, John T. Stethers, vice president and Myron W. LaBarr secretary-treasurer (each 25%). Ann. Feb. 10.

OTHER ACTIONS

■ Review board in Largo, Fla., TV broadcast proceeding, Doc. 17051, granted joint motion to rearrange order of appearance and reallocate time for oral argument filed July 22 by L. B. Wilson Inc., Association of Maximum Service Telecasters Inc., WSUN Inc. and Hubbard Broadcasting. Action July 24.

■ Review board on July 24 in Moline, Ill., TV broadcast proceeding, Docs. 17993-94 denied appeal from adverse ruling of hearing examiner filed June 18 by Community Telecasting Corp.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue

BROADCASTING, July 29, 1968

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, July 23, 1968

	ON AIR Licensed	CP's	TOTAL ON AIR	NOT ON AIR CP's	TOTAL Authorized
Commercial AM	4,191	22	4,213 ¹	77	4,290 ¹
Commercial FM	1,817	42	1,859	237	2,095
Commercial TV-VHF	496 ²	9	505 ²	13	518 ²
Commercial TV-UHF	118 ²	33	150 ²	164	315 ²
Educational FM	336	12	348	30	378
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	27	82	29	111

STATION BOXSCORE

Compiled by FCC, July 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,185 ¹	1,812	614 ²	335	123
CP's on air (new stations)	18	38	42	13	33
Total on air	4,203 ¹	1,850	655 ²	348	156
CP's not on air (new stations)	86	244	180	30	32
Total authorized stations	4,289 ¹	2,094	835 ²	378	188
Licenses deleted	1	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.

on July 22 in Utica, N. Y. (Rust Craft Broadcasting Co., P. H. Inc. and Roy H. Park Broadcasting Inc.) TV proceeding, granted motion by Roy H. Park, which was joined in by all other parties, vacated all prehearing procedures and procedural dates now scheduled, and schedule-1 hearing conference for Sept. 3 (Docs. 17932-4).

■ Hearing Examiner H. Gifford Irion on July 22 in Baltimore (Baltimore Broadcasting Co., and The Meadows Broadcasting Co.) TV proceeding, scheduled further prehearing conference for Aug. 8 (Docs. 17740-1).

■ Hearing Examiner Jay A. Kyle on July 23 in Boston (Boston Heritage Broadcasting Inc.) TV proceeding, because review board dismissed with prejudice application of Patriot State Television Inc. (Doc. 17742) and retained in hearing status application of Boston Heritage Broadcasting, Inc.; ordered hearing now scheduled for Sept. 16 cancelled, and scheduled further hearing conference for Sept. 16 (Doc. 17743).

■ Hearing Examiner Forest L. McClenning on July 17 in Jacksonville and Miami, both Florida and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.) TV proceeding, by agreements reached at prehearing conference of July 17 continued hearing from Oct. 3 to Oct. 8 at address to be subsequently specified in Miami. (Docs. 10834, 17582-4, 18185-6).

RULEMAKING PETITION

■ FCC in notice of proposed rulemaking proposed reduction in minimum indicating range required for TV broadcast aural frequency monitors eligible for type approval. Notice solicits comments on amendment of part 73, Sec. 73.693 of rules. Action July 17.

DESIGNATED FOR HEARING

■ FCC has designated for hearing application of Apple Valley Broadcasting Inc. (Doc. 16925) for ch. 35 at Yakima, Wash., on trafficking issue against Morgan Murphy, principal stockholder, following grant of commission's request for remand by order on June 27, of U.S. Court of Appeals for the District of Columbia Circuit in Cascade Broadcasting Co. v. FCC case no. 21,786. CP had been granted to Apple Valley following merger of three applicants for ch. 35. Action July 17.

Existing TV stations

FINAL ACTIONS

KLNI-TV Lafayette, La.—Broadcast Bu-

reau granted mod. of CP to change ERP to 832 kw vis., 147 kw aural; change type trans.; type ant.; ant. height 490 ft.; extend completion date to Jan. 18, 1969. Action July 18.

■ Commission has denied request by Spokane Television Inc., licensee of KXLY-TV Spokane, Wash. for waiver of Sec. 74.750(a) of rules. KXLY-TV requested waiver to permit acceptance for filing application to increase power of TV translator station K13HE, Spokane, to 10 w and grant of application subject to condition that operation not be commenced until equipment had been type-accepted. Action July 17.

CALL LETTER APPLICATIONS

■ Noark Broadcasting Inc., Fayetteville, Ark. Requests KGTO-TV.

■ Anderson TV Corp., Anderson, Ind. Requests WAIV-TV.

■ Triangle Telecasters Inc., Durham, N.C. Requests WRDU-TV.

CALL LETTER ACTIONS

■ *Nebraska Educational TV Commission, Hastings, Neb. Granted *KHNE-TV.

■ Community Telecasters of Cleveland, Cleveland. Granted WCFT-TV.

■ The McClendon Corp., Dallas. Granted KLIF-TV.

New AM stations

APPLICATION

Yabucoa, P. R.—Efrain Archilla-Roig. Seeks 1,300 kc. 5 kw. P.O. address: Box 454, Manati, P.R. 00701. Estimated construction cost \$51,589.86; first-year operating cost \$55,000; revenue \$65,000. Principal: Efrain Archilla-Roig (100%). Mr. Archilla Roig is 55.4% owner of WMNT Manati P.R., has private law practice, and has interest in two land development companies. Ann. July 22.

FINAL ACTION

FCC denied petitions filed for new AM's requesting amendment of Sec. 73.24 of rules concerning "white" areas—areas where there is no primary local radio service. The proposals would have further relaxed nighttime assignment standards for new AM stations. Ann. July 24.

OTHER ACTIONS

■ Review board on July 19 in Kettering, Ohio. AM broadcast proceeding, Docs. 17243-47, 17249-50, granted to extent indicated herein, denied in all other respects petition

to enlarge issues filed May 23 by Kittyhawk Broadcasting Corp.

■ Review board in Lorain, Ohio, AM broadcast proceeding, Docs. 16876-78, granted motion for extension of time filed July 17 by Lorain Community Broadcasting Co. and Midwest Broadcasting Co., extended to July 29 time within which to file responsive pleadings to petition for reconsideration or in alternative for rehearing. Action July 19.

ACTIONS ON MOTIONS

■ Chief Hearing Examiner James D. Cunningham on July 18 in Collinsville, Va. and Chapel Hill, N. C. (Radio Collinsville Inc. and 1530 Radio) AM proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer and scheduled prehearing conference for Sept. 5 and hearing for Oct. 17 (Docs. 18245-6).

■ Chief Hearing Examiner James D. Cunningham on July 19 in Franklin, Hackettstown, Lakewood and Somerville, all New Jersey, and Orleans, Mass. (Louis Vander Plate, Radio New Jersey, Mid-State Broadcasting Co., Arthur S. Steloff, Lake-River Broadcasting Corp. and Somerset Valley Broadcasting Co. and Seashore Broadcasting Co.) AM proceeding, designated hearing Examiner Millard F. French to serve as presiding officer, scheduled prehearing conference for Sept. 13, and hearing for Oct. 14 (Docs. 18251-7).

■ Hearing Examiner Isadore A. Honig on July 18 in Henrietta, Geneseo and Warsaw, all New York ("What The Bible Says Inc.", Oxbow Broadcasting Corp. and John B. Weeks) AM proceeding, granted motion by "What The Bible Says Inc. and extended to Aug. 9 time for filing proposed findings of fact and conclusions, and to Aug. 28 time to file reply findings (Docs. 17571-3).

■ Hearing Examiner David I. Kraushaar on July 17 in Grandview, and Kansas City, both Missouri (H-B-K Enterprises and Broadcasting Inc.) AM proceeding, rescheduled hearing to Nov. 6, and ordered transcript of July 17 prehearing conference be incorporated to extent that it may be necessary to refer to it in regard to commitments of parties or any other matters discussed during conference (Doc. 18183-4).

■ Hearing Examiner Chester F. Naumowicz Jr. on July 22 in Kettering, Ohio (Kittyhawk Broadcasting Corp.) et al., AM proceeding, upon informal request by Kittyhawk Broadcasting Corp. scheduled hearing conference for July 23 (Docs. 17243-47, 17249-50).

■ Hearing Examiner Chester F. Naumowicz Jr. on July 15 in Kettering, Ohio (Kittyhawk Broadcasting Corp.) et al., AM proceeding, granted joint petition by Gem City Broadcasting Co., Bloomington Broadcasting Co. and Western Ohio Broadcasting Service Inc. and reopened record, accepted in evidence Gem City exhibit no. 9, Bloomington exhibit no. 28, and Western Ohio exhibit no. 3, and again closed record; granted Gem City's petition for leave to amend application to reflect appointment of one of principals to municipal office, and denied joint motion for extension of time; and on examiner's own motion extended to July 25 and Aug. 8 time to file proposed and reply findings (Docs. 17243-7, 17249-50).

■ Hearing Examiner Herbert Sharfman on July 15 in Lebanon and Bagnell, both Missouri (Risner Broadcasting Inc. and Lee Mace) AM and FM proceeding, by separate actions, upon unopposed request by Broadcast Bureau, rescheduled further prehearing conference from July 16 to July 24; and since review board has enlarged issues in proceeding and since chief hearing examiner, on Mace's motion, transferred hearing session to Lebanon, Mo., cancelled procedural schedule and new schedule including new hearing date will be ordered at conference of July 24 (Docs. 17899, 18043-4).

DESIGNATED FOR HEARING

■ FCC designated for hearing two groups of applications to operate daytime AM stations. They include six proposals for New Jersey communities and one for Orleans, Mass. that is mutually exclusive with one for New Jersey. They were consolidated because of factual dispute involving principals common to both groups. First group includes pair of mutually exclusive applications to operate on 1000 kc in New Jersey, one by Louis Vander Plate for Franklin, N.J. with 250 w and other by Radio New Jersey for Hackettstown, N.J. with 1 kw and directional ant. In second group are five applications to operate on 1170 kc, of which four for New Jersey are mutually exclusive: Mid-State Broadcasting Co. for Lakewood, N.J. with 5 kw and directional ant., Arthur S. Steloff for Toms River, N.J. with 1 kw, Lak-River Broadcasting Corp. for Lakewood, N.J. with 5 kw and directional ant. and Somerset Valley Broadcasting Co.

for Sommerville, N.J. with 500 w and directional ant. Also in this group is one for Orleans, Mass., by Seashore Broadcasting Co., mutually exclusive with Steloff application for Toms River, N.J. Action July 17.

Existing AM stations

FINAL ACTIONS

KTHO South Lake Tahoe, Calif.—Broadcast Bureau granted license covering change in ant.-trans. location (same site). Action July 18.

KRYT Colorado Springs—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 10, 1969. Action July 18.

WKEN Dover, Del.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 1. Action July 18.

WBOM Jacksonville, Fla.—Broadcast Bureau granted mod. of CP to extend completion date to Jan. 1, 1969; condition. Action July 18.

WAME Miami—Broadcast Bureau granted CP to replace expired CP. Action July 18.

WIOD Miami—Broadcast Bureau granted request to cancel license for auxiliary trans. Action July 22.

■ Commission denied request by **WGNE** Panama City Beach, Fla., for reconsideration of commission action of Dec. 19, 1967 which denied request for waiver of prohibited overlap provisions of Sec. 73.37 of rules and which returned as unacceptable for filing application to change facilities. **WGNE** sought to change operation from 1480 kc, 500 w, day, to 1490 kc, 250 w, night, 1 kw local sunset at Panama City. Action July 17.

■ **WSEB** Sebring, Fla.—Broadcast Bureau granted license covering change in type trans. (main) and studio location. Action July 18.

■ Commission has granted application by **Art Advertising Co.** to increase daytime power of **WPAS** Zephyrhills, Fla., from 250 watts to 1 kw, with continued operation on 1400 kc, with 250 watts power night. Action July 19.

WNMT Garden City, Ga.—Broadcast Bureau granted license covering new station, specify type trans. Action July 18.

KRXK Rexburg, Idaho.—Broadcast Bureau granted license covering changes. Action July 18.

KBHM Branson, Mo.—Broadcast Bureau granted license covering use of former main trans. as replacement for present auxiliary trans. Action July 18.

WNAL Nelsonville, Ohio—Broadcast Bureau granted mod. of CP to extend completion date to Feb. 3, 1969. Action July 17.

KNFT Bayard, N. M.—Broadcast Bureau granted license covering new station. Action July 18.

WWHG Hornell, N. Y.—Broadcast Bureau granted CP to replace expired CP for auxiliary trans. Action July 18.

■ FCC granted application by **Radio New York Worldwide Inc.**, licensee of international broadcast station **WNYW** New York for modification of CP to replace two trans. Authorization also covers decrease in power of one trans. from 80 to 50 kw. Action July 17.

WKDR Plattsburgh, N.Y.—Broadcast Bureau granted license covering new station, specify type trans., studio location 91 Margaret Street. Action July 18.

WGAI Elizabeth City, N. C.—FCC by letter of July 18 notified **WGAI** that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements.

WCIT Lima, Ohio — Broadcast Bureau granted mod. of license covering change of name of licensee to **Riggs-Bussard Broadcasting Corp.** Action July 18.

KKEY Portland, Ore. and Vancouver, Wash.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 22. Action July 18.

WADK Newport, R. I.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 29. Action July 18.

WNOX Knoxville, Tenn.—Broadcast Bureau granted license covering use of presently licensed auxiliary trans. as an alternate main trans. Action July 18.

KGAF Gainesville, Tex.—Broadcast Bureau granted mod. of CP to extend completion date to Aug. 31. Action July 18.

WCMS Norfolk, Va.—Broadcast Bureau granted license covering changes, specify type trans. Action July 18.

WTAR Norfolk, Va.—Broadcast Bureau granted license covering installation of alternate main trans. Action July 18.

WAGO Oshkosh, Wis.—Broadcast Bureau granted mod. of CP to extend completion date to Dec. 19; condition. Action July 18.

WNBI Park Falls, Wis.—Broadcast Bureau granted license covering changes. Action July 18.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: **KMCW** Augusta, Ark. to Jan. 2, 1969; **KARK** Little Rock, Ark. to Jan. 9, 1969; **WPLO** (main), Atlanta to Jan. 29, 1969; **WLOP** Jesup, Ga. to Sept. 1; **WPRC** Lincoln, Ill. to Jan. 15, 1969; condition; **WTHI** Terre Haute, Ind. to Jan. 21, 1969; **KHAD** Desoto, Mo. to Oct. 1; **WTIL** Mayaguez, P. R. to Oct. 30; **WLK** Newport, Tenn. to Sept. 1. Action July 22.

OTHER ACTIONS

■ FCC deferred action on license-renewal applications for Mississippi AM stations **WGCM** Gulfport; **WTUP** Tupelo, and **WBIP** Booneville, and Florida AM, **WBOP** Pensacola. Action July 24.

■ FCC denied application by 1400 Corp., licensee of **KBMI** Henderson, Nev., for review of review board's memorandum opinion and order granting in part petition filed June 29 by Broadcast Bureau to enlarge issues. Action July 17.

ACTIONS ON MOTIONS

■ Office of opinions and review on July 19 in Arvada, Colo. (Radio station **KQXI** [KQXI]) AM proceeding, granted request by Broadcast Bureau and extended time to Aug. 5 in which to file responsive pleadings to application for review filed July 5 by **KQXI** (Doc. 14817).

CALL LETTER APPLICATIONS

■ **Wade B. Sullivan**, Ozark, Ala. Requests **WAYD**.

■ **WCQS**, Queen City Broadcasting System Inc., Alma, Ga. Requests **WULF**.

■ **Contoocook Broadcasting Co.**, Peterborough, N.H. Requests **WSCV**.

■ **WHOP**, **WHOP** Inc., Bellefontaine, Ohio. Requests **WTOO**.

■ **KPBM**, Radio Carlsbad Inc., Carlsbad, N.M. Requests **KBAD**.

■ **KNOX** Radio Inc., Minot, N.D. Requests **KYTN**.

CALL LETTER ACTIONS

■ **WPIN**, Feldman and Winton, St. Petersburg, Fla. Granted **WWBA**.

■ **KOME**, Unicom Inc., Tulsa, Okla. Granted **KCNW**.

■ **Santiam Broadcasters Inc.**, Sweet Home, Ore. Granted **KFIR**.

■ **WILT**, Tomahawk Broadcasting Co., Tomahawk, Wis. Granted **WELF**.

New FM stations

APPLICATIONS

Glendale, Ariz. — **Glendale Broadcasting Corp.** Seeks 93.2 mc, ch. 222, 157 kw. Ant. height above average terrain 308.5 ft. P. O. address: Box 501, Glendale, Ariz. 85301. Estimated construction cost \$32,950; first-year operating cost \$22,200; revenue \$36,000. Principals: **Richard B. Gilbert**, president and treasurer (33.6%) and **Alma C. Gilbert**, vice president and secretary (66.4%). Mr. Gilbert is 100% owner of common stock and 62.5% owner of preferred stock in **Aircasters Inc.**, radio stations consulting firm, Scottsdale, Ariz., 100% owner of common and 60.9% owner of preferred stock in **KYND Williams, Ariz.**, consultant to and 22% owner of **KCYN Williams, Ariz.** Mrs. Gilbert is 31.25% owner of preferred stock in Mr. Gilbert's consulting firm and 30.45% preferred in **KTUF Tempe, Ariz.** Ann. July 19.

***Lincoln, Ill.**—**Lincoln Christian College.** Seeks 88.7 mc, ch. 204, 10 w. Ant. height above average terrain 72 ft. P. O. address: Limit at Keokirk, Lincoln, Ill. 62656. Estimated construction cost \$9,422.75; first-year operating cost \$6,950; revenue none. Principals: Applicant is non-profit corporation. **Earl C. Hargrove**, president, board of trustees. Ann. July 19.

Dexter, Mo. — **Dexter Broadcasting Co.** Seeks 102.3 mc, ch. 272A, 2.36 kw. Ant. height above average terrain 51 ft. P. O. address: Box 380, Dexter, Mo. 63841. Estimated construction cost \$11,049; first-year operating cost \$2,500; revenue \$7,200. Principals: **Meyer L., Joseph F., Gerald F. and Eugene D. Grojean** (each 25%). Applicant is licensee of **KDEX** Dexter, Mo. Ann. July 19.

Hamilton, Mont.—**Bitter Root Broadcasting Co.** Seeks 95.9 mc, ch. 240A, 2 kw. Ant. height above average terrain minus 910 ft. P. O. address: 106 South Second Street, Hamilton 59840. Estimated construction cost \$8,000; first-year operating cost \$3,300; revenue \$6,900. Principals: **R. Stan Hooper**, president (39.7%) and **Luin K. Dexter**, secretary-treasurer (38.2%) et al. Applicant is licensee of **KLYQ** Hamilton, Mont. Ann. July 19.

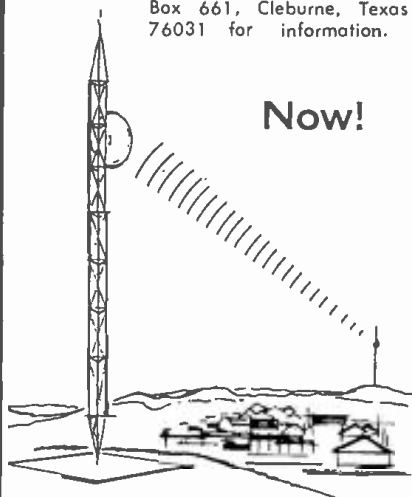
Ocean City, N. J.—**Lester H. Allen.** Seeks 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 300 ft. P. O. address: 23 South Warren Street, Trenton, N. J. 08608. Estimated construction cost \$60,305; first-year operating cost \$30,000; revenue \$30,000. Principal: **Lester H. Allen** (100%). Mr. Allen is sole owner of wholesale electronic equipment (distribution) firm. Ann. July 19.

Clovis, N. M.—**Friend Radio Inc.** Seeks 99.1 mc, ch. 256, 28.99 kw. Ant. height above average terrain 268 ft. P. O. address: c/o **James C. Self**, 1400 Oakhurst Road, Clovis, N. M. 88101. Principals: **Frank N. Rierison**, vice president and **Ken White**, vice president (each 27.41%). **James C. Self**, president (12.07%) et al. Mr. Self is sole owner of advertising agency. Mr. Rierison is 40% owner of automobile agency. Mr. White is 46% owner of livestock sales company and 40% owner of cattle feeding and housing business. Principals are also applying for AM station at Clovis, N. M. Ann. July 22.

STL Inter-City Relay

STEREO * REMOTE CONTROL
MONAURAL TELEMETRY

* With two separate STL systems, there is no measurable amount of cross talk between channels. The dual system also offers protection against loss of air time. Additionally, this system has the capability for transmission of remote control and SCA multiplex subcarriers. Write Box 661, Cleburne, Texas 76031 for information.



MARTI Electronics
A DIVISION OF MARTI, INC.

Now!

If you could see
the people
CARE feeds...



...you wouldn't need
coaxing. Mail a check.

CARE Food Crusade, New York, N.Y. 10016

PROFESSIONAL CARDS

JANSKY & BAILEY

Consulting Engineers
1812 K St., N.W.
Wash., D.C. 20006 296-6400
Member AFCEE

JAMES C. McNARY

Consulting Engineer
National Press Bldg.
Wash., D.C. 20004
Telephone District 7-1205
Member AFCEE

—Established 1926—

PAUL GODLEY CO. CONSULTING ENGINEERS

Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCEE

GEORGE C. DAVIS

CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
783-0111
Washington, D.C. 20004
Member AFCEE

COMMERCIAL RADIO EQUIPMENT CO.

Everett L. Dillard, Gen. Mgr.
Edward F. Lorentz, Chief Engr.
PRUDENTIAL BLDG.
347-1319
WASHINGTON, D.C. 20005
Member AFCEE

A. D. Ring & Associates

42 Years' Experience in Radio
Engineering
1710 H St., N.W. 298-6850
WASHINGTON, D.C. 20006
Member AFCEE

GAUTNEY & JONES

CONSULTING RADIO ENGINEERS
930 Warner Bldg. National 8-7757
Washington, D.C. 20004
Member AFCEE

Lohnes & Culver

Munsey Building District 7-8215
Washington, D.C. 20005
Member AFCEE

KEAR & KENNEDY

1302 18th St., N.W. Hudson 3-9000
WASHINGTON, D.C. 20006
Member AFCEE

A. EARL CULLUM, JR. CONSULTING ENGINEERS

INWOOD POST OFFICE
DALLAS, TEXAS 75209
(214) 631-8360
Member AFCEE

GUY C. HUTCHESON

817 CRestview 4-8721
P. O. Box 808
1100 W. Abram
Arlington, Texas 76010

SILLIMAN, MOFFET & KOWALSKI

711 14th St., N.W.
Republic 7-6646
Washington, D.C. 20005
Member AFCEE

GEO. P. ADAIR ENG. CO.

CONSULTING ENGINEERS
Radio-Television
Communications-Electronics
2029 K St., N.W., 4th Floor
Washington, D.C. 20006
Telephone: (202) 223-4664
Member AFCEE

KEAN, SKLOM & STEPHENS CONSULTING RADIO ENGINEERS

19 E. Quincy Street
Riverside, Illinois 60546
(A Chicago Suburb)
Phone 312-447-2401
Member AFCEE

HAMMETT & EDISON

CONSULTING ENGINEERS
Radio & Television
Box 68, International Airport
San Francisco, California 94128
(415) 342-5208
Member AFCEE

JOHN B. HEFFELFINGER

9208 Wyoming Pl. Hiland 4-7010
KANSAS CITY, MISSOURI 64114

JULES COHEN & ASSOCIATES

Suite 716, Associations Bldg.
1145 19th St., N.W., 659-3707
Washington, D.C. 20036
Member AFCEE

CARL E. SMITH CONSULTING RADIO ENGINEERS

8200 Snowville Road
Cleveland, Ohio 44141
Phone: 216-526-4386
Member AFCEE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Application and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-5562
TWX 910-931-0514
DENVER, COLORADO
Member AFCEE

A. E. Towne Assocs., Inc.

TELEVISION and RADIO
ENGINEERING CONSULTANTS
727 Industrial Road
San Carlos, California 94070
(415) 592-1394

PETE JOHNSON & Associates

CONSULTING am-fm-tv ENGINEERS
P.O. Box 4318 304-925-6281
Charleston, West Virginia

MERL SAXON CONSULTING RADIO ENGINEER

622 Hoskins Street
Lufkin, Texas 75901
634-9558 632-2821

WILLIAM B. CARR CONSULTING ENGINEERS

Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCEE

RAYMOND E. ROHRER

Consulting Radio Engineers
317 Wyatt Bldg.
Washington, D.C. 20005
Phone: 347-9061
Member AFCEE

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT

Box 220
Coldwater, Michigan—49036
Phone: 517-278-6733

JOHN H. MULLANEY and ASSOCIATES

Suite 71,
1150 Connecticut Ave., N.W.
Washington, D.C. 20036
Phone 202-223-1180
Member AFCEE

ROSNER TELEVISION SYSTEMS

ENGINEERS 120 E. 56 St.
New York N.Y. 10022
CONTRACTORS 29 South Mall
Plainview N.Y. 11803

Serving The SOUTHEAST FREDERICK A. SMITH, P.E.

Consulting Engineer
5 Exchange St.
Charleston, S.C. 29401
A/C 803 723-4775

Service Directory

COMMERCIAL RADIO MONITORING CO.

PRECISION FREQUENCY
MEASUREMENTS
AM-FM-TV
103 S. Market St.
Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE

SPECIALISTS FOR AM-FM-TV
445 Concord Ave.
Cambridge, Mass. 02138
Phone (617) 876-2810

FRANK A. ZOELLER

TELEVISION SYSTEMS
CONSULTANT

20 Years Experience
Box 366 • San Carlos, Cal, 94070
(415) 593-1751

TERRELL W. KIRKSEY

Consulting Engineer
5210 Avenue F
Austin, Texas 78751
(512) 454-7014

SPOT YOUR FIRM'S NAME HERE

To Be Seen by 100,000* Readers
—among them, the decision-mak-
ing station owners and manag-
ers, chief engineers and techni-
cians—applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study

TELCOM, INC.

Offering The Services Of
Its Registered Structural
Engineers
8027 Leesburg Pike
McLean Va. 22101
(703) 893-7700

FINAL ACTIONS

Hawkinsville, Ga.—Tri-County Broadcast, Inc. FCC gives notice initial decision of May 16 became effective July 11 granting 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain 244 ft. P. O. address: Hawkinsville 31036. Estimated construction cost \$11,793.40; first-year operating cost \$6,000; revenue \$7,200. Principals: Dallar R. Jackson, president and treasurer (44.2%), James D. Popwell, vice president (47.1%), D. Rivers Jackson, secretary (2.9%), et al. Messrs. Jackson have no other broadcast interests. Mr. Popwell is vice president and general manager of WCEH Hawkinsville. Applicant is licensee of WCEH, Ann. July 19.

Warner Robins, Ga.—WRBN Inc. Broadcast Bureau granted 101.7 mc, ch. 269, 3 kw. Ant. height above average terrain 207 ft. P. O. address: 1532 Watson Boulevard, Warner Robins 31093. Estimated construction cost \$17,880; first-year operating cost \$12,000; revenue \$30,000. Principals: Mary M. Jarrard (55%) and B. F. J. Timm (45%). Mary Jarrard is director, vice president, general manager and owner of WDMG Inc., Douglas Georgia Radio Broadcasting Farm, licensee of WDMG Douglas, Ga.; 55% owner of WRBN Inc., licensee of WRBN Warner Robins, and director and vice president of WMEN Inc., licensee of WMEN Tallahassee, Fla. B. F. J. Timm is 100% owner of WDMG, WMEN and WBOM Jacksonville, Fla (CP). 49% owner of WTIF Tifton, Ga. and 45% owner of WRBN. Action July 18.

Cynthiana, Ky.—WCYN Radio Inc. Broadcast Bureau granted 106.3 mc, ch. 292, 3 kw. Ant. height above average terrain 98 ft. P. O. address: Pike and Walnut Streets, Cynthiana 41031. Estimated construction cost \$10,809; first-year operating cost \$4,000; revenue \$4,500. Principal: Applicant is licensee of WCYN Cynthiana. Estil R. Anderson, president et al. Action July 18.

Commission has denied request by Wyoming Valley Broadcasting Co. for waiver of mileage separation requirements of Sec. 73.207(a) of rules and returned application for new FM station to operate on ch. 221 (92.1 mc), 3 kw, ant. height minus 392 ft., at Nanticoke, Pa. Action July 17.

North East, Pa.—James D. Brownyard. Broadcast Bureau granted 102.3 mc, ch. 272, 3 kw. Ant. height above average terrain minus 95 ft. P. O. address: Radio Station WHYP, Route 20, North East, Pa. 16428. Estimated construction cost \$9,100; first-year operating cost \$6,500; revenue \$10,000. Principal: James D. Brownyard, sole owner. Mr. Brownyard is advertising consultant and sole owner of WHYP North East, Pa. Action July 19.

OTHER ACTIONS

FCC returned application by Christ Church Foundation Inc. for new noncommercial educational FM station in Washington. Application failed to comply with Sec. 73.503 of rules which specifies that noncommercial educational FM stations will be licensed only to nonprofit educational organizations. Action July 17.

Review board in Rockford, Ill., FM broadcast proceeding, Docs. 17591-93, denied motion to take official notice and reopen record filed June 13 by Quest for Life, Inc. Action July 24.

Review board on July 23 in Berwick, Pa., FM broadcast proceedings, Docs. 17884-85, granted request for notice filed June 25 by Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc.; denied joint petition under Sec. 1.525, filed April 26 by Berwick Broadcasting Corp. and P.A.L. Broadcasters Inc.

Review board in Burlington, Vt., FM broadcast proceeding, Docs. 18181-82 dismissed as moot motion to enlarge issues filed June 3 by Vermont New York Broadcasters Inc. Action July 24.

ACTIONS ON MOTIONS

Hearing Examiner Elizabeth C. Smith on July 16 in Fresno, Calif. (Radio KYNO Inc. and International Radio Inc.) FM proceeding, by agreements reached at prehearing conference, continued evidentiary hearing from July 31 to Oct. 7 (Docs. 18202-3).

Hearing Examiner Millard F. French on July 19 in Burlington, Vt. (Vermont New York Broadcasters Inc. and Vermont Radio Inc.) FM proceeding, granted petition by Vermont Radio Inc. and dismissed but with prejudice application; application of Vermont New York Broadcasters, Inc. is retained in hearing; closed record; and proposed findings and conclusions are to be filed by July 31 (Docs. 18181-2).

RULEMAKING PETITION

Olvie E. Sisk, Ivous T. Sisk, and Joel E. Camp, d/b as Webster County Broadcasting Co., Fulton, Miss.—Requests amendment of rules so as to specify ch. 269 (101.7mc) for Eupora, Miss. Ann. July 19.

RULEMAKING ACTIONS

FM Table of assignments has been amended by FCC to show changes for communities in Arkansas, Illinois, Montana, Oklahoma, Ohio, South Carolina and Virginia. New assignments are: Brinkley, Ark., ch. 272A; DuQuoin, Ill., ch. 240A; Pontiac, Ill., ch. 276A; Glendive, Mont., ch. 243; Galion, Ohio, ch. 272A; Upper Sandusky, Ohio, ch. 240A; Duncan, Okla., ch. 272A; Norman, Okla., ch. 292A; Camden, S. C., ch. 232A; Altavista, Va., ch. 288A and Lynchburg, Va., ch. 244A. Action July 17.

Existing FM stations

FINAL ACTIONS

*KSDA(FM) La Sierra, Calif.—Broadcast Bureau granted CP to install new type ant.; ERP 1.50 kw. Action July 18.

KMUZ(FM) Santa Barbara, Calif.—Broadcast Bureau granted CP to install new type ant. Action July 18.

KRON-FM San Francisco—Broadcast Bureau granted mod. of CP to change type ant. Action July 18.

WTLN-FM Apopka, Fla.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 140 ft.; condition. Action July 19.

WCBK-FM Martinsville, Ind.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 0.7 of mile west-northwest of intersection highways 67 and 39 at Martinsville, change type ant., make change in ant. system. Action July 19.

*WSKS(FM) Wabash, Ind.—Broadcast Bureau granted request to cancel license for operation of station and delete call letters.

WTOW-FM Baltimore—Broadcast Bureau granted mod. of license covering change in studio location to Investment Building, 1 Investment Square, Towson Md., remote control permitted; condition. Action July 17.

WSPK(FM) Poughkeepsie, N. Y.—Broadcast Bureau granted mod. of license covering change in studio location to Van Wagner Road, Poughkeepsie, N. Y., remote control permitted; condition. Action July 17.

WOTT-FM Watertown, N. Y.—Broadcast Bureau granted mod. of CP to change ant. trans. location to 1.57 miles east of town on Rutland Center Road, Watertown, change type trans., type ant., make change in ant. system, ERP 41 kw, ant. height 285 ft. Action July 19.

*WGUC(FM) Cincinnati—Broadcast Bureau granted CP to install new trans. and change ERP to 20 kw; ant. height 610 ft. Action July 18.

WAKM(FM) Bedford, Pa.—Broadcast Bureau waived requirements of Sec. 73.210 of rules and permitted relocation of main studio beyond corporate limits of Bedford at 28 Mounted Route; condition. Action July 18.

WBYM(FM) Bayamon, P. R.—Broadcast Bureau granted CP to change ant. trans. and studio location to south end of Pina Sur Street, Urbanizacion Santa Juanita, Bayamon, P. R., install new type trans., type ant., make change in ant. system, ant. height minus 49 ft. Action July 17.

KMFM(FM) San Antonio, Tex.—Broadcast Bureau granted CP to install new type trans. Action July 18.

Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: KFMV(FM) Magnolia, Ark. to Jan. 2, 1969; WBQC-FM Ocean City-Salisbury, Md. to Sept. 30; WHUC-FM Hudson, N. Y. to Jan. 7, 1969; WHGM(FM) Bellwood, Pa. to Jan. 31, 1969; condition; WBF-FM Jenkintown, Pa. to Aug. 30; WCLE-FM Cleveland, Tenn. to Jan. 7, 1969; KALL-FM Salt Lake City to Oct. 1; KPUL-FM Pullman, Wash. to Feb. 1, 1969; condition; WIGM-FM Medford, Ore. to Feb. 4, 1969; WAWA-FM Milwaukee to Aug. 15. Actions July 17.

FCC gave notice May 20 initial decision became effective July 11 and denied application by Centex Radio Co. licensee of KERC (FM) Waco, Tex., for new FM frequency assignment for failure to prosecute. Ann. July 18.

Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WAMU-FM Washington to Jan. 31, 1969; WVEM(FM) Springfield, Ill. to Aug. 31; KNIR-FM New Iberia, La. to Sept. 1; *KOBK(FM) Joplin, Mo. to Nov. 1; KLIN-FM Lincoln, Neb. to Jan. 10, 1969; WJAG-FM Norfolk, Neb. to Jan. 24, 1969; WNBC-FM New York to Aug. 19; WGLN(FM) Sylvania, Ohio to Jan. 24, 1969; WFLM(FM) Ellwood City, Pa. to Sept. 30; KIKK-FM, Houston to Sept. 1. Actions July 18.

OTHER ACTION

FCC ruled experimental broadcast by WAPA-TV San Juan, P. R., of English soundtracks over WIAC-FM San Juan, for WAPA-TV Spanish movies may continue for one year. Action July 24.

CALL LETTER APPLICATIONS

KHJ-FM, RKO General Inc., Los Angeles. Requests KQKQ(FM).

KGB-FM, KGB Inc., San Diego. Requests KBKB(FM).

Northern California Stereocasters, Vacaville, Calif. Requests KVFS(FM).

KDFM(FM), Hendrickson and Knapp Broadcasting Co., Walnut Creek, Calif. Requests KEZE(FM).

WLAV-FM, Shepard Broadcasting Co., Grand Rapids, Mich. Requests WMAK(FM).

Booth American Co., Saginaw, Mich. Requests WSBM(FM).

WTVN-FM, Taft Broadcasting Co., Columbus, Ohio. Requests WBK(FM).

WKLR-FM, Booth American Co., Toledo, Ohio. Requests WKLR(FM).

WHK-FM, Metromedia Inc., Cleveland. Requests WMMS(FM).

CALL LETTER ACTIONS

Del Ray Broadcasting Co., Indio, Calif. Granted KINI(FM).

KDBS Inc., Alexandria, La. Granted KDBS-FM.

KLOH Inc., Pipestone, Minn. Granted KKLP(FM).

KWAD Broadcasting Co., Wadena, Minn. Granted KKKWS(FM).

WVMI-FM, New South Communications, Biloxi, Miss. Granted WBIL(FM).

WKIP-FM, Star Broadcasting Corp., Poughkeepsie, N. Y. Granted WSPK(FM).

WBNO-FM, Williams City Broadcasting System, Bryan, Ohio. Granted WWMS-FM.

RENEWAL OF LICENSES, ALL STATIONS

Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KBYE Oklahoma City, Okla., KEDD Dodge City, Kan.; KNIM Maryville, Mo.; KOLT Scottsbluff, Neb.; WAKY Louisville, Ky. and WMBH Joplin, Mo. Action July 23.

Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on July 22: KCOR San Antonio; KCTA Corpus Christi; KDAV Lubbock; KDLC-AM-FM Del Rio; KEYE Perryton; KGAF-AM-FM Gainesville; KGNS Laredo; KGRO Pampa; KITE Terrell Hills; KIZZ El Paso; KJET-AM-FM Beaumont; KNIN Wichita Falls; KNIT Abilene; KORC Mineral Wells; KPEP San Angelo; KBXO-FM Dallas; KCWM(FM) Fort Worth; KHBR-FM Hillsboro; KORA-FM Bryan; KQIP(FM) Odessa; KTRM-FM Beaumont; KTXN-FM Victoria; *KTXT-FM Lubbock; KGNS-TV Laredo; KRIS-TV Corpus Christi; WBAP-TV Fort Worth, and *KTXT-TV Lubbock, all Texas.

Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on July 22: KAND Corsicana; KAPE San Antonio; KATQ Texarkana; KBAN Bowie; KBAT San Antonio; KBBB Borger; KBRZ Freeport; KBST Big Spring; KBUC San Antonio; KBUD Athens; KBWD Brownwood; KBYG Big Spring; KBZB Odessa; KCAN Canyon; KCLW Hamilton; KFRD Rosenberg-Richmond; KFTV Paris; KFYB Bonham; KFYO Lubbock; KGAS Carthage; KGNB New Braunfels; KGVF Greenville; KHFT-AM-FM Austin; KIMP-AM-FM Mt. Pleasant; KINE Kingsville; KINT El Paso; KIUN Pecos; KJIM Fort Worth; KKAL Denver City; KLBK-AM-FM Lubbock; KLEN-AM-FM Killean; KMOO Mineola; KUKA San Antonio; KULP El Campo; KUNO Corpus Christi; KVIC Victoria; KVLV Alpine; KWHI-AM-FM Brenham; KWRD Henderson; KWTX Waco; KXIT-AM-FM Dalhart; KXOL Fort Worth; KZAK-AM-FM Tyler; KZEE Weatherford; KZEY Tyler; KZZN Littlefield; WQAI San Antonio; WRR-AM-FM Dallas; WTAW-AM-FM College Station; KNFM(FM) Midland; KNUS(FM) Dallas; KODA-FM Houston; KPAK(FM) El Paso; KWGO-FM Abilene; KXXX(FM) Dallas; KYLE-FM Temple; WFAA-AM-FM Dallas; *KHBL(FM) Plainview; *KMFA(FM) Austin; *KOCV(FM) Odessa; *KSYM(FM) San Antonio; *KTEP(FM) El Paso; *KUHF(FM) Houston; *KUT-FM Austin; *KWBU(FM) Waco; KACB-TV San Angelo; KAUZ-TV Wichita Falls; KBMT-TV Beaumont; KCEN-TV Temple; KTVT-TV Fort Worth; KVII-TV Amarillo; KVKM-TV Monahans; KWEX-TV San Antonio; KWTX-TV Waco; WQAI-TV San Antonio; KERA-TV Dallas; *KLRN-TV San Antonio; *KUHT-TV Houston, and KNNN Friona, all Texas.

Translators

ACTIONS

K04EB Tuba City and Moen Kopl, both Arizona—Broadcast Bureau granted CP for (Continued on page 72)

Payable in advance. Checks & Money Order only.

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum.
- **APPLICANTS:** If tapes or films are submitted please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- **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

Unusual opportunity—learn managership—sales experience necessary. Group owner, N.Y. single. Box G-180, BROADCASTING.

Young, aggressive, educated, community-minded, selling manager. Single. Syracuse vicinity. Box G-220, BROADCASTING.

Station or assistant manager for small town Carolina station in growing area. Must be good salesman, active in community work and capable of handling inside details and staff. College community. Should earn \$10,000 or better in salary-commission first year. Future opportunity. Replies confidential. Box G-346, BROADCASTING.

Wanted!! A budding empire builder. Need person with \$ who is willing to relocate, acquire equity position in and manage mid-western daytimer in small but dynamic market. Send complete resume in strictest confidence. Box G-394, BROADCASTING.

Chain looking for mgr. who will be out selling every day 9 to 5. Stock plus other benefits. Applicant must make self available for northeast interview. Box G-398, BROADCASTING.

Manager for small market in New York State. Good opportunity for man on the way up who can sell and become part of community. Guy Erway WGMF, Watkins Glen 14891, New York.

Opportunity for aggressive, hard working, experienced individual to move into management in an Indiana county of 40,000. This man must know radio inside and out. Group operation will give opportunity for stock participation. Very good salary and commission arrangement. All applications will be treated as confidential. Call Ed Roehling, General Manager, WIUC, Winchester, Indiana at 20001 or send resume to Box 405, Winchester 47394.

Help Wanted

Sales

Capitalize on your sales experience—become manager. New acquisition, single, 200 miles N.Y.C. Box G-221, BROADCASTING.

Salesman-announcer-live and work in central Minnesota's year around beautiful vacationland. A MOR station with network and adult audience. List of active accounts and good commission. Small amount of announcing. Box G-291, BROADCASTING.

Sales manager, young, full of ideas and imagination. Must have proven sales record. Commission can top \$12,000.00. Send resume and photo to Bob Ottmann, KBLL Radio, 2433 No. Montana Ave., Helena, Montana.

Salesmen—\$125 to \$150 a week start for right men. Local sales only. Hard worker—good community image . . . must like to call door to door. Immediate openings—Washington, D. C. WINX—424-9292—Mr. Eaton.

Sales—(cont'd)

Notice to smaller and medium market experienced radio advertising salesmen who would like to move up in market size and income potential. We have a fine opportunity for a man with proved success who would like to work for a high-quality, adult radio operation in one of the nation's finest areas, Minneapolis-St. Paul. We have 5,000 watts AM plus 100,000 watts FM-Stereo and broadcast magnificent music, fine features, mature personalities. Locally owned and operated for 19 years. Average employee tenure over 9 years. 25 persons have come back to work for us a second time. We have a reputation for stability, integrity and good business practices. If you are a person of proved sales success and want to work with a clean, reliable, responsible team of professionals, you can have a career opportunity with a potential of \$20,000 to \$25,000 per year. Send full details to Bill Stewart, President, WPBC Radio, Minneapolis, Minnesota 55423.

WE BUILT A BETTER ONE

. . . not to "mousetrap" but to serve better our customers. Readership of this section continues upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use BROADCASTING'S classified section—**THE marketplace for everything and everybody in broadcasting.**

Announcers

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.

Announcer, professional sound, tight board. Settled, looking for permanent job with a future. Excellent working conditions. Top salary. Southwest. Send tape, resume. Box G-176, BROADCASTING.

Announcer for single market station near Dallas. Excellent pay for experienced, dependable, mature radio man. Box G-244, BROADCASTING.

Growing middle Atlantic state daytime top 40 station needs announcer with first phone. Send resume and tape with first letter. Box G-252, BROADCASTING.

Announcers—(Cont'd)

Announcer wanted for commercial radio station . . . must have experience or very mature voice . . . join a growing station in northeast Texas. Box G-254, BROADCASTING.

No ticket necessary. We want first-class talent. Full time 5 kw contemporary station in key eastern market. Personality radio, full time news department, peace. Send your resume air mail. No "Boss" or "More music machines," need apply. Box G-273, BROADCASTING.

Announcer salesman-live and work in central Minnesota's year around beautiful vacationland. A MOR station with network and adult audience. Announcing and selling with list of active accounts. Good income and good living. Box G-292, BROADCASTING.

Production minded announcer needed by growing station. New studios. Grow with us. Box G-341, BROADCASTING.

First ticket combo man can make good now with a fast-growing full time modern country operation. New England area. No maintenance, but top air sound. Rush tape and resume to: Box G-343, BROADCASTING.

Can you do high school football play-by-play? Like middle of the road programming? Write a few commercials? We need a good man now. Box G-356, BROADCASTING.

Immediate opening . . . for a top-flight modern C&W air "personality" for major market full-time station. Top salary for the right man plus many fringe benefits. We're looking for experienced pros in the great northeast. Please send complete resume, tape and photo to: Box G-361, BROADCASTING.

Personality morning man, able to do remotes. Excellent opportunity. Box G-367, BROADCASTING.

Morning man for 5 kw fulltime MOR with heavy accent on news and sports. #1 in medium market of 300,000 +. Ideal community in northeast. Growing group. Salary decent and additional benefits if good production manager. Rush tape and resume to Box G-371, BROADCASTING.

Wanted first phone bright morning man, who can provide a cheerful, tight production. MOR setting for total information radio. Midwest regional station in market under 100,000. Send tape, photo, and complete resume to Box G-374, BROADCASTING.

Announcer, some experience, send resume, tape, picture, salary requirements for small market MOR/sports station. Advancement opportunities. Box G-376, BROADCASTING.

Announcer with football and basketball play-by-play experience needed immediately by Ohio station. \$115.00 weekly to start. Send resume, tape and photo to Box G-384, BROADCASTING.

Good announcer needed in good size mid-west market. Send tape, resume and salary requirements. Box G-403, BROADCASTING.

Rock jock \$450 for pulse rated #1 in Reno, 3rd or 1st ticket. No min. experience, just good and tight. Start on midnight shift. Send tape and resume to Dave Price, KCBN, Box 5998, Reno, Nev. 89503.

Announcers—(Cont'd)

Two cheerful, morning man type, with one or two years experience, preferably married, needed immediately for permanent position with 48 year old, up-temp MOR station with TV attached. Read news? Follow format? Keep listeners happy? You're our man! Mark May, KFBB, Great Falls, Montana. 1-406-453-4377.

Announcer—sales . . . here's your opportunity to grow. Morning-air, production, sales. We'd like you young master of all. KFMD, Dubuque, Iowa.

First phone — MOR announcer — immediate opening—good starting salary—good future. Contact Jack Chapman — KGAK — Gallup, New Mexico.

Immediate opening for 1st phone announcer. MOR station with some specialized blocks. (If you like C/W even better). Fringe benefits, year-round temperate weather, excellent hunting, fishing. We also pay a salary. Rush full details to Gene P. Loffler, KGEZ, Kalispell, Montana.

Kansas opportunity, announcer with 3rd class license. Can also do sports or sales, but not essential. Stable staff, good town, top station, KOFO, Ottawa, Kans.

Wanted: 2 good beginner announcers. Immediate openings for combination AM-FM station. Rush tape and resume to KSTV, Stephenville, Texas 76401.

Announcer for modern country station with ability to create novelty commercials. KVOC, Casper, Wyoming.

First phone jock for swinging night show. No maintenance. Top rated station. Salary \$130 with guaranteed raises. Do not call. Rush tape and resume to Manager, WBEC, Pittsfield, Mass.

Thoroughly experienced professional staff announcer strong on news and commercials. Run board. 3rd ticket required. Top position with nation's leading FM station. Send tape and resume to Mr. Taylor, WDVR, Philadelphia, 19131. All replies confidential.

Negro announcer—minimum 2 years experience, capable of fast paced r&b and gospel. In return salary commensurate with experience, health and life insurance program, paid vacation, company paid retirement program, pleasant working conditions and surroundings. Send immediately: Resume, photo, tape to Bob Todd, Operations Director, Radio Station WGEE, Indianapolis, Indiana 46203. No phone calls. Personal interview mandatory.

Good opportunity for experienced announcer salesman who can sell, and produce own commercials, must have good references and mature voice for MOR format, WGMF, Watkins Glen, N. Y.

Evening shift at contemporary MOR. First ticket—no maintenance. Rush air-check, plus resume, to WHEW, P. O. Box 8325, West Palm Beach, Florida.

Multi-station group needs combo men immediately . . . 1st ticket: C&W. MOR. rock announcers and 3rd ticket salesmen. Stations in suburban Washington and western Pennsylvania. Rush tape and resume to Manager, WHRN, Herndon, Va. 22070. 703-437-6620.

WJLS, fulltime, 5 kw, 560 kc, CBS, established 1939, Beckley, West Virginia, will have openings September 1 for airmen. Looking for first phone, news, play by play, MOR personalities and abilities. Excellent opportunities for advancement. Tape, resume, salary requirements to Manager, Box 1452, Beckley, W. Va. 25801.

Announcer-1st phone morning or afternoon. Production ability—minimum maintenance. MOR 10 kw AM-FM simulcast. Top year around resort area—all sports—excellent schools. Send tape, resume to Station manager, WJML—Petoskey, Mich. 49770.

Southern Broadcasting Co.; WKIX-AM-FM; fulltime 850 k, 10,000 watts; \pm 1 station in Raleigh-Durham-Chapel Hill has immediate opening for qualified dj's. Must be able to handle some news, production, and good dj show (contemporary). Send full details and tape, first letter to: Bob Stoehr, Program Director; WKIX P. O. Box 12526; Raleigh, N. C. 27605.

Low pressure middle of road announcer for late afternoon and evening shift 5 days third class license . . . permanent position. Good position. Send tape resume and references. WLRW, Box 3065, Champaign, Illinois.

Announcers—(Cont'd)

Immediate opening for experienced announcer. Previous selling helpful. Send complete resume, salary requirements and air check with news. Above average opportunity here or at sister station. Tapes returned. Write Bob Hyle, WMBT, Shenandoah, Pa., 17976 now.

Country and Western music and news in FM stereo covering over one-third of North Carolina. If this format excites you, if you know C&W music, if you have talent, and if you want to make money let's get together. Five professional airmen needed by September first. Special consideration to those who can sell. New facilities, progressive management, financially strong organization. Send tape, photo, resume to WRNS, P. O. Box 609, Kinston, N. C. 28501.

Wanted-announcer-salesman or announcer-newsmen for healthy, medium market M.O.R. Contact Spence Allen, WRTA, Altoona, Pennsylvania.

Country music dj—morning shift, tight modern format—PD material—top rated metro market! Rush dj audition, resume, references, salary requirements to Don Kern, WSHO, New Orleans, La. 70130.

Immediate opening . . . sports play by play, MOR board shift, plus daily TV sports program. Send complete resume, including audition tape and photo to: Bob Lee, WSVA-TV, AM-FM Harrisonburg, Va.

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.

Need a real swinger with personality for MOR format. Must have minimum of 2 yrs. experience. Affiliated with TV. Salary and talent. Send tape, resume and photo to Ed Huot, WTRC, Elkhart, Indiana.

Michigan AM needs experienced middle of road good music dj for modern country sound. Medium market, non-hayseed, tight operation. Air mail tape, information to: Paul Pigeon, WXOX, Bay City, Michigan.

Top rated southwestern adult radio station has immediate opening for mature first-phone operator. Salary open. Telephone 602-622-7788 or write P. O. Box 5803, Tucson, Ariz.

Opening new station in the St. Louis area. We have good positions available for announcer with 1st. Salesman with 1st. Call area code 417-967-3353. Pinkney B. Cole.

Four full time, experienced announcers at Central N. Y. easy listening radio station. 3rd class phone required—1st class phone brings higher pay. Write: Waterfalls Broadcasting Co., Box 1, Seneca Falls, N. Y.

We need a live radio personality for rock station in medium size market. Air shift, prod., news. Great place for right man. Want settled man with good record. Send resume and tape to P. O. Box 1709, Hickory, N. C.

No. 1 rated modern country music station in Tucson wants first phone dj for 6 p.m. to midnight shift. Send complete resume, photo, salary requirements, references and aircheck of board work, production and news to Jim Slone, Box 5945, Tucson, Arizona 85703.

Technical

Chief engineer. Baltimore-Washington area. Good directional experience necessary. Up to \$225 weekly to start. Box F-173, BROADCASTING.

Qualified chief engineer needed by Pennsylvania fulltime non-directional AM-only station. Must excel in maintenance and construction for complete "take over." Well equipped station: Good working conditions. Details in confidence first letter, Box G-216, BROADCASTING.

Technical—(Cont'd)

Chief engineer for southeast AM-FM operation. Construction and maintenance ability necessary. Well established station in 50,000 population area. Job open now. Box G-354, BROADCASTING.

Combination men needed. References required. Opportunity. Wyoming. Box G-368, BROADCASTING.

Chief engineer. Quality AM-FM regional in large upstate New York market. A great area in which to bring up a family. Owner has excellent reputation locally and nationally. Box G-381, BROADCASTING.

Chief engineer—maintenance for three tower directional. WAYE, Baltimore. Call Mr. Snowberger (301) 739-8016.

Chief engineer—ambitious for EE degree. Attend EE classes at Purdue-University while earning \$600 month as CE at WAZY's stable 2-tower directional 1 kw AM, 3 kw FM in Lafayette, Indiana. Call E. Willis, Gen Mgr. 317-474-1410.

Nassau Broadcasting Company, WHWH in Princeton and WTOA in Trenton, N.J. need 2 or 3 1st ticket engineers. 2 for transmitter and 1 for maintenance duties covering AM, FM stereo, SCA, audio, automation, remote control, microwave etc. Please apply to Art Silver, Director of Engineering, Box 1350, Princeton, N.J. or call 609-924-3600.

Chief engineer, WJOY and WJOY-FM, Burlington, Vermont. No board work, no air work. Brand new studio-transmitter facility. Good working conditions, fine community. Contact General Manager, Frank A. Balch, Box 927, Burlington, Vermont or call 802-658-1230.

Chief engineer for 24 hour FM and back-ground music operation. Full time permanent . . . late model equipment and new studios. Contact: Frank Stewart, WLRW, Champaign, Illinois. 217-352-4141.

Chief engineer. Live in beautiful Sebring Florida and enjoy working for a good AM & FM. Jim Robinson, WSEB, Sebring, Florida 33870.

Immediate opening for qualified technician, first phone required, transmitter experience desirable. Excellent working conditions. Write or call, Leo Rymarz, Ch. Eng., WWJ-AM-FM, 662 Lafayette, Blvd., Detroit, Mich. 48231 Tel: 313-222-2131.

Television network engineers: Positions available—maintenance and operations. Excellent working conditions. FCC radio-telephone first class license required. Send resume to: N.E.T. Television, Inc. 2715 Packard Road, Ann Arbor, Michigan 48104.

Wanted: Engineer-salesman for metropolitan station in Jackson, Miss. 5000 watt AM and 100,000 FM. Send resume to P.O. Box 9801, Jackson, Miss. 39206.

NEWS

Wanted—an alert, energetic newsman 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.

Negro newsman for tight format, top-rated ethnic station. Must be aggressive and experienced in news writing, delivery. Union scale, Pacific coast. Immediate. Box G-236, BROADCASTING.

Northeast fulltimer looking for aggressive young newsman with one years experience, typing and digging ability. Great chance for a worker. Send tape, pix and resume to Box G-307, BROADCASTING.

CBS affiliate upstate New York wants experienced newsman, journalism major preferred. Will accept comparable experience. Gather, write, read good copy. Send tapes, work examples, photograph, references; resume immediately. Box G-333, BROADCASTING.

News—(cont'd)

WHWH Princeton, N. J. 5000 watt full time #1 Trenton metro needs morning newsmen to replace Army-bound staffer. Good voice, aggressive reporter. Prefer two-three years experience. Will consider journalism grad or newspaper experience. Call Dave Moss 609-924-3600 or Box 1350, Princeton, N.J. resume and tape.

Michigan regional has fine opportunity for good newsmen ready to advance from small to medium market. WPAG, Ann Arbor.

Central Ill. station seeks experienced news director. Not major market operation but major market pay. Good community to settle. Station is news orientated. Write M. O. Simundson, WPOK Radio, Box 212-A, Pontiac, Ill. 61764.

Exciting new stereo FM station covering over one-third of North Carolina needs three-man news staff by September first. Eighty newscasts per week covering over 100 communities offers a real challenge. Experienced, progressive management, strong organization, all new facilities. Newsmen who can also sell given special consideration. Send tape, photo, resume to WRNS, P.O. Box 609, Kinston, N. C. 28501

Top flight newsmen needed exciting new two-man morning show WTOA Trenton, N.J., New Jersey's most powerful station with 50,000 watts over Philadelphia. Manager, former top news man, has gotten show off and running, now ready for first rate man to take over. Call Herb Hobler 609-896-0975, or Box 9750, Trenton, N.J. resume and tape.

Programing,—Production, Others

Production assistant for radio-television department in journalism school at university in Intermountain west. Work with students in radio-TV labs and supervise student-operated FM station. Assist with CCTV production. Opportunity to work toward MA in broadcast journalism B.A. required plus some practical experience. Equal opportunity employer. Box G-309, BROADCASTING.

FM-stereo station needs "take charge" man or woman to direct operations of new regional FM, owned by long established broadcaster. You will do air work and production. Southeast market. Box G-353, BROADCASTING.

Production man who wants to go creative, and be appreciated. Send sample. Box G-369, BROADCASTING.

Program Director. Adult, self starting detail man. Assume full department head status with accompanying authority and responsibility. Preference given to man with talk show and/or play by play experience. Must believe in talk/MOR music format and community participation. 1 kw in city of 100,000. Call Manager, 617-874-3535.

Open now! First phone—run tight board—program director advancement to right man! 5 kw AM-20,000 stereo FM in lovely resort town in northern Michigan. Call Norm Pike 517-366-5364.

Graduate assistantship available, educational radio station, (program director). Liveable salary, opportunity to pursue M.A. Call or write Bob Fidler, Central Missouri State College, Warrensburg, Missouri, 64093. 816-747-6356.

Situations Wanted

Management

General manager—thoroughly experienced manager. Successful background. Currently major market. Box G-201, BROADCASTING.

Southland: Ten years programing, sales. Seeking first manager's position. Ambitious, honest. Good record, excellent references. Family. Current salary \$9600. Box G-349, BROADCASTING.

Manager/sales manager, mature, for small, medium market. Thorough knowledge AM-FM operation—top salesman local, retail, regional. Desires full operation authority. Understands responsibility to ownership. Excellent industry references, business and personal. Box G-357, BROADCASTING.

Management—(Cont'd)

Pacific northwest and California. Experienced LA administrator wants permanent smaller market management. Strong organizer will create ratings and sales. Box G-396, BROADCASTING.

General manager—husband and wife team, 25 years experience. Husband overall mgmt., pgmng., sales. Wife, sales, promo, pub. rel. Excellent refs. Can turn loser into gainer. Salary negotiable. Reply Box G-399, BROADCASTING.

Japan: Responsible, mature broadcaster seeking challenging on-air/production or creative management position in Tokyo. Nine years radio, eight in D.C.; three newspaper; two television. Multi-phase education and experience all three areas. Currently in Far East, news/production director, ten-man staff. Twenty five: married; available November 1st. Bill Stabler, Box 46, APO 96340.

Sales

Southeast — sales manager. Announcer-sportscaster. Will invest. Manage-college, family, excellent character. Box G-359, BROADCASTING.

Announcers

Talented, ambitious, determined TV-radio dj, announcer, newscaster, solid theatrical experience, 3rd phone. Box G-161, BROADCASTING.

Professional for MOR large market. Versatile, creative, sincere. Can do talk. Box G-298, BROADCASTING.

DJ-announcer newscaster, 3rd endorsed, tight board, any format, married, northeast. Box G-301, BROADCASTING.

Experienced top 40 dj presently in central NY desires spot with top 40 operation in Florida. Great ratings. Reply Box G-302, BROADCASTING.

Experienced, mature announcer, radio and/or TV. Strong play-by-play, adlib, commercials. Knows music, but not rock. \$140 average minimum. Available immediately. Box G-305, BROADCASTING.

Contemporary announcer seeks medium market. Veteran. Good board, news. Box G-312, BROADCASTING.

Contemporary personality or PD available for medium to major. Smooth, family, experienced, presently in Ohio. Box G-329, BROADCASTING.

Having trouble finding the right man for the job? Try a woman—you'll be surprised at the difference. 3rd endorsed, 7 months AM-FM-MOR, CW, loose rock. Beautiful voice, excellent news and commercial delivery. Creative and modest. Box G-330, BROADCASTING.

In top 10—versatile—top 40—1st phone personality—also news and production—married—draft free—seeks major markets only—personal interview required—signed—anxious to meet you—Box G-350, BROADCASTING.

Professional sounding dj, beginner, 26 yrs. old, single, draft free, 1 yr. schooling, 3rd endorsed. Desire top 40 format, with station in N.E. area. Good personality, write Box G-358, BROADCASTING.

Hawaii—young, experienced first phone (no maintenance) top 40-MOR announcer seeks stable position, good pay, chance for advancement. Available October first. Box G-363, BROADCASTING.

Young experienced dj—music director of top contemporary station wants to relocate in greater Denver area. Will consider other Colorado area. 3rd endorsed ticket. Tape, resume, available at request Box G-364, BROADCASTING.

Attention, good stations only. Twelve years experience, top 40, MOR, quality voice, production programing, 1st phone. . . 5 figures. Box G-365, BROADCASTING.

Announcer, salesman. Experienced, dependable, good music. Available immediately. Box G-370, BROADCASTING.

Authoritative newscaster. DJ/announcer—salesman. Family man. No floater. Box G-392, BROADCASTING.

Announcers—(Cont'd)

First phone modern c&w deejay, PD, operations man, strong news, production. Over five years experience. Now in management. Prefer Pacific northwest, western states, all replies answered. Family, 27, college, mature, reliable. Box G-379, BROADCASTING.

Two years experience, some college, third, good voice. Box G-391, BROADCASTING.

Experienced news expert sportscaster, play by play, all sports, strong on sales, dj, 37, 3rd ticket with broadcast endorsement. Relocate. Box G-393, BROADCASTING.

California only — announcer, production man, good news and MOR delivery. First phone. Available mid-September. Box G-400, BROADCASTING.

Gospel jock, 3rd class lic. Family man. Experienced. Will relocate. New sound. Box G-401, BROADCASTING.

Announcer in broadcasting field since 1960. Can write news. Bob Curley, 233 Thomas St., Woodbridge, New Jersey 201—Mercury 4-5024.

Personality, top 40, swinger, experienced, 3rd class, married, draft free. Phone Bob (Kip) Kirby—513-631-4528.

Ex radio man who misses mic wants to talk about returning to the air, at present with ad agency. Experience in all phases, last radio job as station manager. Call 317-786-0070 or write Mike Toby, 2045 Le Grande, Indianapolis, Ind.

4 years top 40 personality, drake, boss, pd, md, creative production, two million market experience. Available large southern market. Family, 30. Tape, resume, 205-845-4158. Fort Payne, Ala. Top ratings any slot. Harold Dodd.

Dial-a-jock . . . 3rd with exp. Gordy: 209-477-2214.

"Have ambition will travel." You know it, because with 3 months experience, 6 classy production features, and a top adult rock sound. I'm willing to travel anywhere in the U.S. to a small market that knows where it's at! If you're looking for a 3rd phone, avid learner, plus a show which has direction, contact Arty Simon at 69-59 181 Street, Flushing, N.Y. 11365 or call (212) Ja 3-6562.

First phone announcer-dj. Sober, family man. Excellent ratings. C&W, MOR, top-40. TV experience. Prefer midwest. Phone 608-785-3387 after 4:00 PM CDT. Write P.O. Box 1112, La Crosse, Wisc. 54601.

Announcer-fifteen years radio-TV, versatile, excellent voice, community minded, family man, prefer midwest, available immediately. Tom Parker, 2927 Woodland Lane, Bettendorf, Iowa 52722.

Californian with a 3rd potential for #1 ratings. Write Gordon Rose, 7716 Amber Way, Stockton, California 95207.

Technical

First phone, desires chief engineer job with top forty announcing. Box G-344, BROADCASTING.

Engineer, directional experience, first ticket, no announcing. Answer replies. Box G-386, BROADCASTING.

NEWS

Attention: Sports oriented stations in small markets; beginner, 24 years old, draft exempt, recent broadcast graduate, 3rd endorsed. Seeking announcing position with opportunity to do play by play. Box G-263, BROADCASTING.

News director with MA, currently heading five-man department, seeking position in northeastern states. Box G-351, BROADCASTING.

Award winning, experienced radio reporter, now in newspapers, desires metro opportunity where coverage more important than rip and reading. Prefer west coast, but will consider all offers. Box G-388, BROADCASTING.

Chicago riots—summer 1968. For experienced, creative, in depth coverage of the long, hot summer and beyond contact Jeff Atkinson, 1144 Ashland, Evanston, Illinois 60201.

Programing,—Production, Others

Female first phone experienced transmitter, console operation. Traffic, live announcing. Box G-335, BROADCASTING.

Program/music director available soon; good music or MOR format only; small, congenial operation preferred; mature, married; third endorsed; handle board shift. Box G-397, BROADCASTING.

Attention Station Managers and/or ad agencies! The most talented and creative copy and production man I've had the pleasure of working with is ready to graduate from my station. A poor man's Stan Freberg (excuse me, Stan), but very versatile. Also announces. Contact Frank Bignell, WHMI, Howell, Michigan. PS: If you know of a neophyte in search of training to replace above, please refer him to me.

TELEVISION—Help Wanted

Management

Business manager experienced in all phases of accounting business office management, books, budget, controls, great future. Box G-337, BROADCASTING.

Sales

Medium market southeastern VHF television station has immediate opening for aggressive, mature sales account executive for local sales. Base plus commission. Send photograph and complete resume to Box G-353, BROADCASTING.

Unusual sales opportunity: If you can sell; if you can whip a sales staff into a hard-hitting, efficient sales organization; if you can undergo a close scrutiny of your personal sales record and habits; an unusually rewarding sales manager's opportunity awaits you with a progressive Mountain State organization. Send complete details, recent picture and desired remuneration. We will contact you if you possess the desired attributes. Write Box G-366, BROADCASTING.

TV account executive—fastest growing exciting station, has immediate opening in local sales for experienced media salesmen. Send resume to: Sales, WDCA-TV, Channel 20, Wash. D. C. 20016.

Announcers

Immediate opening . . . sports play by play, MOR board shift, plus daily TV sports program. Send complete resume, including audition tape and photo to: Bob Lee, WSWA-TV-AM-FM, Harrisonburg, Va.

Technical

TV engineer with good technical qualifications for maintenance and operation of a full-power, full-color VHF. The best of working and living conditions. Send resume and telephone number. Box G-240, BROADCASTING.

First class engineer for TV transmitter operation in medium North central market. Will train new man. Good salary and fringe benefits. Send resume, photo and phone number. Box G-243, BROADCASTING.

Transmitter supervisor—midwest VHF needs transmitter supervisor, experienced in GE preferred. Must be able to take complete charge of maximum power transmitting facility. Good pay for qualified man. Reply Box G-257, BROADCASTING.

Major east coast market working administrator growth and good money if you can take total charge of engineering. Box G-336, BROADCASTING.

Engineering position available to work with PC-70's, VR-2000's and TK-27's, in outstanding metropolitan VHF operation. First class license required. Write Box G-395, BROADCASTING.

Engineer capable of maintaining RCA TTU25B. Contact Jim Hall, Chief Engineer, WJAX-TV, 695 N.W. 199th Street, Miami, Florida, 33169. Area code 305-625-1301.

Prog.—Production, Others—(Cont'd)

Attention Radio and TV technicians. Move up to excellent position in the Educational Television field. Immediate opening for transmitter operator/technician at South Carolina ETV station near Barnwell & Allendale, S. C. First Class FCC license required. Apply in writing to Transmitter Supervisor, WEB-TV, Ch. 14, Rt. 1, Box 47, Barnwell, S. C. 29812.

WQED-WQEX, Pittsburgh, Pa., is expanding its technical staff. Looking for three first class technicians experienced in television broadcasting. Now building new all-color studio facilities. Contact: Fred D. Edwards, Director of Engineering Services, WQED, 4337 Fifth Avenue, Pgh., Pa. 15213. 412/683/1300.

Television technician. Excellent opportunity for a responsible TV engineer experienced in educational or commercial studio practices. Will work with orth and vidicon cameras, high band, low band, helical VTR's, color equipment and remote van. Salary open—liberal fringe benefits. If you qualify, write or call the University of Michigan, Personnel Office, 1020 L.S. and A. Bldg., Ann Arbor, Michigan. Phone 313-764-7280.

Full color station needs engineers with experience and knowledge of RCA tape machine—RCA color camera—also need experienced microwave maintenance engineer first phone requirement—send details to J. W. Robertson, Vice President—Engineering, P. O. Box 1457, Lexington, Kentucky.

NEWS

New director for progressive midwest station. Our man has ambition, talent and dedication. He can get the news, write it and present it with equal facility. Our man thinks visually and takes full advantage of TV's unique ability to show the news. Tell us why you're our man in your first letter. We'd also like to see a five-minute videotaped newscast, which we'll return. Box G-260, BROADCASTING.

Sports director for radio-TV in big 10 city. Experience in sports writing and covering local sports for daily TV and radio shows a must. Send resume, photo, football play-by-play tape to Box G-299, BROADCASTING.

News anchorman for mid-Atlantic NBC affiliate. Require good news background, knowledge of 16 mm film and strong on-air ability. VTR and resume to Box G-339, BROADCASTING.

TV news editor—we are seeking an experienced newsman to supervise day to day activities in a large television news operation and edit and produce major local news programs. Candidates must be college graduates, thoroughly trained and experienced in the fundamentals of gathering, editing and producing local television news programming. They must display leadership, a flair for creative news production techniques and consistently exercise valid news judgment. The person selected will be offered a complete substantial compensation package and should be promotable to a news director job within our large group of radio and television stations. Mail resume, including experience, education, salary history and income requirements to Box G-345, BROADCASTING. An equal opportunity employer. (M/F).

TV news dept. in top ten market needs number 2 anchor man with solid background in political/government reporting. Must be available this summer. Send film or VTR and resume to Box G-360, BROADCASTING.

News photographer reporter for midwest TV-radio. Cover stories using all equipment utilized by both media. Be able to develop own newscasts. Be qualified to do the radio and TV air work in news capacity. Send resume, photo, tape (audio-video) to Box G-373, BROADCASTING.

Wanted news director for mountain states TV station. Must know film processing. Be able to organize and direct news staff. Send complete resume, tape of sample newscast, samples of writing and picture to Box G-383, BROADCASTING.

News—(cont'd)

Prime opportunity for a TV news professional. Reporting staff of number one rated. CBS affiliate in mid-west state capital. Direct on-the-air reporting and film assignments in the field. Latest equipment including color processor. We place highest premium on desire and drive. Send complete resume, photograph and video tape recording to Box G-385, BROADCASTING.

News producer, journalism training. Prefer with 16 mm photo background. Experienced only apply. Phone Gene Strul, News Director at WCKT-TV, Miami, Florida FL-1-6692.

Newsman—continuing expansion of our news activities on a corporate wide basis has created several openings at our television stations in Dayton and Columbus, Ohio, and Indianapolis, Indiana for experienced writer/photographers. Candidates should be experienced, draft exempt graduates with potential to eventually assume greater responsibilities in news management or specialized news functions such as newscasting, editorials or investigative reporting. Send a complete confidential resume of your experience, education and current income to Employment Manager, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer. (M/F).

Newsman: Continued expansion of our news operations has created openings in some of our midwest television stations for newsmen. Duties include writing, reporting and news photography. Good starting pay and a comprehensive fringe benefits program are available to the people selected for these jobs. Send a complete resume of education, experience and salary requirements to Employment Manager, AVCO Broadcasting Corp., 140 W. Ninth Street, Cincinnati, Ohio, 45202. An Equal Opportunity Employer (M/F).

Programing,—Production, Others

Producer with special aptitude for children's programs. TV directing experience desirable, but not essential. ETV station in north east. Box G-253, BROADCASTING.

Commercial specialist. If you can create, shoot and edit a top notch color film commercial on a limited budget as well as direct television commercials you're my man. Send samples of work and resume. Box G-281, BROADCASTING.

Producer-director, 1 to 2 years experience to join non-commercial community supported Florida station. Expanding in local and in school programing. Send resume, salary requirements and audition VTR, if possible. Box G-288, BROADCASTING.

Production assistant for radio-television department in journalism school at university in intermountain west. Work with students in radio-TV labs and supervise student-operated FM station. Assist with CCTV production. Opportunity to work toward MA in broadcast journalism. B.A. required plus some practical experience. Equal opportunity employer. Box G-308, BROADCASTING.

Washington, D.C., creative, experienced able to put aggressive station on the map. Box G-338, BROADCASTING.

Midwestern VHF, full color station has opening for production floor crew. Send resume, references, and salary requirements, first letter. Operations Manager, WJRT-TV, 2302 Lapeer Road, Flint, Mich.

Staff announcer—immediate opening at WLW-T for an experienced booth man to replace a man recently promoted to one of our major local live programs. Starting salary \$170 per week with excellent fringe benefits and regular pay increases. Send a tape and a resume of your experience and education in confidence to Mr. Warren Baker, Production Manager, WLW-T, 140 W. Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer. (M/F).

Help wanted male or female. TV film booker. Salary open. Experience necessary. Call Miss Winters for appointment. 212-683-6300.

TELEVISION—Situations Wanted

Management

TV, program director, experienced in the creation of ideas, 33, married, college, vet, broadcast trade schools, network training, FCC first phone, 14 years experience. Employed as program director TV small market. Production-direction and strong engineering background. With present TV since sign on, Box G-332, BROADCASTING.

15 years as top creative salesman, sales manager wishes to be program director for man who wants top rating and top sales. Will consider top sales job. Box G-382, BROADCASTING.

Sales

Account executive excellent track record major market desires sales management with future. Mature family man eighteen years experience all departments. Box G-255, BROADCASTING.

NEWS

Sportscaster, 15 years experience, TV sports, news background. Box G-297, BROADCASTING.

Chicago television reporter seeking major or medium market position. Resume-VTR upon request. Box G-334, BROADCASTING.

News director with MA, currently heading five-man department, seeking position in northeastern states. Box G-352, BROADCASTING.

Programing,—Production, Others

Modest money investment plus 15 years varied TV experience available for new plant or re-org. Box G-340, BROADCASTING.

Assistant director experienced in full color operation with major-market station seeks position as producer/director with progressive organization. Box G-347, BROADCASTING.

Cameraman, network and ETV experience. RCA. Television studio school, draft exempt. FCC 3rd endorsed. Will relocate. Box G-348, BROADCASTING.

Director with full color station in medium market. Five years experience all phases of broadcasting. Currently employed in news and commercial capacities. Draft exempt, college and graduate school degrees in broadcasting, willing to relocate. Box G-362, BROADCASTING.

Artist-light, full color, medium market experience. Seeks responsible position. Box G-375, BROADCASTING.

Idea man—promotion and programing background. Know all phases . . . radio too. Reliable family man. Top references. Interested in top 50 market. Available August 1st. Box G-378, BROADCASTING.

Producer director must be relieved of duty due to returning veteran of armed services. Would like to see him relocated where talent will be appreciated. Highly recommended. Box G-402, BROADCASTING.

20 yrs. exp. mjr. mkt; sales and production; top dir, studio and film; strong spec events, all sports; phone (213) 980-4521.

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.

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, also need used microwave 2000 mcs. If you have all or any part call John R. Kreiger, 512-CR 8-8521, KVET, 113 West 8th Street, Austin, Texas 78701.

WANTED TO BUY—Equipment

Continued

Collins 20-V, 180' tower, inexpensive audio console, tape recorder. Box G-251, BROADCASTING.

Channel 60 Filterplexer and klystrons. Box G-261, BROADCASTING.

Used 108-C Rust remote control studio unit in operating condition. Contact Charles Delperdang, KOLY, Molbridge, S. D. 57601.

Would like to purchase a used color film chain, preferably complete with film and slide projector, but not necessary. Contact XYZ TV, Inc., Box 789, Grand Junction, Colorado.

Will pay cash for good 250 watt AM transmitter. Call or write KOOO Radio, Box 37 W. D., Omaha, Nebr. 68131. Phone 556-6700.

Used automation equipment in good condition. WMVA, Martinsville, Virginia. 703-632-2152.

Ampex Q-Mat machines. Write price or call collect 404/327-3803. WCLS, Columbus, Georgia.

Wanted used Gates producer. Call William Saxton, WROZ, Evansville, Indiana. (812) 422-4171.

RCA 77DX microphones. Need several in any condition. The Maze Corporation, Box 6636, Birmingham, Alabama 35210.

Equipment donations are sought by a major southeastern university's non-profit, educational, FM station. All donations are tax-deductible. Box G-390, BROADCASTING.

UHF Station Equipment, Color and B.W. for small market Studios, Box G-262, BROADCASTING.

FOR SALE—Equipment

Coaxial-cable—hellax, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter, 2 Cartritaape II solid state record-playback units, + 6 playbacks. Excellent condition. Dick Hardin, WBUD, Trenton.

For Sale: 340 feet of 1-3/4" HJ-7-50A Andrew Hellax Coaxial Transmission line, like new, used 12 months, on reel, ready for shipment. No connectors—ends sealed—\$1250.00. Also One Lapp 9012 Base Insulator—capable of supporting 500' tower—\$400.00. J. C. Stallings, KEEB Radio, Box 1111, Nacogdoches, Texas (713-564-4444).

Brand new Spotmasters (3) units, (1) record/playback and (2) play-backs, all three: \$38.21 monthly. Audiovox, Box 7067-55, Miami, Florida 33155.

Immediately available. Large quantity Kleigl lighting equipment, 4 1/2" IO Cameras, Mobile unit w/VTR, Routing switcher, special effects, and many other high quality used TV items. For further information write, wire or phone Ed Ries and Associates, 414 No. Alfred St., Los Angeles, Calif. 90048 (312) 651-5080.

AM Transmitters: 1 kw Gates Vanguard, \$3,500.00; WE 1 kw with plenty spare parts, \$750.00; WE 50 kw with automatic 5 kw cutback, \$5,000. FM transmitters: GE 250 w with Gates exciter, \$900.00. ITA 250 w, \$1,500.00; ITA 1 kw, \$3,300.00; ITA 3/5/7.5 kw, \$5,800.00. All equipment in good operating condition. Bill Barry, Box 609, Lebanon, Tennessee, 615-444-0305.

FM transmitter, ITA FM-1000C 4 years old. 4CX1000A final. Increasing power, must move. \$2,495.00. WSMI, Litchfield, Illinois.

2 EV-666 microphones, \$90 each, firm. Excellent condition. Also stands, cables, accessories. Call (617) 242-5129, Boston.

Color video tape recorder/RCA TR-4 available Aug. 1, for \$20,500. Unit has air bearing head-wheel panel, line-lock. Mono and color ATC modules. Box G-404, BROADCASTING.

MISCELLANEOUS

Deejays! 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801.

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.

Personality caricatures professionally drawn from photographs. Ideal for publicity use. For samples, prices write Chet Kolck, cartoonist, 2020 S. St. Paul St., Denver, Colo. 80210.

Big Jon and Sparkie daily and weekly taped programs. New productions. Details write Jon Arthur Programs, 4532 Fulton Street, San Francisco, 94121.

INSTRUCTIONS

FCC License and Electronics Degree courses by correspondence. Also, resident classes in Washington, D. C. Free catalog. Desk 8-B, Grantham Schools, 1505 N. Western, Hollywood, California 90027.

The nationally known six-weeks Elkins Training for an FCC first class license. Conveniently located on the loop in Chicago. Fully GI approved. Elkins Radio License School of Chicago, 14 East Jackson Street, Chicago, Illinois 60604.

Elkins is the nation's largest and most respected name in First Class FCC licensing. Complete course in six weeks. Fully approved for Veterans' Training. Accredited by the National Association of Trade and Technical Schools. Write Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

First Class License in six weeks. Highest success rate in the Great North Country. Theory and laboratory training. Approved for Veterans Training. Elkins Radio License School of Minneapolis, 4119 East Lake Street, Minneapolis, Minnesota 55406.

The Masters, Elkins Radio License School of Atlanta, offers the highest success rate of all First Class License schools. Fully approved for Veterans Training. Elkins Radio License School of Atlanta, 1139 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programing, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

No: Tuition, rent. Memorize Command's: "1968 Tests-Answers" for FCC First Class license. Proven. \$5.00. Command Productions, Box 1591, Portland, Oregon.

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. Several months ahead advisable. Enrolling now for Sept. 25, Jan. 8, April 2. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 5076 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, 1080D 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 Sept. 3, Oct. 7, Nov. 11. 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 Sept. 3, Oct. 7, Nov. 11.—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 Sept. 3, Oct. 7, Nov. 11. Call 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.

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.

RADIO—Help Wanted

Management

SCHAFFER BROADCAST AUTOMATION

is expanding its sales territories and is seeking three (3) salesmen with station management/ownership backgrounds. The men selected must be able to locate in the territories assigned to them. These territories are in the general areas of Kansas City, Dallas, and Detroit. Please send complete resume with recent photo to Jerry Bassett, Sales Manager, Schaffer Electronics, 9119 De Soto Avenue, Chatsworth, California 91311.

MANAGER

Recording Department

Leading consumer products firm listed on the NYSE has an outstanding career opportunity for a qualified person to head west coast recording department.

Prefer individual who is presently head of a major recording studio. Responsibilities will include supervising selection of talent, preparation of tape cutting, record cutting, scheduling, and budget preparation. College background preferred but not mandatory—experience more important.

SALARY OPEN

All replies held in strict confidence. Write to: Box G-372, Broadcasting.

Help Wanted—Sales

Broadcast and TV Equipment Salesman

If your background includes recent TV station technical experience—design, installation or operation, you may qualify for a field sales position with RCA's growing Commercial Electronics Systems Division.

We are seeking individuals who can prepare extensive AM/FM/TV systems proposals, present them to station management, and secure orders.

In addition to TV station technical background, you should have a BSEE degree or equivalent experience. Previous sales experience is not required.

Salary and related benefits are excellent, and there is a bonus arrangement. Exclusive sales territory.

To arrange an interview, send a resume to Mr. F. W. Flanagan, RCA Commercial Electronics Systems Division, Building 15-3, Camden, New Jersey 08102. We are an equal opportunity employer.

RCA

Help Wanted—Announcers

RADIO-TV ANNOUNCER

RADIO: MOR with good production & news announcing.
TV: Sportscasting & on-camera commercial work.
Beautiful mid-west community under 100,000. Send VTR, SOF, or tape and photo plus complete resume to:

Box G-279, Broadcasting.
All material will be returned.

NEWS

NEWSMAN

Experienced broadcast journalist wanted for our active news department. Duties include on-air shift plus extensive out-of-station news gathering and reporting. Salary based on ability and experience. Call Tom Black, News Director, WPRO Providence, Rhode Island, 401-274-6364.

Situations Wanted

Announcers

The American Institute of Broadcasting and Electronics

now has graduate students ready to start as disc jockeys, third class and first class engineers, students are willing to relocate. Tapes available on request. Write:

P.B. Placement Service,
Suite 1000, Tucson Federal Building,
Tucson, Ariz. 85701

NEED HELP?
Place Your AD in
Broadcasting
where it receives
nationwide display.

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.



Columbia School of Broadcasting

4444 Geary Boulevard / San Francisco 94118
(Not affiliated with CBS, Inc.)

NEWS

REPUBLICAN NAT'L CONVENTION

Localize and supplement your network. Radio-TV crew will cover your delegates. Package rate. Call, write, or wire CENTURY INTERNATIONAL Box 3588 Lantana, Florida 33460 305-832-1028

TV—Help Wanted—Management

Radio—TV

Group wants experienced manager with strong sales experience for established major market CHF station. Excellent salary, profit sharing, retirement and other benefits. Please send full resume.

Box G-377, Broadcasting.

Announcers

TV-RADIO ANNOUNCER

TV: Shortcasting & on-camera commercial work. RADIO: MOR with good production & news announcing. Beautiful mid-west community under 100,000. Send VTR, SQF, or tape and photo plus complete resume to:

Box G-280, Broadcasting.

All material will be returned.

WANTED

Professional radio and TV sports reporter. Must "live and breathe" all sports. We're expanding our radio-TV sports activities. This is a career position, not seasonal. Major league market. Send resume, video and audio tape.

Box G-342, Broadcasting.

NEWS

MANAGING EDITOR

Experienced, multi-talented broadcast newsman wanted for large TV News Department. M.E. will work directly with News Director in supervising news staff, making assignments, and producing newscasts. On-air ability desirable. Attractive salary. Send resume and VTR (and/or picture and audio tape) to: News Director, WISH-TV, P. O. Box 1950, Indianapolis, Indiana 46202. No phone calls.

Programing,—Production, Others

ART DIRECTOR

We are looking for a graphic artist with high style and administrative ability to head art department in major eastern market television station. Send complete resume of professional experience immediately. Salary negotiable.

Box G-208, Broadcasting.
An Equal Opportunity Employer.

MISCELLANEOUS

CATALOGUE OF 20,000 OLDIES
DON'T GUESS... IT'S YOUR BUSINESS TO KNOW WHICH oldies to play and WHEN they were popular.
20,000 OLDIES LISTED CHRONOLOGICALLY by TITLE... ARTIST... MONTH and the YEAR they were popular. Includes every oldie from 1957-1966. ROCK... MOR... EVERYTHING
Twelve Monthly Issues—1.00 Per Issue
**** SINGLE ISSUE—\$5.00 ****
*** 12 Mo SUBSCRIPTION—\$55.00 ***
Subscription available 1st order only
Send Correct Amount With Order
AUDIOFILE/PRODUCTIONS
25710 Schoolcraft, Detroit, Mich. 48239
Area Code 313-535-9200

FOR SALE—Stations

\$23,000 BUYS IT

For Sale—1000 Watt Daytime—Non-Directional Single market—On air—\$15,000 Down, Carry balance at 7%.

3318 28th. St., Lubbock, Texas

CALIFORNIA AM

1 kw daytimer in active growth market. Needs aggressive owner-manager. Priced at less than \$100,000 with a very low downpayment available to an experienced and financially responsible buyer. Ten year terms on balance. Excellent opportunity.

Box G-389, Broadcasting.

TV—Situations Wanted—Announcers

Humanization + Believability = Communication

It all adds up to:

Increased ratings
Increased revenue

Available through a seasoned pro who believes he is a communicating human who can host or co-host a "now" TV or radio program with you. Contact

Box G-380, Broadcasting.

Major Market Immediate Opening

Group-owned TV station offers excellent opportunity to ambitious and creative individual. Must have record of success in sales promotion and audience-building promotion. Send resume to

Box G-331, Broadcasting.

WANTED TO BUY—Stations

SOLID YOUNG GROUP

Seeks medium market stations with potential. Prefer east, S.E., or midwest. We will act quickly. Replies confidential.

Box G-387, Broadcasting.

Confidential Listings RADIO—TV—CATV N.E. — S.E. — S.W. — N.W.

G. BENNETT LARSON, INC.
R.C.A. Building, 6363 Sunset Blvd., Suite 701
Hollywood, California 90028 • 213/469-1171
BROKERS-CONSULTANTS

La Rue Media Brokers Inc.

116 CENTRAL PARK SOUTH
NEW YORK, N. Y.
265-3430

Wyo.	small	Fulltime	135M	terms	Ill.	small	daytime	235M	29%
South	single	AM-FM	85M	nego	Ore.	medium	daytime	125M	29%
Wisc.	medium	FM	110M	29%	M.W.	medium	(80%) UHF	157M	terms
N.E.	metro	Daytime	185M	nego	N.E.	metro	daytime	160M	terms
M.W.	major	Daytime	168M	nego	South	major	daytime	165M	29%



CHAPMAN ASSOCIATES
media brokerage service®

2045 Peachtree Road

Atlanta, Ga. 30309

(Continued from page 62)

VHF TV translator station to change principal community to Kaibito, Shonto, Tonalena and Red Lake rural areas; change trans. location to 18 miles north of Tuba City on Preston Mesa, Ariz.; change type trans.; make changes in ant. system. And K02EF granted CP for VHF TV translator station to change frequency from ch. 2, 54-60 mc, to ch. 9, 186-192 mc; change principal community to Kaibito, Shonto, Tonalena and Red Lake rural area; change trans. location to 18 miles north of Tuba City on Preston Mesa, Ariz.; change type trans.; make changes in ant. system; change call letters to K09IQ. Actions July 12.

K07BA ranches east of Coalwood, ranches east of Olive, and Coalwood, Mont.—Broadcast Bureau granted mod. of license for VHF TV translator station to change primary TV station to K07A, ch. 11, Rapid City, S. D. Action July 18.

FCC granted application of Citizens TV Inc., for renewal of license of television translator station K79AK, operating on ch. 79, at Milton-Freewater, Ore. Action July 19.

CATV

APPLICATIONS

Colebrook Cable T.V. Inc.—Requests distant signals from WLED Littleton, N. H. to portions of the towns of Colebrook, Stewartstown, Columbia, all New Hampshire; Canaan (including Beecher Falls) and Lemington, both Vermont (Portland-Poland Spring, both Maine-ARB63). Ann. July 19.

Lanc-Ing Inc.—Requests distant signals from KNOE Monroe, La.; WTOK Meridian, Miss.; WABG Greenwood, Miss. and WDM Laurel, Miss. to Pearl-McLaurin, Miss. (Jackson, Miss.-ARB79). Ann. July 19.

FINAL ACTION

KKM-33, T-V Transmission Inc., Lincoln, Neb.—CATV Task Force granted CP for new community antenna relay station to bring TV signals from Omaha to CATV system at Lincoln, Neb. Action July 17.

ACTIONS ON MOTIONS

■ Hearing Examiner Chester F. Naumowicz, Jr., on July 22 in Athens, Ala. (Athens TV Cable of Alabama Inc.) CATV proceeding, ordered further prehearing conference to convene on Aug. 1 (Doc. 18025).

■ Hearing Examiner Charles J. Frederick on July 19 in First Illinois Cable T.V. Inc. and Rantoul CATV Co. CATV proceeding in Springfield-Decatur-Champaign, Ill. TV market), scheduled further prehearing conference for Sept. 13; and continued hearing now scheduled for Aug. 7 to date to be agreed upon at further prehearing conference (Docs. 18206-7).

■ Hearing Examiner Chester F. Naumowicz Jr. on July 22 in Hazelton, Wilkes-Barre and Mahanoy City, all Pennsylvania (Service Electric Cable TV Inc. tr/as Mountain City TV Co., Service Electric Cable TV Inc. tr/as Teleservice Company of Wyoming Valley and Service Electric Cable TV Inc.) show cause orders against CATV operations, upon informal request of Taft Broadcasting Co., ordered prehearing conference to convene on July 23 (Docs. 18193-5).

Ownership changes

APPLICATIONS

KALO Little Rock, Ark.—Seeks transfer of control from H. Lee Bryant (30% before, none after) to Thomas K. Barton (40% before, 70% after). Consideration: cancellation of \$30,000 note. Ann. July 19.

KMBY Monterey, Calif.—Seeks assignment of license from Johnston Broadcasting Co. to West Coast Broadcasters Inc. for \$215,000. Principals of Johnston Broadcasting Co.: Stoddard P. Johnston, president and sole owner. Mr. Johnston is sole owner of KMST-TV Monterey, Calif. Principals of West Coast Broadcasters Inc.: James L. Saphier, president-treasurer (90%) and others. Mr. Saphier is 94% owner of television packaging firm, 7.5% stockholder of application for new AM at Pasadena, Calif., 10% owner of Hope Pictures Inc., television program and motion picture production firm, and 10% owner of WBMJ San Juan, P. R. He is also 10% owner of Hopics Inc. and Morpics Inc., television program production firms. Applicant is also licensee of KVEC San Luis Obispo, Calif. Ann. July 22.

KSAY San Francisco—Seeks assignment of license from KSAY Broadcasting Co. to Wrathall Inc. for purpose of incorporation. No monetary consideration or change in ownership involved. Principal: Grant R. Wrathall (100%). Ann. July 19.

KSRT(FM) Tracy, Calif.—Seeks assignment of license from Tracy Stereophonic Radio to KSRT Inc. for purpose of incor-

poration. No monetary consideration involved. Principals remain the same. Ann. July 19.

KIKI Honolulu—Seeks transfer of control from Royal V. Howard (86.66% before, none after) to Court Broadcasting Co. (14.33% before, 100% after). Principals of Court Broadcasting Co.: C. C. Courtney, president and S. Lee Kohrman, treasurer (each 43.5%) and others. Mr. Courtney has no other business interests indicated. Mr. Kohrman is partner in law firm and has 25% interest in chain of beauty salons. Consideration: \$10,000.00 and employment agreement whereby Mr. Howard will be retained by buyers as engineering consultant for 10 years at \$10,000 per year. Ann. July 22.

KRSI-AM-FM East St. Louis Park, Minn. Seeks assignment of license from Area-wide Communications Inc. to Roy H. Park Broadcasting of the Midwest Inc. for \$2,900,000. Principals of Area-wide Communications Inc.: Gamble-Skogmo Inc., affiliated with Red Owl Stores Inc. Sellers own WEBC Duluth, Minn. Principals of Roy H. Park Broadcasting Co.: Roy H. Park (90%) and Frank J. Brady (10%). Mr. Park has controlling interest in WNCT-FM-TV Greenville, N.C. WDEF-AM-FM-TV Chattanooga, WJHL-TV Johnson City, Tenn., WNCT Greenville, N.C. Mr. Park also has application pending FCC approval for UHF television station at Utica, N. Y. Mr. Park also has numerous other business interests. Ann. July 18.

KSTL St. Louis—Seeks transfer of control from Radio St. Louis Inc. to same. Transfer involved sale of 4.33% of stock of Dick J. Kasten to E. E. Haverstick (49.13% before, 51.35% after), William K. Haverstick (42.81% before, 44.75% after) and E. E. Haverstick, as trustee for Laura K. Haverstick (3.73% before, 3.90% after). Consideration \$13,859.25. Ann. July 19.

KEYJ Jamestown, N.D.—Seeks assignment of license from James River Broadcasting Co. to KEYJ Inc. for \$150,000. Principal of James River Broadcasting Co.: Robert E. Ingstad Sr., president (100%). Mr. Ingstad has controlling interest in KOVC Valley City, N.D., KBMW Breckenridge, Minn.; KKND-FM Jamestown, N.D.; KWAD Wadena, Minn., and KLOH Pipestone, Minn. Mr. Ingstad also holds CP's for new FM stations at Wadena and Pipestone, both Minnesota. Mr. Ingstad recently has been granted FCC approval to purchase KBAB

Indianola, Iowa. Principals of KEYJ Inc.: Robert L. Richardson, president (99.430%) et al. Mr. Richardson is manager and long-time employee of KEYJ. Ann. July 22.

KGFX Pierre, S.D.—Seeks assignment of license from Black Hills Radio Inc. to James River Broadcasting Co., for \$73,400. Principals of Black Hills Radio Inc.: Jack A. Crowley, president, Abner H. George, vice president, Charles H. Lien, treasurer (each 19.65%) et al. Sellers own KEZU Rapid City, S.D. Principals of James River Broadcasting Co.: Robert E. Ingstad Sr. et al. Mr. Ingstad has controlling interest of KKND-FM Jamestown, N.D.; KBAB Indianola, Iowa; KOVC Casper, Wyo.; KBMW, Wahpeton, N.D.; KWAD Wadena, Minn. and KLOH Pipestone, Minn. Ann. July 19.

ACTIONS

KDIX Mansfield, La.—Broadcast Bureau granted assignment of license from Leon Buck to Heart of Dixie Broadcasting Corp., owned by Mr. Buck. Consideration: \$75,000. Action July 22.

KDNL-TV St. Louis—Broadcast Bureau granted transfer of control from stockholders of Greater St. Louis Television Corp. (100% before, none after) to Thomas M. Evans (none before, 100% after). Principal: Thomas M. Evans (100%). Mr. Evans has 67% interest in manufacturing company, 83% interest in brokerage firm and 100% interest in investment firm. Mr. Evans has also applied to acquire 50% interest of WBAU-TV Buffalo, N. Y.; WUHF Hartford, Conn., and WNTU-TV Norfolk, Va. Consideration: \$40,500. Action July 19.

WOCB-AM-FM West Yarmouth, Mass.; WDOS Oneonta, N. Y., and WVPO Stroudsburg, Pa.—Broadcast Bureau granted transfer of control from James H., David B. and Ruth Ottaway Sherer to form trustee with parent corporation, Ottaway Newspapers-Radio Inc. for purpose of business reorganization. No consideration or change of ownership involved. Action July 17.

KNNN Friona, Tex.—Broadcast Bureau granted assignment of license from The Farmer County Broadcasting Co. to KNNN Broadcasting Co. for \$44,000. Principals: St. J. Willing, president (15%) et al. Mr. Willing is 20% owner of KMAR Winnsboro, La. Action July 22.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 24. 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.

Broadmoor, Calif.—Western TV Cable Co., San Francisco (multiple CATV owner), has applied for a franchise.

Arcadia, Fla.—Micanopy Cable Television Co., Gainesville, Fla., has applied for a 30-year franchise for a 5-channel system.

Flagler Beach, Fla.—Clear Channel TV, Holly Hill, Fla., and Micanopy Cable TV have each applied for a franchise.

Hollywood, Fla.—International Telemeter Corp., Los Angeles (multiple CATV owner), a subsidiary of Gulf & Western Industries Inc., has applied for a 20-year franchise for a 10 to 12-channel system. Installation and monthly fees would be \$10 and \$4.95, respectively. Revenue to the city would be 7% of the first \$500,000 gross revenues, and 10% of the gross thereafter.

■ Augusta, Ga.—Fuqua National, Augusta, Ga. (group broadcast-CATV owner), has been granted a franchise. Monthly fee will be \$4.95. Revenue to the city will be a minimum of \$10,000 annually plus 5% over \$1 million gross during the first five years and a straight 5% of the gross thereafter. Among its TV interests Fuqua owns WJBF (TV) Augusta.

Savannah, Ga.—TeleCable Corp., Norfolk, Va. (multiple CATV owner), has applied for a 30-year nonexclusive franchise for a 12-channel system. Installation and monthly fees would be \$14.95 and \$5.50 respectively. Savannah TV Cable Co. currently holds a nonexclusive franchise for the city.

■ Waukegan, Ill.—News-Sun Broadcasting Co. (owners of WKRS Waukegan) has been granted a franchise for a 12 to 20-channel system. Installation and monthly fees will be \$37.50 and \$5.50, respectively. Revenue

to the city will be 3% of the first \$600,000 gross and one-half of 1% thereafter. The franchise of Waukegan Cable TV Co., Chicago, previous franchise holder, was revoked March 25.

■ Plymouth, Ind.—Valley Cablevision Corp., Plymouth, has been granted a non-exclusive franchise. United Transmission Inc., Shawnee Mission, Kan. (multiple CATV owner), was a previous applicant.

■ Columbia, Mo.—CATV of Columbia Inc. has been granted a franchise.

■ Point Pleasant, N. J.—Crosswick Industries Inc., Crosswick, N. J. (multiple CATV owner), has been granted a 25-year franchise.

■ Montgomery, N. Y.—The Walden Video Corp., Walden village, N. Y., has been granted a franchise. Installation and monthly fees will be \$20 and \$5.50, respectively. Revenue to the town will be 1.5% of gross revenues.

Celina, Ohio—Sabre Cablevision Inc.: Telesis Corp., Evansville, Ind. (multiple CATV owner), and a group of local investors have each applied for a franchise. Sabre has proposed a 12-channel system with installation and monthly fees of \$10 and \$5, respectively. City would receive 1% of gross revenues for first year, 2% for second year and 3% thereafter.

Newark, Ohio—Continental CATV Inc., Hoboken, N. J. (multiple CATV owner), a subsidiary of Vikoa Inc., has applied for a franchise.

Spartanburg, S. C.—Shippen Television and Cable Co., Shippensburg, Pa.; King Community Television Co., Dallas; Communications Inc., Bloomington, Ind.; Jefferson Standard Broadcasting Co., Greensboro N. C. (owner of WBT-AM-FM and WBT-TV) Charlotte, N. C.), and Spartan Radiocasting Co. (owner of WSPA-TV Spartanburg-Greenville, S. C.), have each applied for a franchise. Previous applicant is Cablevision Inc., Greenville, S. C.

Amarillo, Tex.—Total Television of Amarillo (a combine of KFDD-TV, KGNC-TV and KVII [TV], all Amarillo, and Vumore Co., Oklahoma City [multiple CATV owner]), has applied for a 20-year franchise. Monthly fee for the 12-channel system would be \$5.50.

IF ever there were a contest for a broadcaster most closely identified with his market, Joe Bonansinga would probably win in a walk, the folks up and down Main Street, Quincy, Ill., will tell you without a moment's hesitation. To them the vice president and general manager of WGEM-AM-FM-TV there is "Mr. Quincy" in person.

Mr. Bonansinga not only has been identified with the WGEM stations since their inception, he was very much involved as a part of the local business and cultural fabric of the city for many years prior to that. In fact he was born in an upstairs apartment on Main Street in 1910 just two and a half blocks from his present offices in the Hotel Quincy. He grew up there, was educated in the parochial schools there and began earning his first money as a musician in the same hotel lobby that quarters the WGEM radio-TV studios.

Mr. Bonansinga has no doubts about his first love for broadcasting. But close behind come his loves for community activity and music. He is a living encyclopedia of America's big-band era. He plays clarinet and saxophone and back in the 1930's had his own orchestra that often was in competition with another group that boasted a tenor sax played by Parker S. Gates, now president of Gates Radio Co. of Quincy.

The opportunity for radio and television to serve the business and community needs of an area is limited only by the imagination and resourcefulness of the station management, in Mr. Bonansinga's book, and he feels his intimate and personal knowledge of Quincy have given him unique qualifications.

The Power To Influence ■ Even after nearly two decades in broadcasting, Mr. Bonansinga, a natural salesman in all his fields of activity, still says he is amazed at the ability and power of these media to build good will as well as good business in the marketplace.

Although the majority ownership of Quincy Broadcasting Co. is held by the Quincy *Herald-Whig*, the WGEM stations are a completely autonomous operation. Mr. Bonansinga is a minority stockholder in Quincy Broadcasting, which also has the local Muzak franchise, programed by multiplex sub-carrier on WGEM-FM.

WGEM-TV is an affiliate of both NBC-TV and ABC-TV, started airing color as soon as NBC-TV first began feeding network color and has been programing local live color since last September. WGEM carries ABC plus a full range of good music and is duplicated by WGEM-FM. The FM outlet, however, soon will have its own separate programing.

Thanks to Quincy Broadcasting having recently purchased the Hotel Quincy, the WGEM stations also will soon have a half-million dollar studio plant

Staying in the local swing of things

of the latest design.

Mr. Bonansinga's efforts in building the success of the WGEM stations have been well sharpened by his expansive exercises over the years in helping all manner of local civic, charitable and educational projects to succeed too. In 1963, for example, Quincy won the *Look* magazine "All American City" award. Mr. Bonansinga was a key catalyst on the mayor's steering committee which formulated and made the elaborate presentations in Washington, D. C., leading up to the award.

More recently he has been involved in helping develop the Quincy area as a principal historic Mississippi river tourist site to complement the city's role as a combined agricultural and industrial center. The stations and newspaper

have combined to donate a model excursion boat on the river at Quinssippi Island, now reached by a new \$350,000 sky ride they also helped promote.

A sincere belief in the product and the natural enthusiasm that flows from such sincerity are what Mr. Bonansinga considers to be the secret ingredients of winning salesmanship. "All the way I'm sales oriented," he explains, "and anyone in station management today who isn't sales oriented is in trouble."

He also is philosophical about salesmanship's role in building a better country as well as a better school or church or charitable service organization. "America had better believe in salesmanship at home and abroad," he says, "not only for what this could accomplish for the American way of life but also for the economy and the free enterprise system."

The Radio Band ■ Radio became a part of Mr. Bonansinga's blood years before commercial radio became big business. As a teen-ager playing in vaudeville theater bands he recalls listening by earphone on an Atwater Kent to big name bands of the day such as Joe Cappel and his Egyptian Serenaders, Earl Burnett, Coon Sanders and Jack Crawford as well as the better known Paul Whiteman or Shep Fields. "And who can recall Harry Snodgrass playing piano Wednesday evenings from the federal penitentiary at Jefferson City?" he will quiz anyone who thinks he might top him.

"Broadcasting is full of burned-out musicians from those days," he quips, but there is nothing burned out about his enthusiasm for continuing to promote good music and big bands both off the air and on. Even though WGEM features a highly popular evening block of top tunes for teens, Mr. Bonansinga feels "that there surely must be a place in this business for intelligent, balanced and melodic music."

He and the WGEM stations are helping to encourage musical appreciation among youth as well as the usual good citizenship traditions. Working with high-school music teachers, staging trips and on-air appearance promotions of youth groups are but a part.

This keen interest in music is shared often with Mr. Gates as they meet at local events. Back in the 1930's Mr. Bonansinga bought his first band amplifier from Parker Gates and his father who then were building the foundation for today's major broadcast supplier.

Last week Mr. Gates wrote Mr. Bonansinga asking him to speak to the Rotary Oct. 22 on Quincy as a communications center. "You can't get the best by waiting to the last minute and you are the best," Mr. Gates wrote. "With salesmanship like that I accepted right away," Mr. Bonansinga notes.

WEEK'S PROFILE



Joseph Salvador Bonansinga—VP and minority stockholder in Quincy Broadcasting Co. and general manager WGEM-AM-FM-TV Quincy, Ill.; b. Quincy July 20, 1910; attended Quincy College 1929-30 and Gem City Business College 1930-31; Harvard Graduate School of Business Administration, 1961; wholesale grocery salesman, 1931-47, except for U. S. Army, 1943-45; commercial manager, WGEM, 1947-49; elected VP and general manager WGEM, 1949; president, Illinois Broadcasters Association 1957-58, and director since then; president, Quincy Chamber of Commerce, 1964-65, and of many other local civic and professional organizations over the years; m. Eida Blaisdell of Keokuk, Iowa, Feb. 26, 1938, who died March 5, 1966; m. Patricia Joye Blackburn of Quincy April 27, 1968; hobbies—community work and music.

Politicians' plaything

PRACTICAL politics motivated the House Commerce Committee's decision last week to defer judgment on a suspension of the equal-time law in its application to presidential and vice-presidential candidates this year. Clearly a majority of committee members prefers to await instructions from the nominees their parties will select next month.

By postponing action until after the nominating conventions the committee, in effect, has left it up to two men, perhaps to only one, to decree whether a federal law ought to be retained or suspended. There must be better demonstrations of democracy in action.

But then Section 315 has proved to be a political device since its conception, and it promises to be used once more as such in this year's campaign. If both major-party nominees choose not to make joint appearances on television, they need only to pass the word to the House committee, and the resolution to suspend Section 315 will be as good as dead. The word of only one of the two candidates might be enough, considering the disarray of opinions on the subject within that House committee.

There is precedent for inaction at the presumed or given word of one major-party candidate. In the 1964 campaign when Lyndon Johnson was running as an incumbent President, resolutions for suspension of Section 315 got nowhere in either Senate or House.

Perhaps the lesson here is that a quadrennial appeal for temporary and partial relief from Section 315 is not the answer to the broadcasters' dilemma. At this late date, of course, suspension is all that can be had under optimum circumstances this year. But repeal of Section 315 must be the ultimate objective. Granted, repeal will be extremely difficult to obtain. Quadrennial suspensions don't seem to come any more easily.

Plunder of UHF

IF you want to do a job on UHF allocations (or maybe any other kind) just build a war chest, romance a few angry members of the House Commerce Committee and staff, join the fraternity of pundits who find it pays to brow-beat the FCC, poke out TV eyes by berating purported violence, "mediocrity" in programing and use of "scarce" public domain.

When that is done, it can be expected that a majority of the FCC will keel over and play dead.

That is what the land-mobile lobby undertook, and the FCC majority underwrote in the form of proposed rule-making to allow sharing of the seven most-coveted UHF channels (14-20) plus a covey of higher-band channels, with police, fire and "other" users of land-mobile radio. The "others" are pursuits that include such indispensable safety-of-life services as delivery trucks, private-auto telephones, plus, of course, private communications systems of some of the largest corporations. (It was through the National Association of Manufacturers, representing these large entities, that the lobby was conducted.)

Let FCC Commissioner Robert E. Lee, champion of the UHF-for-broadcasters cause, and lone dissenter, tell the story:

"If somebody's ox is to be gored (in this case, the bovine belongs to the television broadcast industry), there should be persuasive and cogent reasons for the blood-letting."

Mr. Lee pointed out the FCC recently let a costly contract to Stanford Research Institute to study the land-

mobile radio services. "The ink is hardly dry before the commission has assumed that the results are in and nothing short of 'swiping' TV broadcast channels will solve the land-mobile problems . . . I am convinced that, no matter how carefully the sharing rules are contrived, there is going to be intolerable interference to TV service. . . ."

Commissioner Ken Cox, who had espoused the land-mobile cause, hedged his bet in a concurring statement by predicting that if the sharing plan is implemented "certain interference conflicts" may develop which "could be very difficult to deal with."

We agree with Commissioner Lee that the proposed rule-making is premature. We believe also that the land-mobile lobby pitched for the already fertile lower channels because manufacturers want to be spared the research-and-development expense of the upper channels which users could have all their own instead of on a shared basis.

The land-mobile lobby has won phase one of the spectrum grab by getting rulemaking on low-band channel sharing. If the broadcasters do not win phase two, knocking out the low-band "swipe," they can expect raids from other quarters, siphoning off their life blood—growth potential.

Hart's in the wrong place

THERE is no limit to the desires of politicians to control the journalistic function of broadcasting. Now an Iowa congressman has accused Chet Huntley of advancing his own interests on the air, and a Michigan senator has proposed that broadcast newsmen be required to file annual disclosures of their private holdings.

It all started when Mr. Huntley, in two NBC Radio broadcasts, criticized the operation of the Wholesome Meat Act. The chief sponsor of that act, Representative Neal Smith (D-Iowa), protested to the FCC that Mr. Huntley was influenced by a financial association with a meat-packing firm. This turned out to be untrue. Mr. Huntley has fully advised the FCC of a minority interest in a cattle growing enterprise.

Not to be left out, Senator Philip A. Hart (D-Mich.) has urged that all broadcast newsmen be forced to reveal all of their financial interests. It would, we suggest, be a matter of larger consequence if all senators and congressmen publicly opened their personal portfolios.



"He's no friend of mine . . . pre-empting my favorite programs!"

Drawn for BROADCASTING by Sid Hix

BROADCASTING, July 29, 1968

SPACE CITY, USA!

AND POTENTIAL CRIME CAPITAL OF THE COUNTRY!



Does that jar you? It should—and it *has* jarred Houstonians. Helping to jar them are programs like “Guns Are For Killing”, “61 Riesner Street”, “Tell It Like It Is”. “Dialogue”, and “The Last Word.”

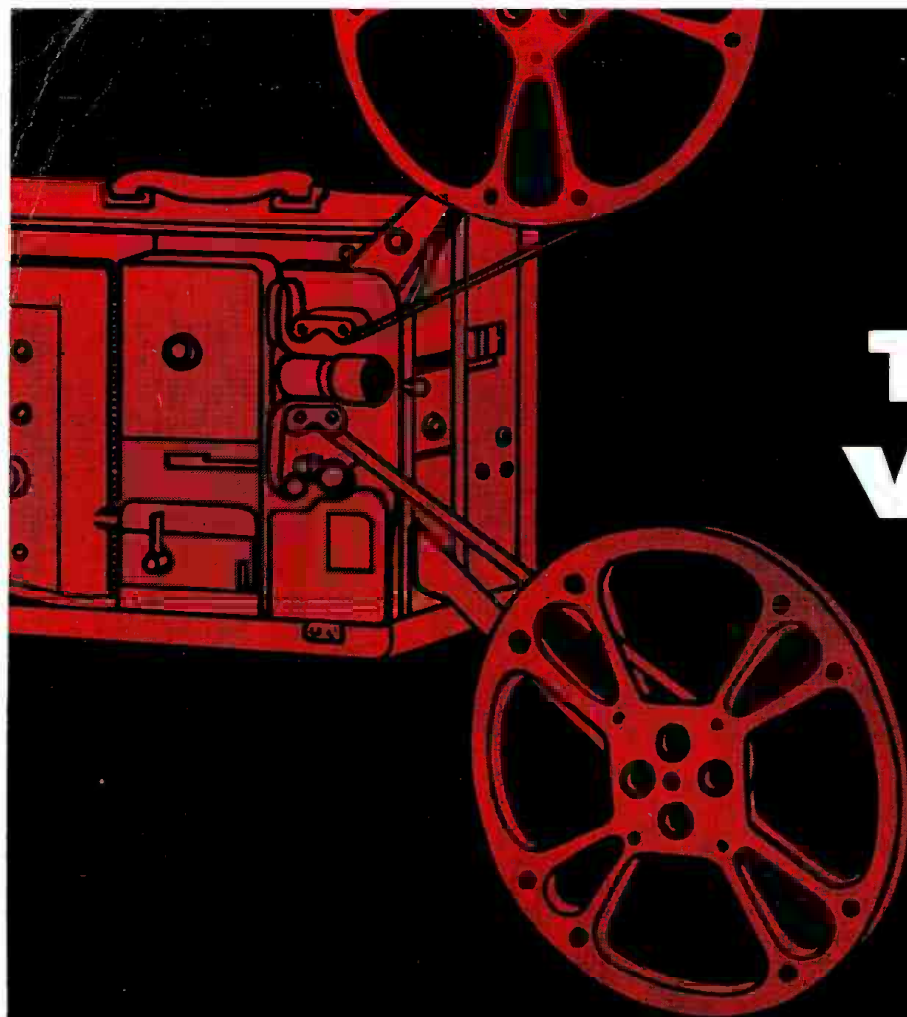
Houston is a nice town, and KPRC-TV is proud of it . . . But Houston could be a much nicer, and safer, and cleaner, and more law-abiding, and more understanding, and more healthful town—and KPRC-TV is trying to make it so. As we understand it, that’s part of the responsibility we assumed when we began telecasting almost twenty years ago—and it still is.

YOU SEE, WE THINK WE ARE A CITIZEN TOO...THAT’S US,

***CITIZEN* KPRC-TV**

NBC ON HOUSTON’S CHANNEL 2

Edward Petry & Co., National Representatives



THIS IS
WHEELING-STEUBENVILLE'S
**TOP AD
VEHICLE**

"MOVIE
OF THE WEEK"
ON WSTV-TV

WSTV-TV REACHES MORE HOMES
AND FAR GREATER AUDIENCE
WITH ITS WEDNESDAY NIGHT "MOVIE OF
THE WEEK" IN THE 9-11 P.M. TIME PERIOD
THAN ITS COMPETITOR'S DELIVERY ON
ANY NIGHT, SATURDAY THRU SUNDAY
IN THE PRIME TIME VIEWING HOURS.

MORE VIEWERS! LESS COST PER THOUSAND!

	NSI*	ARB*		NSI*	ARB*
HOMES DELIVERED	70,000	60,000	HOMES	\$1.77	\$2.07
WOMEN 18-49	48,300	33,500	WOMEN 18-49	\$2.57	\$3.70
ADULTS	127,000	94,500	ADULTS	\$.98	\$1.31
ADULTS 18-49	88,300	64,000	ADULTS 18-49	\$1.40	\$1.94

*Feb./Mar. '68 Audience Estimates which may or may not be accurate.

FOR YOUR WHEELING-STEUBENVILLE SPOT DOLLARS, WSTV-TV'S "MOVIE OF THE WEEK" IS YOUR BEST BUY!

WSTV/TV CBS ABC

RUST CRAFT BROADCASTING

WSTV-TV-AM-FM—Steubenville, WROC-TV-AM-FM—Rochester, WRCB-TV—Chattanooga, WRDW-TV—Augusta, WJKS-TV—Jacksonville, WPIT-AM-FM—Pittsburg,
WRCP-AM-FM—Philadelphia, WSOL-AM—Tampa, WWOL-AM-FM—Buffalo.

REPRESENTED BY

