



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Football broadcast rights rise to \$55 million. p23

SPECIAL REPORT: Radio-TV and the GOP. p42

Media specialists seek data on individual viewing. p54

FCC must decide how to wield its authority over CATV. p58

CARL B. DEVISAKIS
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COMPLETE INDEX PAGE 7

CITIZEN KPRC-TV !

"IF YOU CAN'T STAND THE HEAT, STAY OUT OF THE KITCHEN!"

Former president Harry Truman wasn't talking about television when he made his familiar comment, but he might have been. The television station manager who could win a popularity contest among his station's viewers is probably doing a lousy job. In fact, a fair measure of how effective a station is in assuming its share of civic responsibility just might be the angry buzzing from the hornets it stirs up.

Not that we intend to wrap ourselves in self-righteousness. Nobody made us get into the television business, and nobody is insisting that we stay in it. We happen to like it, heat and all. And—once in a while—somebody does say something nice to us.

SOMETHING NICE LIKE "CITIZEN"

KPRC-TV

NBC ON HOUSTON'S CHANNEL 2

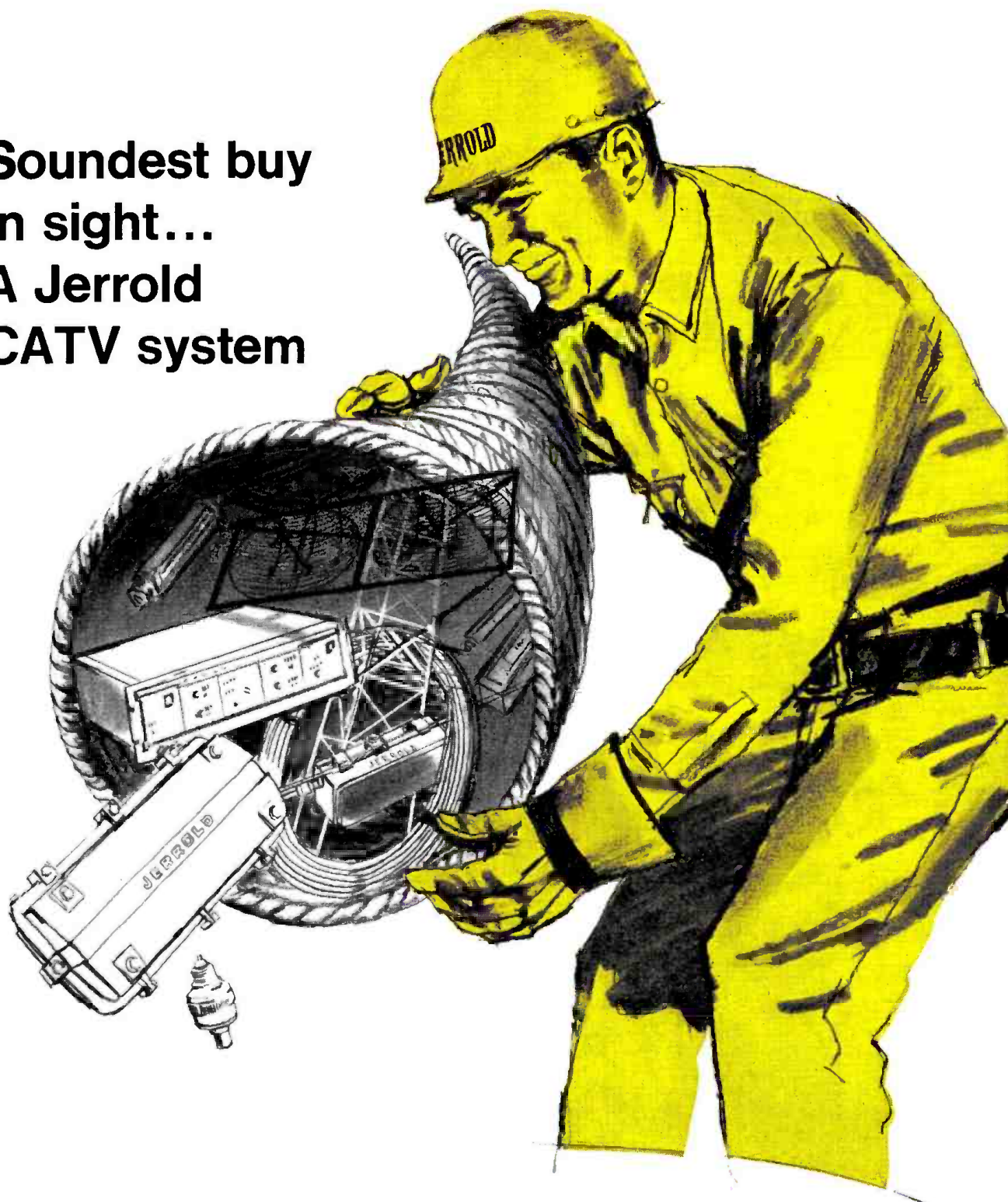
Edward Petry & Co., National Representatives

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Soundest buy in sight... A Jerrold CATV system



Jerrold Total Turnkey CATV is the kind that's put together so it stays together—physically and financially. The kind that has turned most potential CATV system owners to Jerrold in the last 16 years.

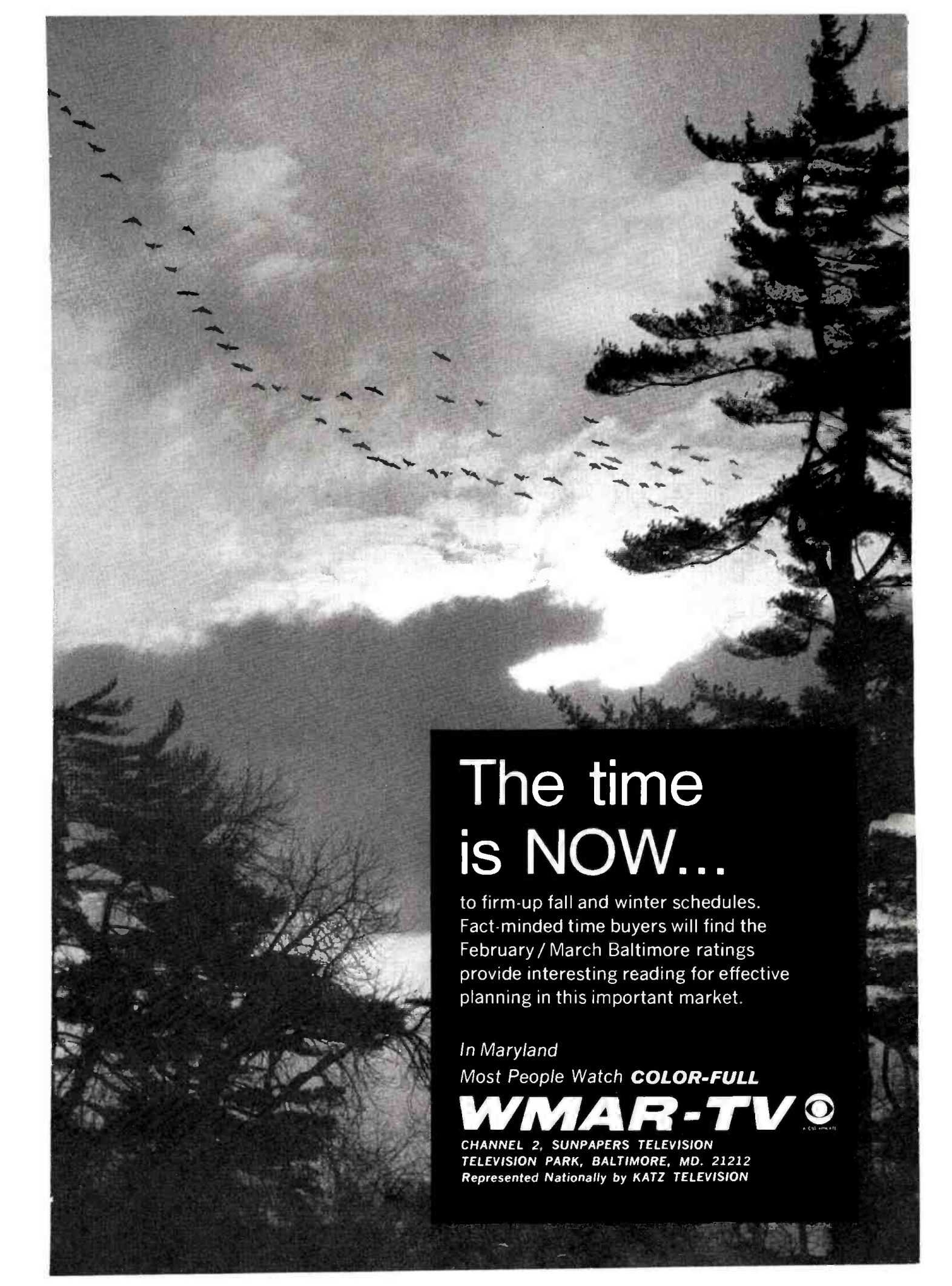
Jerrold Total Turnkey CATV includes everything from the initial request for information to delivery of a complete operating system. Computerized signal surveys tell you about the area's TV channels. Marketing studies of quantity and quality of TV reception, income level, and potential demand for CATV back up the surveys. Advice on franchise application can be provided along with complete construction on the system

and training of operating personnel. In short, there need be no loose ends. Jerrold delivers a CATV system that is the best possible beginning for a solid business venture.

If you are interested in Jerrold Total Turnkey CATV services, our representative will be happy to give you a detailed presentation. Write or telephone Mr. Frank Martin, CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Phila., Pa. 19105. Phone 215-925-9870. TWX 710-670-0263.

JERROLD

a GENERAL INSTRUMENT company



The time is NOW...

to firm-up fall and winter schedules. Fact-minded time buyers will find the February / March Baltimore ratings provide interesting reading for effective planning in this important market.

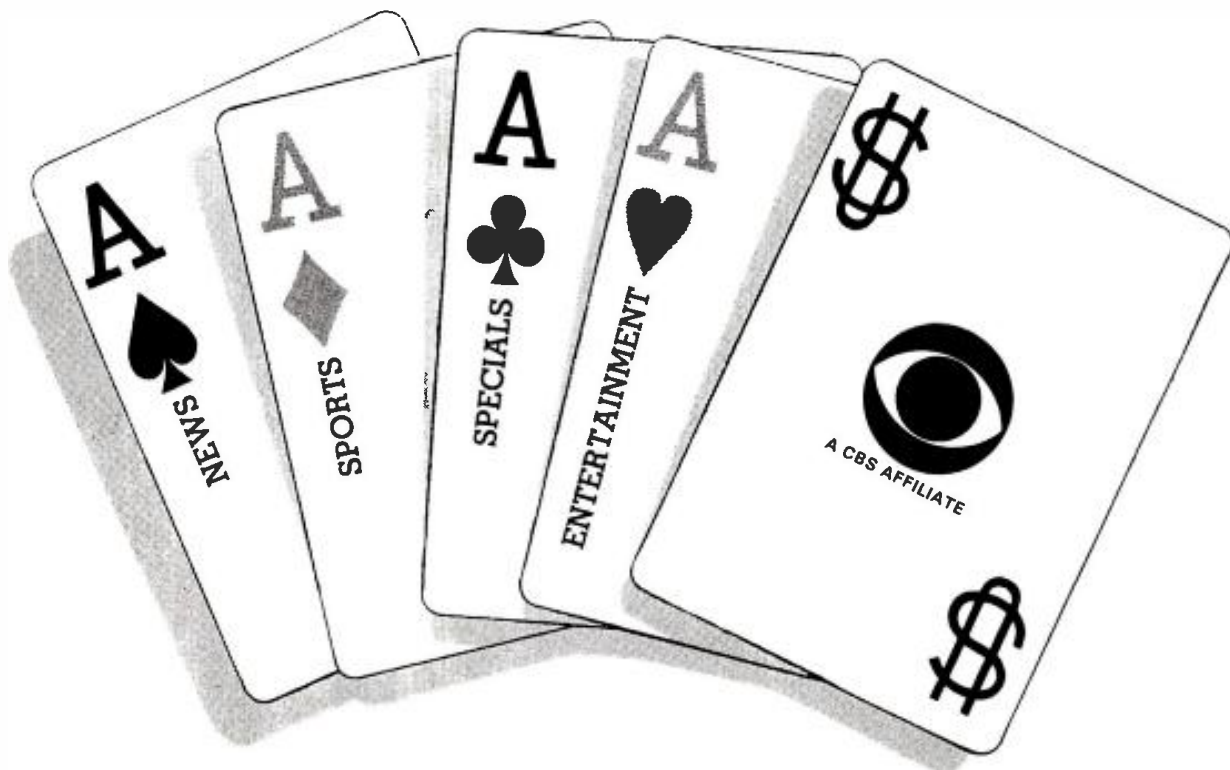
In Maryland

Most People Watch **COLOR-FULL**

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by KATZ TELEVISION

a hand hard to beat!



Ask your H-R representative to deal you a winning hand on KRLD-TV in the Dallas-Fort Worth market.

KRLD-TV



represented nationally by  H-R

The Dallas Times Herald Station

CLYDE W. REMBERT, President

Look for slicker, tighter scheduling of main events at upcoming Democratic national convention than was in evidence at Republican convention last week (see page 42). Closest students of television coverage of Republicans were Democratic program planners—and they are out to avoid tedium that set in during much of Republicans' proceedings. Example: If Democratic programers have their way, there'll be no wave of favorite-son oratory in prime time.

But if television newsmen are cheered by word that Democrats may provide livelier programming, they may also object to some other plans now jelling in Democratic councils. Example: Democratic observers were appalled by extensive use of floor cameras in Miami as TV newsmen persistently interviewed delegation leaders in midst of informal caucusing and other party business. Chances are Democrats will try to restrict floor access and couple that with more action on main platform to keep TV focused on official events.

New business

North American Rockwell Corp., in manufacture and sales of aircraft, atomic energy, missiles, electronics, space vehicles, rocket propulsion and related product lines, is set to announce sponsorship of series of specials on ABC-TV. This will be unusual choice of network television as advertising vehicle for company with so sophisticated and selective a product line. Network buy would be placed through BBDO.

Reward

It hasn't been announced yet, but Lionel Kestenbaum, leader of Department of Justice antitrust team that successfully derailed ABC-ITT merger, has been promoted. He's now director of policy planning in office of Edwin M. Zimmerman, new assistant attorney general in charge of antitrust division. Mr. Kestenbaum moved up from chief of evaluation section of antitrust division.

Simulblast

Newly formed Greg Garrison-Don Van Atta Productions owns TV rights to "Guys and Dolls" and plans 90-minute or two-hour special adaptation of great stage musical for simulcast on CBS-TV and NBC-TV next year.

CLOSED CIRCUIT*

Reason for simulcast is that performers involved are said to be biggest stars of each network and to avoid getting into individual contractual clearance problems production company prefers to put show on both networks simultaneously.

Insiders won't reveal names of performers except to say that they will include "NBC's biggest and most important star and CBS's biggest and most important stars—one chubby fellow and a lady" (for which read Dean Martin, Jackie Gleason and Lucille Ball.) Orson Wells will be offered job of director, with Greg Garrison, who is executive producer and director of The Dean Martin Show, as producer. Two automotive advertisers are said to be interested in picking up entire show. Special will be taped next March or early April for presentation in September 1969 as introduction of 1970 line of automobiles.

Dry night

Anybody want to throw cocktail party for maybe 5,000 delegates to next National Association of Broadcasters convention? There may be date open for one on March 23, 1969, in Washington, convention site. That's Sunday at start of convention, and in recent years it's been scheduled for bash given by Television Film Exhibit (TFE) members. But word is that TFE won't be host next year, feeling site and times unsuitable. Program firms will make individual arrangements for exhibits, entertainment.

Early look

Though show won't go on air for another year, CBS-TV officials are already predicting 95% station clearance for late-night Merv Griffin show, announced last week (see page 64). Network claims affiliate reaction so far to word of Griffin contract has been enthusiastic, without dissent.

Concentration

Another television-station rep is about to divide sales staff into teams specializing in geographical groupings of stations, in pattern already set by Petry, Katz and Blair. Avery-Knodel is expected to announce reorganization this week, along with expansion of space and staff at its New York headquarters.

No word is good word

Absence of plank on commercial-broadcast regulation in Republican platform adopted last week is all right with National Association of Broadcasters—even though NAB officials made presentation to platform committee urging repeal of Section 315, political broadcasting law. NAB executives now say Republicans asked them to appear. When plankless platform came out, NAB was relieved. There had been worry that Republicans might write in references to TV violence or other sensitive issues.

Signs of times

Registrations are said to be pouring into New York headquarters of National Association of Television and Radio Announcers for Miami convention this week despite news of racial disturbances there, and expectation Friday was for record attendance of well over 1,500. Spokesman for Negro broadcaster group said: "We are not cancelling under any circumstances." Miami public safety officials were confident racial problems will be cooled well before Thursday convention start (story page 66). NATRA hotels in any event are not near disturbance areas.

NATRA long has worked to improve black disk jockey's financial position as well as professional recognition but isn't very keen on assuming any "union" type role. NATRA, however, has been on receiving end of "serious pitches" by American Federation of Television and Radio Artists recently. NATRA seems to feel though that AFTRA first would have to prove good faith regarding Negroes since "we are not happy with their past record in terms of black broadcasters" and AFTRA "is still white at the top."

Tightening up

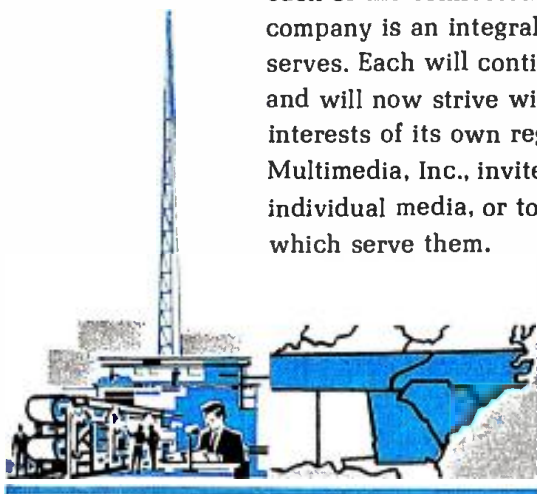
Public Broadcast Laboratory will reduce length of its interconnected PBL Sunday-night program next season. National Educational Television (NET) with which PBL is becoming more integrated in its operation, over weekend wired its affiliates some advance details on scheduling. Next season's PBL will average 90 minutes, thus cutting back from two hours fed last season.



EXPANDING MEDIA SERVICE IN THE SOUTHEAST

MULTIMEDIA

Consolidating a group of long established, well managed and successful daily newspapers, radio and television stations in four southeastern states, Multimedia, Inc., gives new strength financially to each of the connected communications media. Each company is an integral part of the regional area it serves. Each will continue to be locally managed, and will now strive with greater vigor for the best interests of its own region and for the Southeast. Multimedia, Inc., invites your inquiries to the individual media, or to the national representatives which serve them.



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The Asheville Citizen-Times—Sunday
Citizen Express Co.

Multimedia, Inc.

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

WEEK IN BRIEF

Radio-TV stations, networks, independent packagers will spend nearly \$55 million for professional, collegiate football rights; sponsors will pay about \$107 million this year to plug their wares. See . . .

FOOTBALL COSTS UP . . . 23

Gavel-to-gavel Republican convention coverage by CBS, NBC raises old question: "Was the story worth the effort?" as ABC-TV's \$1.6 million 90-minute nightly effort shows up strong in ratings. See . . .

OVERWHELMED STORY? . . . 42

Republican presidential nominee Richard Nixon accepts CBS offer of its facilities for debates with Democratic opponent; offer contingent on waiver of equal-time restrictions. See . . .

DEBATE ASSURED, IF . . . 44

Media Research Directors calls on all segments of TV industry to finance major study of TV ratings with primary objective of obtaining information on individual viewer; rising TV costs cited. See . . .

RATINGS REVIEW . . . 54

30-second spots are growing at rapid clip in local, national spot-TV advertising with 1968 first five month activity dwarfing corresponding 1967 period by estimated 1,200%, according to TVB analysis. See . . .

SHORT SPOTS MUSHROOM . . . 56

Complete CATV hair shirt is FCC's as it mulls hard-line plan to ban signal importation into top-100 markets, workload facing its CATV task force, intramural control struggle over cable administration. See . . .

FCC'S CATV WOES . . . 58

Eighth Circuit appellate court in Midwest Video case holds FCC CATV rules are reasonable, constitutional; notes "indiscriminate CATV development feeding upon the broadcast service is capable of destroying . . . it." See . . .

COURT SUPPORTS FCC . . . 59

Justice trust busters put another notch in their Colts as \$5.5 million sale of KFDM-TV Beaumont, Tex. to *Beaumont Enterprise* is called off because of threat of protracted hearing, scrutiny of business interests. See . . .

NO KFDM-TV SALE . . . 61

"Black is for broadcaster—professional, respected, powerful"—that's subject Negro disk jockeys, programers, station managers intend to probe at four-day Miami convention of television and radio announcers. See . . .

NATRA SESSIONS . . . 66

Cox Broadcasting Corp. forms separate corporate CATV firm, Cox Cable Communications Inc., successor to its Cox Cablevision, offers 500,000 shares of new firm with hopes for \$7.5 million realization. See . . .

COX'S NEW FIRM . . . 66

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Broadcasting

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You'd blush, too, if you could be seen all over in **Full Color!**

TOTAL color has come to Fargo — the 'Paris of the Plains!'

Yup, them studio color cameras has allowed us to come full cycle in peacocking: Local-live . . . TV tape . . . film . . . slides . . . network. The works!

In fact, our hue-happy hayseeds are now watching the only station in Fargo with complete color facilities!

Our loyal hayseeds are really sumpin' . . . they

insist on WDAY-WDAZ having the *top* figgers in metro share and homes delivered.*

In fact, every ARB or Nielsen that comes out in black-and-white brings color to our cheeks!

It's purty simple: If you want red-blooded coverage in the upper midwest, try the TV tonic bottled by WDAY-WDAZ! Call PGW. Them Colonels has got all the facts!

*Source: ARB & NSI, Feb./Mar. 1968



Covering All of Eastern N.D. and Western Minnesota



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

Fuqua buying theater chain

Martin Theater group includes 2 TV's, 1 radio and 150 film houses

Fuqua Industries Inc., Atlanta-based diversified company with broadcast holdings, reportedly has moved into motion picture exhibition by acquiring Martin Theatres of Georgia Inc. in stock transaction valued at about \$20 million.

Included in deal are two VHF stations—WTVM(TV) (ABC, NBC) Columbus, Ga., and WTVG(TV) (ABC) Chattanooga, and WAPQ in latter city—plus theater chain of 150 movie houses and associated real estate in three southern states (Georgia, Alabama and Tennessee). Martin Theatres is principally owned by E. D. Martin and R. E. Martin Jr.

Contracts were understood to have been signed Friday (Aug. 9).

Also understood to be in final negotiations is Fuqua Industries acquisition of Pacemaker Corp., Egg Harbor City, N.J., one of country's leading boat and yacht builders. No price has been disclosed on Pacemaker deal.

Acquisition of Martin Theatres group is subject to tax ruling from Internal Revenue Service and FCC approval to transfer of stations. Deal involves payment to Martin Theatres of preferred and common stock of Fuqua Industries.

Fuqua Industries is owner of WROZ and WTVW(TV) Evansville, Ind.; KXOA Sacramento, Calif., and WTAC Flint, Mich. It also owns KTHI-TV Fargo, N.D., which has been sold to Morgan Murphy for \$1.4 million, pending FCC approval.

J. B. Fuqua, who is chairman and chief executive officer of Fuqua Industries, personally owns WJBF(TV) Augusta, Ga. (his home town). Mr. Fuqua's first broadcast holding. Late last year, FCC approved sale of Mr. Fuqua's KTVE(TV) El Dorado, Ark. (Monroe, La.) to Gray Communications for \$3.7 million.

For year ended Dec. 31, 1967, Fuqua Industries had net sales of \$60,175,000 and net income of \$4,686,000 (\$3.81 per share).

Other Fuqua Industries interests en-

compass film processing, manufacturing of outdoor power equipment, mobile homes, freighting, building materials.

Fuqua Industries is traded on New York Stock Exchange and closed Friday (Aug. 9) at 38, up $\frac{1}{8}$.

Ad agencies' profits were down last year

American Association of Advertising Agencies is releasing today (Aug. 12) its 10-year record of agencies' cost and profits, which shows that in 1967, net profit averaged 3.5% of gross income compared to 4.98% in 1966, and as percentage of billing, net profit averaged 6.9% compared to 0.98% in 1966.

AAAA information provides yearly statistics since 1958 on rent, payroll, U. S. income taxes, operating expenses, and other items, described as percent of gross income. Its record was compiled from data from 246 agencies in 1967.

MGM syndicates 145 feature film package

Release by MGM Television of 145 feature films for sale to stations is being announced today (Aug. 12) by Ed Montanus, director of syndicated sales. Package includes 53 first-run films, plus 92 that have been presented on networks and are now offered for first time in syndication.

Titled *MGM/7*, package has 93 features in color. All are post-1950 and more than half are post-1960. It is one of largest groups placed into syndication in recent years.

Among titles in list are: "The Prize," with Paul Newman and Elke Sommer; "Home from the Hill," with Robert Mitchum and Eleanor Parker; "V.I.P.'s," with Elizabeth Taylor and Richard Burton; "The Honeymoon Ma-

Successful surgery

Sol Taishoff, editor and publisher of BROADCASTING, is recuperating in George Washington University hospital, Washington, from surgery performed last Thursday (Aug. 8) to remove a tumor from a lung. Surgeons described his condition as good. He is expected to return to work in about six weeks.

chine," with Steve McQueen; "Mutiny on the Bounty," with Marlon Brando and Trevor Howard; "The Loved One," with Robert Morse and Rod Steiger; "Brigadoon," with Gene Kelly and Van Johnson; "The Barretts of Wimpole Street," with Jennifer Jones and John Gielgud; "Kissin' Cousins," with Elvis Presley and Pamela Austin; "The Naked Spur," with James Stewart; "The Time Machine," with Rod Taylor; "Tunnel of Love," with Richard Widmark and Doris Day; "The Brothers Karamazov," with Yul Brynner and Claire Bloom; "Bad Day at Black Rock," with Spencer Tracy and Ernest Borgnine, and "The Great Caruso," with Mario Lanza.

July network TV billing up 4.6%, \$92.5 million

Network television billings last month rose 4.6% over July 1967, with nighttime showing greatest gain—7.6%—and daytime billings dropping 1.1%. Television Bureau of Advertising reported Friday (Aug. 9). Billings in July totaled \$92,503,200, compared with \$88,422,300 in 1967.

For January-July period, network total increased 3.9% to \$841,035,200, from \$809,196,700 in 1967. Weekend daytime and night-time billings over that seven-month period increased by over 4%.

Supreme Court gets plea on presunrise ruling

Broadcasters who claim they're being injured by FCC's new presunrise rules have asked U. S. Supreme Court to overturn commission's decision.

Group of full-time stations and one daytimer filed petition for review from May decision of U. S. Court of Appeals for Second Circuit upholding FCC's new rules (BROADCASTING, May 20). Those filing: ABC, Association of Broadcasting Standards and KMA Shandoah, Iowa. Daytimer is KGDN Edmonds, Wash.

Basic contention of full-time stations is that last year's change in rules permitting 6 a.m. commencement for stations with full daytime power and antenna pattern puts skywave interference into their operations, which essentially modifies their licenses without hearing.

KGDN is objecting to new rules because previously it began operating at 4 a.m. with full 5 kw. This was permitted under old rules because no co-

channel or adjacent channel station objected. Under new rules, KGBN local presunrise power is limited to fraction of its licensed daytime power.

FCC gets House data on pot-party case

House Investigations Subcommittee, in unexpected development, has provided FCC with testimony transcript of its April 15 closed-door hearing on charges that WBBM-TV Chicago staged marijuana party aired on that station last fall.

Commission already had testimony from subcommittee's public inquiry, but there was doubt that secret records would be released, since subcommittee had told witnesses it would withhold testimony and identities unless release was authorized by vote of parent House Commerce Committee.

Now, it's been disclosed, Commerce Committee Chairman Harley O. Staggers (D-W. Va.) asked for and received unanimous consent of panel during executive committee session July 3 that records could be released to commission. Only facts deleted from testimony are names of other pot-party participants mentioned by witnesses during course of hearing.

Next step for FCC is to locate witnesses it needs, some of whom are college students on summer vacation. There's still no new date for commission hearing, which was postponed twice so that House subcommittee could complete its inquiry.

Inter-American wideband network proposed in Rio

Wideband telecommunications network spanning western hemisphere by 1973 has been recommended by group of communications engineers that completed meeting over weekend at Rio de Janeiro.

Gist of recommendations is call for establishment of inter-American telecommunication system, using microwaves, cables and satellites linking all countries in \$350-million program.

DGA-AMPTP reach accord

After negotiating since April 15, Directors Guild of America and Association of Motion Picture & Television Producers have reached agreement on four-year contract, to run through April 30, 1972. Terms of new contract have been held back pending submission to respective boards and memberships of DGA and AMPTP for ratification.

WBBM-TV strike settled

Threat of newsfilm editors strike at WBBM-TV Chicago ended Friday with wage settlement. Documentary editors get increases totaling \$65 per week by 1970 for weekly pay of \$281. Talks continue at WMAQ-TV and WBKB-TV both Chicago.

NBC and ABC crow at convention ratings

As Republican convention proceedings closed off late last week, NBC-TV put in claim Friday (Aug. 9) of ratings victory in its gavel-to-gavel coverage. ABC-TV, which cut its nightly convention coverage to 90 minutes in prime time, said figures showed marked improvement in audiences attracted to network compared to its relative standing with other two networks in 1964 convention coverage.

NBC reported on 22 hours rated by Arbitron over four-day period of convention, giving NBC 11.2 rating and 31 share, CBS 9.1 and 25, and ABC 9.7 and 26. In that period, ABC programed roughly six hours of convention coverage, 16 hours entertainment, according to NBC researchers.

For 9:30-11 p.m. periods over four days at which time all three networks carried convention coverage, ratings averages were NBC 14.6, CBS 12.5 and ABC 9.6. In 22-hour period when CBS and NBC both covered, NBC had 55% and CBS 45% of convention TV audience. NBC said its biggest lead over CBS in 7:30-11 p.m. periods came on Thursday (27% lead). Other nights: NBC led by 12% Monday; by 15% Tuesday, and by 19% Wednesday.

ABC score compared to ABC's 3.5 rating in 1964 when it covered convention in full. ABC also claimed to be number one in 7:30-9:30 p.m. period over four days when it programed entertainment as against convention coverage on other networks (ABC 12.3, CBS 9.8 and NBC 11.5).

ABC said its average rating on basis of Arbitrons covering 7:30-11 p.m. over four days of GOP convention gave

it slight edge against CBS. Averages: ABC 11.1 rating and 26 share, CBS 11.0 and 26 and NBC 12.8 and 31.

Storer, McGowan settle suits out of court

Suits by McGowan International totaling \$4 million against Storer Broadcasting Co. have been dismissed in Los Angeles Superior Court as result of out-of-court settlement of reported more than \$400,000 in cash and return of all existing episodes of *The Littlest Hobo* syndicated TV series.

One suit filed four years ago alleged wrongful appropriation and fraud by Storer in connection with *Hobo* series and asked damages of \$2 million. Another suit filed more than year ago, asked for return of 60 *Hobo* programs, valued at estimated \$2 million, in addition to all future rights to property.

According to complaint, *Hobo* TV series was spinoff from feature film of same title written and produced by Dorrell (Buck) McGowan and directed by Stuart McGowan, principals in McGowan International. Storer Programs, syndication subsidiary of Storer Broadcasting, started distributing 34 segments of series in 1963 and produced, on its own, second series of 26 *Hobo* shows in 1964.

Rollins moves trading post from AMEX to NYSE

Rollins Inc., diversified firm with TV and radio holdings, is scheduled to be listed on New York Stock Exchange today (Aug. 12), with trading symbol as "ROL."

Rollins has 11 TV and radio stations and Rollins Outdoor Advertising. It also is heavily engaged in service businesses, including Orkin exterminating division, building maintenance, pesticide manufacturing. It owns Dvoskin Inc., wall coverings and fabrics, chemical company and citrus groves in Florida.

Rollins reported revenues of over \$95.9 million, and net earnings of \$7.-140,141 (\$1.78 per share) for year ended April 30. Previously Rollins was listed on American Stock Exchange.

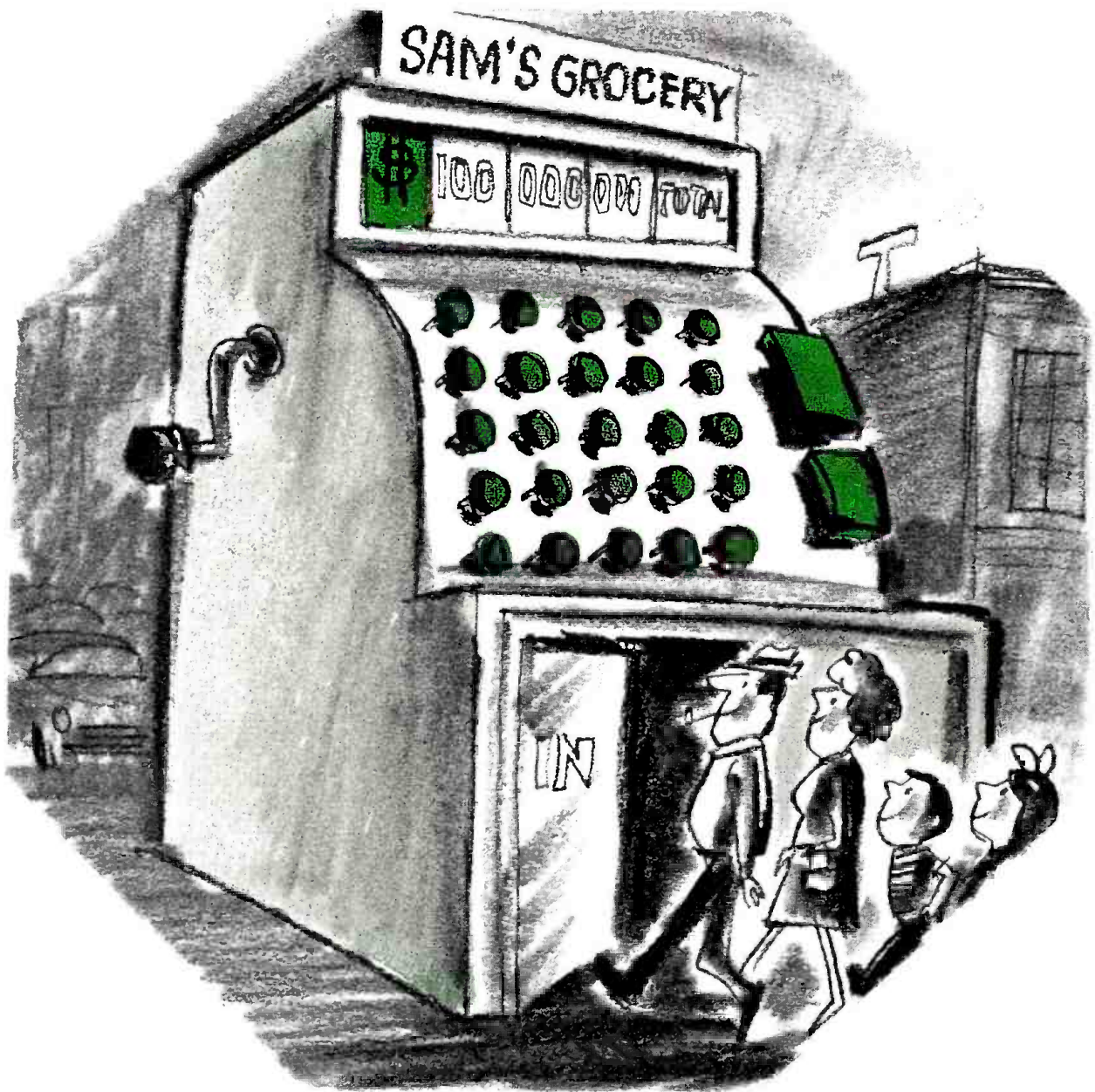
Glorious red ink for Ivan's colorless color sets

Holy capitalism, *Izvestia!* Would you believe Soviet government exhortations for greater home consumption of color TV through more purchases of color sets—on installment plans, yet?

That's what Russian people heard Friday (Aug. 9) from official Communist Party publication, *Izvestia*.

Newspaper said that steps were being taken "aimed at satisfying . . . the demands of the people for goods."

But Russians who fork over their rubles, will be watching colored snow for awhile. If they can wait until 1975, government has promised them nationwide color-TV network.



Beeline® Country...awfully big in Retail Sales

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

Why not cash in on Fresno's Beeline Radio KMJ and carry its huge market with over 1.55 billion dollars in retail sales. And you can be sure this market is growing every day as it includes five of the richest agricultural counties in America. The entire KMJ marketing area is nine counties large with a whopping \$2.21 billion in effective buying income. So, take your product on a selling spree, put your message on Beeline Radio KMJ. Remember, KMJ is just one of four Beeline stations covering California's prosperous Inland Valley area and Western Nevada.

Data Sources: SRDS, June 1968: Sales Management Copyrighted Survey, 1968

McClatchy Broadcasting

KATZ RADIO • NATIONAL REPRESENTATIVE



CONDENSED.



In marketing,
size is important.
Especially when it
comes to
circulation impact.

The television
stations represented by
Peters, Griffin, Woodward
deliver more circulation
in their combined effective
coverage areas than
Reader's Digest.
And Life.
And Look.
And McCall's.
Combined.

And here's the clincher.
When you crank in
Spot TV's ability to
demonstrate a product with
the drama of sight,
sound, motion *and* color,
the contest is over.

Want to do big things
in Spot Television?

Ask us
first.



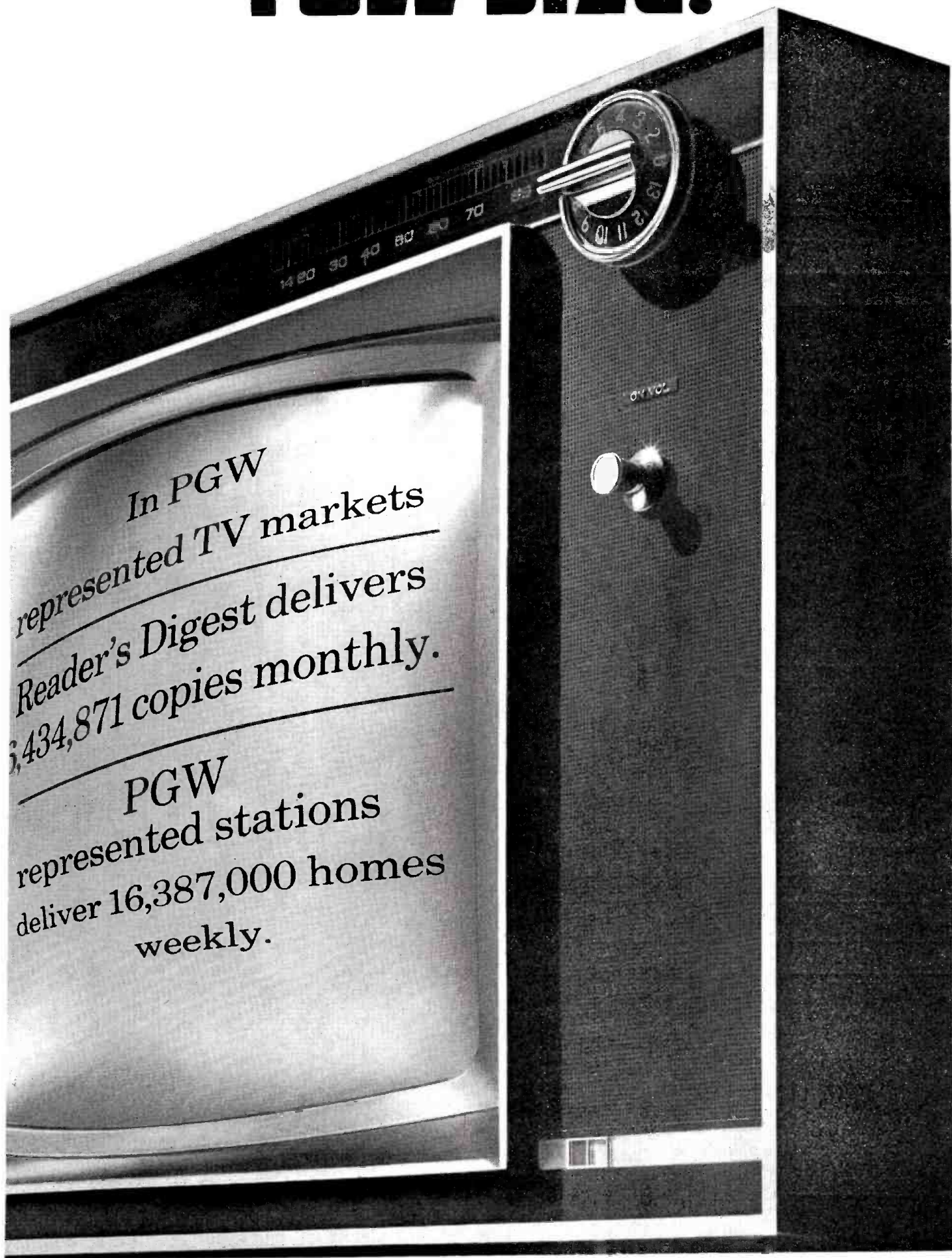
PPETERS, **G**RIFFIN, **W**OODWARD, INC.

Pioneer station representatives since 1932

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



FULL SIZE.



In PGW
represented TV markets
Reader's Digest delivers
3,434,871 copies monthly.

PGW
represented stations
deliver 16,387,000 homes
weekly.

KATZ
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IN AMERICA'S 10TH
LARGEST MARKET



IN
St. Louis
YOU NEED
double
exposure

— the general advertising
of your choice and
ALWAYS

KATZ

only full-time Negro Radio
in the Central Middle West

KATZ blankets the market
within the market — over
1/3 million consumers

KATZ

**SPECIAL RADIO
FOR ST. LOUIS
24 HOURS A DAY**

Represented Nationally by
BERNARD HOWARD & CO., INC.

DATEBOOK

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

■Indicates first or revised listing.

AUGUST

Aug. 12—Seventh annual TV day, sponsored by Georgia Association of Broadcasters. 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 Arkansas Broadcasters Association. Arlington hotel, Hot Springs.

Aug. 24—Radio newsmen workshop sponsored by Pennsylvania News Broadcasters Association. Penn Harris Motor Inn, Harrisburg.

■Aug. 25—Salute to "the great old days of radio," arranged by Frank De Vol in association with KABC Los Angeles. Hollywood Bowl, Hollywood.

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

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

SEPTEMBER

Sept. 8-13—Acoustics and Noise Control Seminar sponsored by The Pennsylvania State University College of Engineering, University Park, Pa. Information: Howard F. Kingsbury, 101 Engineering A, University Park, 16802. (814) 865-7551.

Sept. 9—Deadline for comments on FCC's proposed rulemaking that would require broadcast licensees to show nondiscrimination 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 Systems Convention (EASCON), sponsored by Group on Aerospace and Electronic Systems, Institute of Electrical and Electronics Engineers. Sheraton-Park hotel, Washington.

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

Sept. 10—Meeting of Minnesota Broadcast Technical Society. Minnesota Mining Center, St. Paul.

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

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

Sept. 15-17—International Alliance of Theatrical Stage Employees 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. 15-17—Annual meeting Nevada

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.

Broadcasters Association. Speaker: NAB counsel Douglas Avello. Sahara Tahoe hotel, Lake Tahoe.

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

Sept. 17—Annual advertising conference sponsored by Premium Advertising Association of America. Navy Pier, Chicago.

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

Sept. 18—FCC newsmaker luncheon sponsored by International Radio and Television 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 Engineers, 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 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. 25-28—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

BROADCASTING, August 12, 1968

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

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

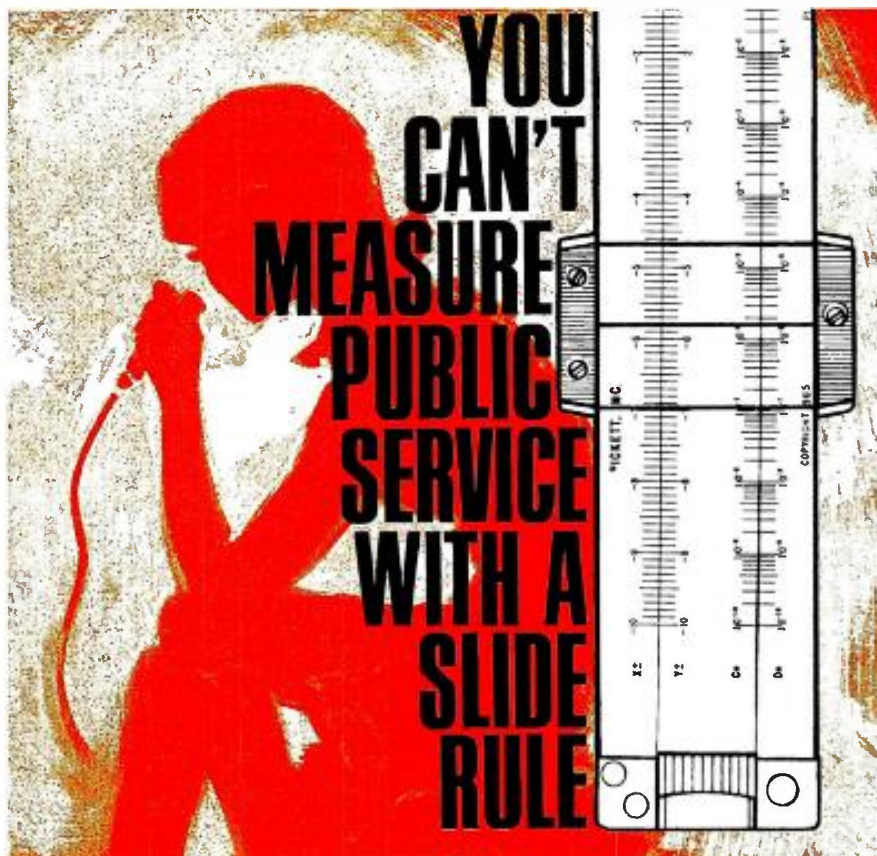
**Write or call us collect —
before your vacation
(203) 327-2000**



**PROFESSIONAL
PRODUCTS**

LABORATORIES

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



For example — just one WLBW-TV documentary — **ESCAPE TO HELL** — on the subject of teenage use of narcotics, involved discussions between the station News Department and more than 25 Civic and official organizations, used approximately 850 man hours of preparation covering talent, announcers, directors, floormen, engineers, lighting technicians, copywriters, artists, newsmen, photographers, researchers and newswriters.

"Escape to Hell" has since been aired on 37 television stations throughout the United States, Mexico, Canada and South America, and even on several radio stations.

For all the effort expended in the coordination and cooperation by every department of WLBW-TV, this program looks pretty small on an official report. But **THAT'S** the way one community-minded station in a vital U.S. market operates.



WLBW-TV



MIAMI, FLORIDA

AFFILIATED WITH WCKY
50 KW CINCINNATI, OHIO

NAB FALL CONFERENCES

- Oct. 17-18—New York Hilton, New York.
- Oct. 21-22 — Ambassador hotel, Los Angeles.
- Oct. 24-25—Denver Hilton, Denver.
- Nov. 11-12—Sheraton Gibson, Cincinnati.
- Nov. 14-15—Dallas Hilton, Dallas.
- Nov. 18-19—Atlanta Marriott, Atlanta.

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.

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. 10-11—Annual convention Indiana Broadcasters Association. Stouffer's Inn, Indianapolis.

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.

Oct. 22-23—First state conference on telecommunications sponsored by Michigan state board of education. Lansing civic center, Lansing.

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

■Oct. 24—Newsmaker luncheon, Interna-

■Indicates first or revised listing.

WDXL's top talent is getting bunions.



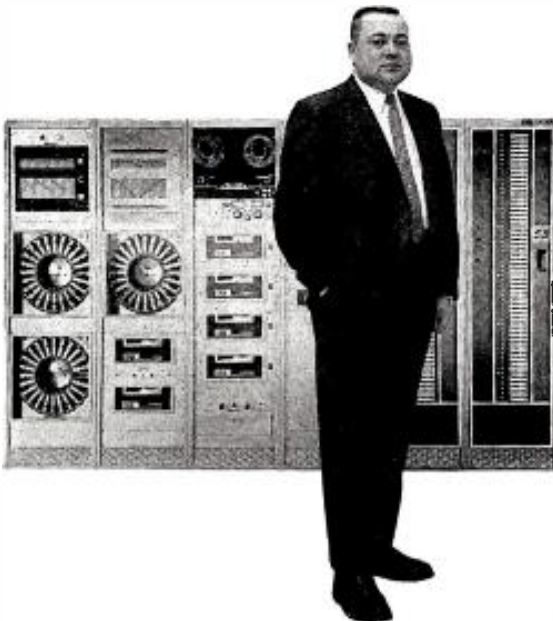
Ben Enochs says we're to blame.

Says Ben, "Automation worked so well for our FM operation, we decided to automate our AM. Some people say it doesn't pay to automate an AM station with small-town programming. But the Gates people built an Automatic Tape Control System to fit our format, worked with us until we had exactly what we wanted. Now even our log is automated. We've got the boys out on the street selling spots while they're on the air."

WDXL is another station that has found a new source of profit in Gates Automatic Tape Control.

What about you? We have a wide and flexible choice of automatic systems. We might be able to get you automated for as little as \$65 a week. And how much would that save you? We're all experienced broadcasters here and we'll be glad to help you figure. Just dial (309) 829-7006.

*Ben Enochs, Chief Engineer,
WDXL, Lexington, Tennessee*



GATES

AUTOMATIC TAPE CONTROL DIVISION
1107 East Croxton Avenue
Bloomington, Illinois 61702, U.S.A.



St. Louis is sold on KTVI



You'll find
your audience here

WOMEN

Dick Cavett..... 9:00 am
Pay Cards..... 10:00 am
What's My Line..... 10:30 am
Charlotte Peters..... 12:00 Noon
Big Money Movie..... 3:00 pm
featuring "Dialing for Dollars"
Combat..... 5:00 pm

WOMEN & MEN

KTVI News Report..... 10:00 pm
News • Weather • Sports
Joey Bishop..... 10:30 pm
The Big Movie..... 8:30 pm Sat.
4:00 pm Sun.

KIDSVILLE

Lone Ranger..... 7:00 am
Fury..... 7:30 am
Romper Room..... 8:00 am

KTVI abc **2**
HR ST. LOUIS

tional Radio and Television Society. Waldorf-Astoria hotel, New York.

Oct. 25-26—Fall meeting Maryland-D.C.-Delaware Broadcasters Association. Annapolis Hilton. Annapolis, Md.

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

■Oct. 31-Nov. 1—Fall convention, Ohio Association of Broadcasters. Neil House, Columbus.

NOVEMBER

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

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

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

Nov. 10-15—Technical conference, Society of Motion Picture and Television Engineers. Washington Hilton, Washington.

Nov. 11-15—Fourteenth annual Holm seminar on electric contact phenomena, sponsored by Illinois Institute of Technology and IIT Research Institute. Sherman House, Chicago.

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

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

■Nov. 19-23—National convention, Radio and Television News Directors Association. Beverly-Hilton, Beverly Hills, Calif.

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

■Nov. 26—Newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

JANUARY 1969

■Jan. 10—Network newsmen newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

■Jan. 27—Annual midwinter meeting, Idaho State Broadcasters Association. Downtowner motel, Boise.

FEBRUARY

■Feb. 5—Newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

■Feb. 12-14—Annual convention National Association of Television Program Executives. Los Angeles.

MARCH

■March 21—IBA winners newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

■March 23-26—Annual convention National Association of Broadcasters. Shoreham and Sheraton-Park hotels, Washington.

APRIL

■April 11—Radio day newsmaker luncheon, International Radio and Television Society. Waldorf-Astoria hotel, New York.

■April 30-May 4—Annual national convention of American Women in Radio and Television. Shamrock Hilton, Houston.

■Indicates first or revised listing.

BOOK NOTES

"The Permissible Lie: The Inside Truth About Advertising" by Samm Sinclair Baker. The World Publishing Co., Cleveland, 1968. 236 pp., \$5.95.

If banned-in-Boston was once a sure 24-karat sales booster for daring fiction, it remains to be seen if banned-by-the-Reader's-Digest will work similar sales magic for a not-so-daring exposé of the advertising industry.

Mr. Baker, who started as a copywriter and 30 years later retired as head of his own agency, had his first book on the industry first accepted by the Digest's book-publishing company, Funk & Wagnalls, then summarily rejected on policy grounds by the Digest on the eve of distribution, an action termed unprecedented on publishers' row. World Publishing recovered the fumble and the inside truth is now out.

Predictably, the core of the book (chapters 10 through 15) is about broadcast advertising; and, as predictability, the section ends with an upbeat challenge: "Green up the vast wasteland." The basic case is that pressure for success (profits) pushes advertisers into "the permissible lie," which is defined as "getting away with whatever they can—to the boundary of being punished legally." What can the consumer do? Stop buying, and also notify

the advertiser in writing, Mr. Baker advises. Should advertising be eliminated? Well, no. "It's an essential activity of our economic system," without which our "superior forms of manufacturing, marketing and distribution . . . could not exist" he concludes.

"The Technique of Film Editing," second enlarged edition, compiled, edited and written by Karel Reisz and Gavin Millar. Communications Art Books, Hastings House Publishers, New York. 411 pp., \$13.50.

This volume is a new expanded edition of one of the standard works dealing with film production. First published in 1953, it is a compendium of views from 10 leading directors and editors brought together under the auspices of the British Film Academy. Among the contributors are Ray Boulting, Sidney Cole, David Lean, Ernest Lindgren, Harry Miller and Basil Wright. The added material deals with changes in the medium brought about by the wide screen, cinema verite, the documentary film of ideas, the nouvelle vague, and the impact of avant-garde directors working both for film and for television. The book examines in detail the history, types, principles, techniques, styles and practice of editing.

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 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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BROADCASTING, August 12, 1968



Betty Feezor will cook your goose.

Not to mention hens.
 Turkeys. Legs of lamb. Or
 veal scallopini.

And her cooking, along
 with other segments of her
 daily show, has earned her
 program a number 2 national
 ranking when compared
 with all local women's
 personality programs in the
 top 25 markets.*

When Betty cooks, over
 60,000 adults peek in the
 pot. Her 72% share of
 audience includes 49,600
 women. And, as a matter of
 fact, 11,300 men.**

Just goes to prove that
 what's good for the goose is
 good for the gander.

WBTV

CHARLOTTE

JEFFERSON STANDARD
 BROADCASTING COMPANY
 WBT / WBT-FM / WBTV
 JEFFERSON PRODUCTIONS
 Represented Nationally by



*The audience figures are based on ARB February/March 1968 average quarter-hr. audience
 (*1-1:30 pm, M-F). Share of audience based on total persons viewing Charlotte stations. They
 are estimates only and are subject to the qualifications set forth in the survey report.

Television and sports: a beautiful relationship

What sports has done for television is equaled only by what television has done for sports.

The relationship between the two is far closer than is realized by many people—in and out of television, in and out of advertising, in and out of sports. The first thing any sports entrepreneur does today is try to get a television contract for his event. If he doesn't get it, the event often won't take place.

Television has helped to underwrite every one of our major sports. It has helped to raise the level of professional athletic ability. It has made possible more financially solvent teams, and therefore, more teams. And perhaps most of all for us in advertising and broadcasting, television has succeeded in making sports enthusiasts out of more people.

Today sports spectacles, professional football especially, have become so exciting and built such an enthusiastic audience that televised sports is not just a good buy; for some advertisers it has become an important buy.

Male Products ■ I'm speaking especially of advertisers of products that are male oriented, and there are more of these than is sometimes realized. Your male sports fan uses and buys all the obvious products, but he also influences the buying of many other products by his wife.

Much of the surge in televised sports and advertiser interest in them has come in the last three years. It is no coincidence that during this very period, one television film company came into existence solely for the purpose of filming, producing, and marketing professional football films and has enjoyed truly amazing acceptance of its product by both advertisers and consumers alike.

This is NFL Films, which is the exclusive agent of the National Football League for all game films and all use made of those game films. This year, it will have four shows on the air—*This Week in the NFL*, *NFL Game of the Week*, *AFL Highlights* (produced by affiliate, AFL Films), and *NFL Action*.

To me, *NFL Action* epitomizes the exploding popularity of televised sports. This is a show that doesn't even run during the football season. It's a series of half-hour specials, covering aspects of the game, its personalities, outstanding teams and segments from outstanding games and exciting plays.

We purchased it for American Express, and when *NFL Action* went on

the air in 25 markets in the spring of 1967 it was the first time that American Express had ever sponsored a television series. The client renewed it again this year.

What *NFL Action* proves is that your modern sports fan is interested enough and knowledgeable enough to watch his sport in season and out. He knows more about the fine points of the game and it's television, largely, that has educated him. The process is still going on.

Football, of course, is only one example. The same is true of basketball, golf, skiing, tennis, baseball, hockey, soccer, billiards, and bowling.

What a far cry all this is from the early days of televised sports. In those days, *Roller Derby*, wrestling, and boxing dominated the sports fare being offered. Limited in appeal, they were not the kind of sporting events the fan could or would normally attend.

But today's televised sports are, and this is one reason they are so popular. Your fan is watching, live on TV, the team he might have seen in person at the stadium the previous week. He feels much more involvement. He follows his team on television. And the more he sees, the more he wants to see.

Technological advancements (use of satellites, mobile units, portable cameras, instant replay and split-screen techniques, to name a few) have helped make televised sports one of the more creative areas in the industry today. The dynamic potential of television in sports coverage is, perhaps, best exploited in the presentation of "spectaculars" such as the Olympic Games.

Who is the prime target for televised sports? The figures seem to show he is a young man, 18-49, often well educated, upper-income bracket, who likes competitive sports and may very well

have done some competing himself. Chances are he still is, with the great increase in leisure time, and the physical-fitness consciousness that many men have today.

High Recall ■ The excitement of sports communicated to the viewer is reflected in high levels of recall for the advertising message. The association of American Express with *NFL Action* presents many local opportunities, extending beyond pure media values, which include merchandising and promotional support as well. The client has arranged for local restaurant preview showings for these *NFL Films* and has made them available to organizations for private showings.

The variety of sports programming offers advertisers flexibility in creatively implementing their particular marketing strategy. An example of this is a five-minute show—*Wonderful World of Sport*, produced by *Sports Illustrated* for Shell Gasoline, which has been placed in over 50 markets.

Shell has accomplished the objective of isolating its commercial in a compatible environment against its male target audience. In addition, Shell's *Wonderful World of Sport* has been placed on the NBC television network to follow the *Baseball Game of the Week*.

Television is programming sports as a leisure-time activity. This year has seen more sports programming in prime time than ever before. It began with the Olympics and has continued with more night baseball games, the All-Star Game, night pro-football games (exhibition and regular season), and NCAA football games this fall.

Advertisers, in attempting to reach the elusive male, have encouraged and fostered the increased programming of sports on television.



Arthur L. Topol is vice president and manager of media and broadcast, Ogilvy & Mather, New York. He joined the agency in 1959 and has held posts including media buyer, supervisor and/or associate media director on virtually every account handled by Ogilvy & Mather. Currently Mr. Topol is concerned primarily with network and spot TV activity for such accounts as American Express, Lever Brothers and General Foods. Before he joined O&M, he worked for other agencies, Screen Gems and NBC.

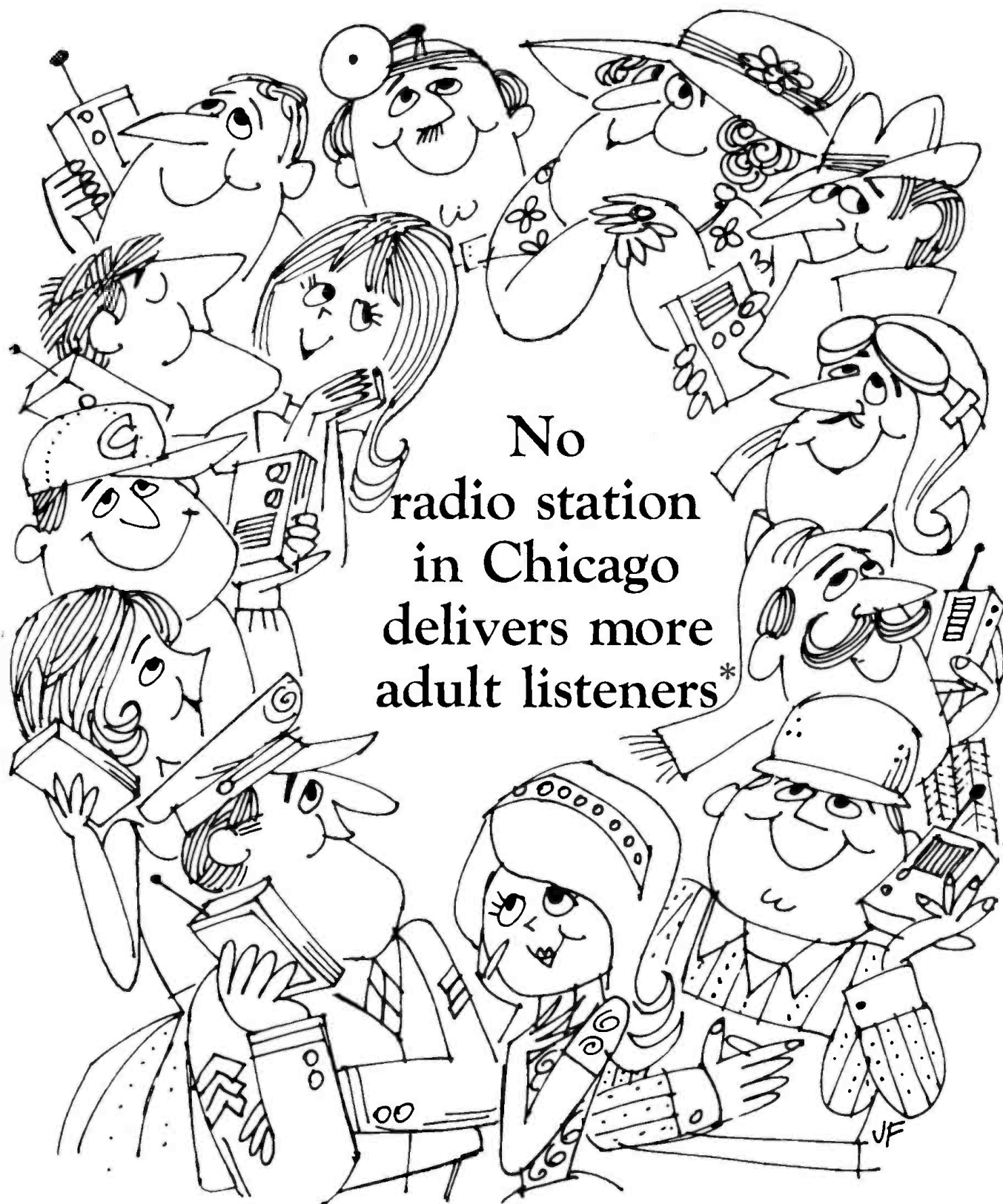
THE BIG VIEW IS THE LONG VIEW



MGM7

(it's here!)

The new feature film availability from Metro-Goldwyn-Mayer Television



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!

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

WGN
RADIO · CHICAGO
A WGN Continental
Group Station

Cost of football is going up

Networks spend \$55 million for rights, sponsors will pay about \$107 million this year to plug their wares on professional and collegiate games

(Copyright 1968, Broadcasting Publications Inc.)

Remember spring and summer? They're the seasons that came this year between Jan. 21 (Super Bowl) and June 28 (Coaches All-America game). Between those dates the basketball and hockey seasons ended and the baseball and soccer seasons began. For the other six months of the year the pigskin gets punted on television screens with increasing frequency that borders on saturation.

Undaunted by the number of football games made available to the U.S. listener and viewer (and to our Armed Forces overseas), radio and television rights for the games continue to go up. For the 1968-69 season radio-TV stations, networks and independent packagers will spend \$54,755,950 for game rights. The figure, compiled in BROADCASTING's annual survey, will be for football game rights to 26 professional teams and 120 major colleges and universities.

The rights total is an increase of \$5,945,735 from the 1967 figure of \$48.8 million. The 1968 figure breaks down to \$51,160,000 from the radio and TV networks for college and pro games, an increase of 12.3% over 1967's figure of \$45.5 million; \$1,360,000 in local radio rights to the 16 National Football League teams; \$261,000 in preseason local TV rights to the NFL clubs; \$530,000 in local radio rights to the 10 American Football League clubs; \$92,500 in local preseason TV rights to the AFL teams, and \$1,351,950 in local radio and delayed TV rights to 120 schools.

NFL games will be heard on 702 radio stations and AFL games on 247 stations. The locally originated preseason NFL games will be shown on 60 TV stations. The college games will be heard on 2,198 radio stations and 428 TV stations will show their games, either whole or in part on a delayed basis (see

page 40).

Sold for \$107 Million ■ For the purveyors of automobiles, airline tickets, insurance, soft drinks, clothing, tobacco, television sets, razor blades, gasoline, tires, beer, toiletries, power tools, appliances and assorted and sundry other goods and services, the tab for all this football is about \$107 million. For that amount they may sponsor the games, the pregame and pregame show, the half-time scores or newscast, the postgame and postgame show, the (even later) scoreboard and locker-room report, next day and midweek interviews with the coaches, members of the team, trainers, team physicians, groundskeepers, band directors, publicity directors, water boys, ticket sellers and the wives, children, aunts, uncles, nephews and nieces of them all.

The \$107 million is not all gravy. A big hunk will be used by the broadcasters to pay off production costs in-

What networks pay for radio-TV football rights

ABC-TV	Coaches All-America Game	\$ 95,000	June 28	CBS-TV	Blue-Gray game	200,000	Dec. 28
	College All-Star Game	240,000	Aug. 2		Sun Bowl	150,000	Dec. 28
	NCAA College Games	10,200,000	Sept. 14		NFL Championship	2,000,000	Dec. 29
	NCAA College Championships	100,000	Dec. 14		Cotton Bowl	500,000	Jan. 1
	Liberty Bowl	110,000	Dec. 14		NFL Playoff Bowl	500,000	Jan. 5
	North-South Shrine Game	80,000	Dec. 25		NFL Pro Bowl	700,000	Jan. 19
	East-West Shrine Game	325,000	Dec. 28	Total			
ABC-TV	Gator Bowl	150,000	Dec. 28	\$26,050,000			
	Hula Bowl	50,000	Jan. 4	MBS	Notre Dame football	60,000	Sept. 21
Total		\$11,350,000			AFL Championship	(1)	Dec. 29
CBS Radio	NFL Century-Capitol	(1)	Dec. 21		Sugar Bowl	(1)	Jan. 1
	NFL Central-Coastal	(1)	Dec. 22		Rose Bowl	(1)	Jan. 1
	NFL Championship	(1)	Dec. 29		Orange Bowl	(1)	Jan. 1
	Cotton Bowl	(1)	Jan. 1		AFL-NFL Super Bowl	(1)	Jan. 12
	NFL Playoff Bowl	(1)	Jan. 5	NBC-TV	AFL Games	9,000,000	Sept. 6
	NFL Pro Bowl	(1)	Jan. 19		AFL Championship	(3)	Dec. 29
					Sugar Bowl	300,000	Jan. 1
CBS-TV	NFL Pre-season Games	(2)	Aug. 11		Rose Bowl	\$1,200,000	Jan. 1
	NFL Games	\$22,000,000	Sept. 15		Orange Bowl	650,000	Jan. 1
	NFL Century-Capitol	(2)	Dec. 21		Senior Bowl	50,000	Jan. 11
	NFL Central-Coastal	(2)	Dec. 22		AFL-NFL Super Bowl	\$2,500,000	Jan. 12
					AFL All-Star Game	(3)	Jan. 19
				Total			
				\$13,700,000			
				Networks			
				Total			
				\$51,160,000			

(1) Radio rights included in TV contract.
(2) Rights included in NFL package.
(3) Rights included in AFL package.

COST OF FOOTBALL IS GOING UP continued

cluding telephone lines, technicians, statisticians and the announcing teams (now known as commentators and analysts).

The power of football to draw a mid-summer audience — and politicians should take it as a hint not to program their telecasts opposite games — was demonstrated on Aug. 2 when the Green Bay Packers—in what has become an annual summer social for them—destroyed the College All-Stars. Although the game on ABC was in black-and-white, since Chicago's Soldiers Field has inadequate lighting for color, it fared well in the New York Nielsens. In the comparable time period (9:30-10 p.m. EDT), it had almost twice the audience of a Richard Nixon paid political telecast on NBC. However, the big winner of that time period was a Hollywood version of World War II on CBS.

According to ABC research, the leading shares for that half-hour period were: "Torpedo Run," WCBS-TV, 30.5; *Merv Griffin*, WNEW-TV, 22.8; *All-Star Game*, WABC-TV, 15.6; *Marshall Dillon*, WOR-TV, 11.2; New York Yankees-Baltimore Orioles baseball (played in New York), WPIX-TV, 10.3; Richard Nixon, WNBC-TV, 8.8.

Higher Prices ■ The price of football at the network level shot up again this year as CBS picked up its two-year option for the NFL for \$22 million (up \$2 million) and ABC took its two-year option on the National Collegiate Athletic Association games for \$10.2 million (up \$2.5 million). The networks also renegotiated some of their long-standing college bowl games and those prices too were elevated. In the face of higher costs, ABC and NBC, with the AFL games, are finding the going a bit tough in selling off their packages.

ABC has a flock of new features to offer in its 14-date, 35-game NCAA schedule this year. It's asking \$48,000 to \$50,000 per minute for the all-color lineup, which includes the NCAA games, the East-West Shrine Game and the Liberty Bowl. There are two doubleheaders on the NCAA schedule, on Nov. 16 and 23. Both will have nationally televised night games for the first time (Alabama at Miami, 8:30 p.m. EST, Nov. 16 and USC at UCLA, 6 p.m. EST, Nov. 23).

Other new features are a wild-card game under which ABC will be able to pick up one extra game on any date in addition to games already scheduled for that date, and four open games on Nov. 16. On that date ABC has scheduled regional games from four conferences but the actual games are being left open until just prior to the date.

And, still smarting under the near-

1966 catastrophe in which special NCAA dispensation was required to show the Notre Dame-Michigan State game that year, ABC has again made that game part of the 1968 schedule (Oct. 26).

To date ABC has signed two national, three regional sponsors, eight sponsors for selected games and seven for the pre- and postgame show. Chris Schenkel, Bud Wilkinson and Bill Fleming will be the basic announcing crew on the NCAA games with Bud Palmer handling the postgame scoreboard.

In addition to its usual special-game lineup of the Coaches All-America, College All-Star, North-South Shrine games, Gator, Liberty and Hula Bowls, ABC has added the East-West Shrine game from San Francisco. That game had been on NBC for years. Missing from the ABC 1968 lineup is the Bluebonnet Bowl out of Houston, scheduled for Dec. 21. The game will probably wind up on some regional network this year and may be back on a national network next year.

Some Changes ■ ABC and NBC will do more game swapping next year when NBC takes over the Gator Bowl from Jacksonville, Fla., and ABC gets a long-standing NBC staple, the Sugar Bowl from New Orleans (BROADCASTING, Nov. 27, 1967). Reasons for the switch seem obvious. ABC has acquired the East-West Shrine game, which is usually played on the Saturday between Christmas and New Year's, the same day as the Gator Bowl. Although there is a three-hour time difference between Jacksonville and San Francisco, ABC feels there would be a conflict.

Additionally, the Gator Bowl, while gaining in stature and in the caliber of teams it attracts, is still looked upon as not one of the major bowl games.

From NBC's point of view, it will pick up a game on a date when it has no games and give up the only head-to-head confrontation it has on New Year's Day (Sugar Bowl vs. CBS's Cotton Bowl from Dallas).

In both cases, Gator and Sugar, the bowl operators, naturally, will wind up with more money under the new network contracts.

NBC this season is offering the AFL-NFL Super Bowl as well as its regular AFL schedule to advertisers at \$29,000 for one minute per game or \$28,000 each for two or more minutes. However, the network says sales so far are only "fair." Aside from the \$9 million NBC is paying for the AFL games, it is paying \$2.5 million for just the Super Bowl. (Next year CBS will get that game again for the same price.)

The NBC professional schedule calls for 66 games, all in color, including 13

doubleheaders on Sundays and Thanksgiving Day; a Friday night (Sept. 6) opener with Cincinnati, the AFL's newest club, at San Diego, and a Monday night (Sept. 9) game with Kansas City at Houston.

At the collegiate level, NBC will again have the Senior Bowl and its New Year's Day trio of the Sugar, Orange and Rose Bowls. Rights to the latter two have been increased this year a total of \$500,000. The Jan. 1 games are reported 75% sold.

For its regular AFL postgame *Pro Football Report*, NBC has signed Metropolitan Life Insurance Co. through Young & Rubicam as sole sponsor. Pat Hernon will handle the show.

The AFL announcing crew will again have Curt Gowdy, Jim Simpson and Charlie Jones on play-by-play with Kyle Rote, George Ratterman and Elmer Angsman returning as color men. The new face on that squad will be Al DeRogatis, who had been on WNEW's announcing team for New York Giants games.

Christman Switches ■ Missing from the NBC squad—and from the AFL since that league was founded in 1960—will be Paul Christman, considered by most observers as the most candid and best color man in the business. Mr. Christman was signed away in the spring by CBS, which added him to the NFL crews at the same time it chopped its announcing teams in half (BROADCASTING, April 29).

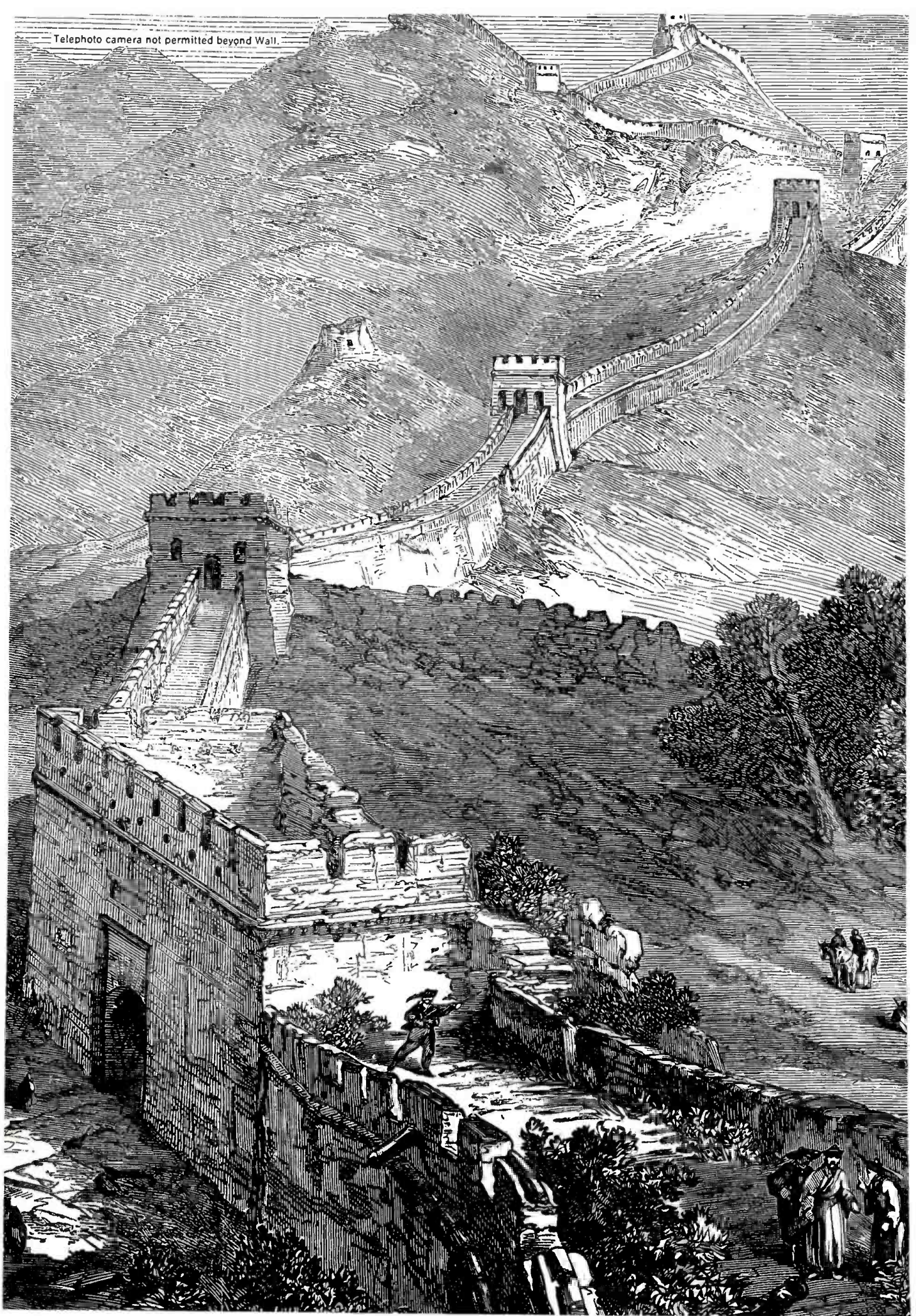
CBS is now paying \$22 million for the regular and preseason NFL games, and when the rights for the NFL post-season contests are added in the network winds up putting \$25.5 million in NFL hands. The network, which has been selling its prime football minutes at \$70,000 per, has been looking for ways to cut back on expenses. One approach, cutting out affiliate payments, met with widespread resistance from the affiliates and was dropped. A second approach, although not publicly labeled as such, and one that was much more successful, was to cut down on the number of announcers being used. With 16 announcers and 16 color men on the payroll last year CBS was estimated to have paid them between \$350,000 and \$425,000 per season. That figure has roughly been halved under the new announcing lineup, which calls for eight two-man teams, one team per game.

The announcing teams: Jack Buck and Pat Summerall, Don Criqui and John Sauer, Jack Drees and George Connor, Frank Glibe and Eddie LeBaron, Lindsey Nelson and Tom Brookshier, Ray Scott and Paul Christman, Chuck Thompson and Lenny Moore, Jack Whitaker and Frank Gifford. Mr. Gifford will handle the half-hour pregame show, while the postgame show will be handled by eight regional an-

These sponsors pay the bills for radio-TV network football

Alcoa (KM&G)	CBS	NFL preseason	Metropolitan Life (Y&R)	NBC	AFL postgame (total)
Allstate Insurance (Burnett)	NBC	Sugar Bowl	Miller Brewing (Mathisson)	NBC	AFL
American Airlines (DDB)	CBS	NFL			
American Tobacco (Gardner)	CBS	NFL pregame	National Airlines (PKL)	NBC	Sugar Bowl
Amoco (D'Arcy)	CBS	NFL regional	National Brewing (Doner)	CBS	NFL
AT&T (Ayer)	ABC	NCAA pre- and post-game and games		NBC	AFL pre- and post-game
		NFL			NFL regional
Aurora Plastics (Adams, Dana & Silverstein)	CBS		New York Life Insurance (Compton)	CBS	NFL
			Norelco (LaRoche, McCaffrey & McCall)	CBS	NFL
Bell & Howell (M-E)	CBS	NFL	Northwest Bancorp. (C-M)	CBS	NFL regional
Black & Decker (Van Sant Dugdale)	CBS	NFL pregame and game	Noxell (Esty)	CBS	NFL preseason
Bristol-Myers (Grey)	CBS	NFL preseason			
Buick (M-E)	NBC	Sugar Bowl	Olympia Brewing (Botsford, Constantine & McCarty)	CBS	NFL regional
Bulova Watch (DDB)	CBS	NFL pregame			
			Pabst (K&E)	NBC	Sugar Bowl
Carter-Wallace (Carl Ally)	ABC	NCAA	Pacific Northwest Bell (M-E)	CBS	NFL regional
	CBS	NFL preseason	Pan American World Airways (JWT)	ABC	NCAA
Cessna Aircraft (Gardner)	CBS	NFL pregame	Phillips Petroleum (JWT)	NBC	AFL, Super Bowl
Champion Spark Plug (JWT)	CBS	NFL	Polaroid (DDB)	ABC	NCAA
Chevrolet (C-E)	ABC	NCAA		CBS	NFL
Chrysler (Y&R)	NBC	Rose Bowl, AFL, Super Bowl	Pontiac (MJ&A)	CBS	NFL
				NBC	Orange Bowl
Cluett-Peabody (Y&R)	CBS	NFL			
Coca-Cola (M-E)	NBC	Orange Bowl	Quantas Airlines (C&W)	CBS	NFL preseason
Commercial Credit (Doner)	ABC	NCAA pre- and post-game			
		NFL postgame	Rayette (Nadler & Larimer)	CBS	NFL preseason
Consolidated Cigar (David, Oksner & Mitchnick)	CBS		RCA (JWT)	NBC	AFL, Super Bowl
Continental Insurance (DDB)	CBS	NFL preseason and games	R. J. Reynolds Tobacco (Esty)	ABC	NCAA
				CBS	NFL
DuPont (Ayer)	CBS	NFL preseason		NBC	Orange Bowl, Sugar Bowl
			Royal Typewriter (Grey)	ABC	NCAA pre- and post-game
Emerson Electric (Daniel & Charles)	CBS	NFL pregame and games			
			Savings and Loan Association (M-E)	CBS	NFL preseason
Firestone (C-E)	ABC	NCAA pre- and post-game		NBC	Orange Bowl
	CBS	NFL preseason, pre-game and games	Schmidts Brewing (Bates)	CBS	NFL regional
Ford (JWT)	CBS	NFL	Seaboard Finance (FC&B)	CBS	NFL regional
	Mutual	Pregame	Shell Oil (O&M)	CBS	NFL preseason
			Schick Electric Inc. (DFS)	NBC	AFL
General Aniline (Daniel & Charles)	CBS	NFL pregame and games	Schick Safety Razor (Compton)	NBC	AFL
			Skil (FS&R)	CBS	NFL pregame and game
General Motors (MJ&A)	ABC	NCAA		NBC	AFL
Gillette (BBDO)	ABC	NCAA pre- and post-game	State Farm Insurance (NHS)	CBS	NFL
				Mutual	Notre Dame
	CBS	NFL preseason	Stewart Warner Corp. (Earl Ludgin)	NBC	AFL
B. F. Goodrich	NBC	Rose Bowl	Stroh Brewing (Zimmer, Keller & Calvert)	CBS	NFL regional
Goodyear (Y&R)	Mutual	Notre Dame	Sun Oil (Esty)	ABC	NCAA regional
	CBS	NFL preseason and games	Sunbeam (FC&B)	CBS	NFL
			Sunray DX (Gardner)	ABC	NCAA regional
	NBC	Orange Bowl			
Hamm Brewing (C-M)	CBS	NFL regional	Trans World Airlines (FC&B)	NBC	AFL, Super Bowl
Hartford Insurance (LaRoche, McCaffrey & McCall)	NBC	Orange Bowl	Travelers' Insurance (Y&R)	CBS	NFL
Humble Oil (M-E)	CBS	NFL preseason	Union Carbide (Esty)	ABC	NCAA
				Mutual	Half time
IBM (Carl Ally)	ABC	NCAA		NBC	AFL
INA (Ayer)	ABC	NCAA	United Air Lines (Burnett)	ABC	NCAA pre- and post-game
				CBS	NFL preseason, pregame and game
Jackson Brewing (Rockwell, Quinn & Wall)	CBS	NFL regional			
John Hancock (M-E)	CBS	NFL preseason post game	United California Bank (Erwin Wasey)	NBC	Orange Bowl
				ABC	NCAA regional
Liggett & Myers (Compton)	CBS	NFL preseason, pre-game and games	Waterman Bic (Bates)	CBS	NFL preseason
Lincoln-Mercury (K&E)	CBS	NFL pre- and post-game	Wembley Tie (Peter Mayer)	CBS	NFL pregame
			Weyerhaeuser (Cole & Weber)	CBS	NFL regional
Marathon Oil (C-E)	CBS	NFL regional	Wilkinson Sword (Bates)	CBS	NFL preseason
McGregor Doninger (Caldwell & Davis)	CBS	NFL preseason	W. F. Young (JWT)	CBS	NFL preseason
			Zenith (FC&B)	CBS	NFL

Telephoto camera not permitted beyond Wall.



033UPR

MORE PRONUNCIATION GUIDE

CHIN SHIH-HUANG TI (CHIHN SHIHR-HWAHNG TEE)

HSIENYANG (SHYEHN'-YAHNG)

LI SSU (LEE SOO)

MENG TIEN (MUHNG' TEE-EHN')

552ACD9/23

034UPR

SECOND WORLD NEWS ROUNDUP

-0-

(SUMMARY)

THE NEWS AT THIS HOUR IS OF STONE AND CLAY...AND THE WONDER OF MAN.

ALL PART OF A GREAT WALL...A WALL THAT FORMS THE NORTHERN BORDER OF A NERVOUS NEW NATION.

THAT STORY...AND OTHER LATE NEWS...FROM U-P-I.

(WALL)

THE GREAT WALL IS FINISHED.

THE EMPEROR, CHIN SHIH-HUANG TI (CHIHN SHIHR HWAHNG TEE), SAYS IT WILL HOLD HIS NATION TOGETHER FOR 10-THOUSAND GENERATIONS.

SHIH-HUANG MADE THE ANNOUNCEMENT IN THE CAPITAL OF HSIENYANG (SHYEHN'-YAHNG). HE SAID THAT GENERAL MENG TIEN (MUHNG' TEE - EHN') REPORTED THE ONE-THOUSAND-500 MILE WALL ACROSS THE NORTHERN FRONTIER OF CHIN (CHIHN) WAS COMPLETED AFTER 10 YEARS OF WORK.

THE WALL...A GIANT MILITARY BARRIER AS WELL AS A TESTIMONY TO MAN'S SKILL... JOINS THE SEVEN FEUDAL STATES SHIH-HUANG UNIFIED INTO THE MIDDLE KINGDOM.

PROBABLY ONE-MILLION PERSONS WORKED ON MENG'S WALL AND RELATED PROJECTS. THREE-HUNDRED-THOUSAND WERE HIS TROOPS. THE REST: SLAVES, INCLUDING PRISONERS OF WAR, POLITICAL OPPONENTS, CRIMINALS, PEASANTS.

THE GRAY GRANITE STONES...MILLIONS OF TONS...THAT MAKE UP THE WALL WERE MOVED HUNDREDS OF MILES BY THE POWER OF THE WORKERS' BACKS.

AT LEAST 250-THOUSAND BODIES ARE BURIED WITHIN SIGHT OF THE WALL -- MEN, WOMEN AND CHILDREN WHO DIED BUILDING IT.

SOME DIED OF THE HEAT...SOME OF SANDSTORMS...SOME OF WINTER WINDS... BUT MANY FROM SHEER HARD WORK.

THE BONES OF SOME...BECAUSE OF THE EMPEROR'S SUPERSTITION...WERE BURIED IN THE CLAY OF THE WALL.

-0-

(MORE)

CW0557ACD9/23

035UPR

MORE FIRST AUDIO ROUNDUP

STATIONS:

THE FOLLOWING CUTS WILL BE BULLETIN FED AT THE TOP OF THE 7:10 A-M EDT REPEAT OF THE FIRST ROUNDUP AND WILL BE REPEATED AT THE TOP OF SUBSEQUENT FEEDS.

33. :37 A-HSIENYANG (SHIH-HUANG TI) SAYS GREAT WALL WILL LAST FOREVER

(XXX 10-THOUSAND GENERATIONS/APPLAUSE)

34. :38 V/A -LUNGHSI (CHARLES SMITH W/LABORER) TELLS OF WORK ON WALL

(XXX GLAD WE'RE FINISHED)

35. :44 V/LUNGHSI (SMITH) UPDATER ON WALL.

601ACD9/23

036UPR

MORE SECOND WORLD NEWS ROUNDUP XXX THE WALL.

(MORE WALL)

THE WALL, AS IT CROSSES FROM THE EASTERN SEA COAST TO THE WESTERN MOUNTAINS, RISES 15 TO 50 FEET. ITS BASE IS 15 TO 30 FEET WITH A TOP 12 FEET WIDE OR MORE TO ALLOW TWO-WAY HORSE AND OXEN TRAVEL.

GUARDS STAND IN TOWERS THAT RISE ABOVE THE WALL STRATEGICALLY TO WATCH FOR THE BARBARIANS THAT THE BARRIER WAS BUILT TO KEEP OUT OF THE NEW STATE OF CHIN.

SHIH-HUANG IS CONFIDENT IT WILL DO ITS JOB.

HE QUOTES MENG AS SAYING CHIN IS GUARANTEED AGAINST FUTURE ATTACKS BY THE SAVAGE TRIBES TO THE NORTH.

BUT HSIENYANG LEADERS KNOW IT WILL TAKE MORE THAN A MIGHTY WALL... AND STILL THEY ARE CONFIDENT.

AS PRIME MINISTER LI SSU (LEE SOO) SAYS -- "WHEN THE DEFENSES AND WEAPONS ARE STRONG, THE SOLDIERS WILL BE COURAGEOUS."

CW0627ACD9/23

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COST OF FOOTBALL IS GOING UP continued

nouncers.

CBS is selling its NFL coverage this year in three packages: five preseason games at \$35,000 a minute; a "red" package of 15 Sunday games and five post-season games at \$70,000 a minute, and a "white" package of 11 games at \$50,000 a minute. The pregame show goes for \$30,000 a minute and the postgame show for \$37,500 a minute.

The red and white packages are about 65% sold and the others about 80% at this point.

Overall CBS is showing five preseason games; 110 regular-season games, including two night games, two Saturday games, a Thanksgiving Day doubleheader and Sunday doubleheaders Nov. 3-Dec. 15.

On the network's nonpro postseason list are the Cotton Bowl, Blue-Gray game and the Sun Bowl. The latter was on NBC two years ago, went to a regional network last year and is coming to CBS for an estimated \$150,000. That game is scheduled for El Paso Dec. 28.

One big problem, still being worked on behind the scenes at CBS and NBC, is the concern of the networks over what will happen when their pro football contracts expire after the 1969 season. Pro football Commissioner Pete

Rozelle has strongly indicated that he would like to see more games in prime time, and get more money for the teams, moves the networks have not been overly enthusiastic about.

Three years ago, before CBS signed its new contract with the NFL and before the AFL and NFL had effected a merger, Mr. Rozelle went to CBS with demands for more money, and, without saying so in so many words, implied that he would start his own football network if he had to produce the income he felt the league warranted. Whether it was just a smokescreen or whether he was ready to fulfill the promise of creating a special network are questions only historians will answer.

New Network? — But in 1968 there are underlying currents that the boss of pro football again may be getting ready to threaten creation of his own network if CBS and NBC don't view the picture his way. There have been estimates that Mr. Rozelle could set up full-color coverage of all games (as the networks do now), sell time for less than some sponsors now pay and get the stations to bid for the games in their market. Out of all this he may well produce as much, if not more, income for the teams than they now receive.

Those who think pro football may go this route received support in their opinions when Mr. Rozelle earlier this year hired Robert Cochran as broadcast consultant. Mr. Cochran had been general manager of CBS-owned WBBM-TV Chicago and has the contacts one would need to get such a plan in operation.

On the radio network side, Mutual has a two-year contract for the Notre Dame games which had been on ABC in past years. In picking up Notre Dame, Mutual has given up the Liberty, Bluebonnet and Sun Bowls which it had last year.

State Farm Insurance through Needham, Harper & Steers and B. F. Goodrich through BBDO are each sponsoring one-quarter of the games. The remainder is being sold locally. Van Patrick, Al Wester and Bill Etherton will call the games.

A 10-minute pregame *Ara Parseghian Show*, featuring the Notre Dame coach, will be sponsored by Ford through J. Walter Thompson. A five-minute half-time newscast has been bought by Union Carbide through William Esty.

Another game which Mutual had through 1966 and then dropped last year, the Army-Navy game, has been sold to James Ellison Enterprises and that firm will create a special network for the annual contest.

A new bowl game, approved by the NCAA this year, is the Peach Bowl

scheduled as a Dec. 30 night game from Atlanta. TV Sports Inc. has picked up the rights to the game and plans to feed it to 150 stations. Reportedly the game is half sold.

The sponsors who are footing the bill for all this football on the networks totalled 86 last week. That covered the preseason, regular-season and post-season games, pregame and postgame shows. Last year at this time, 83 sponsors had gone to the dotted line.

Only four clients are tri-network sponsors this year compared with eight last year. This year's group is Gillette through BBDO; R. J. Reynolds and Union Carbide through Esty, and United Air Lines through Leo Burnett. Another six sponsors have signed for time on two networks.

The biggest category of sponsors this year is insurance with nine firms buying time. Other major categories of network sponsors are gasoline and beer, eight each; automobiles, seven; airlines, six, and tobacco, four.

Agencies, advertisers and networks have maintained for years that on a demographic breakdown the football audience is a high-income one. That must be true. Buying into network sponsorship this year are Cessna Aircraft through Gardner Advertising and International Business Machines through Carl Ally. Neither makes items that will be found on plain pipe racks in bargain basements.

NATIONAL LEAGUE

Atlanta Falcons — WQXI Atlanta now has over 50 stations on the Falcons radio network and expects to have



about 60 stations by the time the season begins. The network covers Alabama, Florida, Georgia, Tennessee and the Carolinas and will have five exhibitions plus the regular season Falcons' games, all for local sale. Also fed to the network for local sale are 15-minute pregame and postgame shows. Network stations also have the option to pick up a pre-pregame show featuring Falcon Coach Norb Hecker. Game sponsors on WQXI include Ford Dealers through J. Walter Thompson; Sinclair Refining through Cunningham & Walsh; Midas Mufflers through Neal, Battle & Lindsey; Dayton Tire & Rubber through Barnett Advertising; Econo-Car Corp. through J. S. Fullerton; Kentucky Fried Chicken through Davis Advertising, and Ply-Gem Paneling Studios through Venet Advertising. Jack Hurst is doing play-by-play and Bud Erickson is handling color.

WAGA-TV Atlanta is carrying the five

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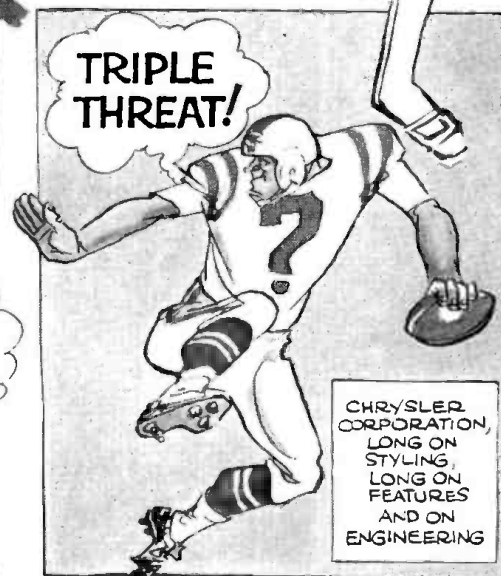
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COST OF FOOTBALL IS GOING UP continued

preseason games, all live except the one game to be played in Atlanta that will be taped for next-day showing. Sponsors include Sinclair Refining and Western Electric through Cunningham and Walsh; Pabst Brewing through Kenyon & Eckhardt; Eastern Air Lines through Young & Rubicam; Burlington Mills through Doyle Dane Bernbach; Allstate Insurance through Leo Burnett; Atlanta Buick Dealers through Scofield, Braselton and Williams; First National Bank of Atlanta through Marschalk and Kahn Meats through McRae & Bealer. Preceding the exhibition games is a 30-minute *Falcon Facts* show. Before each of the regular-season NFL games from CBS, a 15-minute *Falcon Faces* carried. During the week WAGA-TV will carry the *Norb Hecker Show*, 10-minutes on Monday and Friday nights. Ed Thilenius and John Sauer are calling the pre-season games.

Baltimore Colts ■ WCBM Baltimore is feeding the Colts' 20-game schedule, including six exhibitions, to a radio



network of more than 75 stations in 12 states from Maine to North Carolina. Participating sponsors on WCBM include National Brewing and Commercial Credit through W. B. Do-

ner; Humble Oil through McCann-Erickson; American Express through Ogilvy & Mather; Utz Potato Chips through Torrieri-Myers. Locally, WCBM is carrying a 15-minute pregame *Colt Kickoff*, sponsored by the First Federal Savings & Loan through Herman Ehdin Advertising; a 10-minute pre-game *Johnny Unitas Show*, sponsored by Eastern Air Lines through Young & Rubicam, and the postgame *End Zone* sponsored by D & H Distributing through George Roman Advertising. Bill O'Donnell and Jim Karvelas are handling the play-by-play and color.

WMAR-TV Baltimore is carrying three preseason games, two in color. Sponsors are Western Electric (one-half) through Cunningham and Walsh, and National Brewing and Commercial Credit (one-quarter each) through Doner. Bill O'Donnell and Jim Mutscheller are doing the games. Prior to the regular-season NFL games, the station will carry *Football Preview* in two 15-minute segments. One segment will be sponsored by Norelco through Torrieri-Myers. The other has been sold as participations. A half-hour Monday night series, *Corrallin' the Colts* will be cosponsored by National Brewing and First National Bank, both through Doner.

Chicago Bears ■ There is a good

chance of a radio network for the Bears this season, based on the number of inquiries received by WGN Chicago which again is airing two preseason and 14 regular-season contests. Details are not set. For the 23d year the basic rights owner, Standard Oil Division of American Oil Co., through D'Arcy Advertising, is taking one-third as is G. Heileman Brewing through McCann-Erickson and Household Fi-



CATV's promote football

Cable TV operators who carry professional football games now have access to a topical promotional item tailored, in part, to their particular service.

Daniels Management Co., a Denver-based management and consultant firm, has contracted with publishers Sports Underwriters Inc., Dallas, as distributors within the CATV industry of official 1968 yearbooks of the American and National Football Leagues. The yearbooks include an eight-page primer on cable television.

Daniels is also providing on firm orders for the yearbooks a promotional kit, including print ads, radio spots and direct-mail pieces. The AFL-NFL yearbooks are being offered to CATV's at \$1 per 100 copies (they regularly sell for about \$2), and the promotion has reportedly attracted firm commitments from multiple-CATV-owners Gencoe Inc. and Telesystems Corp.

nance Corp. through Needham, Harper & Steers. Robert Hall Clothes through Arkwright Advertising is sponsoring the warmup show. A new half-time program has been added, sponsored by Liggett & Myers for Alpo dog food through Wightman Inc. Montgomery Ward through Lilienfeld will sponsor the postgame *Scoreboard*. Jack Brickhouse is doing play-by-play with Irv Kupcinet on color.

WBBM-TV Chicago is carrying four preseason Bears' games all in color. Sponsors each with one-quarter are Shell Oil through Ogilvy & Mather and Heileman through M-E. Remaining one-half is participations. The regular-

season pregame show, *Eye on the NFL*, will be sponsored by Citgo through Grey Advertising. Ray Scott is doing play-by-play for the Bears with Paul Christman handling color.

Cleveland Browns ■ WHK Cleveland, outbidding WERE there with a new three-year radio contract that includes heavy on-air and other promotion as well as the usual financial terms, is originating a network of about 45 radio stations for five exhibition and the regular-season games of the



Browns. Two sponsors taking one-quarter each on the network are Standard Oil of Ohio through Marschalk and Duquesne Brewing through Admark Co. Local WHK sponsors taking one-quarter each are Household Finance Corp. through Needham Harper & Steers and Cleveland Oldsmobile Dealers through Grider Associates. A pre- and postgame package on WHK is being sponsored by Retail Clerks Local 880 through Jack Sharp Associates; American Express through Ogilvy & Mather; Palevsky Hardware through Axel & Brown and East Ohio Gas Co. through D'Arcy. A pregame *Blanton Collier Show* on WHK will be sponsored by Arby's Restaurants through B & R Advertising while a Monday-Friday night time show by Mr. Collier is sponsored by Union Commerce Bank through Meldrum & Fewsmith. Two half-time features also are sponsored locally on WHK. A half-time news show has been taken by Uncle Bill's Stores through Lawrence Goldstein Advertising while the half-time sports scores shows has been sold to Cleveland Chrysler-Plymouth Dealers through Young & Rubicam. Radio announcers are Gib Shanley and Jim Graner. WJW-TV Cleveland is airing two exhibition games this year apart from the regular network series.

Detroit Lions ■ WXYZ Detroit won competitive bidding for origination of a radio network for the Lions this year (plus option for next season too) and is feeding five exhibition plus regular-season games to about 40 stations. WXYZ's offer of extensive promotion, including contests, magazine exposure



and reportedly 200 spots monthly on WXYZ-TV, won its rights to the games, ending a long-standing Lions association with WJR Detroit. Because of Detroit Tigers baseball, WJR had not been able to air preseason events or several early regular games which were

The delegates from General Electric Broadcasting



On the floor at both National Party Conventions is a key news team reporting to a special constituency—the television and radio audiences in Denver, Nashville and Albany-Schenectady-Troy. They are relaying the thinking and planning of each area's delegation to the viewers and listeners back home.

This is only one aspect of an expanding news operation for General Electric Broadcasting Company stations. A fully-staffed Washington News Bureau reports on events, people and legislation of significance to the communities served by these stations.

At General Electric Broadcasting we believe we have an obligation to inform as well as to entertain. To meet that obligation we are dedicated to serving the needs of the viewers and the listeners to our stations by telling them about the issues and events that may affect, are affecting and will affect them and their communities.

GENERAL ELECTRIC BROADCASTING COMPANY

KOA-AM & KOA-TV—Denver

WSIX-AM & WSIX-TV—Nashville

WGY-AM & WRGB-TV—Albany-Schenectady-Troy

COST OF FOOTBALL IS GOING UP continued

aired by WWJ Detroit. Marathon Oil, which holds rights, has taken one-half network sponsorship through Campbell-Ewald. One-quarter network sponsorship each has been taken by Ford through J. Walter Thompson and Associated Brewing Corp. through Burton Lachiusa Schigian for Pfeiffer and Drewry's beer. Local pregame and postgame features, as a package, are being co-sponsored by Monroe Auto Equipment Co. through Aitken-Kynett, Bank of Commonwealth through MacManus John & Adams, Little Caesar's through Fred Yaffee Advertising and Robert Hall Clothes through Arkwright Advertising. Van Patrick is doing play-by-play with Bob Reynolds handling color.

WJBK-TV Detroit will air only one preseason game locally this year apart from regular CBS-TV schedule. The Sept. 7 game will be sponsored by Marathon Oil through C-E, Ford through JWT and Altes Beer through W. B. Doner. Van Patrick is doing the play-by-play with Sonny Grandelius handling color. During the regular season WJBK-TV will have a pregame feature sponsored by Security Bank through Don Landy Advertising.

Dallas Cowboys ■ KFJZ Forth Worth is originating the Cowboys' 20-game schedule, including six exhibitions for a football radio network of about 80 stations in Texas, 30 in Oklahoma and 30 in Arkansas; the total is more than double the 1967 station roster of 61 stations. The Texas

stations are being fed through the Texas State Network. Network sponsors are Lincoln-Mercury Dealers through Kenyon & Eckhardt and Jos. Schlitz Brewing through Leo Burnett, each one-fourth. The remaining half is sold locally. Texaco through Benton & Bowles is the network sponsor of the 10-minute postgame show. Also to be fed to the network is a 10-minute pregame show and a Monday-Saturday, five-minute show. Bill Mercer is doing play-by-play and Blackie Sherrod is handling color.

KRLN-TV Dallas-Fort Worth is carrying the six Cowboys' preseason games (two from Dallas on CBS-TV will be shown on KRLD-TV on a one-day delay) plus the regular-season NFL games. All the exhibitions are to be in color. Lone Star Brewing through Glenn Advertising is one-half sponsor of the exhibition games with the remainder sold as participations. Frank Glieder and Eddie LeBaron are handling nonnetwork exhibitions. KRLD-TV

will have *The Tom Landry Show*, a half-hour program with the Cowboys' coach before regular-season games, sponsored by Earl Hayes Chevrolet. It will also carry a Monday-Friday, 10:35-10:40 p.m. *Dallas Cowboys* strip sponsored by Sanger-Harris Department Stores and a Wednesday 10:40-10:55 p.m. *Don Meredith Show* sponsored by Serta Mattress Co.

Green Bay Packers ■ WTMJ Milwaukee again is originating a radio network of a half-dozen Wisconsin stations plus a bonus network of about another 20 radio outlets for five exhibition games and the 14 regular-season games. Thorp Finance has renewed on the network



through Klau-Van Pietersom-Dunlap for one half while Blatz Beer through Kenyon & Eckhardt and Humble Oil through McCann-Erickson each take one quarter of the network. The pregame *Packers Preview* has been renewed by Jay Foods through Lilienfeld and the postgame scoreboard will be sponsored by American Express through Ogilvy & Mather. Ted Moore will do play-by-play and Terry Bledsoe will do color.

WBAY-TV Green Bay once again is taping three exhibition games for a five-station TV network, each with local sponsors. On WBAY-TV the exhibition events are being sponsored one-quarter each by Blatz through K & E, Ford Dealers, Savings and Loan Association, and Northrup King Dealers Association, all three direct. Al Samson is doing the play-by-play. In previous years WBAY-TV has packaged on video tape the *Vince Lombardi Show* for regional syndication. The new coach, Phil Bengtson, is featured in a similar new package that is being planned but not yet sold.

Los Angeles Rams ■ KMPC Los Angeles, now in the first year of a new two-year contract, has carried the Rams



games for 20 years, continuously since 1954. KMPC is feeding the six exhibition games plus the regular schedule to a radio network of 22 stations in California, Nevada, Arizona, Ha-

ried on KABC Los Angeles. Some of the other network stations that have similar conflicts are carrying the football games on a tape-delay basis. Dick Enberg and Dave Niehaus are calling the games. Four advertisers equally share the sponsorship of the Rams broadcasts: Chevron Dealers/Standard Stations through BBD&O; Household Finance and State Farm Insurance, both through Needham, Harper & Steers, and Jos. Schlitz Brewing through Leo Burnett. The *George Allen Show*, a 10-minute program with the Rams coach, is sponsored by Adohr Milk Farm through Stanford Agency. *Rams Warmup* is sponsored by Colonel Sander's Kentucky Fried Chicken out of Davis, Johnson, Mogul & Colombatto. The postgame *Rams Report* is sponsored by Western Air Lines out of BBD&O. Sponsorship for all of these pregame and postgame shows is on KMPC only. All but the *George Allen Show* are fed to the regional network but sponsorship is picked up locally.

KNXT(TV) Los Angeles is carrying the Rams' six preseason games, all in color on a delayed basis. Gil Stratton is doing play-by-play with Don Paul handling color. Sponsors include Volkswagen Dealers of Southern California through Doyle Dane & Bernbach; Shell Oil through Ogilvy & Mather; and Theo. Hamm Brewing through Campbell-Mithun. KNXT also will carry the CBS-TV NFL games.

Minnesota Vikings ■ Wcco Minneapolis-St. Paul is originating a regional radio network of 35 stations for five



exhibition games and the regular season with North Star Features again handling the network packaging. Hamm's Beer through Campbell-Mithun takes one-eighth on the net-

work except wcco and the rest is sold locally. On wcco the games are split equally between Twin City Ford through J. Walter Thompson and Midwest Federal Savings and Loan through M. R. Bolin. The pregame *Bud Grant Show* is sponsored on wcco by Jacob Reis Bottling Co. through Ray Jenkins Advertising while the pregame *Fan in the Stands* will be co-sponsored by Blue Flame Gas through Kaufman Agency and F. C. Hare-RCA through Strandberg Associates. The postgame scoreboard is being sponsored by Quarterback Sports Federation Restaurants through Lohn-Daline & Associates. Ray Christiansen will handle play-by-play with Paul Giel on color.

KSTP-TV Minneapolis-St. Paul this year is airing two exhibition events and has sold one-half to Western National Bank through Campbell-Mithun. The other half is open. Wcco carries the

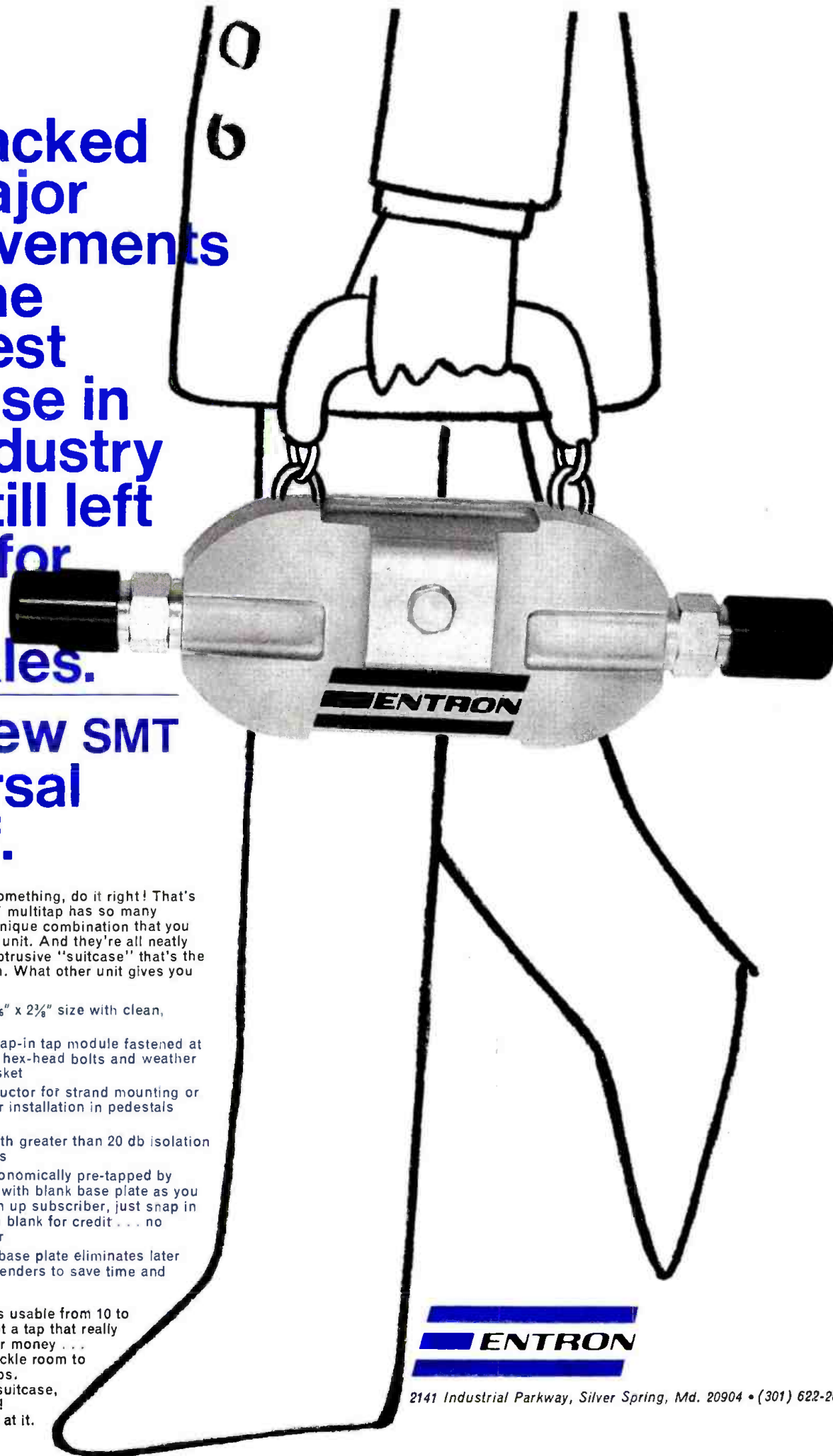
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COST OF FOOTBALL IS GOING UP continued

regular-season NFL games from CBS.

New Orleans Saints ■ WWL New Orleans is originating the Saints' schedule, including six exhibitions to a radio



network of 45 stations in Louisiana, Mississippi, Florida, Alabama, Texas and Arkansas. Falstaff Brewing through Foote, Cone & Belding owns the game rights and is co-sponsor with Humble Oil through McCann-Erickson. A 15-minute pregame and a 15-minute postgame show are also set for the network. Al Wester and Maury Magill are doing play-by-play and color. Related shows on WWL, during the week include *Coach Tom Fears Show*, 14 five-minute features weekly plus a 15-minute Saturday show; twice daily Bill Kilmer training camp reports; 10 five-minute shows weekly and two 15-minute weekend shows with Steve Stonebreaker.

WWL-TV New Orleans is carrying the Saints' six exhibition games plus the regular-season CBS schedule. Preseason sponsors are Texaco through Benton & Bowles and Jax Beer through Rockwell, Quinn & Wall, each one-fourth; Allstate Insurance through Leo Burnett, Galey & Lord Slacks through Doyle Dane Bernbach, Royal Crown through D'Arcy Advertising and Ford Dealers through J. Walter Thompson, each one-eighth. John Ferguson is doing play-by-play and Hap Glaudi is handling color. Regular-season programs include a half-hour Saturday show with Coach Fears and a 15-minute pregame Sunday show with Steve Stonebreaker. Burger King through BBDO has one-third of the Sunday series.

New York Giants ■ WNEW New York is covering the 14-game regular schedule and four-game preseason



schedule, in the first year of a new three-year contract. Sponsors for the games are Manufacturers Hanover Trust through Young & Rubicam; Ford Dealers and Liggett & Myers, through J. Walter Thompson, and Trans World Airlines through Foote, Cone & Belding. Marty Glickman, Chip Cipolla and Charlie Conerly are calling the games. The pregame *Pro Football Report*, a half-time show and the postgame *Locker Room Report* are cosponsored by Life Assurance Society of the U.S. through FC&B and

American Express through Ogilvy and Mather.

The special Giants radio network will be fed the 18-game schedule, including four exhibitions, to about 80 stations on the East Coast. Sponsors are Mobil Oil through Doyle Dane Bernbach; Roi Tan Cigars through Gardner Advertising, and Schaffer Beer through BBDO. Pregame and postgame shows are also to be fed to the network. Woody Erdman, Dick Lynch, and Ted Hodge announce the games.

WCBS-TV New York is broadcasting three Giants' preseason games plus the regular CBS feed of NFL games. Sponsors are Avco Corp. through McCann-International; Shell Oil through Ogilvy and Mather, and Jos. Schlitz Brewing through Leo Burnett. Jack Whitaker handles play-by-play.

Philadelphia Eagles ■ WCAU Philadelphia is broadcasting five preseason and 14 regular-season games to an 18-sta-



tion radio network in Pennsylvania, Delaware and New Jersey. Chrysler-Plymouth through Young & Rubicam, and Schaffer Beer through BBDO each have one-fourth and one-half is sold locally. Andy Musser and Charlie Gauer are calling the games. Sponsors of the pregame *Around the NFL* are Harvesons' Dairy through Stanford Agency, United Air Lines through Clinton E. Frank Inc. and Hanover Shoes through W. B. Doner. Postgame show sponsors include Jackie Gordon through Harold S. Gilbert, Standard Brands through J. Walter Thompson and Harvesons' Dairy through Stanford Agency.

WCAU-TV is telecasting five of the Eagles preseason games. Sponsors include American Oil through D'Arcy, Sun Oil through Doyle Dane Bernbach, Western Savings through Louis and Gilman and Resco Stereos through Gordon Fredricks. Tom Brookshier and Stu Nathan call the games.

Pittsburgh Steelers ■ KDKA Pittsburgh and a 34-station radio network in West Virginia, Ohio and Pennsylvania are carrying the five exhibitions and 14



carrying the five exhibitions and 14 regular-season Steeler games. Sponsors, each with one-fourth are Duquesne Beer through Lando, Lincoln-Mercury through Kenyon and Eckhardt and Associates Finance. Pregame and postgame shows, each 15

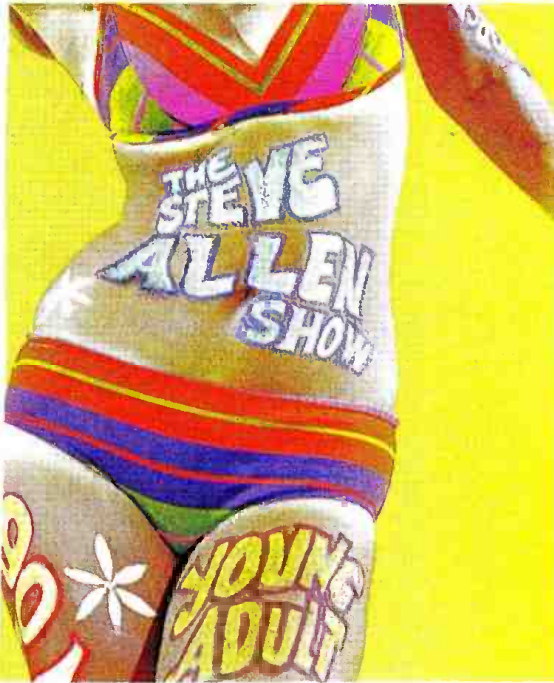
When you're 21 and young adult...

It's Sock it to me time!

Even before our 21st birthday in June, we knew the score. In fact, you might say we've always been precocious. At WWJ-TV, it's always been up, up-and-away with look-ahead thinking.

Right-with-it programming. An on-your-toes operation from dawn to way past midnight. And, we'll drink to that. By the way, if you'd like to check our proof...

DIG THESE DEMOGRAPHIC GOODIES:



Weekday mornings are fun with "The Steve Allen Show" at 9:00 AM... and Detroiters love Steve's wild gags and goings-on!



Everyone knows this name—and the great talent that comes with it. "The Donald O'Connor Show" at 4:00 PM weekdays... a real audience-grabber!



Fresh look, mobile format—with anchormen Ted Russell and Owayne Riley, backed by a crack crew of information specialists! It all adds up to 90 minutes of award-winning Channel 4 News 6:00 to 7:30 PM weekdays.



Amateur bowlers duel top pros for cars, color TV sets, trips. WWJ-TV's "Beat the Champ" 7-nights-a-week.



WWJ-TV DETROIT

How to use child labor profitably.

It's hard, dirty, sweaty work. Spade a chunk of dirt. Bend way over, plant a pine seedling. Spade another chunk. Bend over, plant a pine seedling. Plant another. And another.

Work that could wear out a man.

But not the kids at Plainview School in Louisiana. Plainview is hidden in the midst of a tree farm owned by Humble. We gave the students 60 acres for a forestry school and to encourage their interest in conservation.

In five years, they have bent, stooped and patted 60,000 new pine trees into life. Some of their trees

have already grown high enough to harvest.

And the kids have made a profit. Enough to buy some new kitchen equipment for their school cafeteria.

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

Humble is doing something more.

HUMBLE Oil & Refining Company
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COST OF FOOTBALL IS GOING UP continued

minutes also go to the network. Tom Bender and Jack Fleming are doing play-by-play and color. The weekly *Bill Austin Show* featuring the Steelers' coach, is sponsored on KDKA by American General Life through Sykes Advertising.

Because of conflicts with the Pittsburgh Pirates baseball schedule, three preseason and two regular-season Steelers' games are being carried on WJAS Pittsburgh.

KDKA-TV Pittsburgh is originating the five preseason games, four of them in black-and-white and several will be shown on a delayed basis. In addition to the regular NFL games from CBS, KDKA-TV will originate for local showing the Steelers Oct. 5 Saturday game with Cleveland.

Stu Nathan and Frank Gliieber are doing play-by-play and Dick Stockton is handling color.

St. Louis Cardinals ■ KMOX St. Louis is originating a radio network of more than 40 stations in six states for five exhibition events plus regular season. On KMOX the games have been sold one-fourth to General Finance through Post Keyes Gardner and one-eighth each to General



American Life through Frank Block Agency and Mercantile Trust through D'Arcy Advertising. One-half is still open. The pregame *Cardinal Spotlight* on KMOX has been sold to Hamilton Jewelry and Associated Finance through Campbell-Mithun. Another pregame show, *Coach's Corner*, has been sold to Kroger placed direct.

Post-game *Star of the Game Show* is still open. Ray Geracy is doing radio play-by-play with Ron Jacober on color.

KMOX St. Louis is airing four exhibition events this year as well as the NFL network games. Local exhibition game sponsors are Southwestern Bell for one-half through D'Arcy Advertising. Lacede Gas for one-quarter also D'Arcy, and one-quarter participations. Frank Gliieber handles exhibition play-by-play with Les Carmichael on color.

San Francisco 49ers ■ A 20-game including six exhibitions, 49er broadcast schedule is lined up this fall on KSFO San Francisco and the Golden West Radio Network. This schedule is being piped to 12 station basic and bonus network in California and Nevada. In addition the games have been offered for local sponsorship to KGU Honolulu, KUAM Agana, Guam, and to the Alaska Broadcasting System (regu-

lar season games only to the last-named). Lon Simmons and Hugh McElhenny announce the games. Spon-



sors of KSFO and the regional network are Chevron Dealers/Standard Oil of California through BBDO; Chrysler-Plymouth Dealers and Bristol-Myers through Young & Rubicam and United Vintners (Italian Swiss Colony Wine) through Honig-Cooper & Harrington. Household Finance through Needham, Harper & Steers, and Spencel Dairies through Stanford Agency will sponsor pregame and postgame shows.

KTVU(TV) Oakland-San Francisco is carrying three preseason games, two live and one taped-delay. The two live telecasts are in color. These preseason games are being carried on a participating basis. Bud Foster handles the play-by-play and Gordy Soltau providing color.

KPIX(TV) San Francisco will carry the CBS-TV NFL schedule. It also will do a locally originated pregame show throughout the season.

Washington Redskins ■ Now in its fifth year for the Redskins, WMAL Washington will again feed that team's exhibition and regular schedule to a radio network of more than 30 stations in Maryland, Virginia, West Virginia, Pennsylvania and North Carolina. The games are being sponsored by



Washington Gas Light through Ehrlich-Linkens, Ford through J. Walter Thompson and Sears, Roebuck, each one-fourth; American Express through Ogilvy & Mather and Suburban Trust through Kal and Merrick, each one-eighth. Steve Gilmartin and Mal Campbell are doing play-by-play and color. Pregame and postgame shows will be locker-room postgame feeds by Chris Hanburger and a Thursday night half-hour show with Coach Otto Graham.

WTOP-TV Washington is carrying four preseason games, all in color. Philip Morris through Leo Burnett and National Brewing through W. B. Doner each have one-fourth. Bill McColgan is doing play-by-play and Sam Huff handles color. Prior to the regular-season NFL schedule from CBS, WTOP will have a show with Coach Graham to be sponsored by the American Motors Rambler Dealers through Lewis & Dubrow.

AMERICAN LEAGUE

Boston Patriots ■ WBZ Boston, in the final year of a three-year contract, is originating four



preseason and 14 league games for a three-station radio network. Contract renewal may depend on whether the Patriots get a new stadium home. The Pats now call Fenway Park (capacity 36,498) their home ground but there have been reports that team may leave Boston if a new, larger stadium is not built. Bob Starr and Gil Santos are again calling the games. Sponsors are Public Finance through Winus-Brandon, Chrysler-Plymouth through Young & Rubicam, Liberty Mutual through BBDO and Schlitz Beer through Mace Advertising. Pregame and postgame show sponsorship was bought by New England Telephone and Telegraph through Harold Cabot.

WBZ Boston will again carry the NBC-TV AFL feeds.

Buffalo Bills ■ WBEN Buffalo is originating five preseason and the 14 regular-league games for a 23-station statewide network fed by WBEN-FM. Sponsorship is not yet completed. Van Allen and Stan Barron are calling the games. The pregame show sponsor is Milk for Health on the Niagara Frontier Inc., placed direct. The postgame show sponsor is Harvest Markets through Stahika, Faller and Klenk.



WKBW-TV Buffalo is carrying three preseason games, with sponsorship incomplete at present. Rick Azar calls the games. WGR-TV Buffalo takes the NBC-TV regular season feeds.

Cincinnati Bengals ■ This new AFL team was launched with extensive broadcast promotion support from WLW and WLWT(TV) Cincinnati whose operator, Avco Broadcasting Corp., holds basic three-year rights for both radio and TV. WLW is feeding five exhibition and regular season games to a



network of about 50 stations in Ohio, Kentucky, West Virginia, Indiana and Michigan. WLW also is airing daily *Paul Brown Show* for 26 weeks and feeding it to a network of 10 stations as part of agreement. Games are being sponsored on WLW by Burger Brewing

WLWT SHOWED



5
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THE GOVERNORS

to Cincinnati, New York, Washington, Columbus, Dayton, Indianapolis, Kansas City, San Antonio, Los Angeles, San Francisco and the rest of America.

Cincinnati naturally turned to WLWT for coverage of the National Governor's Conference. So did NBC, National Educational Television, Metromedia and WLWT's sister stations in Avco Broadcasting.

WHY?

We showed'em...

- ★ President Johnson's speech to the Conference
- ★ NBC's "Meet The Press" from our WLWT studios
- ★ NET Journal's Nelson Rockefeller/Paul Nevins interview
- ★ A News Special every night for five nights
- ★ Complete conference coverage for ten sister Avco Broadcasting stations
- ★ Nightly coverage for Huntley-Brinkley
- ★ Daily reports for the Metromedia stations
- ★ VIVIENNE!! interviews with Governor John Volpe and Mrs. Richard Hughes
- ★ The George Romney Conference on WLWT Color News
- ★ Ronald and Nancy Reagan's first TV appearance together as Governor and First Lady on Bob Braun's 50-50 Club
- ★ 175 minutes of regular newscasts each day of the conference

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COST OF FOOTBALL IS GOING UP continued

through Midland Advertising, Tresler-Comet Gasoline through J. E. Freedman Advertising and Cincinnati Chrysler-Plymouth through Young & Rubicam, each one-fourth; Union Central Life Insurance through Adams Gaffney Grant with one-eighth and one-eighth is open. WLW has three local pregame features. The preview show is sponsored by Cinderella Cleaners through Jackson, Aristotle & Behan, the *Coach's Corner* is sponsored by First National Bank through Northlich-Stolley and the warmup feature is sponsored by Partridge Meats through Allen, Anderson Niefeld & Paley. WLW's two half-time features are sponsored by Central Trust Bank through Stockton West Burkhardt and State Mutual Life Assurance Co. through J. S. Freedman. The postgame *Highlights* show is sponsored by Carter's Restaurants through Richard Peck Advertising. The postgame *Star of Game* is taken by Ohio Appliance Co. (RCA) through Byer & Bowman. Phil Samp is doing play-by-play and Jimmy Crum doing color.

Three preseason games are being aired on the four Avco TV stations in addition to the regular AFL schedule on NBC-TV. The exhibition games on WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC(TV) Columbus and WLWI(TV) Indianapolis are being sponsored one-quarter each by Burger Brewing through Midland and Marathon Oil through Campbell-Ewald with the other two quarters sponsored locally in each market. Mr. Samp and Omar Williams call the games.

Denver Broncos ■ KTLN Denver is broadcasting five preseason games and 14 regular-season games. About 40 stations on the Intermountain Network are carrying the games. Bob Martin is doing the play-by-play and Bob



through Henderson-Bucknum, and Public Service Co. of Colorado, placed direct. *Ask The Coach*, a 15-minute pregame program, is being sponsored by the First National Bank through Sam Lusky & Associates. Perl Mack Construction through Flesher Advertising sponsors a second pregame show. The 10-minute *Scoreboard* is sponsored by Roger Mauro Chryslerville through AMA Advertising. This is followed by *Pigskin Playback* sponsored by the Seven Eleven Stores through The Stanford Agency. Following is a one-hour telephone discussion of the game with participating sponsors.

KOA-TV Denver will take the AFL schedule from NBC-TV.

Houston Oilers ■ Majestic Advertising, Milwaukee, has acquired radio rights and preseason TV rights to the Oilers games. It is packaging the 19-game schedule, including five exhibitions, to a 17-station radio network in Texas and Louisiana. KILT Houston is the originating station. The



games are sold on the network with one-half to Lone Star Brewing through Glenn Advertising and one-quarter each to Dodge through BBDO and Southwest Bell placed direct. Bill Enis and Ed Dittert are doing play-by-play and

color. A 10-minute pregame show and five-minute postgame show are fed to the network for local sale.

Two preseason games are being televised on a four-station Texas network under a Majestic package. The games are on KTRK-TV Houston, KDTV Dallas, KSAT-TV San Antonio and KBMT Beaumont. Schlitz through Leo Burnett has one-half with Dodge and Southwestern Bell each taking one fourth. KPRC-TV Houston will carry the AFL games from NBC and plans a pregame show with Oilers Coach Wally Lemm.

Kansas City Chiefs ■ KCMO Kansas City is again originating for a radio network of some 45 stations in Kansas,



Missouri, Nebraska and Oklahoma the five exhibition games plus regular season. Interstate Securities through Ballantine Radford and National Fire Sprinkler Corp. placed direct each

sponsor one-quarter on the network apart from KCMO. Interstate Securities is buying one-quarter on KCMO locally. Other local one-quarter sponsors are Country Club Dairy through Bauer, Tripp, Henning & Bressler and Schlitz Wholesalers through Mace Advertising. Local one-eighth sponsors are U. S. Supermarkets through Vern Siddall Associations and Sanatone Cleaners placed direct. City National Bank through Biddle Agency has the KCMO pregame feature while Aamco Transmissions through Sher & Jones has the postgame scoreboard. The KCMO postgame locker room show after home games is being sponsored by Swift Dodge through Arthur Katz. Tom Hedrick does play-by-play and Bill Grigsby does color.

KMBC-TV Kansas City for the second year is originating special regional networks of preseason games, this year not only of the Chiefs but also the Houston Oilers, both projects much expanded over the seven-station network of the Chiefs last season. A total of seven exhibition games are involved, three in color, with the Chiefs packaged in five games and the Oilers in two events. The Chiefs plan represents the first year of a new five-year pact. The Chiefs network totals 21 outlets, the Oilers, a dozen or so. Cosponsors of the Chiefs on KMBC-TV are Wilson & Co. through Campbell-Mithun, Falstaff Brewing through Dancer - Fitzgerald - Sample, Plymouth Dealers through Young & Rubicam and RCA Victor Distributing Co. through Associated Advertising. Co-sponsors on KMBC-TV for the Oilers games are Household Finance through Needham, Harper & Steers; Schlitz through Burnett; Commerce Trust Bank and Blue Cross, both through Valen-

Radio and local TV revenues of major colleges

Conference	Schools	Radio Stations	TV Stations	Total Revenues
AAWU	8	141	10	\$ 354,500
Atlantic Coast	8	254	16	72,500
Big 8	8	237	27	86,000
Big 10	10	223	41	175,500
Ivy League	8	31	8	20,400
Mid-America	7	48	9	11,800
Missouri Valley	6	24	3	15,000
Southeastern	10	420	63	216,000
Southern	7	35	3	8,200
Southwest	8	200	18	118,300
Western Athletic	8	81	8	31,300
Independents*	32	504	225	242,450
Total	120	2,198	428	\$1,351,950

* Does not include Notre Dame revenues from Mutual.

tine-Radford. Seven local pregame shows are being shared by Cooper Tires, direct, and Mildren Food Stores through Ferman & Papin. Announcers are Charlie Jones on play-by-play and Tom Kelly and John Sanders on color.

WDAF-TV Kansas City, which is carrying the NBC-TV coverage of regular-season games, has a package of pregame and postgame shows. Household Finance through NH&S takes one-quarter while Lee Wholesalers (Zenith) through Sher & Jones and Kroger through Campbell-Mithun each take one-eighth.

Miami Dolphins ■ WIOD Miami is again originating the Dolphin's five exhibition and 14 regular-season games to



a Florida radio network of 30 stations. Velda Farm Dairies through Sanford Advertising is the major sponsor with participations sold locally. Bob Gallagher and Henry Barrow are doing play-by-play and color. The pregame shows are the 15-minute *George Wilson Warmup* with the Dolphin coach and a 10-minute program with Jim Ruppert. The *George Wilson Report*, a nightly five-minute program, is still open. Velda Farms is also sponsoring Dial the Dolphins, 7:05-8 p.m. Mondays, and Monday-Friday twice daily interviews with players wives by Mrs. Wilson.

WCKT(TV) Miami will televise one exhibition game Aug. 23. It will be from Jacksonville, Fla. in black and white and sponsored by Johnnie & Mack, automobile paint shop, placed direct. A half-hour pregame show is going to participating sponsors. WCKT will also carry the AFL schedule from NBC.

New York Jets ■ WABC New York is covering five exhibition and 14 regular games in the fourth year of a six-year contract. Sponsors are Chevron Oil and Schaeffer Beer through BBDO, Manufacturers Hanover Trust through Young & Rubicam, and New York Buick Dealers through Communications Counselor. Merl Harmon does the play-by-play with Sam DeLuca on color. Sponsor for the 10-minute pre- and postgame shows is House of Worsted Tex through Altman, Staller & Chalk.

WOR-TV New York is presenting five exhibition games. Sponsors are: Chrysler-Plymouth Dealers through Y&R, Rheingold Beer through Grey Advertising, Wilkinson Blades and Mobil Oil through Doyle Dane Bernbach and

Bankers Trust through Ted Bates. Charlie Jones is doing the play-by-play on the first four games with Bob Murphy calling the last. Dick Young is doing the color on all five games. WNBC-TV New York will carry the regular AFL schedule from NBC.

Oakland Raiders ■ KNEW Oakland, in the third year of a three-year contract, is feeding five preseason games



and 14 regular-season games to a 16-station regional network in California and to one station in Reno. Union Oil Co. through Smock / Waddell; Central Valley Bank through Meltzer, Aron & Lemen; and Grodins of California through the Wyman Co. are sponsoring the games. Foremost Dairies through Gross, Pera & Rockey; Ranier Ale through Mark Barnes; Treesweet through Marsteller; Canadian Pacific Airlines through Hoefler, Dieterich, and Brown, and Volvo through Scali, McCabe, Scoves are sponsoring locker-room, pregame and postgame shows. Bill King is doing the play-by-play on radio and Van Amburg does the color.

KRON-TV San Francisco will carry the regular NBC feeds of AFL games.

San Diego Chargers ■ KFMB San Diego, in the last year of a four-year contract, is carrying five preseason and 14 regular-season games. They are fed to a 22-station regional network in



California, Arizona and Nevada, six stations larger than the network assembled last season. Lyle Bond announces these games. Sponsors are Home Federal Saving & Loan Association through Lane & Huff/Advertising; Jos. Schlitz Brewing through Eisaman, Johns & Laws; Ford Dealers through J. Walter Thompson. Pre- and postgame shows are being sponsored by Douglas Oil through Honig-Cooper & Harrington, and Adohr Dairies through Stanford Agency.

KCST(TV) San Diego has a one-year contract for the Chargers' preseason games. The new UHF station's agreement calls for KCST to provide live coverage of two preseason road games and Monday night tape replays of three home preseason games. All five games carried by KCST are in color. Bob Chandler and Emil Karas are doing play-by-play and color. The games are fed to KHJ-TV Los Angeles, with efforts being made to include other stations in California. Pre- and postgame programming is sponsored by Fed-Mart Stores through Carson/Roberts. The station also is carrying a 1968 *Kickoff Special* program, highlight shows of all preseason and league games, a Sid Gillman coaches' show, and all AFL games not shown by NBC-TV.

KOGO-TV San Diego will carry only the AFL schedule from NBC-TV.

Dairy firm plunges into football

Professional football, the darling of cigarette, automotive and beer advertisers, this year has won new support from a dairy farm. In what amounts to the heftiest TV campaign ever undertaken by the firm, the Adohr Farms division of the Southland Corp., Dallas, is heavily involved in the coming football fortunes of the Rams in Los Angeles and the Chargers in San Diego.

The dairy products firm, which unlike its parent company is California-based, is sponsoring the 10-minute *George Allen Show* on KMPC Los Angeles, and the pregame program featuring Charger announcers Lyle Bond and Bob Blum on KFMB San Diego. The Adohr broadcast campaign also includes a half-hour color show starring Charger coach Sid Gillman on KCST(TV) San Diego every Wednesday at 7:30 p.m.

To promote its broadcast campaign, Adohr will hand out trophies at weekly meetings of the Football Writers Association in Los Angeles and at Charger Booster luncheons in San Diego to the Ram and Charger "player of the week." Adohr will also present "Coach Rod Roach," a one-minute spot campaign on KLAC Los Angeles. KRLA Pasadena, KEZY Anaheim, KBTG Avalon-Santa Catalina and KFOX Long Beach, all California. In the spots, Coach Roach will give humorous and atypical answers to questions posed on a typical football situation.

In further support of the broadcast effort, Adohr drivers will leave Ram and Charger football schedules for each home delivery customer.

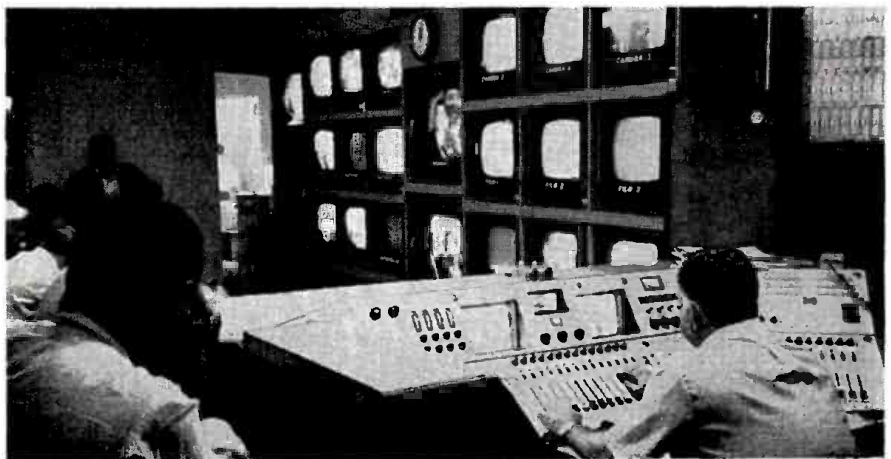
Adohr's entire campaign is being handled by and placed through the Stanford Agency, Dallas.

An overwhelmed story in Miami?

GOP convention gets biggest broadcast coverage yet, with 4,000 radio-TV news people on the scene, but ABC's condensed reports show strength in ratings



The three television networks took different approaches to their technical installations at the Republican National Convention. At right is NBC-TV's air control room, one of three adjacent control centers, through which inputs from 57 TV cameras passed, including the feed from the Huntley-Brinkley booth above convention hall. The hierarchical production method precludes one man having to choose from the multiplicity of camera sources. Above: lights, cameras and just a little action in convention hall. The Miami convention presented that familiar problem to media trying to cover it full time. The story seemed to have ever a dull moment.



Television and radio networks, station groups and individual stations made a massive coverage assault on the Republican National Convention in Miami Beach last week, and when it was all over that old post-convention question surfaced again: Was the story worth the effort?

But this time there was a new twist on the television network coverage and it promised to provoke much head scratching, perhaps even further coverage reforms in years to come.

A combination of abbreviated treatment by ABC-TV, which saved that network millions of dollars, and fric-

tion between national political committees and the broadcasters who come to report their activities seems apt to work in the direction of still more selectivity on the part of radio-TV in covering conventions.

But last week one never would have recognized that broadcast coverage of the Republican convention had been cut back by reading the list of more than 4,000 radio-TV people who went to Miami to get the story.

All four radio networks were making an all-out effort, in addition to group broadcasters General Electric, Avco, Time-Life, Corinthian, RKO General,

Metromedia, Post-Newsweek, Taft, Cox and others as well as a long list of individual stations.

Chicago and the Democratic convention loom only two weeks ahead and it looks like more of the same massive approach to the year's top, if sometimes dull, political story.

Pay-Off ■ Forced into a financial corner, ABC News did something last week that at least one of its competitors has been thinking about doing for a long time. And it was glad it did.

ABC, introducing a summary type of political convention coverage, enjoyed in the first two days a rating

They look like a combat team and they're called Thaler's Raiders. The vehicle, a complete mobile unit with two color cameras and its own power supply was on the scene in Miami last week, available for flash news assignments. Al Thaler, CBS News producer, leads the unit, which will also roam over the Democratic battleground in Chicago. Below: NBC News President Reuven Frank and George Murray (rear), executive producer, sit above the NBC control rooms, where they directed the network's coverage strategy. All the networks have something new to ponder following ABC News' relative success with selective coverage.

edge over CBS and NBC during early evening hours when it threw entertainment programming against them. Early in the week its summary news program appearing from 9:30-11 p.m. scored about evenly with the news programming of the other networks, who maintained their traditional gavel-to-gavel coverage throughout the formal proceedings (see page 48).

By Wednesday, when the excitement picked up with the nominating process, NBC and CBS regained their customary rating advantages throughout the evening, but the lesson had not been lost. The tedium of long political conventions, no matter how spiced with lively news commentary on a given network is not going to attract as large an audience as can be achieved by entertainment fare on another.

ABC News President Elmer Lower, clearly pleased with developments at midweek, told BROADCASTING, "It's going great. There's no doubt about the success of this method. There are technical problems but with the convention program itself so dull, this is the only way to do it."

Mr. Lower said ABC had spent an estimated \$1.6 million on the Miami effort. That compares with estimated convention costs (combined coverage costs for GOP and Democratic conventions) of \$10 million for CBS and \$12 million for NBC.

Color It Green • ABC News's \$1.6 million expense is not appreciably different from the amount it spent on covering the 1964 GOP session in San Francisco. The relative difference, however, is significant because of the much greater cost of producing in color, which was not done in 1964.

But the biggest financial gain for ABC was a result of continuing its normal paid schedule, except for the 9:30-11 p.m. blocks, instead of adding the cost of pre-empted entertainment programming to that of increases in news budget necessary with the gavel-to-gavel method.

ABC blames its reduced news budget on its failure to consummate a merger



with the International Telephone & Telegraph Corp. following Justice Department objections. Mr. Lower said the ABC News budget would have been \$35 million for the current year had the merger with ITT gone through. As it is, ABC News has \$27 million budgeted for television and another \$3 million for radio.

It is ironic that a financial excuse should have been the cause of the first departure from the established coverage pattern, a step that many network news people think should have been taken a long time ago by at least one of the networks, if not all of them.

Comments Escalate • The ABC move had the unusual effect of drawing network news presidents into comments about ratings, a field normally reserved for network publicists and salesmen. NBC News President Reuven Frank felt constrained to issue a public statement that: "It is pointless to evaluate convention coverage by comparing its size of audience with the size of audience attracted by entertainment programs.

"We judge ourselves on how well we achieve our aim of effective coverage, on how well we have met our problems, and perhaps on how well we do in

comparison with the coverage of other news organizations." He did not fail to note "we are attracting . . . bigger audiences than any other network's convention coverage."

But it was clear there was a renewed pressure placed on convention coverage patterns. Another NBC executive confided that "networks ought to stand up to the political parties and use their muscle" to get them to cut the trivia from their conventions. "It's clear," he said, "they expect television to give them four days of promotion."

A CBS representative said ABC's success was bound to have impact on the other networks and possibly, secondarily, on the thinking of the political parties, which might be persuaded to streamline their proceedings if they realized the whole show was going to get less network coverage no matter what they did.

It seemed unlikely that any major changes would be made in CBS News or NBC News plans for covering the Democratic convention in Chicago. Bob Priaulx, convention specials producer for NBC, said there had been a lot of discussion about what would be done in Chicago, but coverage as planned in previously announced schedules was still anticipated. But the Chicago questions and the extent of cov-

erage beyond the proceedings in the convention hall itself are related to the strike, and its aftereffects, if settled, of electrical workers there (see page 48).

The Record ■ The three television networks devoted about 77 hours to the Republican convention. (The figure is from the start of the convention through what was scheduled through 11:30 p.m. Thursday.)

ABC-TV's 90-minute reports each night added up to six hours of coverage, with an additional two hours for live coverage of the balloting early Thursday morning and Candidate Richard Nixon's news conference Thursday to announce his choice for the vice presidential nominee. Of this eight hours, one and a half were nonpreemptable time because the network is ordinarily off the air.

CBS-TV's 34 hours were broken down into 11 on Monday, plus a short news conference with Ronald Reagan at 4 p.m.; six and a half on Tuesday, with an additional half-hour for Richard Nixon's news conference at 8:15 a.m.; 10½ on Wednesday; and a scheduled five on Thursday, with three interruptions totaling a half hour in the morning for another Nixon news conference. Of this total, about five hours was nonpreemptable time.

NBC-TV's 34½ hours included a special Tuesday afternoon and a break-away Tuesday for a news conference with Nelson Rockefeller which never came to pass. Of the 11 hours Monday, seven and a half Tuesday, 10½ Wednesday and scheduled six Thursday, approximately seven and a half came at a time when the network aired convention-oriented programs with regular sponsorship (such as the *Today* show) or would ordinarily be dark.

Debate assured if 315 is waived

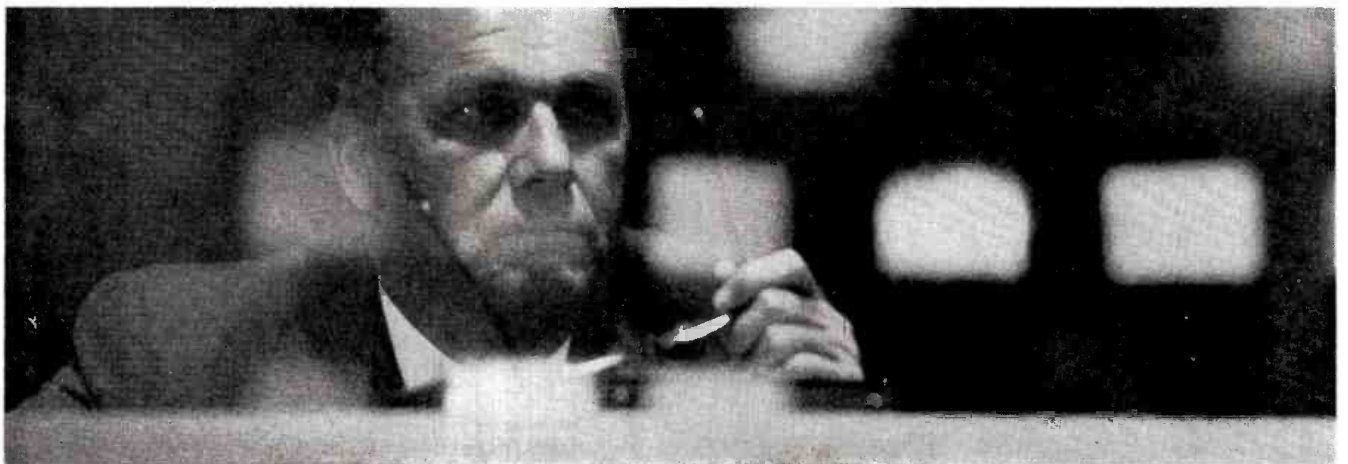
Nixon accepts CBS offer

to face his rival—

now it's up to House

Republican presidential nominee Richard M. Nixon again affirmed his support of a Section 315 suspension last week as CBS Inc. continued to lead the push for legislation that would permit televised debates between presidential and vice presidential candidates

The networks were allowed two portable cameras each on the floor of the Miami convention. The Republican National Committee took a tough line with broadcasters this year, claiming television had been a prime cause of the confusion at the 1964 GOP convention at the Cow Palace in San Francisco. Observers of the technical performance of the mini cameras agreed that when they were good they were very good, but on occasion they ran into interference in the frequency-crowded environment of convention hall. Here a CBS portable crew gets ready to take to the floor. Below: ABC News president Elmer Lower at ABC control.



without opening broadcasters to fringe-party claims for equal time.

Moments after Mr. Nixon appeared at his first news conference after gaining the Republican nomination for President early Thursday morning (Aug. 8), CBS hand-delivered a letter to the nominee from CBS Inc. President Frank Stanton offering CBS time and facilities for participation between Mr. Nixon and his Democratic opponent "in a series of broadcast discussions of the issues in the coming campaign."

Later in the morning Mr. Nixon's news secretary, Herb Klein, said the former Vice President had accepted Dr. Stanton's invitation. In his letter to Mr. Nixon, Dr. Stanton noted that the CBS offer was "contingent only upon waiver of Section 315 . . . and agreement on time, place and format."

Assuming that agreement in principle on the part of both major-party nominees could be reached, Dr. Stanton said, he was proposing a meeting of representatives of the network and the nominees "as soon after the Democratic national convention as possible." Richard S. Salant, CBS News president, was named as the CBS representative.

Democrats OK ■ Both contenders for the Democratic presidential nomination—who announced last week that

agreement had been reached between them for a pre-convention joint appearance on TV—are on record as favoring suspension of Section 315. Senator Eugene J. McCarthy (D-Minn.) says he favors outright repeal of the equal-time law, and Vice President Hubert H. Humphrey is on record as favoring passage of a suspension measure similar to that enacted in 1960, which permitted the Kennedy-Nixon debates (BROADCASTING, May 20). Such a suspension resolution has passed the Senate and is under consideration by the House Commerce Committee.

The forthcoming Humphrey-McCarthy joint appearance—which may include direct candidate-to-candidate exchange in the manner of a debate—is seen as helping to add pressure on the House panel to report out the Senate resolution (S. J. Res. 175). The committee has been notably reluctant to vote on the measure, and, before the convention recess, voted to postpone consideration of the measure until Sept. 11, after both parties have chosen their nominees (BROADCASTING, July 29).

Next Move ■ Late last week, a Humphrey spokesman said, agreement had been reached with the McCarthy camp on a format for the pre-convention joint appearance. The two groups have

informed all three networks the Messrs. McCarthy and Humphrey are prepared for a 60-minute encounter on either Aug. 23 or 24 and suggested that the hour be divided into three parts, each conducted by a different moderator. The next move is up to the broadcasters.

The first 20 minutes would focus on domestic issues; the second 20 on foreign affairs, and the third would involve a discussion on each man's concept of the Presidency. But the sections could be shortened, it was noted, to allow time for some direct dialogue between the candidates.

A tight rein on TV coverage

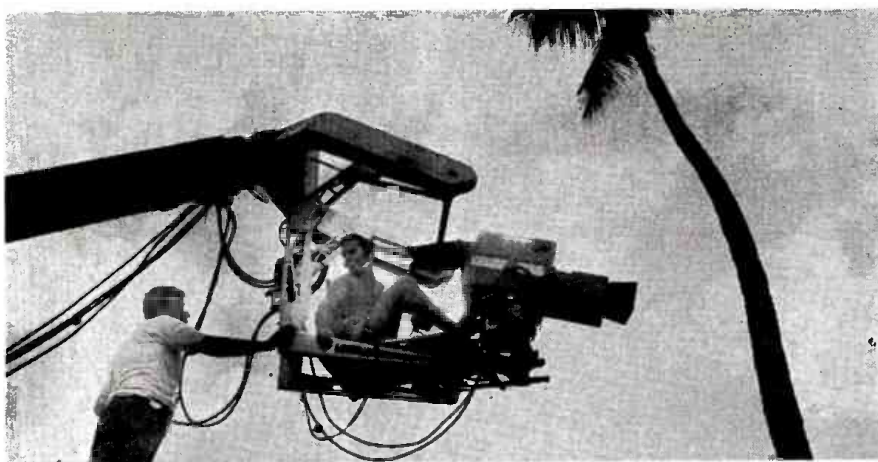
It was law and order through the corridors and on the floor of convention hall in Miami Beach last week as a political rallying cry of 1968 carried over into policing of the media coverage of the Republican National Convention.

Overwhelming security forces and strict implementation of media procedures by the Republican National Committee ran up against overwhelming numbers of men and tons of equip-



And they're after him. Governor Rockefeller and wife Happy disembark at Opa Locka Airport and CBS Radio convention anchorman Robert Trout (r) appears to be having a hard time getting a microphone in edgewise. At left: The ABC-TV control room during the presentation of one of the 90-minute evening summaries offered by the network. ABC limited itself to 17 convention cameras this year in its effort to reduce costs. Three of them were in mobile units stationed at the major candidates' hotels. ABC used 12 film crews to support its experiment in convention coverage since its summary technique gave it time to prepare film for the evening show.

The cameras were all over town. Here an NBC cameraman, appropriately dressed against the Miami sun, awaits a candidate's arrival at a Collins Avenue hotel. Mobility was at a premium during the week of Republican political activity and several cherry picker units were pressed into service. Below: An ABC portable camera zeroes in on a moving target. Milling around on the floor of the convention hall was as common as the occurrence of a political speech. Newsmen covering the floor during the GOP meetings were given fifteen-minute passes to get their work done as the Republicans took a tougher line with the media.



ment rallied by the broadcasting industry to cover the first segment of the year's top political story. More than 4,000 radio-TV related personnel from secretaries to top brass attended the convention.

The potential for an explosive confrontation between television and the GOP was enormous. And the potential grew as the convention week progressed. But as the big story evolved from a Rockefeller threat at the beginning through a Rockefeller and Reagan double-team challenge for Nixon delegates, to an anticlimactic Nixon victory the heat between broadcasters and the GOP organization seemed less relevant.

There was little doubt that residual resentment in the Republican National Committee for broadcasters had carried over from the 1964 Republican convention in San Francisco at which television and radio crews had been charged with interfering with the proceedings, making a cluttered mess of the convention floor, and displaying rude and intrusive manners in obtaining interviews. At that convention NBC News correspondent John Chancellor was dragged out of the San Francisco Cow Palace while reporting his own arrest.

The 1964 session had resulted in former President Eisenhower's calling

for a committee on convention reforms. When television crews got to Miami this year, they found that the reforms proposed by that committee were expected to be effected to the letter. Had broadcasters not won some compromises from the convention arrangements committee they might have had no roving television cameras on the floor of convention hall.

Delicate Balance ■ How to treat the broadcast media firmly without angering them was a nagging problem for the Republicans. Many of the GOP conventioners this year—a majority questioned by this magazine though not necessarily from a statistically accurate sample—feel that the big-name television commentators are a liberal-oriented bunch and are inclined to put a liberal slant on their commentary.

The enormous media involvement in the convention—especially television—dominating the decoration of the convention hall itself and filling adjacent halls and outside areas with men and equipment, thrusts news organizations willy nilly as ever-present background into the political story that is taking place. The whole effect is as promotionally important to network publicity departments as the news story is to news departments. This lends weight to the argument of critics that TV some-

times does a better job of covering itself than the political history unrolling before its cameras.

Broadcasters on the other hand may counter that political conventions tend to be dull when covered in entirety. All of this adds to support for a more selective way of covering the conventions, a course successfully undertaken by ABC News, the first major TV network to depart from gavel-to-gavel coverage of a national political convention (see page 42).

Wrong Feet ■ Broadcasters and the GOP got off to a bad start in Miami in a bitter session between network producers and Donald Ross, vice chairman of the Republican National Committee, the man in charge of convention arrangements.

According to George Murray, NBC executive producer for the network's convention unit, Mr. Ross told him and representatives of the other networks: "The Republican Party has leased this building [convention hall] from the city and we'll decide where you can have cameras and phones. Broadcasters didn't lease this building and they have no right to decide." At that point, says Mr. Murray, he told Mr. Ross it was television's constitutional right to cover the event.

Then Mr. Ross reportedly iterated:



"You have no right to be in this building. If you're telling me that, it isn't true." Describing the meeting Mr. Murray said: "Mr. Ross is an unreasonable man."

An ABC official present at the session said Mr. Ross had been "down-right nasty."

Eventually the television networks were each allowed two portable cameras on the floor of the conventions and three cameras in the long front corridor of the convention hall with restrictions on their placement.

The rub did not end there. After the first night of coverage Republican officials came through the corridors ordering some network phones along the wall pulled out and demanding camera positions be strictly maintained.

GOP View ■ Commenting on relations with the broadcasters, Gardiner Johnson, chairman of the Republican National Committee's radio-TV subcommittee, said the firm rein was definitely a result of the way the previous Republican convention had been covered. Mr. Johnson said: "The TV people had gotten out of hand." The major nuisance, he said, had been TV floor cameramen, adding: "The people of America think they're the biggest disturbance at national conventions. We wanted to get them all off the floor."

They used to be allowed four cameras each: now they're allowed two."

Over-all, Mr. Johnson thought broadcast activity at the convention had been temperate, but said he had heard some delegates comment that broadcasters had the unfortunate habit of training their cameras on someone in the audience who was snoring or otherwise not paying attention to proceedings at the rostrum.

In fact the convention coverage was dotted with outspoken political commentary from television newsmen who frequently referred to the charade quality that attends the convention process, and this extended to remarks about some politicians on the scene. The comment of NBC News's David Brinkley on Maryland Governor Spiro Agnew, later named as running mate by Republican victor Nixon is an example. Mr. Brinkley suggested it was pretension on Agnew's part to say that he represented the views of the people of Maryland when he had never asked the people of Maryland for their views.

Moments of Relief ■ All three TV networks were at pains to inject some wit into their coverage of conventions, and this sometimes ruffles feathers.

CBS-TV hired columnist Art Buchwald for this job. His third show never appeared. It had included a segment in

Birds of a feather Ben Franklin and Vincent De Pietro (hidden below camera at left) take a break during a lull in the lull. Below: CBS News used a five-rank control setup with separate vans housing controls for feeds from its anchor booth, floor positions, perimeter positions, an analysis studio and remote cameras, so that all feeds were screened through five intermediate editors before a final picture for the air was chosen. Bob Wussler, executive producer, is second from right. Practically all of CBS equipment, control rooms included, was on wheels, ready to roll to Chicago for the Democratic convention.

which he sang several paragraphs of the Republican Party platform. But there was no evidence that the program had been kept off because of its content.

ABC-TV used the personal invective of William Buckley and Gore Vidal in nightly segments within its summary coverage in an effort to liven things up.

There were relatively few instances of friction between reporters and politicians although there was a noticeable increase in reporters' outspokenness and aggressiveness in questioning during the convention. NBC's Sandor Vanocur, in a persistent line of questioning about Michigan Governor Romney's motives at the convention, eventually asked if the governor had any presidential aspirations. He elicited a bitter "no, you fellas killed me a long time ago. I have no intention of starting again."

Newsmen at the convention—not just television newsmen—were continually commenting on the highly organized artificiality of it all. When ABC-TV's Frank Reynolds, in a TV colloquy with other ABC reporters, referred to California's presidential hopeful Ronald Reagan as "Ronnie baby" it seemed more as though he was keeping with the spirit of the convention, than overindulging in flippancy.

Crowded hall, crowded spectrum

In modern political conventions, the smoke-filled room has given way to the signal-filled auditorium. Inside convention hall in Miami Beach last week the complexity of communications circuits was astounding—sometimes confounding. The air was thicker with electromagnetic radiation than with smoke.

In addition to the tangle of wires there was a profusion of radio signals being transmitted in the hall. Television and radio networks as well as other media were using dish antennas placed around the walls and limited-range radio-fre-

A shortened treatment pays off

ABC-TV's condensed convention coverage last week gave it a ratings advantage it had never before achieved in competition with CBS-TV and NBC-TV during head-to-head political coverage. On Monday and Tuesday it outdrew each of the other networks during the early evening when it was broadcasting regular programming and the others were covering the Republicans. And the lead-in from early evening gave it a

stronger competitive standing for its political shows than it had achieved before. On Wednesday, the night of balloting, however, ABC's regular early-evening shows lagged slightly behind CBS-TV's and NBC-TV's convention coverage, and the others' as-it-was-happening programming outscored ABC-TV's wrap-up format by larger margins than on the first two nights. Following are national Arbitrons:

	ABC		CBS		NBC	
	Rating	Share	Rating	Share	Rating	Share
Monday						
7:30-9:30	10.6	26	9.9	25.5	10.3	27
9:30-11	10.0	23	10.9	25	12.0	28
Tuesday						
7:30-9:30	14.4	38	7.5	21	9.3	26
9:30-11	9.4	22	11.5	27	12.5	29
Wednesday						
7:30-9:30	11.0	24	12.3	28	14.4	33
9:30-11	8.1	17	14.9	30	17.9	37

quency transmissions, some for internal communication between floor reporters and their control centers, some for live radio and TV coverage of the convention in progress.

Security men and other support personnel used walkie-talkies; small transmitter-receivers were everywhere. In that sea of radio transmission there was bound to be some interference among signals and there was.

On the first night of convention coverage there were several instances of disrupted network TV transmissions. During live pickups from an NBC floor reporter with a portable camera, the TV picture began to roll on the screen and the audio portion became fuzzy. It was later determined that an internal ABC audio communications circuit, operating close to a harmonic frequency of the NBC transmission, had been responsible for the problem.

Similar problems occurred, especially in broadcast audio from wireless microphones, though less frequently as the convention week progressed.

Political advertising at point of purchase

The names came at you from everywhere in Miami Beach last week. It was here a Reagan, there a Rocky, everywhere a Nixon. No medium was left unused in last-minute attempts to shift or maintain the affections of delegates to the Republican National Convention.

On the waterways and in the sky

and along the roads they kept coming at you. Small planes plied the sky along the Gold Coast with trailing political reminders. Boats carried billboards. Buttons, balloons, bumper stickers, print advertising abounded. Generally the message was brief, most often just the candidate's name, the intent being not so much to extol the virtues of his political philosophy as to create the illusion of the ubiquity of his support.

Radio and television, particularly closed-circuit TV, were used heavily by candidates Nixon and Rockefeller. South Florida Closed Circuit, which feeds signals on two channels into 20,000 rooms in hotels and apartments along Miami Beach, provided them with an exceptionally well targeted convention delegate audience, most all of it being quartered within the reach of its wires. Richard Nixon and Nelson Rockefeller spent over \$8,000 each on the cable system, Mr. Nixon using five-minute newscasts every hour plus one-minute spots every half hour in addition to sponsorship of six 15-minute convention coverage programs. Governor Rockefeller used an extensive spot schedule on a second channel of the closed-circuit system, carrying 16 one-minute spots daily.

The four commercial VHF television stations in Miami all got some of the political business. WCIX-TV said the Nixon people had ordered four 20-second spots; WKCT-TV reported Governor Rockefeller buying eight one-minute spots, with Mr. Nixon carrying some ID's; WLBW-TV said the Nixon camp had bought a half-hour program in Spanish and that Governor Rocke-

feller had used three five-minute shows. WTVJ-TV reported a Rockefeller buy of minute spots totaling \$4,175 and a Nixon buy of \$650 worth of ID's.

Just what effect the candidates' media splash was having on the delegates was difficult to say. Some of the message was clearly being lost on the natives. A matron with skin tanned to leather, on a tour of convention hall, turned to her comrade and said: "What does GOP stand for anyway?"

A different show slated for Chicago

Labor problems continued to plague the preparations in Chicago last week for the Democratic convention to open there Aug. 26. Yet there was some hope that new agreements could help ease the situation.

Here is how one network planner summed up the situation last Thursday:

"Broadcast coverage of the Democrats outside the convention hall may well come off a little 'dirty' because of the telephone strike, but not quite as rough as if we were out somewhere suddenly covering a disaster-type story. Inside the amphitheater things will be better. The color-TV lighting is incredible, nothing like it ever before—and consider you have to light this hall like a circus."

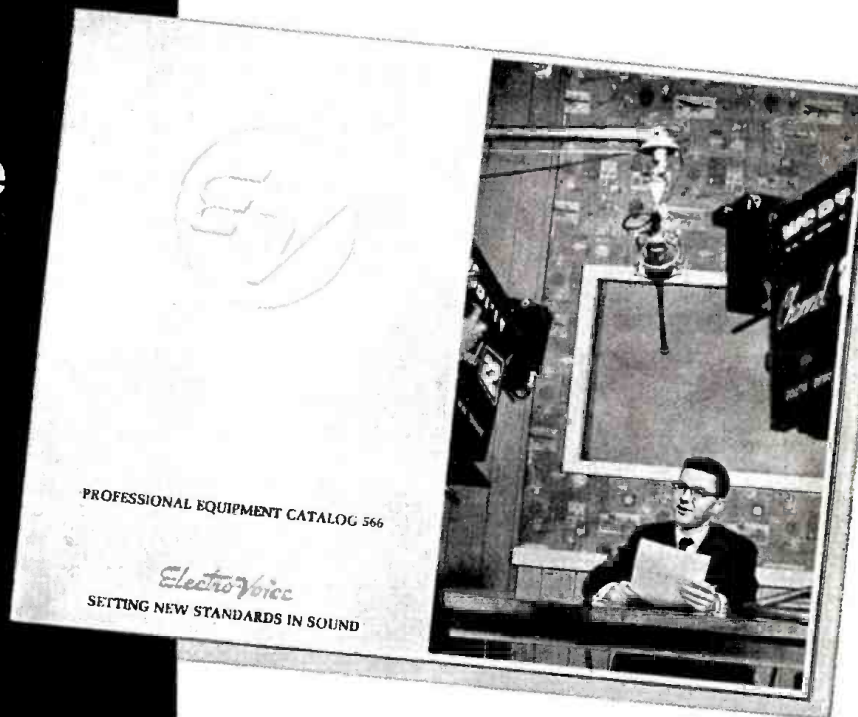
Facilities installation work continued on a crash basis at the amphitheater. The telephone strike rules still would curb any significant live coverage from the downtown hotels where delegation and caucus news breaks heavily and unexpectedly. As of late last week it still looked as though much of the hotel coverage would have to be by video tape and news film. The telephone local of the International Brotherhood of Electrical Workers, with the support of other unions and Chicago's city hall, was standing firm against any use of rooftop microwave installations by the networks themselves.

Democratic National Committee spokesmen had to admit that the three-month-old telephone strike against Illinois Bell Telephone Co. was hurting their show somewhat even though the union had agreed to a voluntary moratorium as far as installation work at the amphitheater was concerned. Even if the strike were to be quickly settled, the "point of no return" set by phone company officials is pegged for early this week if there would be any benefit from settlement—except for hotel coverage, of course. "and even there a thousand men working one hour could never do the job of one man working a thousand hours."

Agenda ■ The party's credentials

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hearings for delegates will begin at the Conrad Hilton hotel on Aug. 19, it was reported, and the news crews will watch them closely. The networks presently expect to cover such early stories as these by video tape and film. The platform hearings start Aug. 19 for two days in Washington, switch to the Chicago amphitheater on Aug. 21.

Construction of studios and booths within the amphitheater was moving along well late last week. Vans of technical gear from Miami were expected to arrive over the weekend in Chicago. Security guards last week began tightening admission procedures considerably, and officials were hopeful the various credentials teams including those for the news media, would be able to catch up with the flood of people expected on the scene starting today (Monday).

The TV pool, to be handled by CBS-TV, will involve five color cameras from various locations. Two are scheduled for the central front-on stand; one each will be spotted at ends of the hall, and a fifth will be close to the podium on stage left.

Both NBC-TV and CBS-TV will have TV booths in the hall. ABC-TV is not using a booth because of its abbreviated coverage. All of the radio networks have booths overlooking the hall.

Typical of the various and unusual labor situations provincial to the stockyards amphitheater was the jurisdictional dispute between two groups Wednesday that blocked construction of the center pool camera and photographer stand just in front of the podium. The contractor began erection with riggers when the carpenters working nearby claimed the job. A stalemate ensued

with no one working until the contractor packed up his materials and left. The stand will be built, but no one is sure yet when or how.

Silver Lining ■ There were some signs of progress. ABC News, for example, was able to arrange for use of a stockyards pigpen for a site to land its shuttle helicopter, even though other helicopter operators have yet to find sites. The threat of a strike by TV film editors (BROADCASTING, Aug 5) eased a bit as negotiations picked up late last week.

And the thin thread of hope of settlement of the telephone strike still dangled. Both union and phone company were poised to reopen talks over their differences, possibly over the weekend if not sooner.

"We're very close on the wage issue now," a union source disclosed, "but we're still pretty far apart on all other points."

All of which alternately cheered and concerned advance network planners as they sat in their office trailers in the far reaches of the amphitheater and struggled with rabbit-ear antennas to get even a hint of picture of Miami. The IBEW wasn't approving of outside antenna installations yet.

McCarthy's switch on paid testimonials

"I'm Eva Korn," says the voice on the 30-second radio spot. "I paid for this time myself. The nomination of Hubert Humphrey would be a disaster. Hubert Humphrey talks about happiness and joy while our boys are being killed in Vietnam and our domestic problems increase daily. For the past four years, Humphrey has spoken out for the Johnson war policy and befriended racist Governor Maddox. Now he says he was just being loyal to the team. A statesman's loyalties belong to the American people, not to politicians. Raise your voice for a real statesman. Eugene McCarthy. Call . . ." A special telephone number in Los Angeles is given. And in the last month, more than 100 persons have called and arranged to speak, write—and pay—for similar radio commercials.

It amounts to a grass-roots, last-ditch, radio effort to stave off the nomination of Vice President Hubert Humphrey and to promote the candidacy of Senator Eugene McCarthy at the coming Democratic National Convention in Chicago. The idea for the unusual political campaign originated with Harold Dreyfus, president and creative director of the Dreyfus Agency, and Norman Rose, of the Norman Rose Advertising Agency, both Los Angeles.

Howard Ostrof, a television writer

who has worked on the *Dick Van Dyke Show* and *The Lucy Show*, among others, is producing the spots for the McCarthy-for-President organization.

The concept is for radio spots to be self-generating. The only format that has been set up is for each person to give his name and emphasize that he or she paid for the time. They then say their piece and finish by urging listeners "... to raise your voice for Eugene McCarthy." The special number is given with the hope that more commercials will be generated.

The basic cadre of citizen-commercial announcers-supporters were culled from McCarthy-for-President mailing lists. They were called and asked to purchase radio time at a cost of \$35 a person. The first batch of 36 radio spots at \$35 a spot was placed on KLAS Los Angeles, an all-telephone-talk station. This covered the first week of the campaign. Spots during the second and third weeks were placed on KFWB Los Angeles, an all-news station, at \$32 a spot.

Some 20 spots have been solicited and produced in Riverside, Calif., for placement on a local station there and 37 spots have been produced in San Bernardino for play on KRNO San Bernardino. Local McCarthy people in San Bernardino have produced an additional 32 spots, charging commercial backers as little as \$4 a spot. In all, some 150 spots have been produced by the Los Angeles headquarters of McCarthy, with plans set to continue the radio promotion through the Democratic convention.

There seems to be a possibility that the campaign may spread to still more markets. Reportedly, New York, Washington, San Diego and San Francisco may pick it up. The intention always was to have the campaign spread to as many communities as possible.

A careful effort has been made to screen out celebrities. From the beginning, those handling the campaign (Norman Rose Advertising Agency, which was initially placing the time, has been replaced by Mark Norman Productions, Los Angeles) made it clear that this would be "just plain people speaking out." At first, Mr. Ostrof was taking his tape recorder to individual homes to produce the radio spots. Last week a special office was set up for him in the Westwood section of Los Angeles and now people go to him to deliver their financial and on-air contributions.

Supposedly, people say what they will, with some stressing the disenchantment of youth if Senator McCarthy is shunted aside at the convention and others expressing doubt that Vice President Humphrey can be elected. A particular effort is being made to get former Kennedy supporters to say: "I supported Robert Kennedy in the pri-

GOP keeps birds busy

More than 20 hours of commercial communications satellite time was booked with the Communications Satellite Corp. last week to televise the Republican national convention to Europe and the East.

European countries were scheduled to receive 13 hours 25 minutes of color TV and two hours 35 minutes of black-and-white TV via Early Bird and Atlantic II satellites. Japan was scheduled to receive 40 minutes of color TV via the Pacific II satellite.

Hawaii was down for five hours of color TV, also via the Pacific II satellite.

Western Union International was the carrier for the European and Hawaiian transmissions; AT&T, for Japan.

Bright sayings

A note on the NBC press department bulletin board in Miami last week emphasized the starring role commentator David Brinkley plays for NBC News.

An advisory to the network's publicists to be on the lookout for quotable NBC commentator remarks, said, "Don't limit yourselves to Brinkleyisms. Our other newsmen often come up with bright sayings too."

maries. Now Senator McCarthy is our only hope." But says Howard Ostrof, "We did edit but we don't censor."

The radio spots are run with a disclaimer at the end stipulating that they are co-sponsored by the McCarthy-for-President campaign. When funds have been available, the campaign organization has paid for repeats of the better people-bought radio spots.

A key reporter stricken

William H. Lawrence, ABC News political editor, was hospitalized in Miami last week but was scheduled to be released for a return trip to his home base in Washington on Friday (Aug. 9).

Whether Mr. Lawrence will be included among ABC News's coverage staff on Aug. 26 when the Democrats meet in Chicago was in doubt.

Mr. Lawrence, 52, collapsed after giving a report of the opening day's (Aug. 5) proceedings of the Republican national convention in Miami Beach. He was taken by stretcher to Saint Francis hospital in Miami, and his illness was described as a pulmonary edema, a lung ailment. Mr. Lawrence has had two prior heart attacks.

ABC News's Frank Reynolds filled in for Mr. Lawrence on ABC-TV's 90-minute convention program (9:30-11 p.m.) during last week's GOP convention. Anchorman on the program was Howard K. Smith.

WVAM ALTOONA PENNA.
HAS A CCA BROADCAST TRANSMITTER
CCA CCA ELECTRONICS CORP.
 GLOUCESTER CITY, N. J.
 (609) 456 1716

Convention tune-in totaled nearly 80%

Almost all Americans 18 years or older tuned into the Republican convention proceedings on radio or TV at some time during the week—and a good number stayed with the Wednesday night session until the end of the nominating process—according to a national survey conducted throughout last week by Sindlinger & Co. Inc., Norwood, Pa.

From the convention's start on Monday until 5 p.m. Thursday, when the Sindlinger computer incorporated partial figures from a sample still being taken that day, the projections indicated that 79.2% of all 128 million over-18 citizens (101,465,000) had seen some convention TV coverage during the week. Approximately half of the potential audience also heard some coverage on radio.

More than 96 million were projected to be watching Wednesday night, during the placing of names in nomination (75.2%), and 68 million stayed with their sets until after the polling of the delegations later that night (53.5%), the Sindlinger figures indicated.

The total data breakdown, from Sindlinger's Daily Consensus Report 377 for Aug. 8, shows 88.8% seeing newspaper coverage of the convention, a percentage Albert E. Sindlinger, company president, says is usual in such surveys, where respondents are asked only if coverage had been seen or listened to, with no indications of intensity of use, or primary dependency on a particular media as a source of news.

CBS portable gets workout

CBS gave extensive use—for the first time—to its portable lighting system together with its digital remote controlled TV camera, the Minicam Mark VI, in coverage of the Republican convention last week.

The new lighting unit condenses the light power of a color television studio into a 50-pound package. The portable lighting system has two light units, each with four 800-watt bulbs. Battery operated through an electronic backpack, it can run under full power for more than three hours. CBS used the unit on a very limited basis last June to cover a part of the funeral rites for Senator Kennedy.

CBS-TV also employed a PDP 8/S computer to compile ballot totals at the Republican convention and flash the results to the home audience. Supplied by Visual Electronics, New York, it has a memory of 4,096 12-bit words, and sells for less than \$10,000. CBS said this also was a first-time use.



Move it!

Super TV spots have to operate in a super-sales environment. WJXT dominates 100% of the top 25 shows ranked by homes reached,* in the 44-county, \$2 billion North Florida/South Georgia market.

So send us your spots; we'll make 'em super. Food, soap, cigarettes, automobiles or whatever product...move it —fast, on—



*Source: Feb-Mar 1968 ARB.
 Subject to qualifications therein

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

Madison Avenue gets the picture

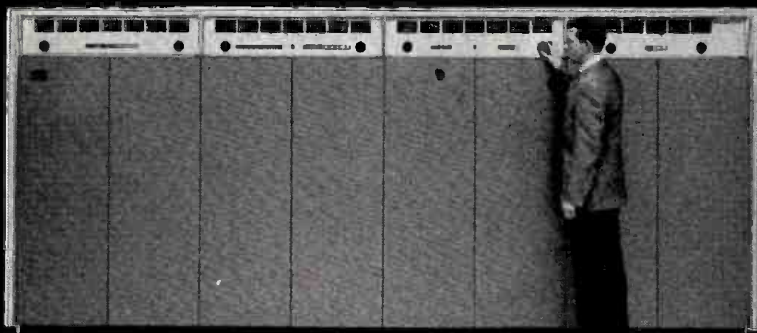
RCA has a new transmitter-antenna combination with the kind of radiated power that reaches Madison Avenue. We call it Omni-Max (maximum UHF in all directions). Put it on-air, and you get five million watts of effective radiated power. On Madison Avenue that means coverage, and coverage means sales.

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

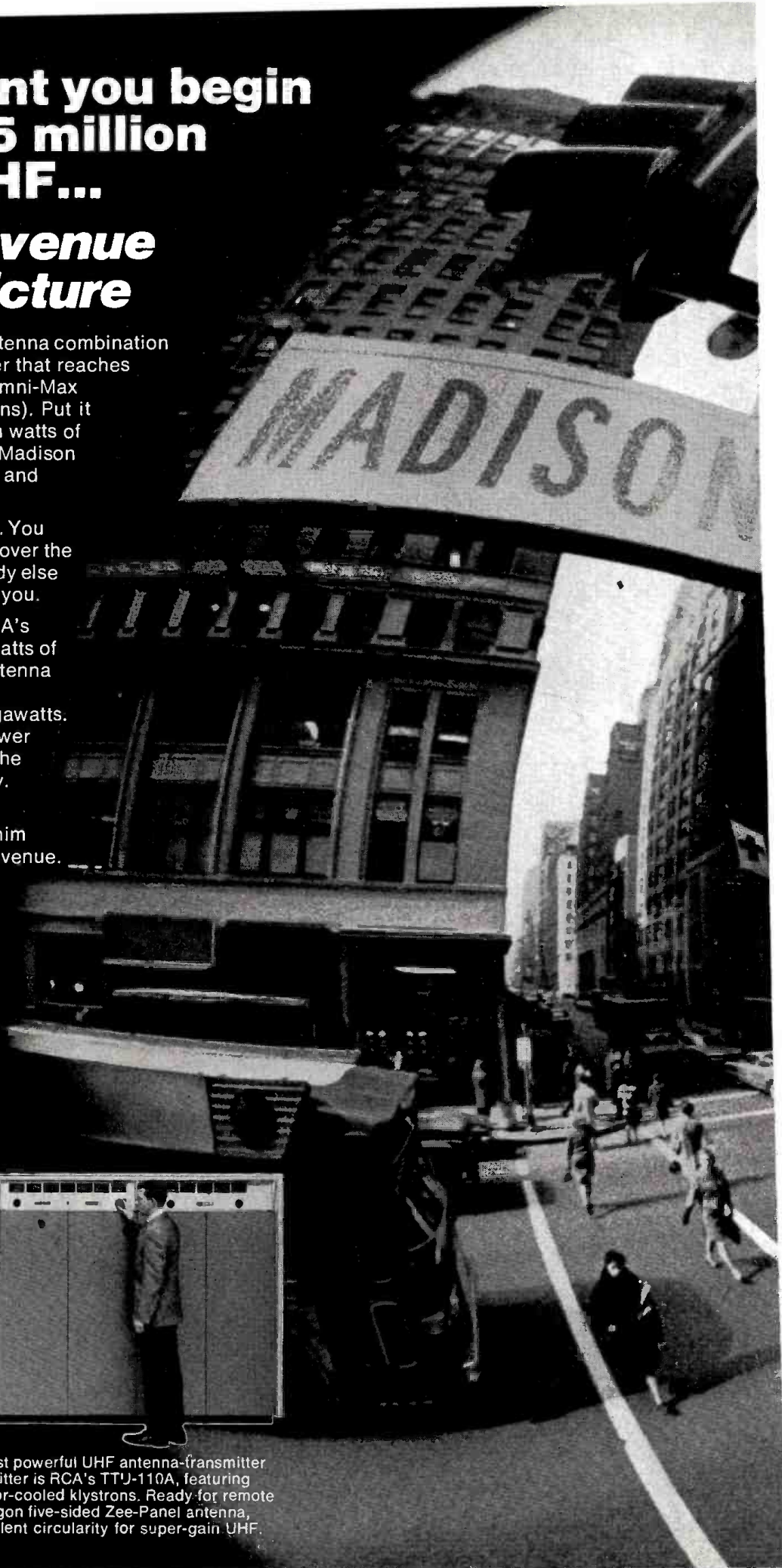
The new UHF transmitter is RCA's TTU-110A. It delivers 110 kilowatts of output power. The new UHF antenna is the Polygon. It is a high gain antenna. It will radiate five megawatts. In short, with this maximum power allowed by the FCC, you have the means to take over the territory. And you hold it!

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

RCA



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





Media men want ratings review

Experts at major agencies say TV research must be refined to measure individual viewing; first step: a basic study of how to do it

Concerned by rising television costs, a group of leading advertising agency media specialists called upon all segments of the industry last week to finance a major methodological study of television ratings with the primary objective of ultimately obtaining information on the individual viewer in preference to the present household information.

The proposal for a methodological study was contained in a four-page memorandum developed by media research directors from 15 major advertising agencies and distributed to the three television networks and a number of industry associations. It emphasized that the cost pinch is affecting not only advertisers but also broadcasters, program packagers and the advertising agencies, which are spending larger and larger amounts of money on audience research.

A task force from the Media Research Directors Council, an informal group of agency specialists, has called on officials of the TV networks and a number of industry trade associations, and in preliminary discussions has explained the project and its objectives.

The group that is spearheading the methodological study includes Edward Barz, vice president and national director of Media, Foote, Cone & Belding; Jack Hill, media research director, Ogilvy & Mather; Bernard Lipsky, vice president and manager, information services, Compton Advertising, and Jean Rosenthal, vice president and associate media director, Lenen & Newell.

Officials Reluctant ■ Network and industry trade association officials were reluctant to discuss the proposal—its merits or demerits—or to venture whether financial support for a study would be forthcoming. They indicated that the entire proposal was still in a preliminary and tentative stage.

Several agency executives questioned voiced the view that a methodological study would be a step in the right direction. They felt there is an urgent need for such research and that it deserved the support of all segments of the industry.

"We need more data on individual

viewing," one media executive stated. "The methodological study may turn up the need for something completely new or a refinement of some existing techniques. The ultimate research by the measurement service may not necessarily be more expensive. Perhaps, what will be indicated is only three, four or five reports a year, instead of more frequent deliveries."

According to another media executive with a leading advertising agency, the proposal would appear to have merits and, he said, it comes down to this: "We [at the agencies] feel something should be done. What is being sought is the definition of what a viewer is and the best way to go about obtaining data about him."

He said, however, the media directors' proposal would need "recognition and definite support—including money" from TV sources, including the networks, trade associations and program packagers, as well as from agencies and advertisers.

One media executive with a top agency said "this came about from a general feeling that television research is not progressing rapidly or far enough. We would like a definition of the television audience—what is it? And, we would like to get to the best means of how to measure this audience."

The proposal was placed informally before the Advertising Research Foundation. An ARF spokesman said it

would be willing to work on such a project if arrangements were worked out. Among other advertising association groups receiving the memorandum was the Association of National Advertisers.

Methods Outdated ■ The memorandum noted that against a "dynamic background" of industry changes, including rising costs, multi-set households and more sophisticated tools by media planners, the television audience measurement field has remained fairly static. The document claimed that audience data is collected through essentially the same methods as were in existence ten years ago.

The reasons for a study at this time were outlined in the memorandum in these words:

■ Present rating methods have evolved from unvalidated techniques which were designed primarily to provide household "program popularity" measures.

■ Television growth and the direction of its growth (evolution into a personal viewing medium) are signaling the obsolescence of such household information. The rapid growth of multi-set households and the active use of multi-sets within households, plus the growing portability of the television viewing receiver, underlie this trend. The trend is being recognized by broadcasters in their movement toward program diversification and improved CATV facilities. And there have been attempts to organize additional networks.

■ Advertising and marketing specialists, in concert with media planners, have grown more sophisticated in the planning tools used in recommendations for the expenditures of today's larger advertising investments. Advertising and marketing targets are increasingly defined in terms of individuals, individual characteristics and individual product consumption patterns. Moreover, a new demand is growing for the use of qualitative audience measures to modify the quantitative totals typically used. This development makes it more important than ever to insure that the basic quantities are accurately defined and measured.

■ Industry efforts to judge the ad-

Zenith buys heavily

Zenith Radio Corp., Chicago, plans to spend a record budget in the advertising of its television and radio product this fall with the media list including a new local spot TV program for distributors as well as network TV, newspapers and magazines. Although Zenith never tells the exact totals, the increase alone for the fall quarter exceeds \$2 million. Zenith's agency is Foote, Cone & Belding, Chicago.

BAR network TV-billing report for week ended July 28

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended July 28, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended July 28	Total dollars week ended July 28	1968 total minutes	1968 total dollars
	Week ended July 28	Cume Jan. 1-July 28	Week ended July 28	Cume Jan. 1-July 28	Week ended July 28	Cume Jan. 1-July 28				
Monday-Friday										
Sign-on-10 a.m.	\$	\$ 145.8	\$ 46.4	\$ 2,132.8	\$ 310.8	\$ 9,867.8	60	\$ 357.2	7,064	\$ 17,146.0
Monday-Friday 10 a.m.-6 p.m.	877.3	34,701.9	2,155.8	85,176.7	1,637.3	63,666.5	774	4,670.4	26,940	183,545.1
Saturday-Sunday										
Sign-on-6 p.m.	409.7	28,897.7	381.0	24,830.6	469.0	13,573.3	201	1,259.7	6,989	67,301.6
Monday-Saturday 6 p.m.-7:30 p.m.	186.8	9,026.1	384.6	16,474.9	494.9	17,414.5	87	1,066.3	2,633	42,915.5
Sunday 6 p.m.-7:30 p.m.	32.0	3,290.9	117.7	5,867.3	48.9	5,418.9	14	198.6	615	14,577.1
Monday-Sunday 7:30 p.m.-11 p.m.	3,538.0	139,473.4	4,234.5	175,779.0	4,422.0	172,214.8	482	12,194.5	13,049	487,407.2
Monday-Sunday 11 p.m.-Sign-off	351.9	9,819.3	27.0	1,420.7	361.3	12,740.5	76	740.2	2,208	23,980.4
Total	\$5,395.7	\$225,355.0	\$7,347.0	\$311,682.0	\$7,744.2	\$294,896.3	1,694	\$20,480.9	54,498	\$831,933.3

equacy of existing data have suffered from a severe handicap. While some research has been done which has raised questions about the validity of data currently used for TV media decision making and purchasing, no "standard of truth" exists for measurement of individual persons' television viewing.

No rating services are mentioned by name in the media research directors' position paper. But at one point, it indicates that discussions have been held in the past with leading measurement services and their response has taken the form of improvements keyed "mainly to internal procedural matters, such as sample size, sample selection, increased response rates and faster and/or more extensive data output."

"None of these has effected a change in basic methodology although some minor testing and changes, still tied to a 'standard' of household measures have been attempted," the memorandum observed. "However, the users of television ratings still do not know how adequately existing rating services are meeting the new requirements with their slightly modified systems."

Objectives Outlined ■ The objectives of the methodological study, the media research directors said, would be to determine what technique or techniques can provide relevant and valid measures of individuals' television viewing, regardless of economic feasibility or speed requirements; determine whether any existing methods provide accurate measurements of viewing behavior and to what extent, if any, systematic errors bias the data reported any one or more methods, and to recommend which new or existing techniques come closest, at feasible cost, to supplying the required data and meeting the agreed upon

standard of acceptance.

The memorandum noted that the proposed course of action for the immediate future includes the securing of financial support for the project; the retention of an independent, unbiased consultant for the project and the framing of a systematic and explicit plan for a methodological study of television audience research.

Under the proposal, financial support would be solicited among advertising agencies, leading advertisers, television networks and stations, and program producers and packagers. They will be asked to contribute funds on the basis of a certain percentage of their TV billings or TV program sales.

Rep appointments . . .

■ KNOE-TV Monroe, La.: H-R Television, New York.

■ KRSP Salt Lake City, KJAZ(FM) Alameda, Calif., WPAW East Syracuse, N. Y., KWSL Grand Junction, Colo., KEEE Nacogdoches, Tex., WXVW Jeffersonville, Ind., WLRS(FM) Louisville, Ky., KITT(FM) San Diego, KSRN(FM) Reno and KKEY Vancouver, Wash.: National Time Sales, New York.

Also in advertising . . .

Merger ■ Wyatt and Williams, a division of Lennen & Newell of Texas Inc., and Rogers & Smith Advertising Agents Inc., both Dallas, have combined under the Wyatt and Williams name. Rogers & Smith personnel will move to Wyatt and Williams headquarters in the LTV Tower.

Agency move ■ Koblitz Co., Los Angeles, has opened new offices at 8909 West Olympic Boulevard, Beverly Hills, Calif.

Nielsen extends rating services

The A. C. Nielsen Co. plans to provide more extensive reporting of persons audiences and to continue to accelerate its delivery of data during the upcoming television season.

In the summer issue of "Nielsen Newscast" distributed last week, T. R. (Rod) Shearer, vice president and product manager for Nielsen national services, said the company will include a new report, "Fast Evening Persons Audiences," which will be offered a minimum of 17 weeks a year and will provide ratings and projections for 16 persons categories. It will be mailed eight days after the measured week.

In addition the "Fast Weekly Evening Program Ratings Report," introduced in the fall of 1967, now is scheduled for mailings on Sunday's, seven days from the end of each one-week cycle and two days ahead of the previous year's schedule. The National Nielsen TV Ratings Pocketpiece will be mailed in 11 days, a two-day improvement over last year.

The NTI/NAC Audience Demographics three comprehensive volumes are scheduled to be mailed four days sooner even though the measured period ends 19 days later than last year.

The "Nielsen Newscast" also reported on the estimated network TV audience tuned in to the funeral of Senator Robert F. Kennedy on June 8. It placed the total audience for the funeral at 47.04 million and average audience at 21.22 million. Average viewing household was tuned in for six hours, 46 minutes.

Short spots mushroom to 15.5%

YEAR'S GROWTH REFLECTS TREND TO 30-SECOND COMMERCIAL LENGTH

The 30-second commercial announcement is growing at a rapid clip in local and national-spot TV advertising with activity for the first five months of 1968 dwarfing the corresponding 1967 period by an estimated 1,200%.

The proliferation of the 30-second announcement is documented in an analysis made by the Television Bureau of Advertising and made available to BROADCASTING last week. The study uses figures compiled especially for TVB by Broadcast Advertisers Reports in 75 markets and pinpoints nonnetwork activity (local and national spot) by various commercial lengths.

One portion of the study compares nonnetwork activity by commercial length for one week in May during 1965, 1966, 1967, and 1968. The results show that all commercial lengths, with the exception of the 30's and the 60-second piggyback, showed declines in numbers from the sample week in 1965 to the one in 1968. An increase of about 1,800% was shown for the 30's and a gain of almost 100% for piggybacks from 1965 to 1968.

30-SECOND COMMERCIALS AS A PERCENT OF ALL NONNETWORK ACTIVITY

	1967	1968
Jan.	0.9%	9.1%
Feb.	0.8	10.8
March	0.9	11.7
April	1.0	12.3
May	1.6	14.1
June	1.7	15.5
July	2.9	
Aug.	3.3	
Sept.	4.3	
Oct.	4.9	
Nov.	6.3	
Dec.	6.4	

BAR—75 markets, one week per month NONNETWORK 30's ACTIVITY BY DAY PART JAN.-MAY 1968

	% OF TOTAL ACTIVITY
Daytime	9.6%
Early fringe	13.0
Prime	11.9
Late fringe	11.8
Late night	13.5
Total day	11.8%

BAR—75 markets

The study, prepared under the supervision of Harvey Spiegel, TVB vice president-sales and marketing, shows that the 30-second commercial length continued its upward spurt for each of the first five months of 1968. In January of this year, the 30-second length accounted for 9.1% of all local and national-spot announcements and the percentage rose each month until it attained 15.5% in June.

TVB stressed that the "unpiggybacked" 30 is a "recent phenomenon," and continued:

"As late as the first quarter of 1967, 30's accounted for less than 1% of all nonnetwork activity. Faint signs of the growth of 30's could be seen during the second quarter of 1967. By the end of 1967, 30's accounted for 6.4% of all nonnetwork activity. The most recent data available at this writing puts 30-second spot activity at 15.5% [for June 1968]."

Impact Felt ■ All segments of the broadcast day "have felt the impact of the growth of the 30's," TVB pointed out. During the first five months of 1968, almost 10% of nonnetwork activity in the daytime segment was composed of 30's, the bureau reported. While prime and late fringe time accounted for 12%, early fringe, 13% and late night, 13.5%.

During the first five months of 1968 versus the same period of 1967, the share of 30's has grown from about 1% to 12%, while the shares of the 15's, the piggybacks, the regular 60's and the 20's all have declined. The share of the 60's dropped most sharply, from 58% to 51%, and TVB commented:

"From this comparison, it appears that the 60-second commercial is the most affected by the increase in the 30's."

In an attempt to isolate further the effects of the 30's on other lengths of commercials, TVB designated 36 of BAR's 141 product categories as "local" (i.e.: food stores, department stores and public utilities, etc.) and the remaining 105 categories as "national." The study reveals that 30's have in-

creased 1,346% on the national side in the first five months of 1968 over the comparable period for 1967, while the local gain was 662%.

On the other hand, 60's were up 16% on the local side and down 7% on national; 15's up 22% local, down 7% national; 20's up 18% local, down 1% national.

"It appears then that on the local side, the increased use of 30's has not cut into the use of any of the other lengths," the study noted. "The sizeable gains we have been experiencing in the use of television by local retailers can evidently support the growth of 30's without deterring the increased use of other commercial lengths."

60's Cut ■ "On the other hand, the use of 30's by national-regional advertisers has cut heavily into use of 60's and appears to have caused some rethinking about 15's."

TVB predicted that at the present rate of growth, 30-second announcements will account for 20% or more of the total by the end of the year.

"The emergence of the 30's to their current position of usage certainly indicates that many advertisers are more than willing to pay more than 50% of the corresponding minute rate to resolve their problems inherent in their piggyback operations," Mr. Spiegel remarked.

"Just as important, the single product advertisers now have access to the 30-second length which will enable them to effectively increase their reach and frequency," he said.

In closing he said, "there is little doubt in our minds that when advertisers get even more accustomed to scheduling 30's, they will place little emphasis on their cost relationship to corresponding minutes and more on an evaluation of actual value received."

Marsteller and Zlowe join in agency merger

Marsteller Inc., New York-based agency with primarily industrial-advertising clients, announced its merger with consumer-oriented Zlowe Co., New York, last week.

Zlowe's stockholders accepted Marsteller stock in the acquisition. Irwin Zlowe will continue as chairman and chief executive officer and Milton Sutton as president and creative director. Mr. Zlowe will join Marsteller's board.

Marsteller, which billed over \$55 million last year, has among its tele-

NONNETWORK ACTIVITY—SHARE BY COMMERCIAL LENGTH (ONE WEEK IN MAY EACH YEAR)

	1965	1966	1967	1968
ID's	15.6%	15.3%	16.4%	13.3%
20's	13.4	12.9	11.8	10.9
30's	0.8	0.7	1.6	14.1
40's	0.7	0.6	0.4	0.3
P/B's	6.0	7.6	11.5	11.8
60's	63.5	62.9	58.2	49.6
Total	100.0%	100.0%	100.0%	100.0%

BAR—75 markets

vision clients Rockwell Power Tools and Sunsweet Growers. Zlowe's billings in 1967 totaled \$7.5 million, with approximately \$1.5 million in television, with clients including Dannon Yogurt, Harris-Uphan Brokers and A. Goodman & Sons.

The agencies have no client conflicts and share National Distillers as a client, with Zlowe handling liquors and Marsteller, chemicals.

Gerard says station mishandled contest

A "Lucky Bucks" contest which proved unlucky for an Illinois radio station accused by the FCC of "misleading advertisements" was the station's own operation and not that of the company which fathered the idea, according to the president of a Baltimore promotion firm.

Claude Gerard, head of Azrael Productions, said the contest run by wcvb Springfield, Ill., was based on his firm's "Swap Dollars" promotion; but, he added, "it obviously wasn't handled according to our published instructions. They did it on their own and got into trouble on their own."

The advertisements in question were broadcast during the summer of 1967, when wcvb distributed 100 one-dollar bills in the greater Springfield area and offered prizes based on the bills' serial numbers. According to the FCC, claims by the station that listeners could win up to \$1,000 each and that as much as \$100,000 "could be given away" were inflated and "improper." The commission granted wcvb a one-year license renewal as a warning against recurrence of "misleading advertisements." (BROADCASTING, July 29).

Ross Roy plugs in to computer bank

Ross Roy of New York last week announced its subscription to a computer data bank system which supplies reach, frequency and "impact value" information at the dial of a telephone.

Malcolm B. Ochs, agency vice president of media and research, and Diane Galarza, media supervisor, demonstrated the system last Thursday (Aug. 8) which uses a teletype keyboard, telephone and automatic coupler to connect to Telmar Corp.'s computer program with media statistics. Ross Roy's data bank, reached by punching a private code number, consists of Simmons research data, which will be supplemented by an exclusive data bank prepared by the agency, Mr. Ochs noted.

Telmar Corp., formed a little over

three months ago, supplies programs for using the computer and charges 50 cents per minute for time on the machine. Mr. Ochs said the computer is shared between 30 customers, probably including other agencies, but that Ross Roy is the first to announce its subscription.

The agency estimates the system shortens a day's analysis to 10 minutes.

Business briefly . . .

Interwoven Socks Co., New York, will aim for the Negro market later this month, with radio spots geared for key Negro-oriented outlets in five eastern cities. The stations are: WWRL New York, WVON Chicago, WDAS Philadelphia, WCHB Inkster-Detroit and WOJ Washington. Agency: Altman, Stoller, Chalk, Advertising Inc., New York.

Chrysler Corp., Detroit, through Young & Rubicam, New York, has purchased time on three of ABC's four radio networks for a campaign to run during September.

Arthur Murray Inc., through Kane, Light, Gladney Inc., both New York, has purchased one-minute spots on NBC-TV's *Tonight Show* beginning in late September.

Royal Crown Cola Co., Columbus, Ga.,

through Carl Ally, New York, will introduce the carbonated version of Gatorade soft drink next month in Gainesville, Fla., through radio and print. Other test markets may be used.

Networks cash in on drama, adventure

The leading network program category in terms of revenue during the first six months of 1968 was drama and adventure, which accounted for more than \$110 million to ABC-TV, CBS-TV and NBC-TV combined, according to an announcement today (Aug. 12) by Broadcast Advertisers Reports.

Other leading program classifications during the first half of the year (in order of revenue) were feature films, almost \$91.8 million; variety, more than \$82.8 million; situation comedies \$73.4 million; daytime serials, \$73.3 million. BAR's compilation contains figures for a total of 23 program categories.

The drama and adventure program type produced the most revenue for ABC-TV during the first half of 1968 with more than \$50.4 million, while the top category at CBS-TV was situation comedies, \$51.5 million. At NBC-TV the game show classification, with almost \$38.1 million, was the leader.

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FCC starts work on basic cable policy

BURDEN OF WHAT TO DO HARDLY LIGHTENED BY RIVAL STAFF PROPOSALS

CATV's place in the communications sun is under weighty appraisal by the six commissioners of the FCC, and on their decision will turn the future of the cable TV industry—whether it's going to zoom along into the stratosphere of big industry or limp along as a service business supplementary to broadcasting.

The commissioners met last Monday (BROADCASTING, Aug. 5), heard two vigorous presentations by its staff, and came to no decision. They are due to meet again on this subject several times over the next few weeks before there's a chance, according to informed FCC sources, of coming to a final conclusion.

The burden of judging CATV's future is in the lap of the FCC by virtue of three recent court decisions, two by the U. S. Supreme Court two months ago, and one, last week, by a federal appeals court in St. Louis.

The Supreme Court last June held that: (1) the FCC has jurisdiction over CATV, and (2) CATV systems are not liable for copyright infringement (BROADCASTING, June 17, 24).

Last week the U. S. Court of Appeals for the Eighth Circuit ruled in the three-year-old Midwest Video Inc. case that the FCC's regulation for CATV are both reasonable and constitutional (see page 59).

The copyright decision by the Supreme Court was admittedly a disappointment to some FCC commissioners and staff. It had been their hope that if CATV's liability for copyright were upheld, the normal workings of the

marketplace would lighten their administrative burden. With all three decisions, however, and with no judicial guidelines, the complete CATV hair shirt was put on the FCC's.

Workload ■ In addition to determining the role of CATV in the communications structure, the FCC is also under tremendous pressure to evolve a system of dealing with an almost insurmountable workload facing its 15-man CATV task force. This mass has been brought on by the flood of requests by cable TV operators for waivers from what is considered in CATV circles as the single, most important rule to the industry: that no cable company in the top-100 markets may import to its subscribers a TV signal from a station whose grade B contour does not cover the community being served by the cable TV system.

Place in Sun ■ Below the surface, but apparent to all, is an intramural contest for control of the administration of CATV. At present, this is handled by the task force, formed in 1966 as an independent, interim unit. The commission asserted complete control over CATV in that year when it issued its Second Report and Order.

Previously, the FCC established authority over some segments of the CATV industry indirectly by virtue of its responsibility to grant licenses for microwave relay facilities serving cable TV facilities. This was handled then by the common carrier bureau.

The intra-agency tugging and pulling

now going on is to determine the proper bureaucratic niche for CATV. Sentiment seems divided between those wishing to maintain the task force as a permanent group, a sort of CATV bureau, to handle what many feel is a new and separate communications service. Others just as strongly feel that since the commission has determined that CATV is umbilically tied to broadcasting, the industry properly belongs as a component of the Broadcast Bureau.

There's also sentiment, it's understood, to have CATV lodged in the Common Carrier Bureau on the assumption that CATV is principally wire communications tinged with a common-carrier potentiality. This is given weight since the commission recently ruled that telephone companies desiring to construct cable TV facilities for themselves, or for lease to independent CATV franchise holders, must secure a certificate of necessity from the FCC. And as an undercurrent to this thinking are the recurring discussions lately of the wired-city concept of furnishing all types of communications, including TV, to a home via a broadband cable.

Hard-Soft ■ At the moment the commission has before it two distinct, full-scale proposals on what to do about CATV. In addition it has suggestions, both concrete and tentative, on how to handle some elements of overall cable TV policy.

The two formal proposals may be termed hard and soft.

The hard-line recommendations were presented to the FCC commissioners by General Counsel Henry Geller, seconded by Broadcast Bureau Chief George Smith.

The so-called soft proposals were submitted to the commission by task force chief Sol Schildhouse.

Both cover criteria for the importation of distant TV signals, duplication protection, origination and advertising, joint TV station-CATV ownership in the same community.

The harsher, Geller-Smith proposal would impose an absolute ban on any importation of an outside TV program in the top-100 markets, with no exceptions for at least five to seven years.

The purpose of the top-100 market ban on distant signals is to protect emerging UHF stations from the competition of CATV. This is still the prevailing view of both Mr. Geller and

CATV's move for hearing as freeze looms

The possibility of a freeze on CATV importation of distant signals into the top-100 markets (see above) may have been partially responsible for the hurry-up mood of a petition filed with the FCC last week by 15 CATV firms.

The companies requested an evidentiary hearing on their proposals to carry New York's three independent stations—WPIX-TV, WOR-TV and WNEW-TV—in the top-100 cities of Pittsburgh (ranked 10th), Johnstown-Altoona, Pa. (29th) and Wheeling, W. Va.—Steubenville, Ohio (37th). Any such proposal requires either a hearing or a petition for

waiver of commission rules—and, as the petition noted, the latter is generally a lengthier process. The firms repeatedly emphasized that they had no desire to petition for waiver of the rules.

A major concern of the commission in top-100 cases is whether the proposed distant signals will hinder the growth of UHF. According to the 15 companies, however, that issue has no bearing on their request for hearing. In fact, they contended, there is no reason not to designate the matter for immediate hearing. Where these firms are concerned, time is apparently of the essence.

Mr. Smith.

The task force, on the other hand, feels strongly that protection of UHF—which it feels faces no real competition from CATV—could be accomplished by imposing a freeze on distant signals only in the top-50 markets. It is there, Mr. Schildhouse noted, that most of the new UHF's are coming on the air (37 of the 41 new UHF stations). And he feels also that this produces a little give in FCC regulation for cable TV, so that CATV entrepreneurs have a possible market for expansion—not as much as they want, but some.

Acceptance of the Geller-Smith plan would, undoubtedly, place CATV back in its early growing days as a simple, small-town receiving antenna service.

No Bloom ■ It is the consensus of leading CATV entrepreneurs that the bloom is off the CATV rose if it is limited to small markets, even with no inhibitions, or to larger markets, but with stringent restrictions on carrying outside TV programs. CATV's principal selling point, this viewpoint maintains, is extra programs. Better signals of local TV stations, except in major cities where there is a reception problem, cannot produce a viable CATV system, this thinking argues.

In other aspects of CATV regulation, the Geller-Smith plan proposes that instead of defining the local TV stations as one putting a grade-A signal over a CATV area, a 40-mile contour be established. Inside this radius, all TV stations would be considered local. The task force, on the other hand, would maintain the Grade A measurement for local TV stations.

Rule Differences ■ Present protection rules would be continued under the recommendations of both groups at the FCC. The Geller-Smith suggestion is that the rule be amended to require carriage of a local station even where the station is not practically seen. The task force, on the other hand, would require that the Grade B signal be actual, and would extend duplication protection (now devoted solely to network programs) to syndicated materials.

Both presentations approve CATV originations and propose that no advertising sales be permitted. Both also

agree that there should be a bar to cross-ownership of CATV and TV in the same community, with the task force specifically recommending grandfathering-in existing dual ownership. The Geller-Smith plan also would permit CATV's to charge fees for extra, non-off/air TV broadcasting programs. The task force would forbid CATV's to hook up, via microwaves, into a network of any sort. The task force also would ban operation of a CATV by a telephone company, but would permit it to provide facilities on a lease-back basis.

The Geller-Smith presentation calls for a wide-ranging inquiry into the future of CATV, with special attention to pay TV, other services, the wired-city concept and the relation of telephone companies.

Court supports FCC cable rules

Eighth Circuit maintains commission regulation is constitutional

CATV's last hope to overturn the FCC's grip on cable TV through regulations went glimmering last week when a federal court upheld the FCC's rules as reasonable and constitutional.

The latest CATV decision came from the U. S. Court of Appeals for the Eighth Circuit, a long-awaited ruling in the three-year-old case brought by multiple CATV owner Midwest Video Inc., Little Rock, Ark., against the FCC in 1965. Midwest Video was joined by three other CATV groups in the litigation: Alice Cable TV Corp., Alice, Tex. (a Jerrold system); Buckeye Cablevision Inc., Toledo, Ohio (owned 45% by Cox Cable Communications and 55% by the *Toledo Blade*), and Mission Cable TV Inc., San Diego (now owned by Cox Communications).

The unanimous three-judge court rejected the CATV argument that the rules were unreasonably discriminatory and were promulgated without adequate notice and therefore invalid.

The court said: "The commission's efforts to preserve local television by regulating CATV has the same constitutional status as regulation of the originating station.

"Indiscriminate CATV development feeding upon the broadcast service is capable of destroying large parts of it. The public interest in preventing such a development is manifest. Protection

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of the public interest in the TV field is clearly a responsibility of the commission."

Follows High Court ■ The Eighth Circuit decisions came six weeks after the U. S. Supreme Court upheld the FCC's authority to regulate CATV, but did not rule specifically on the commission's CATV rules. The Midwest Video case, however, not only challenged this jurisdiction, made moot by the Supreme Court ruling, but also claimed that the rules were unreasonable and had been adopted in violation of procedural requirements. It was this second issue that CATV operators hoped would result in a decision in their favor, permitting them to participate in a new FCC proceeding on detailed rules.

The Midwest Video case is the original litigation aimed at upsetting the FCC's assertion of jurisdiction over CATV. It was filed in 1965, shortly after the FCC issued its First Report and Order assuming authority to regulate those CATV systems fed by microwave systems.

The case was revised in 1966, a year later, when the commission in its Second Report and Order assumed jurisdiction over all CATV systems, and brought in on the side of the FCC the National Association of Broadcasters and the Association of Maximum Serv-

ice Telecasters.

Argument was held before the three judges in St. Louis last October, but no decision was forthcoming, presumably as the judges awaited word from the Supreme Court on the San Diego case which went directly to the question of FCC jurisdiction. This verdict came down last June, and was in favor of the FCC and its stand on regulation (BROADCASTING, June 17).

Barrett resigns post in Columbia Journalism

Edward W. Barrett, dean of Columbia University's Graduate School of Journalism, resigned on Aug. 2 because of a "basic disagreement" over university policy regarding student conduct.

Mr. Barrett has served as the dean of the school since 1956 and recently was one of five jurors appointed for the Alfred I. du Pont-Columbia Survey and Awards for achievement in TV-radio journalism (BROADCASTING, Aug. 5).

A spokesman at Columbia said last week that no one has been selected as yet to succeed Mr. Barrett either at the Graduate School of Journalism or on the duPont-Columbia panel.

Prior to joining the Columbia staff, Mr. Barrett had been editorial director

of *Newsweek*; assistant secretary of state for public affairs and an executive vice president of Hill & Knowlton. He issued the following statement upon his resignation:

"I simply find myself in disagreement with the basic outlook of a majority of those who make university policy. I should add that while I have real sympathy for many who seek constructive change, I have no sympathy whatever for the young SDS (Students for a Democratic Society) group who seek destruction. I hope that I can do all within my power from the outside to assist the university, and particularly the Graduate School of Journalism, of which I am deeply proud."

Last spring Columbia University was the scene of a series of student disorders, fracas with New York City police, and arrests of protesting students.

Mr. Barrett could not be reached last week for a discussion of his future plans but a spokesman said he will work in the months ahead on some long-deferred projects.

A group from the faculty and alumni of the school last week began a movement to retain Dean Barrett. Nine members of the faculty wrote to Dr. Grayson Kirk, the university president, expressing the hope that he and the trustees "will find the means whereby he [Mr. Barrett] can remain as the dean of the Graduate School of Journalism." Judith Crist, writer and critic and chairman of the school's alumni association said the association's executive board planned to meet shortly to frame a similar petition.

A spokesman for the university said last Thursday (Aug. 8) that Dean Barrett seemed determined to resign, effective Aug. 15. He added that Mr. Barrett, aware of the actions in his behalf, was reluctant to discuss the matter further.

Changing hands . . .

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

■ WCKM Winnsboro, S. C.: Sold by Harold A. Kline and associates to B. L. Williamson and associates for \$55,000. Buyers own WLOV Washington, Ga. WCKM is a daytimer on 1250 kc with 500 w. Broker: Chapman Associates.

APPROVED ■ The following transfers of station interests were approved by the FCC last week. (For other FCC activities see FOR THE RECORD, page 70).

■ KPCN Grand Prairie, Tex.: Sold by group headed by Giles E. Miller to Alan D. Feld and associates for \$422,-

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455. Mr. Feld is a lawyer and director of three insurance companies. KPCH is a daytimer on 730 kc with 500 w.
 ■ KDOT-AM-FM Scottsdale and KENT Prescott, both Arizona: sold by John E. Cox to Fred T. Hervey and associates for \$350,000. Buyers own KSET and KPAK(FM), both El Paso. KDOT is a daytimer on 1440 kc with 5 kw. KDOT-FM has a CP for 100.7 mc with 50 kw. KENT is on 1340 kc with 250 w full-time.

NBC newsmen roughed up in Sofia, Bulgaria

NBC News said its correspondent, Frank Bourgholtzer, and a camera crew were beaten Aug. 1 by a group of people while the newsmen were on assignment in Sofia, Bulgaria. None of the newsmen required hospitalization.

NBC reported that the incident occurred during coverage of a story involving a handful of West German and some other students who had entered the Chinese embassy in Sofia to receive some pro-Mao Tse-Tung literature while attending a Bulgarian youth festival.

A crowd of people began pushing and shoving Mr. Bourgholtzer, his camera crew, and other correspondents from various news agencies. The level of violence increased as the newsmen tried to reach safety of the press center set up by Bulgarian authorities for the youth festival.

At the doors of the press center Mr. Bourgholtzer was picked up by four people and forced into a streetcar and carried six blocks away, before being able to break away from his abductors. NBC news cameraman Jurgen Wagner was thumped and pushed and the lens torn from his camera.

Soundman Klaus Dehmel was thrown bodily into the air and his sound gear and a number of personal possessions were stolen.

Bill Corrigan, general manager of operations for NBC News, said that some of the camera gear has been returned.

WXIX-TV on air Aug. 1

WXIX-TV Newport, Ky.-Cincinnati (ch 19), which covers the Cincinnati area, went on the air Aug. 1. The station is owned by U. S. Communications Corp. and is represented nationally by Edward Petry & Co.

WXIX-TV is an independent station. USCC also owns and operates WPHL-TV Philadelphia (ch 17) and KEMO-TV San Francisco (ch 20). It holds construction permits for WECO-TV Pittsburgh (ch. 53); WMBO-TV Atlanta (ch. 36); KJDO-TV Rosenberg-Houston (ch 45).

KFDM-TV sale called off

'Enterprise', station would rather switch plans than fight Justice

Trust busters at the Department of Justice cut another notch in their Colts last week as they shot down another would-be broadcast acquisition.

This one is the \$5.5-million sale of KFDM-TV Beaumont, Tex., to the *Beaumont Enterprise* and *Journal*. The federal antitrust lawyers earlier this year made their first notch when ITT called off its merger with ABC after it was stalled by litigation initiated by the Department of Justice.

The official reason for the termination of the Beaumont transaction is that a public hearing on the transfer would undoubtedly run well beyond the mid-November termination date in the sales contract.

Also believed to be an element is the disinclination of many of the newspaper and station stockholders to undergo a long, drawn-out hearing that would ex-

pose their business interests to scrutiny.

Nine Months in Works ■ The transfer of the channel 6 Beaumont television station (affiliated with CBS) was announced last December and involved the Enterprise Co., parent of the newspapers, buying stock from 30 individual KFDM-TV stock holders (BROADCASTING, Dec. 18, 1967). Principal stockholders are Darrold A. Cannan Sr. and family, with 55%, and C. B. (Blakey) Locke, president of the station, with 26%. Robert E. Myers is chairman; R. M. Frost, president; T. T. Hunt, vice president, and Tanner T. Hunt Sr., editor of both newspapers.

News that the Department of Justice had intervened in the Beaumont sale became public last March. In May the Department of Justice filed a formal memorandum with the FCC opposing the transfer, citing alleged antitrust questions involved in the sale of one of three TV stations to the single newspaper firm in Beaumont (BROADCASTING, May 13).

Donald F. Turner, then assistant attorney general in charge of the antitrust division, told FCC Chairman Rosel H. Hyde that the commission shouldn't pass on the station sale without a hearing. He also said that the department would participate in such a hearing as a party.

In its memorandum, the Justice De-

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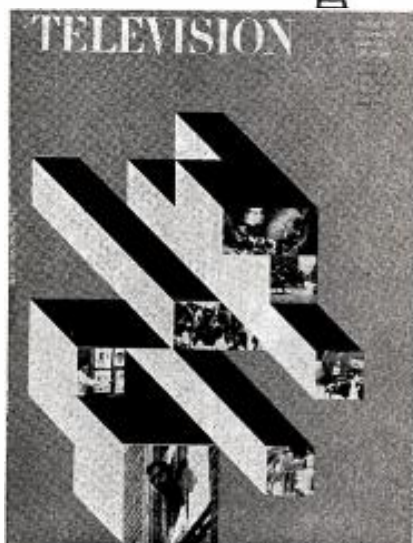
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partment argued that the proposed sale would violate the Clayton Act, prohibiting acquisitions that tend to lessen competition, or create monopoly.

More Seen ■ This is the third broadcast sale to which the Department of Justice has objected. In addition to the ABC-ITT merger case, the antitrust division also told the FCC earlier that it wasn't pleased with the acquisition of WFMT(FM) Chicago by WGN Continental Broadcasting Co., licensee of WGN-AM-TV there, whose parent company owns the *Chicago Tribune*. The Department of Justice said, however, that it decided against trying to block the sale.

The WFMT transfer, approved by the FCC last March and consummated in April, is under fire by a group of Chicago citizens who went to court on appeal. It has been remanded to the commission for further proceedings. At issue was the fact that the FCC refused to hold a hearing on the transaction as requested by the Chicago group (BROAD-

CASTING, Aug. 5).

That newspapers proposing to extend their ownership into broadcasting are going to face stiffer resistance from the federal government was made clear earlier this month when the Department of Justice urged the commission to require divestiture of existing combinations, including those where a single owner controls AM, FM and TV in the same city (BROADCASTING, Aug. 5).

The antitrust memorandum went to the FCC as a comment by the Department of Justice in the commission's proposed rulemaking that would limit to one owner only one type of broadcast facility, AM, FM or TV.

NAB adds support to ABC's staying petition

The National Association of Broadcasters last week added its support to a petition by ABC asking the FCC for a 35-day extension to Sept. 20 for filing

FCC on short end in Blodgett vs. FCC

"Before us today is the saga of an 11-year battle of wits between this 34-year-old federal bureaucratic institution and a wily septuagenarian woman born and raised in the heartland of the Midwest. Judging from the conclusion reached by the majority today, the woman appears to have won."

Sounds like the scenario for a Margaret Rutherford film—but the words are those of FCC Commissioner Nicholas Johnson, more bemused than outraged, in his dissent to the license renewal of WMCW Harvard, Ill. The problem with WMCW is its owner, its station manager, its advertising agent, its secretary, and one of its announcers, all of whom happen to be the same person—that "wily septuagenarian" with the somehow appropriate name of Miss Esther Blodgett. The problem with Miss Blodgett is that she apparently doesn't like to answer mail—particularly when the return address says "Federal Communications Commission."

As Mr. Johnson notes in his gently horrified dissent, Miss Blodgett seems to have regarded commission correspondence as junk mail ever since she first filed for license renewal in 1956. Her renewal applications from that time to 1966 were invariably either incomplete or late or both; the commission's response in each case, Mr. Johnson said, was a "mild

rebuke."

In 1966, however, Miss Blodgett received a short-term renewal. As one exasperated commission official noted then: "She's notorious . . . She wouldn't file anything" (BROADCASTING, Feb. 28, 1966). Undaunted the commission served on Miss Blodgett in June 1967 an "Official Notice of Violation," which was to be answered within 10 days. Miss Blodgett answered 10 months later, and Mr. Johnson responded philosophically: "Naturally, we were delighted to hear from Miss Blodgett. . . ."

Miss Blodgett's response advised the commission that the violations had been fully corrected. This report, added to the station's apparently high level of attention to community needs and interests, led the commission to grant a full three-year renewal last week, along with a \$500 fine for the violations.

Commissioner Robert Bartley dissented to the renewal along with Mr. Johnson. Unlike the junior commissioner, however, Mr. Bartley had been involved in earlier decisions involving Miss Blodgett, and chose not to issue a statement.

While acknowledging the station's attention to local interests and the community's esteem for Miss Blodgett, Mr. Johnson expressed doubt that her indifference to commission mail will vanish with this latest action.

comments on the commission's rule-making proceeding on CATV program origination. The proposed rule change would permit CATV systems to use the Community Antenna Relay Service to transmit CATV-originated program material from the studio to the cable head end.

The ABC petition, filed on Aug. 2, noted that the commission invited comments on the "general matter" of program origination, although it said it was "concerned mainly with the technical aspects of the problem." A document dealing effectively with the broader issues, ABC said, "would not be possible by Aug. 16," the original deadline. And such a study is necessary, the petition added, because the commission's proceeding will apparently cover "the entirety of the fundamental problems of program originations by CATV systems."

In its filing last week, NAB simply stated that it agreed in full with ABC's reasoning.

Mothers question ethics of Nick Johnson's talk

One of the participants in the *McCall's* magazine "Womenpower" conference has written House and Senate leaders questioning the ethics of FCC Commissioner Nicholas Johnson in "calling for punitive action (against the broadcasting industry) by outside organizations and once having made such statements, turning around and denying having done so."

In letters to Commerce Committee officials in both houses, Dorothy Lewis, president of American Mothers Committee Inc., New York, said despite Mr. Johnson's denials (BROADCASTING, Aug. 5, July 29), the commissioner, "in essence . . . encouraged the women leaders attending the meeting to boycott advertised products if television programs don't improve: suggested that their local groups should hire an attorney and fight renewal of licenses; that they appeal to the FCC for local hearings, and that they set up local monitoring committees. "Further," she added, "Commissioner Johnson stated that broadcasters were mainly concerned with economic success and that they have been known to respond to protests."

Mrs. Lewis told the congressional leaders that her disagreement with the proposed course of action was beside the point. "My dismay," she explained, "stems from the fact that an FCC official, Commissioner Johnson, would carelessly call for such action, and my astonishment comes from his refusal to admit to the statements he made in an open meeting before a large audience."

NAB seeks FCC view on discrimination

The executive committee of the National Association of Broadcasters huddled in Washington last week in an all-day session that covered a variety of in-house subjects, from FCC interest in discrimination in broadcast employment to 1969 convention plans.

It's reported that NAB is preparing to ask the commission to "make clear" certain aspects of its July policy statement regarding discriminatory employment practices. In that statement the commission said it will deny a license renewal of a station found to have violated "national policy" against such discrimination (BROADCASTING, July 8).

NAB is expected to ask for clarifications with respect to the commission's jurisdiction and that of the Equal Employment Opportunities Commission in these matters. The EEOC was created under the Civil Rights Act of 1964. NAB may also request guidelines as to what records a station should maintain, and whether a station accused of discriminatory practices would be permitted to know the identity of the complainant. According to some commission sources an accused station would be "entitled" to a written explanation as to the complaint and the identity of the complainant.

It's further understood that NAB will await current FCC consideration of CATV (see page 58) before resuming copyright negotiations with the National Cable Television Association. Both NAB and NCTA are under an injunction from Senator John L. McClellan (D-Ark.), chairman of the Senate Subcommittee on Patents, Trademarks and Copyrights, to submit their recommendations on copyright legislation by Oct. 1. But with the commission just beginning

its deliberations on cable, it's felt that either NAB or NCTA will seek an extension of that deadline.

The committee also heard that its fall conferences will deal with sessions on urban problems, using information that has been volunteered by stations as to their experiences in covering urban disturbances (CLOSED CIRCUIT, May 20).

And the committee heard that the exhibit floor space (some 55,000 square feet) for the 1969 convention to be held in Washington March 23-26 will be as large as the 1968 Chicago convention, and that exhibits will, for the first time, be lodged in two hotels—the Sheraton Park and the Shoreham.

WNUS becomes MBS affiliate

Joining Mutual effective Aug. 18 will be WNUS-AM-FM Chicago, an unaffiliated McLendon station. WNUS operates with 5 kw on 1390 kc, and WNUS-FM uses 36 kw on 107.5 mc. WNUS replaces WCFL.

CBS adds new affiliate

WXLW Indianapolis, a Mutual affiliate, will join CBS effective Oct. 1. Owned by Greater Indianapolis Broadcasting Co., the station operates on 950 kc with 5 kw daytime. WXLW replaces WIRE as the CBS affiliate.

FCC at NAB luncheons

Five of six FCC commissioners will be featured luncheon speakers at each of six fall conferences to be held by the National Association of Broadcasters.

The commissioners scheduled to appear are James J. Wadsworth at the New York Hilton in New York on Oct. 17; Kenneth A. Cox, Ambassador hotel, Los Angeles Oct. 21, and on Nov. 11 at the Sheraton Gibson, Cincinnati; Robert E. Lee, Denver Hilton, Denver, Oct. 24; Robert T. Bartley, Dallas Hilton, Dallas, Nov. 14, and Nicholas Johnson at the Atlanta Marriott in Atlanta on Nov. 18.

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Bishop late-night spot

CBS-TV's two-year search for a late-evening entertainment program ended last week when the network announced

it will begin a Monday-through-Friday, 11:30 p.m.-1 a.m. (NYT) series featuring Merv Griffin in the fall of 1969. The announcement follows through on the promise the CBS executives made at the May meeting to their sta-



Mr. Griffin

tion affiliates (BROADCASTING, May 20).

Mr. Griffin is an experienced host of a talk-variety show with his *Merv Griffin Show*, which has been on the air since May 6, 1965, and is now presented on 142 stations, mainly in afternoon periods but on about a dozen outlets in the evening. The signing of Mr. Griffin by CBS will place him directly in contention with Johnny Carson on NBC-TV and Joey Bishop on ABC-TV.

Mr. Griffin's program will replace the late-night feature film slots on local stations affiliated with CBS-TV. The scarcity of motion pictures, aggravated

by the scheduling of movies in prime time by networks, prompted CBS-TV to seek an entertainment presentation in the 11:30 p.m.-1 a.m. period.

In announcing plans for the *Griffin* program, Thomas H. Dawson, president of CBS-TV, said that "for years, in private conversations and public conferences, station managers have been urging us to provide a late-night network service." He added:

"We promised to launch such a series if and when we found an entry that could give our stations, and the network, audience leadership. We are convinced Merv Griffin guarantees us late-night supremacy."

Mr. Dawson added that the network moved quickly two weeks ago when it was apparent that Mr. Griffin had not been able to reach agreement on a new contract with WBC Productions, a subsidiary of Westinghouse Broadcasting Corp., with which Mr. Griffin produced his syndicated program. He said CBS's contract with Mr. Griffin will be for six years.

Commercials Not Set ■ Mr. Dawson told BROADCASTING that the number of commercial minutes to be carried within the program or the price of each spot has not as yet been determined. He noted that in this time period the network may present as many as 18 commercial announcements but he added that "we don't contemplate carrying that many, but, frankly, our commercial and sales policy has not yet been set."

Industry sources indicated that the *Carson* program, carried on 204 stations, will have a charge of \$17,000 per commercial minute, starting in the fall, compared with \$16,000 this past season. The *Carson* series is said to gross about \$27 million annually, plus an estimated \$2 million yearly for the

repeat programs on Saturday.

A spokesman for ABC-TV said the *Joey Bishop Show* grosses an estimated \$11 million a year and is sold out through 1968. The series is presented on 156 stations.

There was speculation that the *Griffin* program could attract more network revenue than the *Carson* series if CBS-TV elected to sell considerably more than the six network minutes offered on *Carson*. Station affiliates carrying the program sell local cut-ins on the *Carson* program.

Westinghouse Broadcasting Co., plans to continue with syndication of a program similar to the *Merv Griffin Show* a year from now when Mr. Griffin enters late-night TV programming on CBS-TV.

Jerome R. Reeves, president of WBC Productions and Program Sales, also said WBC's new programming in the talk-variety area would be backed with "the production, the promotion, the experience and the theater facilities which would insure its success."

Mr. Griffin's shows was placed in syndication in May 1965 on 19 stations. It is on 142 stations now. Mr. Reeves said Mr. Griffin's contract with Westinghouse terminates in August 1969, that in the meantime the *Griffin* show would continue.

CBS violence philosophy is put down on paper

CBS President Frank Stanton has distributed a memorandum to all officers, groups, divisions and subsidiaries of the company on the subject of "television coverage of disorders."

The significance of the memorandum is that it outlines in one directive the philosophy and guidelines that have been formulated over the past few years by various CBS officials. Dr. Stanton stressed that one of the basic tenets that has evolved is that coverage of an event or a person is dictated by the yardstick of newsworthiness, not by whether the event is "good or evil" or if the individual is "a villain or a hero."

To keep "from spilling more fuel on the flames," Dr. Stanton stated, both CBS News and the news departments of the CBS-owned stations have given their staffs these instructions: Use unmarked cars, with few exceptions, when carrying equipment and personnel to riot scenes; avoid using lights when shooting pictures, since lights only attract crowds; obey all police instructions instantly and without question; exercise

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extreme caution in estimating the size, intensity and mood of a crowd; check out all rumors and eyewitness reports before using them; balance all statements by rioters or their supporters with others by responsible officials and play the news straight, without emotion, and avoid catch-words or phrases—such as “police brutality,” “angry mood,” etc.—that may antagonize or inflame an already incendiary situation. The important thing is to convey to the viewer that he is seeing only the impression of an event, not an event itself.

Syndicators find market for football

Syndicators once more will blanket the country with replays of football games, interviews with coaches and players, and in some cases, shows run by players themselves.

NFL Films Inc., wholly owned subsidiary of the NFL, will syndicate its half-hour *Game of the Week* and *This Week in the NFL* during the season, and *NFL Action* in the spring. *This Week in the NFL* supersedes last year's productions *NFL East* and *NFL West*. Going into its fourth year, *Game of the Week* has a lineup of about 57 stations. The company expects to sell the new *This Week in the NFL* in over 60 markets, in addition to the Canadian Broadcasting Corp. *NFL Action*, now in its second season with American Express through Ogilvy & Mather as sponsor, is carried in 25 markets.

NFL Films also will distribute the 15-week, half-hour series *AFL Highlights* for the first time. A separate division, AFL Films, has been formed to carry out production and distribution. The series has already been sold in 25 markets.

Tel Ra Inc., which sold rights to *AFL Highlights* to NFL Films, is working on an NCAA highlights series produced for the NCAA Official Film Service, and a one-hour preview, *Of Touchdowns and Men*. Both may land on a network instead of in syndication. A one-hour DuPont-sponsored special, *The League That Came in from the Cold* is distributed on a trade-out basis

with stations.

UPI's audio service will again carry two football series. Five-minute professional game previews will be sent on five consecutive days starting Sept. 2; and every Thursday, from Sept. 12 through Dec. 19, UPI will carry its 15-minute *Football Analysis*, interviews with professional and college coaches and players by Ed Ingles.

Marvin H. Sugarman Inc. will feed three regional networks games from the Big 10 and Pacific 8 conferences and an eastern group of independents including Army, Navy, Penn State, Pittsburgh and Syracuse. Station and advertiser details were not available. Mr. Sugarman produced a similar series in 1966 covering only an eastern region.

Sports Network Inc., with Chesley Productions, will offer delayed telecasts of all 10 Notre Dame games, with a preview and review session before and after the season. At least 140 stations have signed for the 90-minute programs, to start Sept. 15.

Two quarterbacks will be featured in other syndicated shows. Warner Bros.-Seven Arts' *The Professionals* stars Johnny Unitas of the Baltimore Colts, and will be shown in approximately 73 markets throughout the year. Eastman Kodak sponsors the 13-week series in 35 of those markets.

Fran Tarkenton, New York Giants quarterback, will begin his own show this year, produced at WPIX(TV) New York and distributed by Trans World International. The half-hour series is scheduled to begin Sept. 19 and continue all year. A lineup of stations in the Northeast is presently being developed.

Program notes . . .

English accent ■ KLXA-TV Fontana-Los Angeles, which has been emphasizing Spanish-language programs, has formed a new English-language sales and programming division. The UHF station has scheduled three new programs in English, two one-hour shows and one half-hour. The programs, live and in color, are pegged to full-scale audience involvement.

NTC telecast ■ National Teleproductions Corp., Indianapolis, is distributing in color the first commercially televised United States Auto Club Championship Race Oct. 13. The 250-mile event will be carried by 85 TV stations.

Agency consolidation ■ The Hollywood office of Young & Rubicam is being consolidated into the Los Angeles office of the agency. The Hollywood office has supervised production of West Coast TV and radio programs for Y&R under Robert D. Hussey, vice president; and commercial TV and radio produc-

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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.

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tion under Sid Marshall, also vice president. Messrs. Hussey and Marshall, and their respective staffs, will continue to operate in much the same manner, but out of Y&R's Los Angeles office, 615 South Flower Street.

Yo ho ho ■ Roger H. Luscombe, program director of WSOM-AM-FM Salem, Ohio, has formed Jolly Roger Productions to produce spots and syndicate programs. The company's address is Box 356, Salem 44460.

TV pilot ■ John J. Sughrue and Co. Inc., New York, will produce a one-hour color pilot film for a planned TV documentary series on U. S. naval history. The film, sponsored by the Eugene E. Wilson Foundation, Palm Beach, Fla., will be aired over a major network this fall.

More specials ■ Winters/Rosen Productions, Los Angeles, has sold its second network special. *Spring Thing* will be sponsored by Celanese Corp. on NBC-TV next April.

For syndication ■ TV Cinema Sales Corp., Beverly Hills, Calif., has acquired three packages for syndication in the 1968-69 season. From Barrett Films. TVCSC acquired U.S. rights to 150 five-minute color cartoons. *Spunky and Tadpole*, and 190 Telemats (60 in color), a format for producing open-end local commercials created by Hanna-Barbera Productions. TVCSC also acquired national TV distribution rights

from Burt Rosen Productions to *Pocket Billiards Tournament of Champions*, 13 one-hour color films.

Golf lineup ■ Sports Network Inc. has lined up 170 stations for its telecast of the Westchester Classic golf tournament Aug. 17-18.

NATRA sessions to extol black

"Tell it like it is" to be theme at 4-day convention in Miami for broadcasters

Black is for broadcaster — professional, respected, powerful.

This is the subject that Negro disk jockeys, programers, station managers and record-company executives intend to probe in detail at a four-day convention of the National Association of Television and Radio Announcers starting Thursday in Miami at the Sheraton-Four Ambassadors. White owners and managers of Negro-oriented stations are invited to take part.

The NATRA delegates, although they still will be entertained extensively

by the major record companies as in previous years, have been asked by NATRA this year to bring their wives and expect much more serious "tell it like it is" sessions than any previous convention. Among featured speakers is the FCC's Nicholas Johnson who will talk Saturday noon.

Among subjects to be explored are formation of a black radio news service, encouragement of more black ownership of stations, more black managers or policy executives and a proposal before the U. S. Department of Labor to finance the hiring of ghetto youth who would work as studio partners of the disk jockeys in hopes of getting through to the hard core unemployed.

Another major project is the establishment of a professional training institute at the college level, possibly funded by a half-million dollars worth of contributions to be sought from stations and record companies. The awards dinner Saturday night will honor TV actor Bill Cosby and a sponsor, Xerox Co.

Tax Exempt Helps ■ NATRA as part of its continuing effort to upgrade its professional standing recently received nonprofit tax-exempt status from the Internal Revenue Bureau. NATRA's executive secretary, Del Shields of WLIB New York, noted that this growth also is evident in the fact many stations this year are paying the

FINANCIAL REPORTS

Cox Broadcasting forms separate CATV firm 500,000 SHARES OF CATV COMPANY UP FOR PUBLIC SALE

Formation of a separate corporate cable TV firm and a public offering of 20% interest was announced last week by Cox Broadcasting Corp.

The new CATV firm, organized last month and incorporated in Delaware, is Cox Cable Communications Inc. It is the successor company to CBC's CATV subsidiary, Cox Cablevision Corp. Officers remain the same: J. Leonard Reinsch, president; Marcus Bartlett, vice president. CBC is a group TV and radio broadcaster, multiple CATV owner and also has interests in publishing.

Registration last week with the Securities and Exchange Commission in Washington was for the public sale of 500,000 shares of CCC common. 20% of the outstanding two million common. The stock will be sold, through Lazard Freres and Co., at an estimated maximum price of \$15 per share, to

bring in an estimated \$7.5 million. Of that sum, \$654,561 will be used to pay off obligations due to Cox Broadcasting and the balance will be used as general funds and working capital, including acquisitions. One acquisition, the registration documents report, is an offer to buy a CATV system for \$210,000 in a community near San Diego, where CCC owns an existing cable operation.

The proposed prospectus shows that for the year ended Dec. 31, 1967, Cox Broadcasting's CATV activities had operating revenues of \$4,365,508 with operating income after expenses of \$1,066,429. Net after income taxes, expenses and extraordinary items was \$728,108, or 36 cents a share. For the first five months of this year, CCC reported operating revenues of \$1,989,835, operating income of \$551,354, and net income after taxes and other charges of \$241,020 or 12 cents a share.

As of May 31, CCC had ownership or partial ownership in 16 CATV systems in California, Oregon, Pennsylvania, Washington, Georgia, North Carolina, Indiana and Ohio. Earlier this month, CCC announced the suspension of the Lakewood, Ohio, cable system because of restrictions on the importation of outside TV signals by the FCC (BROADCASTING, Aug. 5). CCC holds 45% ownership in the Cleveland area CATV, and 55% of the *Cleveland Plain-Dealer*. CCC used allowances of \$254,250 and \$54,000 for 1967 and 1968 respectively as write-offs of full investment in the Lakewood system.

As of May 31, CCC's balance sheet showed total assets of \$9,710,810, of which \$1,409,056 were current assets. Total current liabilities were \$2,129,841; notes payable were \$4,263,168, and retained earnings were \$1,134,818.

Lamb shows 6-month profit

Lamb Communications Inc., licensee of WICU-TV Erie, Pa., and a multiple CATV owner, last week reported a

way for the personalities to attend.

"This really is the time for us to cross over the bridge," Mr. Shields explained, "not in anger, but with the calm telling of the truth that you [white owners] have a stake in this and so do we. If any black organization in the country should have status it is NATRA. The black broadcaster today has a position of both power and responsibility in his community."

Mr. Shields noted that NATRA members generally subscribe "to the new black philosophy—we must work out our own thing. We do not preclude or shut out white help and assistance. But help and assistance can no longer be on the token level."

Presidents and other high officials of a number of record companies have accepted invitations to take part in panel discussions Saturday. A panel on the urban crisis and the role of the broadcaster is slated Friday. It will be a sequel to one held in New York earlier this year.

International unit formed

Campbell, Silver, Cosby Corp., Beverly Hills, Calif., heavily involved in television production and distribution among diverse entertainment interests, has completed negotiations to acquire Busby/Smith Production & Management, London. The deal calls for CSC to purchase controlling stock of the

British company. Busby/Smith will become a division of CSC. The new division will seek and develop motion picture product for CSC, handle development and production on television specials for European markets and also be involved in public relations and phonograph recording activities.

Triangle syndicates new music library

Triangle Stations has begun syndication of three new music library services for radio stations, under the titles: *The Bright Sound*, *The Sweet Sound*, and *The Custom Sound*. The station group is phasing out the audio program service it has been syndicating for five years.

Triangle's three new services are first being offered to current subscribers of the audio program service.

Radio-TV contract signed by San Diego Padres

The National League's newest baseball team, the San Diego Padres, has found a radio and TV outlet for its games next season. The Padres signed a three-year contract for exclusive radio and television play-by-play broadcast rights with KOGO-AM-FM-TV San Diego.

The radio broadcast will be carried over a regional network of stations in

California, Arizona and Nevada. Pre-game and postgame programs for both radio and television broadcasts of the games are included in the contract. Industry estimates are that the TV and radio contract sold for some \$750,000 per season.

The first broadcasts are expected to originate over KOGO from the Padres training camp, in Yuma, Ariz. in early March of next year.

ITC sells nine color specials to seven stations

Independent Television Corp. has sold a package of nine one-hour musical-variety color specials to seven stations prior to its general release into syndication.

Initial buyers of the specials under the umbrella title of *Spotlight on Stars* are WNEW-TV New York, KTTV(TV) Los Angeles, WTTG(TV) Washington, KRON-TV San Francisco, KBTU(TV) Denver, KIRO-TV Seattle and KSL-TV Salt Lake City.

The nine specials star Robert Goulet, Tom Jones, Abbe Lane, Phil Silvers, Trini Lopez, Shelly Berman, Paul Anka, Bill Dana and Eddie Fisher, and will feature such personalities as Jack Carter, Barbara McNair, Georgia Brown, Vikki Carr and Connie Stevens. The specials were produced by ITC in cooperation with Van Bernard Productions of Hollywood.

total income for the first six months of this year of \$163,433.83, which includes an operating profit of \$51,681 and a special income item of \$111,752.83. This contrasts with a loss of \$32,830 for the same period last year. Arthur Ingram, Lamb president, said that the company has improved its cash position by more than \$215,000 and that it has eliminated all bank loans.

MCA registers rise in 1st-half profit

MCA Inc. reported last week that net income for the first half of the year rose slightly while gross revenues declined modestly from the corresponding 1967 levels.

Lew R. Wasserman, MCA president, said all figures for both periods reflect the three-for-two split of the common stock effective June 5 and on a pooling of interest basis, the results of operations of Spencer Gifts Inc., acquired April 30.

MCA Inc. and Westinghouse Electric Corp. have entered into an agreement under which Westinghouse would acquire MCA for an estimated \$360 million (BROADCASTING, Aug. 5). The merger proposal has been approved by the boards of the companies but is subject to approval of stockholders and a favorable tax ruling from the Internal Revenue Service.

For the six months ended June 30:

	1968	1967
Income per share	\$1.16	\$1.14
Gross income	112,026,000	112,712,000
Net income	9,046,000	8,758,000
Shares outstanding	7,524,108	7,411,733

Stock registration sought by Fuqua

Fuqua Industries Inc., Atlanta-based group broadcaster and diversified company, filed a statement with the Securities and Exchange Commission seeking registration of 977,460 shares of stock to be sold at \$44 per share, which is expected to yield an aggregate of \$977,460.

The statement did not indicate the

exact use of the proceeds, but it showed that Fuqua had long-term debts of \$20,374,524 and current liabilities of \$4,894,155, as of March 31. Retained earnings were listed at \$6,594,788.

Northeast moves to increase capital

Northeast Airlines Inc., an 86%-owned subsidiary of Storer Broadcasting Co., a group broadcaster, has filed a statement with Securities and Exchange Commission seeking registration of 323,701 shares of stock at \$20.50 per share, which is expected to yield an aggregate of \$6,635,870.

Proceeds will be used to pay debts owed to Storer and the remainder will be added to Northeast's general corporate funds. According to the statement, the "net effect of the transaction will be to increase the company's working capital."

Pursuant to the loan agreement with Storer, the company is required to maintain \$3.6 million in working capital

and a net worth of a minimum \$25 million. As of May 31, Northeast had \$9,345,000 in working capital and a net worth of \$32,550,000.

Teleprompter has record 1st half

Teleprompter Corp., New York, last week reported record revenues and earnings during the first six months of 1968.

The multiple CATV owner reported revenues and net earnings up 5.7% and 27.7%, respectively. Operating profits before special items jumped 95.3% to \$186,309 from \$95,400. The special income was attributed by Irving B. Kahn, Teleprompter chairman and president, primarily to the Hughes Aircraft acquisition of an additional 18% of its Manhattan CATV system, bringing Hughes's interest to 49%.

For six months ended June 30:

	1968	1967
Earned per share	\$0.84	\$0.77
Revenue	3,655,618	3,455,555
Net earnings*	833,561	652,033

*After deducting federal income taxes on operations of \$70,669 and \$32,028, respectively. Include extraordinary items of \$647,252 and \$556,633, respectively.

Typical TV station profit down 26.4%

The pretax profit margin for the "typical" TV station in 1967 was \$244,300 (18.1%), down \$87,000 or 26.4% on the comparable 1966 figure of \$332,100, according to a television financial report released by the National Association of Broadcasters department of broadcast management.

The TV figures are based on 307 "usable" returns, or 54.8%, from 560 commercial stations, except those in Guam and the Virgin Islands, that have been in operation for the full year. With nearly 20 more stations on the air than in 1966, NAB received two fewer returns on which its survey is based.

The NAB figures show that total revenue for the typical television station was \$1,346,600 (compared with \$1.4 million for 1966) and expenses were \$1,102,300 (compared with \$1.07 million for 1966). Total time sales before commissions and network payments were \$1,465,200, of which \$372,000 (25.4%) came from networks, \$593,400 (40.5%) came from national and regional accounts, and \$499,600 (34.1%) came from local advertisers.

Compared with the 1966 financial profile released by NAB last summer (BROADCASTING, July 31, 1967), network sales remain the same, but national-regional then was up to \$647,900

and local business was up to \$504,600 for the typical TV station.

Again as in 1966 the major expense was programing at \$404,500 (36.7%); general and administrative costs were \$382,500 (34.7%); technical costs were \$178,600 (16.2%), and sales, including promotion, were \$136,700 (12.4%).

Salaries took \$461,700 of which \$173,600 (37.6%) were in programing; \$119,600 (25.9%) were technical; \$88,200 (19.1%) were general and administrative, and \$80,300 (17.4%) were for sales personnel.

Depreciation and amortization were \$128,000, and film expense was \$104,800.

TV broadcasters estimate the typical station's revenue in 1968 will reach about \$1,460,000, an increase of 8.4% over the 1967 figure, and about what they had predicted for 1967.

Companion figures for the typical radio station won't be available until later this month, according to a broadcast management spokesman.

Company reports . . .

Capital Cities Broadcasting Corp. reported last week that net profit and net revenue for the first half of 1968 rose comfortably over the comparative 1967 period. Thomas S. Murphy, chairman and chief executive officer, noted that the profit before the special surtax was up 30% and after the surtax was 23%. The report consolidates Fairchild Publications Inc. for the first time, adding 75% of Fairchild's earnings from Jan. 1 to May 15 (date of the merger) and 100% from May 15. For the first six months ended June 30:

	1968	1967
Income per share	\$1.56	\$1.31
Net revenue	36,079,000	32,466,000
Net profit	4,543,000	3,811,000

Chris-Craft Industries Inc., a diversified company and a group broadcaster, last week reported an increase in sales, but a slight drop in earnings for the first six months of 1968 ended June 30:

	1968	1967
Earned per share	\$1.18	\$1.23
Sales	48,749,000	47,352,000
Net income	3,814,000	3,868,000
Income after taxes	1,987,000	2,078,000
Average number of shares outstanding	1,164,607	1,329,159

Oak Electro Netics Corp., Crystal Lake, Ill., manufacturer of television tuners and other electrical equipment, reported a decrease in sales and earnings for the second quarter of this year ended June 30:

	1968	1967
Earned per share	\$0.31	\$0.83
Sales	19,372,325	19,431,754
Gross income	4,341,168	5,040,618
Net income	443,490	796,824
Average number of shares outstanding	1,136,160	1,122,960

Wrather Corp., Beverly Hills, Calif., television productions and syndication company with interests in Muzak franchised music business and the Disney-

land hotel, reported consolidated net income for the six months ended June 30 up 36% over the comparable period for 1967, with gross income for the same period increased by some 7%. For the six months ended June 30:

	1968	1967
Earned per share	\$0.36	\$0.26
Income	7,741,933	7,223,945
Net income	629,333	461,238
Shares outstanding	1,760,080	1,760,080

WAST earnings shown on transfer application

WAST(TV) Albany, N.Y., earned profits of \$550,163 during 1967 and \$230,882 for the first four months of this year. This was recorded last week when the station filed an application with the FCC seeking approval of its transfer to the RKO General broadcasting group for \$8 million. (BROADCASTING, Feb. 19.)

The station, a primary ABC-TV affiliate, earned a total revenue of \$2,090,960, and \$754,990, during 1967 and for the first four months of 1968, respectively. Expenses were \$1,540,796 and \$524,108 for the same periods.

As of Dec. 31, 1967, WAST was shown to have \$474,043 in current assets and \$758,792 in fixed assets totaling \$1,233,835. Current liabilities (short term) were listed at \$47,975.

Financial notes . . .

■ **Stockholders of Visual Electronics Corp.**, New York, have authorized an increase in common stock from 1,929,700 shares to 7.5 million shares and also an issuance of 500,000 shares of preferred stock. They also authorized the board to determine the terms of the preferred stock and to eliminate 868 shares of 3¼% cumulative preferred stock. Additionally, the stockholders authorized an increase of 30,000 shares of common stock for which options may be granted under the company's existing qualified stock option plan.

■ **Commonwealth United Corp.**, Beverly Hills, Calif., a diversified organization with operations in TV distribution, motion picture and record production, music publishing, real estate, insurance and shipping, last week agreed to acquire Berry Petroleum Co., Magnolia, Ark. The transaction would involve an exchange of stock with a current market value of more than \$7 million. Commonwealth United, parent of Television Enterprises Corp., also has oil and gas interests through Sunset International Petroleum Corp., wholly-owned subsidiary.

■ **Filmways Inc.**, New York, has completed the acquisition of United Bindery Inc., there. United Bindery specializes in binding paperbacks and magazines.

Space broadcast facilities proposed

A group of scientists and engineers who have been considering future projects for the National Aeronautics and Space Administration has assembled recommendations and is prepared to submit them to the space agency.

In the broadcasting area, two proposals recommend that NASA study direct FM and TV broadcasting to home receivers and to ground stations for distribution to broadcast stations.

The group, which has met at Woods Hole, Mass., for the last two summers, also suggested that the FCC set aside an FM channel at the high end of the FM band (88-108 mc) exclusively for direct space broadcasts to home receivers, and also a single, exclusive TV channel in the UHF band (470-890 mc) for direct-to-home TV.

It also recommended that the commission set aside for space broadcast use to earth a channel in the 2500 mc band for educational and public TV; in the 12,000 mc band for CATV and microwave service, and in the 18 gc and 35 gc bands for future space satellite broadcast uses.

The report finds that direct-to-home broadcasting of FM radio is both technically and economically feasible; direct TV broadcasting from a satellite, it finds, is technically feasible but economically questionable. TV satellite broadcasting to ground stations for distribution to broadcast stations, however, is considered both technically and economically feasible.

The report was drafted by a committee headed by Dr. Wilbur Pritchard, director of the Communications Satellite Corp.'s laboratory division.

Also in the space field, a special engineering group of the Electronic Industries Association urged the utilization of low-cost earth stations with high powered equipment as a salient element in a domestic satellite system. The EIA report was submitted to the President's Task Force on Telecommunications Policy last week.

Second FCC denial to WCAU

A request by WCAU Philadelphia for review of a decision denying the station's application to directionalize its clear-channel operation has been denied by the FCC. The application was originally set for hearing in 1966 along with one by KGYN Guymon, Okla., to directionalize its secondary clear chan-

nel operation. Later, in an unusual action, the FCC review board severed the KGYN application and granted it without prejudice to WCAU. In its initial decision denying WCAU's application, the review board said that the reduction in KGYN service which would result from a grant to WCAU would frustrate the commission's goal of providing primary nighttime service to underserved areas in the western United States.

UMC demonstrates new facsimile transmitter

UMC Facsimile Corp., New York, demonstrated a new facsimile transmission system last week in New York.

The variable velocity scanning technique speeds the rate of transmission of white space and uses low-cost telephone lines, thus economizing in both time and type of lines needed.

A patent for the system has been issued to George J. Doundoulakis, electronic physicist with the Sonic Vee Corp., which has licensed UMC Facsimile for marketing, leasing, financing, development and research on the equipment. UMC Facsimile was founded for this purpose as a subsidiary of the United Marion Corp., a company also involved in broadcasting through its

UMC Broadcasting Division, which has patents pending for UHF stations around the country.

Ira Kamen, vice president of UMC Facsimile, described more advanced uses of the equipment beneficial to FM stations and closed circuit television operators. The system could be used for electronic newspaper transmission through FM subcarrier waves, he said, thereby bringing extra income to FM stations at a time when they're normally off the air.

UMC Facsimile plans to have black-and-white equipment available for leasing early next year for \$300-500 per month.

WBKB-TV says it's happy at Marina City

ABC-owned WBKB-TV Chicago took special care last week to explain why it isn't moving its antenna to the new 100-story Hancock Building there even though five other local TV stations have announced their plans to switch (BROADCASTING, Aug. 5). The simple fact, WBKB-TV claims, is that channel 7 coverage is just as good at its Marina City site. Ghost reflections or other problems are minimal, it was added.

WBKB-TV said extensive field testing

Points in favor of 16mm use brought out

The 16mm width may replace the 35mm width as the standard film size in television. The reasons: the rising price of production, and "the resurging competition" from other advertising media.

These conclusions about the more than 40-year debate over 35mm and 16mm as the standard film for the entertainment business are made in the July issue of *Rewind*, published by General Film Laboratories, Hollywood.

According to the processing company, 16mm's basic appeal is that it costs less (for film, equipment and related accessories) and is more portable (in film and equipment) than 35mm. In television these days, a considerable use of 16mm is being made for local shows, production of commercials and for specials produced on locations (tape is used for studio specials).

Rewind suggests that with the squeeze put on television by media competition, a re-examination of film

use is in order ("the more the network or station must charge the advertiser for time and entertainment product, the greater the demand that the costs be justified"). Cost of camera raw stock and laboratory services is about one-fourth less for 16mm than for 35mm. Also since 16mm is narrower than 35mm, and a 400-foot roll is the equivalent of the 35mm 1,000-foot roll, the camera equipment will be smaller and lighter in about the same ratio.

About the perennial question of 16mm's picture quality, the newsletter indicates it all boils down to "what are you willing to settle for?" *Rewind* says the difference in quality between 35mm or 16mm is most apparent when a 35mm print is compared with a 16mm print, both being projected to a large screen. But on the TV tube, "it is considerably less apparent." Instead, *Rewind* points out, it "shows up in backgrounds, large area shots, and optical work."

confirms the original findings of Kear and Kennedy, consulting engineering firm, as to the suitability of the present site. Because of the FCC height and power relationship rule, WBKB-TV couldn't gain very much coverage if any at all by moving to the higher location, the station said.

WBKB-TV's tower lease at Marina City runs until 1974, but it does include an escape clause if the station did wish to move. "Why spend \$1.2 million to move if you really don't get anything," one station spokesman said.

Technical topics . . .

Election machines ■ Toscal electronic calculators, manufactured in Japan by Tokyo Shibaura Electric Co. Ltd. (Tosh-

iba), will be used by ABC-TV in covering the general elections in November. Eight Toscal model BC-1411 machines were used by the network in covering last spring's primaries.

Radio logger ■ Tape-Athon Corp., Inglewood, Calif., has developed a new radio station logger featuring dual capacitors and automatic reverse. The model 900 logger is available in two, four, and eight-track configurations with one, two, or more channels per track. Prices start at \$1,550.

'Shaver' at Lewron ■ Lewron Television Inc., New York, said last week it has ordered a second unit using Norelco's new PCP-70 portable color camera.

Research Center ■ The Association of

Motion Picture and Television Producers has established a motion picture and television research center in Hollywood to conduct a long-range systems-analysis study of film studio production methods. Primary objective of the research center is to provide technical information for the industry. The research unit already has studied techniques for creating greater film technical standardization, evaluated a new Eastman Kodak high-brightness screen and investigated chemical and radiation hazards of film processing.

Compact headsets ■ Roanwell Corp., New York, has developed six new lightweight headsets for TV cameramen and commentators. Each headset weighs less than eight and a half ounces.

FANFARE

Schaefer to sponsor All-Star special

The F. and M. Schaefer Brewing Co., New York, will pay all expenses involved in staging a two-hour National Basketball Association All-Star game and telethon Aug. 15 to benefit the Southern Christian Leadership Conference and New York Mayor Lindsay's Youth and Physical Fitness Fund. Schaefer will relinquish commercial time to personalities in show business and athletics for appeals for donations.

WPIX(TV) New York is donating air time (8-10 p.m.), the All-Stars will perform free of charge, and Marty Glickman, head of Sportsplan Inc. and coordinator and play-by-play commentator for the game, will donate his services.

Schaefer's agency is BBDO, New York.

Annual media awards to be issued by ACLU

The American Civil Liberties Union is instituting annual national awards in the communications media. The awards will cover radio and TV broadcasts by stations and networks, plus newspapers, magazines, books and motion pictures.

Barton R. Clausen, director of information and education for ACLU, said no specific broadcast categories are anticipated and selections will range from public affairs programming to entertainment features.

Selection will be based on the ability of a program to create understanding and appreciation of the Bill of Rights, and generate citizen participation in activities that "forcefully implement civil liberties ideals in the com-

munity."

Only entries produced or published between Aug. 31, 1968 and Aug. 31, 1969 will be eligible for consideration. Awards will be presented in New York, Dec. 15, 1969.

ACLU spokesmen said the awards program was still in the formative stage. The organization's national headquarters are at 156 Fifth Ave., New York 10010.

Drumbeats . . .

Air show ■ More than 12,000 people attended a Sunday fly-in sausage and pancake breakfast and air show sponsored by WWAM Cadillac, Mich. Net proceeds, more than \$2,000, were donated to a local school for the handicapped.

Police training ■ KDKA-TV Pittsburgh held a three-hour course in 16mm film techniques for about 30 members of the Pennsylvania State Police. The session included basic fundamentals such as loading, holding the camera and good composition. The state police use cameras for filming documentations of accidents and other safety and public relations presentations.

Donation ■ WPIX(TV) New York has

Baseball in the 'Bottoms'

While filming a documentary in Houston's Negro ghetto, the Bottoms, a KPRC-TV news team, learned that the area had few recreational facilities and, due to lack of sponsorship, no little league baseball team.

The news team raised \$400 from the station's staff which they contributed for a little league team in the ghetto. The team is now competing in regular little league competition.

donated seven RCA camera chains and additional control room equipment valued at \$15,000 to WUSF-TV Tampa, ETV of the University of South Florida.

Annual seminar ■ WHC-TV Pittsburgh will be host to 150 representatives of civic, charitable and religious organizations from the tristate area (West Virginia, Ohio and Pennsylvania) at its second annual Public Affairs Seminar Aug. 15. The workshop to be held in the station's studios is designed to acquaint public-oriented agencies with TV techniques and procedures.

Navy spots ■ The Navy Department, in conjunction with Young & Rubicam, Chicago, has produced two 60-second color aviation trailers for TV.

Five broadcasters get ABA 'gavels'

Five of the 13 "gavel" awards made by the American Bar Association last week to news media went to broadcasters. The awards were presented by ABA President Earl F. Morris during a luncheon at the 91st annual meeting of the association in Philadelphia.

Winners in the broadcast media were NBC, ABC, Twentieth Century-Fox Television Inc. WMAL Washington and WEEI Boston. All the programs honored dealt with the law or law enforcement.

BPA extends entry dateline

The Broadcasters Promotion Association has extended the deadline for entries in the Audience Promotion Awards from June 30 to Aug. 31. The categories in the seventh annual competition are on-air promotion and integrated campaigns using all media (BROADCASTING, June 24).

FATES & FORTUNES

BROADCAST ADVERTISING

Nick Silva, executive art director, Gray Advertising Inc., Beverly Hills, Calif., elected VP. **Denis Higgins**, creative supervisor for agency, appointed associate creative director.



Mr. Landy

Joe Landy, account supervisor, Doyle Dane Bernbach, New York, named VP.

J. Carson Magill, senior VP and manager, McCann-Erickson Inc., San Francisco, named western regional manager for agency, with headquarters in same city. **Russ Johnston**, senior VP for agency in Los Angeles, becomes general manager of that office. **J. Neil Reagan**, VP in Los Angeles office, named senior VP and continues to supervise radio and TV operations.



Mr. Horst

Peter Horst, associate creative director, Leo Burnett Co., Chicago, joins Henderson Advertising Agency, Greenville, S. C. as VP and creative director.

James Arthur, Robert Dunn, Robert Nelson and **William Sandlo**, group heads in creative department of Foote, Cone & Belding, Chicago, named VP's.

Richard J. Passanant, assistant controller, Doyle Dane Bernbach, New York, joins Harrington, Righter & Parson Inc., that city, as business manager and assistant treasurer.

Malcolm Ochs, with Ross Roy of New York Inc., elected VP of agency and director of media and research.

Joyce Peters, with Ted Bates & Co., New York, joins U. S. Media-International, media consulting organization, that city, as VP and associate media director.

Jack Bidus, creative director, N. W. Ayer & Son, Philadelphia, elected VP.

Kenneth Becker, with Official Films Inc., New York, joins Frank B. Sawdon Inc., that city, as controller and treasurer. **Marion Porter**, with Grey Advertising Inc., New York, joins Sawdon there as copy chief.

Douglas S. Cramer, executive VP in charge of production, Paramount Television, Hollywood, named general chairman of ninth annual International Broadcasting Awards, sponsored by Hollywood Radio and Television Society to honor "world's best" TV and ra-

dio commercials.

John S. Scanlan, VP and account group supervisor, Ted Bates & Co., New York, joins Geer, DuBois & Co., that city, as VP and account supervisor.



Mr. Oliver

Thomas R. Oliver, manager, commercial sales, American Airlines, New York, appointed director of advertising for company.

William B. Decker, with KNEW-TV San Francisco, joins The Meeker Co. as manager, San Francisco office.

Michael Borden, media planner, Ogilvy & Mather, New York, joins CBS Radio Spot Sales there as manager, marketing services.

Alan H. Steinberg appointed manager, sales, central office, NBC Radio, Chicago.



Mr. Teter

Robert H. Teter, station manager and general sales manager, WNHC-TV New Haven, Conn., appointed broadcast sales manager, Triangle Stations (licensee of WNHC-TV), Philadelphia.

Pat Pantanini, assistant advertising and sales promotion manager, KPIX(TV) San Francisco, joins KHVH-TV Honolulu, in newly created position of director of creative services. **Cyril C. Larsen**, account executive KHVH-AM, appointed local sales manager.

Howard L. McFadden, account executive, WNBC New York, appointed sales manager.

W. Barrett Mayer, with Pepper & Tanner Inc., Los Angeles, appointed manager, West Coast operations, San Francisco.



Mr. Abel

Sydney A. Abel, formerly with P. Ballantine & Sons, Newark, N. J. and BROADCASTING, Washington, joins WASH(FM) Washington as sales manager.

Richard Borzumato, media supervisor, Papert, Koenig, Lois Inc., New York, joins Tatham-Laird & Kudner Inc., that city, in same capacity.

Thomas E. Kniest and **Richard W. Epp**, both with Katz Radio and Television, respectively, St. Louis, both named managers. Messrs. Kniest and Epp suc-

ceed **James Muse**, manager of both operations, who resigns.

Ollie Hayden, account executive, CBS Radio Spot Sales, New York, appointed general sales manager, KCBS San Francisco.

Lawrence E. Feeney, account executive, Television Advertising Representatives, New York, joins KPIX(TV) San Francisco as sales manager.

Mark Halleck appointed director, client and sales relations, WLEX-FM-TV Lexington, Ky. and WCOV-AM-FM-TV Montgomery, Ala. Both are Gay-Bell stations.

MEDIA

Harold W. Dutch, station manager, WLAM Lewiston, Me., named executive VP, Lewiston-Auburn Broadcasting Corp. and Hoy Communications Corp. (licensee of WLAM and WIDE Bedford, Me.). Mr. Dutch will serve as administrative assistant to F. Parker Hoy, president and general manager of stations.

Herbert R. Shein, VP, WKIP and WSPK(FM) Poughkeepsie, N. Y., also named general manager, WSPK, that city (was WKIP-FM).

J. David Bradsher, formerly manager, WFRC Reidsville and WCBT Roanoke Rapids, both North Carolina, returns to WSC Statesville, N. C., as manager. All are Statesville Broadcasting Co. stations.

Cec Beck, program director, WRVB-FM Madison, Wis., appointed station manager.

David E. Steere, VP and station manager, WKMI and WSEO-FM Kalamazoo, Mich., becomes president and general manager.

PROGRAMING



Mr. Campus

Michael Campus, director of specials for CBS-TV New York, joins Universal City Studios, North Hollywood (Calif.), as producer of feature films and TV specials.

Gerald Isenberg, assistant to Abe Schneider, chairman of board of Columbia Pictures, named director of ABC-TV's projected *Movie of the Week* series for 1969-70 season. Mr. Isenberg will make his headquarters in Hollywood and serve as liaison with feature film production companies involved in series.

Ross Donaldson, director, program

services, NBC-TV New York, named VP, program development, West Coast. At same time network's West Coast film operation was consolidated. **Jerome H. Stanley**, director, NBC Productions, West Coast, named director, film programs and NBC Productions, West Coast. **James J. Seaborne**, manager, film program operations, West Coast, named director, film program administration, West Coast. **Frank Pittman**, manager, film programs, NBC Productions, West Coast, named manager, NBC Productions, West Coast.

Aaron Ray, administrative assistant to executive VP, Bonded Film Services, New York, joins Warner Bros.-Seven Arts, that city, as manager of domestic and foreign television booking department.

Craig Martin, son of singer Dean Martin and production assistant for NBC-TV's *The Dean Martin Show*, joins Greg Garrison-Don Van Atta Productions, Hollywood, as associate producer of TV specials, series and pilots.

Robert M. Newhook, promotion manager, WFIL-TV Philadelphia, assigned to special projects in CATV and syndication programming, Triangle Stations. **Edward Armsby**, manager, account services, Doremus & Co., New York, succeeds Mr. Newhook at WFIL-TV.

Joseph P. Sanford, head of commercial loan department, Union Bank, Los Angeles, named director of finance for Western Video Industries, parent company of Hollywood Video Center.

Ted Bair, program director, WCBM Baltimore, joins WNRC New York as program manager.

Bill Doty, VP and production director, WQMR and WGAY(FM) Silver Spring, Md.-Washington, joins WASH-(FM) Washington as program director.

Larry E. Burroughs, director of programming, KPHO-TV Phoenix, joins WGY, KPHO-TV Phoenix, joins WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y. as manager of programs.

David Blyth, formerly with KSHE(FM) Crestwood, Mo., and WPTR Albany, N. Y., appointed program director, KIRL St. Charles, Mo.

Ronald W. St. Charles, producer-director, WFIL-TV Philadelphia, joins WXON(TV) (ch. 62, due to begin broadcasting in fall) Detroit as program director. **Harry Elstermann**, producer, Firestone & Associates, Philadelphia, joins WXON as production manager.

NEWS

Bill Huddy, director of news and
68D (FATES & FORTUNES)

public affairs, KEYT(TV) Santa Barbara, Calif., elected VP.



Mr. Decker

Donald J. Decker, newsman, WGY, WGFM(FM) and WRGB(TV) Schenectady, N. Y., appointed manager-news.

William B. Anderson, with AP, Atlanta named broadcast news supervisor, succeeding

Dudley Lehew, who becomes AP's New England broadcast editor, Boston. Mr. Lehew succeeds **Milton W. Minarcin**, who becomes Boston day wire editor for AP.

Frederick W. Lankard, manager, UPI, Tulsa, Okla. bureau, appointed regional executive in charge of sales and service for Louisiana with headquarters in New Orleans. He is succeeded by **William H. Mullins**, member of Tulsa staff. **Michael O. Wester** appointed manager of UPI's Lubbock, Tex. bureau, succeeding **Tommie Geddie**, who has been assigned to division headquarters, Dallas.

Jim Simon, news editor, KCBS San Francisco, appointed managing editor. **Norm Woodruff**, newsman, KCBS, succeeds Mr. Simon as news editor.

John Raymond appointed assistant news director KPRC Houston.

James Burson, newsman, KYW Philadelphia, appointed assistant news director.

Gerald Warner, reporter, WGAR Cleveland, joins WKBF-TV there as senior news editor.

Joseph Dyer, on-air reporter and news writer, KNXT(TV) Los Angeles, named associate director of community relations.

FANFARE



Mr. Connelly

manager, press relations.

Warren W. Schwed, president, Grey Public Relations Inc., New York, resigns. He is succeeded by **Hal Davis**, VP and management supervisor, Grey Advertising.

Jack Page, VP and account super-

visor, Grant Advertising Inc., Los Angeles, joins Robert E. Petersen Productions, Hollywood, as promotion director.

Don Searle Jr., head of promotion and market research, Nelson R. Crow Publications, Anaheim, Calif., joins KFI Los Angeles as director of advertising and promotion.

Clark Grant, director of advertising and promotion, CKLW-TV Windsor, Ont. (Detroit), joins KTVI(TV) St. Louis, as promotion manager.

EQUIPMENT & ENGINEERING

Monroe M. Rifkin, executive VP, Daniels & Associates, Denver, joins American Television and Communications Corp., Boston, as president and director. **Douglas H. Dittrock** named VP-operations of firm.



Mr. Autote

Alexander J. Autote, marketing manager, professional products, CBS Laboratories, Stamford, Conn., joins Shibaden Corp. of America, New York, as VP-professional products.

Charles E. Phillips, VP-marketing, named VP and general manager, Califone/Roberts Electronics division, Rheem Manufacturing Co., Los Angeles. Mr. Phillips succeeds **O. X. Pitney**, who died June 22 in airplane accident.

Dallas Clark, chief engineer, KUTV (TV) Salt Lake City, joins National Teleproductions Corp., Indianapolis, as director of engineering. **Charles O. Ingram**, with WTTV(TV) Bloomington-Indianapolis, joins firm as supervisor of video tape engineering.



Mr. Bundesmann

Frederick B. Bundesmann, eastern regional manager, F&M Systems Co., Dallas, joins Philips Broadcast Equipment Corp., Paramus, N. J., as broadcast systems sales manager.

Jay K. Hubbell, with Anaconda Electronics Co., Anaheim, Calif., appointed central regional sales manager, with headquarters in Chicago.

Floyd Moon, controller, Associated Design Group, Salt Lake City, joins Telematic Inc., that city, in same capacity.

Eugene J. Koschella, with National

Machine Tool Builders Association, Washington, joins Electronic Industries Association there as assistant to staff VP, consumer products division.

Dominick Saccacio, sound tape product manager, Audio Devices Inc., New York, also appointed product manager for cartridges, cassettes and lubricated tape.

ALLIED FIELDS

Martin R. Smith, VP-finance, and **Gerard J. Looby**, director of system operations, named general partners, Markarkey, Taylor and Associates, Washington, CATV consulting, management and brokerage firm. Mr. Looby also named VP.



Mr. Smith



Mr. Looby

Brod Seymour, program and operations director, WHP-AM-FM-TV Harrisburg, Pa., joins Indiana State University, Evansville, as assistant professor of speech.

James W. Bentley, television project manager, RTV International, New York, joins University of Mississippi, University, Miss., as assistant professor and television director.

INTERNATIONAL



Mr. Chaplin

Charles S. Chaplin, VP, Warner Bros.-Seven Arts Ltd., appointed director of European television sales, London.

Michael Burt and **Bruce Noble**, account supervisors, and **David Sidbury**, company secretary, BBDO, London, elected to board.

Fred H. Burns, with WZZM-TV Grand Rapids, Mich.; **Homer V. Greer**, with WKYT-TV Lexington, Ky., and **Robert E. Terres**, with University of Michigan Television Center, Ann Arbor, join NBC international project, South Viet-

nam, as engineers.

Arthur L. Cole, United Nations correspondent, *Toronto Telegram*, joins CFRB and CKFM(FM) Toronto as news director.

DEATHS

James H. Fuller, 50, broadcast supervisor of Young & Rubicam's media department in New York, died of heart attack Aug. 1 at his home in South Salem, N. Y. He joined Y&R in 1953 briefly as account executive, left for succession of positions in sales at ABC, CBS, NBC, RKO General and Robert Eastman Co. and returned to Y&R in 1964. He is survived by his wife, Jane, and three children.

George F. Stanton, 58, media supervisor, Edward H. Weiss & Co., Chicago, died July 24 following long illness at Michael Reese hospital, that city. He is survived by his wife, Mildred, and two sons.

Mel Breen, 45, drama producer with Canadian Broadcasting Corp., died July 17 at his summer home near Gravenhurst, Ont., of complications following heart operation. Mr. Breen had been associated with all network anthology drama series and for last two years had worked on *CBC Festival* series to be shown this fall. He is survived by his wife, Faith, and three children.

Harold C. Meier, 55, assistant to general manager of CBS-TV operations department-news liaison, New York, died of heart attack Aug. 3 at Valley hospital, Ridgewood, N. J. Mr. Meier joined CBS in 1939 in radio network operations and served as supervisor from 1942-46. He was production manager at MGM International 1946-48, and rejoined CBS as supervisor of television network operations, becoming manager year later. He is survived by his wife, Dorothy, and two daughters.

William F. Craig, 53, formerly VP of Benton & Bowles and manager of agency's Hollywood operation, died Aug. 6 of heart attack at his home in Los Angeles. Last year, Mr. Craig resigned as senior VP in charge of TV for agency to become partner in independent TV and movie production company with Robert J. Leder. Mr. Craig is survived by his wife, Jane, son and daughter.

Jacques A. Lewis, 46, senior industrial engineer, CBS, New York, died Aug. 4 in East Orange (N. J.) general hospital.

Rex H. Frost, 71, writer and photographer, died July 18 in Toronto. For 30 years he reviewed books and reported farm news for CFRB Toronto.

Herb Lyon, 49, personality on WGN-AM-TV Chicago and columnist for *Chicago Tribune*, died Aug. 6 of cancer.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 31 through Aug. 7 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

Noark Broadcasting Inc., Fayetteville, Ark.—Broadcast Bureau granted mod. of CP for ch. 36 TV station to change ERP to 1450 kw vis., 148 kw aur., change type trans., type ant., specify studio location as 200 West Center Street, Fayetteville, Ark. Action July 31.

OTHER ACTIONS

Review board in Patchogue, N.Y., TV broadcast proceeding, Docs. 17889-90, granted petition for extension of time filed July 31 by Long Island Video Inc., extended to Aug. 5, time within which to file response to Broadcast Bureau's comments joint petition for approval of agreement and grant of remaining application without further hearing. Action Aug. 1.

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17681-82, denied request for clarification of issues and/or enlargement of issues filed June 20 by Southern Broadcasting Co. Action Aug. 5.

ACTIONS ON MOTIONS

■ Hearing Examiner H. Gifford Irion on July 31 in Baltimore (Baltimore Broadcasting Co., and The Meadows Broadcasting Co.) TV ch. 54 proceeding, changed date of further prehearing conference from Aug. 8 to Aug. 15 (Docs. 17440-1).

■ Hearing Examiner Forest L. McClenning on Aug. 6 in Jacksonville and Miami, both Florida, Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., The New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc., and Wometco Skyway Broadcasting Co.) TV proceeding, on informal request of Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co., scheduled further prehearing conference for Aug. 12 (Docs. 10834, 17582-4, 18185-6).

RULEMAKING PETITION

Flagstaff, Ariz.—Grand Canyon Television Co. Requests institution of rulemaking proceeding to change table of assignments, television broadcast channels, as follows: add ch. 2 and ch. 11 and delete ch. 9 and ch. 13. Ann. Aug. 5.

■ FCC proposed amendment of TV table of assignments to assign ch. 9 to Glendive, Mont. Action July 31.

■ FCC proposed amendment of TV table of assignments to reserve commercial ch. 22 at Las Cruces, N. M., for noncommercial educational use with substitution of ch. 48. Action July 31.

■ FCC proposed amendment of TV table of assignments to reserve for educational use ch. 61 at Rochester, N. Y. Action July 31.

■ FCC proposed amendment of TV table of assignments by deleting *ch. 27 from Bay City, Tex., and substituting *ch. 43. Action July 31.

Existing TV stations

FINAL ACTIONS

WCVN(TV) Covington, Ky. — Broadcast Bureau granted mod. of CP to extend completion date to Jan. 31, 1969.

WKYT-TV Lexington, Ky.—Broadcast Bureau granted CP to change ERP to 1406 kw vis., 281 kw aur., trans. and studio location to north side U.S. route 60, 2.8 miles east of New Circle Road, change type trans., type ant., ant. structure, increase ant. height to 970 ft.; condition. Action Aug. 2.

OTHER ACTIONS

■ FCC notified Channel 16 of Rhode Island Inc., licensee of station WNET(TV) Providence, R. I., that unless it advises commission within 30 days of its intent to proceed with prosecution of application, application will be dismissed, CP cancelled, and call letters deleted. Action July 31.

■ FCC notified permittees of eight UHF television stations that, unless they advise commission within 30 days of intent to proceed with prosecution of applications, CP will be cancelled and call letters deleted. Pending application for extension of time to construct will be dismissed. Eight permittees hold CP's for WMLK(TV) ch. 57, Janesville, Wis.; WPDT(TV) ch. 15, Florence, S. C.; WPCT(TV) ch. 31, Melbourne, Fla.; WROA-TV, ch. 25, Gulfport, Miss.; KWID-TV ch. 41, Tulsa, Okla.; KWIG(TV) ch. 63, Des Moines, Iowa; WRIV-TV ch. 55, Riverhead, N.Y., and KTOV-TV ch. 31, Denver. Action July 31.

CALL LETTER ACTIONS

■ *Nebraska Educational TV Commission, Merriman, Neb. Granted *KRNE-TV.

■ Crest Broadcasting Co., Houston. Granted KVRL(TV).

CALL LETTER ACTIONS

■ Chicago Federation of Labor, Chicago. Granted WCFL-TV.

■ South Jersey Radio Inc., Atlantic City. Granted WOND-TV.

DESIGNATED FOR HEARING

■ Commission has designated for hearing application of WBJA-TV Inc. for CP for new UHF TV translator station to serve Elmira, N.Y. by rebroadcasting programs of WBJA-TV Binghamton, N.Y. In same action, commission denied request by WENY Inc., licensee of WENY-AM-FM and permittee of new UHF TV station on ch. 36

at Elmira, for waiver of Sec. 1.580(i) of rules, dismissed petition as late filed but granted petition as informal objection and made WENY party respondent to hearing. Action July 31.

New AM stations

FINAL ACTIONS

■ FCC denied applications of Woodland Broadcasting Co., Vidor, Tex., and of Broadcast Bureau, for commission review of review board decision granting new AM to KWEN Broadcasting Co., Port Arthur, Tex. (Docs. 14597 and 15203). Action July 31.

■ FCC denied petition filed by Tidewater Broadcasting Company, Smithfield, Va., for stay of commission decision denying CP applications for new AM stations for Smithfield and Newport News, both Virginia. (Docs. 13243, 13248). Action July 31.

OTHER ACTIONS

■ Review board on Aug. 2 in Sumiton, Ala., AM broadcast proceeding, Docs. 18204-05, granted petition for extension of time filed Aug. 1 by Sumiton Broadcasting Co., extended to Aug. 9, time within which to file appeal from adverse ruling of hearing examiner.

■ Review board in Sumiton, Alabama, AM broadcast proceeding, Docs. 18204-05, granted petition for limited intervention and request for extension of time filed July 17 by Hudson C. Millar Jr. and James Jordon Bullard. Action Aug. 5.

■ Review board on Aug. 5 in Grandview, Mo., AM broadcast proceeding, Docs. 18183-84, granted to extent indicated, denied in all other respects petition to enlarge issues filed June 3 by H-B-K Enterprises.

■ Review board in Henderson, Nev., AM broadcast proceeding, Docs. 16813-14, dismissed as moot joint request for approval of agreement filed November 7, 1967 by 1400 Corp. and Joseph Julian Marandola. Action Aug. 5.

ACTION ON MOTION

■ Hearing Examiner Charles J. Frederick on August 1 in St. Louis (Great River Broadcasting Inc. et al.) AM proceeding, upon uncontested oral request by Great River Broadcasting Inc., rescheduled hearing from Aug. 12 to Aug. 22 (Docs. 17210-15, 17217-9).

RULEMAKING ACTION

Lombard, Ill., Edward W. Jacker—Denied by memorandum opinion and order request of initiation of rulemaking looking toward amendment of Sec. 73.24(b)(3)(ii) of commission's rules to remove unduly restrictive provision upon commission's ability to encourage larger and more effective use of radio facilities by changing last sentence to read as follows: "... (ii) provide first primary AM service to at least 90% of area of city of license." Ann. Aug. 5.

■ FCC amended part 73 of rules on equipment performance measurements by AM and FM licensees to clarify requirement "at yearly intervals." New wording of Sec. 73.47 (AM) and 73.254 (FM) calls for measurements to be made once each calendar year, with successive sets of measurements to be no more than 14 months apart. Action Aug. 7.

Existing AM stations

FINAL ACTIONS

KGER Long Beach, Calif.—Broadcast Bureau granted license covering use of former main trans. as an alternate main trans. Action Aug. 5.

KBIG-FM Los Angeles—Broadcast Bureau granted license covering installation of vertical type ant. Action Aug. 5.

KOFY San Mateo, Calif.—Broadcast Bureau granted license covering installation of alternate main trans. Action Aug. 5.

WSEB Sebring, Fla.—Broadcast Bureau granted license covering installation of auxiliary type trans. Action Aug. 5.

KUMU Honolulu — Broadcast Bureau granted license covering increase in power, installation of new trans. (main), specify type trans. and license covering use of former main trans. for auxiliary purposes only. Action Aug. 5.

WCRV Washington, N. J.—Broadcast Bureau granted CP to increase power from 500 w to 1 kw, change ant.-trans. location to Rt. 69, 0.6 miles north of borough limits of Washington, install new type trans.; conditions. Action Aug. 1.

■ Commission has granted a request by KPOJ-AM-FM Portland, Ore. and further

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extended through Nov. 1, station's exemption from AM-FM non-duplication rule.

WBZY New Castle, Pa.—Broadcast Bureau granted mod. of CP to extend completion date to Oct. 15. Action July 22.

KUNO Corpus Christi, Tex.—Broadcast Bureau granted license covering use of former main trans. as main nighttime trans. and auxiliary day, remote control permitted. Action Aug. 2.

KVLL Woodville, Tex.—Broadcast Bureau granted license covering change in station, ant.-trans. studio location. Action Aug. 2.

■ Broadcast Bureau granted licenses covering following new stations: ***KUOI-FM** Moscow, Idaho; **WWAM** Cadillac, Mich., specify type trans.; **WKOR** Starkville, Miss., specify type trans., studio location 201 Lampkin Street and **KGBC-FM** Galveston, Tex. Action Aug. 5.

■ Broadcast Bureau granted licenses covering changes in the following stations: **KLEI** Kailua, Hawaii; **KDSN** Denison, Iowa; **KIFG** Iowa Falls, Iowa; **KLIN** Lincoln, Neb.; **WWDR** Murfreesboro, N. C.; ***KFJM** Grand Forks, N. D.; **KMBL** Junction, Tex.

ACTIONS ON MOTIONS

Chief Hearing Examiner James D. Cunningham on Aug. 6 in Lexington, Ky. (Bluegrass Broadcasting Co.) renewal of license of **WVLC**, designated Hearing Examiner Millard F. French to serve as presiding officer, scheduled prehearing conference for Sept. 20, in Washington, D. C., and hearing for Oct. 29, in Lexington, Ky., at 10:00 a.m. (Doc. 18285.)

■ Hearing Examiner Thomas H. Donahue in Washington Court House, Chillicothe, and Wellston, all Ohio (The Court House Broadcasting Co. and the Family Broadcasting Company) renewal of licenses of **WCHO**, **WCHI** and **WKO**. Granted request of Broadcast Bureau and extended time for filing proposed finding to Sept. 3, and reply findings to Sept. 20 (Docs. 17977-9).

Hearing Examiner H. Gifford Irion on July 31 in Alamogordo and Ruidoso, both New Mexico (Fred Kaysbier and Sierra Blanca Broadcasting Co. [KRRR]) AM proceeding, granted petition by Fred Kaysbier and Sierra Blanca Broadcasting Co. for leave to amend financial showings in applications (Docs. 17624-5).

■ Office of opinion and review in Asheville, N. C. (Asheboro Broadcasting Co.) revocation proceeding for **WGWR-AM-FM**, granted request by Asheville Broadcasting Co., and extended time to Aug. 16 in which to file replies to exceptions to the initial decision released June 24 (Doc. 16789).

■ Hearing Examiner Herbert Sharfman on July 29 in Milton, Fla. (Milton Broadcasting Co.) renewal of license of **WEBY**, upon unopposed request of Milton Broadcasting Co., rescheduled further prehearing conference from Aug. 1 to Aug. 6 (Doc. 17613).

FINES

■ FCC denied request by **WAKO** Lawrenceville, Ill. for mitigation of \$5,000 forfeiture for rule violations. Action Aug. 7.

KALV Alva, Okla.—Broadcast Bureau by letter of July 24 notified **KALV** that it has incurred apparent forfeiture liability of \$200 for violations of rules, including failure to provide data concerning equipment performance measurements. Licensee has 30 days to pay or contest forfeiture.

■ FCC notified **WVRC** Spencer, W. Va., that it has incurred apparent liability of \$500 for violations of rules. Action July 31.

■ FCC notified **WMOV** Ravenswood, W. Va., of apparent liability for forfeiture of \$500 for violation of Sec. 73.57(a) of rules by failing to maintain operating power of station within prescribed limits. Action July 31.

■ FCC notified **KAGO** Klamath Falls, Ore. of apparent liability for forfeiture of \$500 for violation of rules. Action Aug. 7.

CALL LETTER APPLICATIONS

■ **KXRJ**, Valley Broadcasters, Russellville, Ark. Requests **KARV**.

■ **WBAD**, John R. Dorsey, College Park, Ga. Requests **WSSA**.

■ Clearwater Broadcasting Co., St. Maries, Idaho. Requests **KOFE**.

■ Water-Falls Broadcasting Corp., Seneca Falls, N.Y. Requests **WSFW**.

■ Harpeth Valley Broadcasting Co., Franklin, Tenn. Requests **WIZO**.

■ **WDMS**, Rulon-Maynard Corp., Lynchburg, Va. Requests **WLMG**.

■ **WIVI**, Radio West Indies Inc., Christiansted, V.I. Requests **WSTX**.

■ Suburban Broadcasters, Burien, Wash. Requests **KQIZ**.

CALL LETTER ACTION

■ **KSBW**, Thomas J. King Broadcasting Corp., Salinas, Calif. Granted **KTOM**.

DESIGNATED FOR HEARING

■ FCC designated for hearing application of Bluegrass Broadcasting Co. for renewal

of license of **WVLC** Lexington, Ky. (Doc. 18285). Action July 31.

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 \$22,000; 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., consultant to and 22% owner of **KCVN**, Williams, Ariz. Mrs. Gilbert is 31.25% owner of preferred stock in Mr. Gilbert's consulting firm (corrected item). Ann. July 19.

Washington—National Education Foundation Inc. Seeks 89.3 mc, ch. 207, 94.7 kw. Ant. height above average terrain 337.6 ft. P. O. address: c/o George R. Douglas Jr., 803 Washington Building, Washington 20005. Estimated construction cost \$57,153; first-year operating cost \$17,000; revenue none. Principals: Applicant is nonprofit corporation. Ann. Aug. 7.

New Port Richey, Fla.—**Richey Airwaves Inc.** Seeks 105.5 mc, ch. 288, 1.65 kw. Ant. height above average terrain 130 ft. P. O. address: Box 1500, New Port Richey, Fla. 33552. Estimated construction cost \$9,791; first-year operating cost \$4,200; revenue \$4,500. Principals: Donald Armstrong, president (45%), Thad M. Lowrey, vice president (35%) et al. Messrs. Armstrong and Lowrey own **WGUL** New Port Richey, Fla. Ann. July 31.

Waycross, Ga.—**Teletronics Inc.** Seeks 103.3 mc, ch. 277, 25.6 kw. Ant. height above average terrain 186 ft. P. O. address: Box 858, Waycross, Ga. 31501. Estimated construction cost \$43,911; first-year operating cost \$8,740; revenue \$5,200. Principal: James S. Rivers Jr. president and treasurer (100%). Mr. Rivers Jr. is sole owner of **WACL** Waycross, Ga. Ann. July 26.

Gardiner, Me.—**Abenaki Co.** Seeks 104.5 mc, ch. 283, 10 kw. Ant. height above average terrain 185.5 ft. P. O. address: Box 740, Gardiner, Me. 04345. Estimated construction cost \$37,214; first-year operating cost \$8,500; revenue \$11,500. Principals: Jon A. Lund, president (45%) and Derek B. Payson, treasurer (25%) et al. Mr. Lund is lawyer and member of Maine House of Delegates. Mr. Payson is assistant cashier of bank. Applicant is also permittee of **WABK** Gardiner, Me. Ann. July 31.

Carthage, Mo.—**Carthage Broadcasting Co.** Seeks 104.9 mc, ch. 258A, 3 kw. Ant. height above average terrain 155 ft. P. O. address: 1201 East Chestnut, Box 428, Carthage, Mo. 64836. Estimated construction cost \$27,716; first-year operating cost \$12,500; revenue \$12,575. Principals: George A. and Ruth I. Koplin (each 50%). Mr. & Mrs. Koplin own **KDMO** Carthage, Mo. Ann. July 31.

Harrisonville, Mo.—**Cass County Broadcasting Inc.** Seeks 100.7 mc, ch. 284, 27.1 kw. Ant. height above average terrain 345 ft. P. O. address: c/o George Vowels, 601 West Adams Street, Butler, Mo. 64730. Estimated construction cost \$51,158.80; first-year operating cost \$18,839.27; revenue \$30,000. Principals: George Vowels, president (35%), J. D. Franklin, vice president (30%) et al. Mr. Vowels is 48% owner of radio communications sales and service company. Mr. Franklin is employee of **Bendix Inc.** Ann. July 31.

Dayton, Tenn.—**Erwin O'Conner**. Seeks 104.9 mc, ch. 285, 0.923 kw. Ant. height above average terrain minus 337 ft. P. O. address: c/o Samuel Miller Esq. 952 Washington Building, Washington 20005. Estimated construction cost \$13,995; first-year operating cost \$25,000; revenue \$28,000. Principal: Erwin O'Conner, sole owner. Mr. O'Conner is engineer for **WTVG(TV)** Chattanooga and is owner of gas station. Ann. Aug. 7.

Palestine, Tex.—**Vista Broadcasting Co.** Seeks 94.3 mc, ch. 232, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o L. D. Harris, Route 7, Box 43, Palestine, Tex. 75801. Estimated construction cost \$28,759.04; first-year operating cost \$48,000; revenue \$50,000. Principals: Dr. William R. Stevens, president, L. D. Harris, vice president, Charles Rayburn Moore, vice president (each 20%) et al. Dr. Stevens is veterinarian. Mr. Harris has no other business interests indicated. Mr. Moore is 40% owner of engineering consulting firm. Ann. Aug. 1.

FINAL ACTIONS

Bangor, Me.—**University of Maine**, Broadcast Bureau granted 90.9 mc, ch. 215, 13.35 kw. Ant. height above average terrain 850 ft. P. O. address: John W. Dunlop. Alumni

Hall, Oionio, Me. 04473. Estimated construction cost \$50,055.15; first-year operating cost \$52,000; revenue none. Principals: Laurence M. Cutler, president of board of trustees, et al. Action July 29.

Uniontown, Pa.—**Warman Broadcasting Inc.** Broadcast Bureau granted 89.3 mc, ch. 257A, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Edwin G. Warman, 308 Fayette Bank Building, Uniontown 15401. Estimated construction cost \$42,400; first-year operating cost \$40,000; revenue \$45,000. Principals: Kenneth R. Strawberry, president and Edwin G. Warman, secretary-treasurer, each 50%. Mr. Strawberry is special assistant with U. S. Department of State. Mr. Warman is 98% owner of both publishing firm and **Antiques Journal** magazine. Action Aug. 5.

Due West, S. C.—**Erskine College**. Broadcast Bureau granted 88.5 mc, ch. 203, 0.0063 kw. Ant. height above average terrain 107 ft. P. O. address: Erskine College, Business office, Belk Hall, Due West 29639. Estimated construction cost \$1,875; first-year operating cost \$300; revenue none. Principals: Erskine College is a private educational institution. C. H. Carlisle is vice president of business and finance. Action Aug. 6.

Erwin, Tenn.—**WEMB Inc.** Broadcast Bureau granted 103.9 mc, ch. 280, 3 kw. Ant. height above average terrain minus 433 ft. P. O. address: Box 280, Erwin 37650. Estimated construction cost \$21,800; first-year operating cost \$10,400; revenue \$15,000. Principals: V. F. Jackson, president, H. C. Jackson, vice president and James E. True, secretary-treasurer (each 33⅓%). Mr. V. F. Jackson is 25% owner of hardware store. Mr. H. C. Jackson is 25% owner of two furniture stores, and is 25% owner of oil-distributing firm. Applicant is licensee of **WEMB** Erwin of which Messrs. Jackson each own 33⅓% of stock. Action Aug. 1.

OTHER ACTIONS

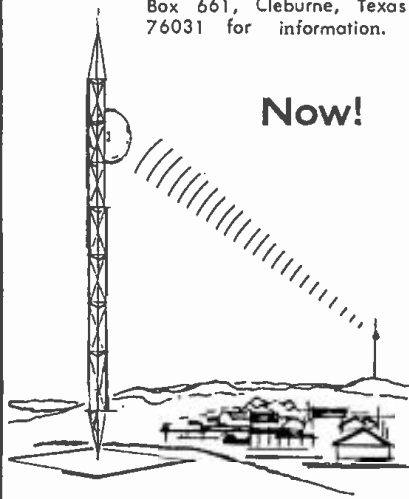
■ Review board in Fresno, Calif., FM broadcast proceeding, Docs. 18202-03, granted to extent indicated and denied in all other respects petition for enlargement of issues filed June 13 by **Radio KLYN Inc.**, and petition to enlarge issues filed June 13 by **International Radio Inc.** Action Aug. 5.

■ Review board on July 31 in Thomasville, Ga., FM broadcast proceeding, Docs. 17853-54, granted motion for extension of time

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	ON AIR		TOTAL	NOT ON AIR		TOTAL
	Licensed	CP's	ON AIR	CP'S	Authorized	
Commercial AM	4,185 ¹	29	4,214 ¹	71	4,285 ¹	
Commercial FM	1,821	48	1,869	223	2,097	
Commercial TV-VHF	497 ²	9	506 ²	12	518 ²	
Commercial TV-UHF	113 ²	36	148 ²	163	311 ²	
Educational FM	335	13	348	30	378	
Educational TV-VHF	68	6	74	3	77	
Educational TV-UHF	55	27	82	29	111	

STATION BOXSCORE

Compiled by FCC, August 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EOUC FM	EOUC TV
Licensed (all on air)	4,187 ²	1,821	610 ²	335	123
CP's on air (new stations)	26	41	45	13	33
Total on air	4,215 ¹	1,862	654 ²	348	156
CP's not on air (new stations)	78	241	175	31	32
Total authorized stations	4,293 ¹	2,103	829 ¹	379	188
Licenses deleted	1	0	0	1	0
CP'S deleted	0	0	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.

filed July 26, by Triple C Broadcasting Corp., extended to August 6, time within which to file exceptions to initial decision.
 ■ Review board, on Aug. 6 in Albany, N.Y., FM broadcast proceeding, Docs. 18210-12, granted petition for extension of time filed Aug. 2 by Functional Broadcasting Inc., extended to Aug. 16 time within which to file oppositions to four pending petitions to enlarge issues.

ACTIONS ON MOTIONS

■ Hearing Examiner Thomas H. Donahue on July 30 in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.) FM proceeding, denied petition for extension of time and postponement of hearing date filed by Atlantic City Broadcasting Co. (Docs. 18005-6).

■ Hearing Examiner Thomas H. Donahue on Aug. 1 in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.) FM proceeding, denied petition by Atlantic City Broadcasting Co. for reconsideration to examiner's order (Docs. 18005-6).

■ Hearing Examiner Isadore A. Honig on August 2 in Portland, Ind. (Glenn West and Soundvision Broadcasting Inc.) FM proceeding, on examiner's own motion, reopened record for consideration of deferred ruling of west exhibit 4, page 8; west exhibit 4, page 8, is received in evidence, and again closed record (Docs. 17916-7).

RULEMAKING PETITION

Lexington, Ky., William R. Nash—Requests institution of rule making proceeding to amend FM table of assignments in following respect: in Lawrenceburg, Ky. add ch. 265A. Ann. Aug. 5.

RULEMAKING ACTION

■ Rulemaking of May 17 has been completed by commission with adoption of report and order assigning five first class A channels in communities, substituting class A for class C in one, and class C for class A in another. Action also modifies CP of authorized station in Moline, Ill. Report disposes of six petitions for rulemaking to make changes in table. New assignments are: Donaldsonville, Ga., ch. 292A; Geneseo, Ill., ch. 285A; Moline, Ill., ch. 245; Keokuk, Iowa, ch. 237A; Webster City, Iowa, ch. 240A; Oakdale, La., 285A; Egg Harbor City, N. J., ch. 285A; Pleasantville, N. J., ch. 257A; Chester, S. C., ch. 257A and Mobridge, S. Dak., ch. 258. Action July 31.

CALL LETTER APPLICATIONS

■ WRKT-FM, Bucks County Radio News, Cocoa Beach, Fla. Requests WKPE-FM.
 ■ Hardin County Broadcasting Co., Eliza-

bethtown, Ky. Requests WQXE(FM).

■ WRKO-FM, RKO General Inc., Boston. Requests WROR(FM).

■ WNAT-FM, Old South Broadcasting Co., Natchez, Miss. Requests WQNZ(FM).

■ WHAT-FM, WHAT-FM Inc., Philadelphia. Requests WWD(B)(FM).

■ KEEE-FM, J. C. Stallings. Nacogdoches, Tex. Requests KEFM(FM).

Existing FM stations

FINAL ACTIONS

KSJO-FM San Jose, Calif.—Broadcast Bureau granted CP to install new type trans., type ant., make change in ant. system, ERP 20 kw. ant. height minus 68 ft. Action July 25.

KGIW-FM Alamosa, Colo.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 15. Action July 29.
 KMYR(FM) Denver — Broadcast Bureau granted CP to install new type trans., ERP 100 kw. Action Aug. 6.

KID-FM Idaho Falls, Idaho — Broadcast Bureau granted CP to install new type trans., type ant., ERP 100 kw. Action Aug. 6.

WEBH(FM) Chicago — Broadcast Bureau granted license covering installation of auxiliary trans. at new main trans. location. Action Aug. 2.

WJOL-FM Joliet, Ill.—Broadcast Bureau granted CP to install new type trans., type ant.; condition. Action Aug. 6.

WILL-FM Urbana, Ill.—Broadcast Bureau granted CP to install new type trans., type ant., make change in ant. system, ERP 105 kw, ant. height 850 ft., change trans. location to Route 2, near Monticello. Action Aug. 6.

WPFR(FM) Terre Haute, Ind.—Broadcast Bureau granted CP to install new type ant., ERP 9.5 kw. Action Aug. 2.

WSIP-FM Paintsville, Ky.—Broadcast Bureau granted CP to install circular polarized type ant., ERP 670 w, ant. height 570 ft. Action Aug. 6.

WYNK-FM Baton Rouge—Broadcast Bureau granted mod. of CP to change type trans., type ant., ERP 100 kw. Action Aug. 2.

WNOE-FM New Orleans—Broadcast Bureau granted mod. of CP to change ant. trans. location to 225 Baronne Street, New Orleans; change type trans.; make changes in ant. system, ERP 100 kw, ant. height 440 ft. Action July 29.

WTBO-FM Cumberland, Md.—Broadcast Bureau granted CP to install new type trans., type ant. Action Aug. 6.

WPGC-FM Morningside, Md.—Broadcast Bureau granted CP to install new type trans., type ant., change ERP to 50 kw, ant.

height 260 ft.; condition. Action Aug. 6.

WBCN(FM) Boston — Broadcast Bureau granted CP to install new auxiliary type trans., type ant. at main trans. location to be operated on 104.1 mc, ch. 281, change ERP to 20 kw, ant. height 440 ft. Action Aug. 6.

KBEW-FM Blue Earth, Minn.—Broadcast Bureau granted CP to decrease trans. power output to 0.88 kw, increase ERP to 3 kw; condition. Action Aug. 1.

WMIN-FM St. Paul, Minn.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 360 ft. and mod. of CP to extend completion date to Feb. 28, 1969. Action Aug. 6.

KWOA-FM Worthington, Minn.—Broadcast Bureau granted CP to install new type ant., add vertical polarization, change ERP to 27 kw, ant. height 650 ft.; condition. Action Aug. 6.

WCHO-FM Washington Court House, Ohio —Broadcast Bureau granted mod. of CP to change type ant. Action Aug. 2.

*KBOO(FM) Portland, Ore. — Broadcast Bureau granted license covering new FM noncommercial education station, specify location as 9029 Roosevelt Way, northeast specify type trans. Action Aug. 2.

WGET-FM Gettysburg, Pa.—Broadcast Bureau granted license covering change; specify type trans. Action Aug. 2.

WCAU-FM Philadelphia — Broadcast Bureau granted CP to make changes in transmitting equipment (main and auxiliary trans.). Action Aug. 2.

■ FCC denied application by Columbia Broadcasting System Inc., licensee of WCAU Philadelphia, for review of review board decision denying application to directionalize class I-A operation. Action July 31.

WWSW-FM Pittsburgh—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes. Action Aug. 2.

WLWM(FM) Nashville—Broadcast Bureau granted mod. of CP to change type ant., make change in ant. system, ant. height 1,280 ft.; condition. Action Aug. 2.

KFJZ-FM Fort Worth—Broadcast Bureau granted license covering use of former main trans. for auxiliary purposes only. Action Aug. 2.

KNET Palestine, Tex.—Broadcast Bureau granted renewal of license. Action Aug. 2.

WIKI-FM Chester, Va.—Broadcast Bureau granted mod. of CP to change type ant. Action Aug. 2.

WMVA-FM Martinsville, Va. — Broadcast Bureau granted CP to replace expired permit. Action Aug. 2.

WCHS-FM Charleston, W. Va.—Broadcast Bureau granted mod. of CP to extend completion date to Sept. 28. Action July 17.

■ Broadcast Bureau granted licenses covering changes in following stations: WDRM(FM) Decatur, Ala., specify type ant.; KRIL(FM) El Dorado, Ark.; KECR(FM) El Cajon, Calif.; WANZ Sebring, Fla.; WEBH(FM) Chicago, specify type trans.; KRIT(FM) Clarion, Iowa; KNOC-FM Natchitoches, La.; WOMP-FM Bellaire, Ohio; WWSW-FM Pittsburgh, Pa. Action Aug. 2.

■ Broadcast Bureau granted licenses covering following new stations: WIRB-FM Enterprise, Ala.; KAUS-FM Austin, Minn.; *KHUR(FM) Clayton, Mo.; *KOVF-FM Kearney, Neb., specify type trans.; WNTF(FM) Mansfield, Pa.; *WDYN(FM) Chattanooga, specify type ant.; WLSN(FM) Elizabethton, Tenn.; KPXE Liberty, Tex.; KCTA-FM Sinton, Tex.; KBUC-FM Terrell Hills, Tex. and KWIQ-FM Moses Lake, Wash., specify type trans. Action Aug. 2.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WAOA to Sept. 1; KUDU Ventura, Calif. to Sept. 15; WMYR-FM Fort Myers, Fla. to Sept. 15; KMEC-FM Sioux City, Iowa, to Feb. 1, 1969; KCTO Columbia, La. to Nov. 1; WXON(TV) Detroit to Feb. 5, 1969; WELO-FM Tupelo, Mo. to Sept. 30; KOWH-FM Omaha, Neb. to Sept. 15; WADB(FM) Point Pleasant, N. J. to Sept. 15; WHOM New York to Nov. 6; KBMR-FM Bismarck, N. D. to Sept. 15; KPNT Central Point, Ore. to Feb. 16, 1969; KSLM-FM, Salem, Ore. to Dec. 14; WCHQ(FM) Camuy, P. R. to Sept. 30; KTSFA-FM San Antonio, Tex. to Jan. 20, 1969; WJOY Burlington, Vt. to Nov. 1; WNHV-FM White River Junction, Vt. to Feb. 8, 1969; WIKI-FM Chester, Va. to Dec. 1; *WVWC(FM) Buckhannon, W. Va. to Oct. 1 and WGLB-FM Port Washington, Wis. to Feb. 3, 1969. Action Aug. 5.

RULEMAKING PETITIONS

KPEN(FM) San Francisco — Requests amendment of rules to delete ch. 269-A (101.7 mc) from Hayward, and allocate it to Livermore, both California. Ann. Aug. 5.

WBEN-FM Buffalo, N. Y.—Requests amendment of rules so as to allocate ch. 265A to North East, Pa. Ann. Aug. 5.

CALL LETTER ACTIONS

■ WJWL-FM, Scott Broadcasting Corp.,

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Georgetown, Del. Granted WSEA(FM).
 ■ WAEZ(FM), WOCN Broadcasters, Miami Beach, Fla. Granted WOCN-FM.
 ■ Wisconsin State University, River Falls, Wis. Granted *WRFW(FM).

RENEWAL OF LICENSES, ALL STATIONS

■ Broadcast Bureau granted renewal of licenses for following stations subject to condition: WDJR(FM) and WKRZ, both Oil City, and WOTR Corry, all Pennsylvania. Action July 26.
 ■ Broadcast Bureau granted renewal of licenses for following stations: KICS Hastings, Neb.; KSDN Aberdeen, S. D.; KSSS Colorado Springs, and WTXH New Orleans. Action July 30.
 ■ FCC renewed license of KEGG, Daingerfield, Tex., for regular three-year term. Action July 31.
 ■ FCC renewed licenses of WFAX Dallas and WBAP Fort Worth; WAIT Chicago motions to condition renewals denied. Action July 31.
 ■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries: KSO Des Moines, Iowa and WNKY Neon, Ky. Action July 31.
 ■ Broadcast Bureau granted renewal of licenses for following stations and co-pending auxiliaries on July 31: KANI Wharton; KBOX Dallas; KCLE Cleburn; KCOH Houston; KFRO Longview; KMIL Cameron; KNAF Fredericksburg; KOKE-AM-FM Austin; KORA Bryan; KRAN Morton; KTER Terrell; KTLW Texas City; KTUE Tulsa; KTXO Sherman; KYAL McKinney; KLBK-TV Lubbock; KRGV-TV Weslaco; KTXS-TV Sweetwater; KWAB(TV) Big Spring; KEPS Eagle Pass; KQLE Port Arthur; KLVI Beaumont; KRAY Amarillo; KXOX Sweetwater, and KMID-TV Midland, all Texas.

Translators

ACTIONS

K04DL Duck Creek area, Douglas Island, Mansfield Peninsula and Old Auke Village, Alaska.—Broadcast Bureau granted assignment of license of VHF TV translator station to Midnight Sun Broadcasters Inc. Action July 30.
 K13IH Chromo rural area, Colo.—Broadcast Bureau granted CP to replace expired permit for new VHF TV translator station. Ann. Aug. 1.
 K03AP Sweetwater Creek area, Colo.—Broadcast Bureau granted mod. of license for VHF TV translator station to change primary TV station to KBTB, ch. 9, Denver. Ann. Aug. 1.
 ■ Broadcast Bureau granted CP's to make changes in ant. systems for following UHF TV translator stations: K78BZ, K76CE and K80AO all Spencer, Iowa. Ann. Aug. 1.
 Big Flat Assn., Hogeland, Mont.—Broadcast Bureau granted CP for new UHF TV translator station to serve Turner and Hogeland, operating on ch. 70, by rebroadcasting KRTV(TV), ch. 3, Great Falls. Action July 30.
 K12AO Valentine, Neb.—Broadcast Bureau granted CP for VHF TV translator station to change frequency from ch. 12, 204-210 mc, to ch. 9, 186-192 mc, change type trans., 1 w, make changes in ant. system, also change call letters to K09IS. Ann. Aug. 1.
 Board of Cooperative Educational Services of The Third Supervisory District for Delaware, Green and Schoharie Counties, N. Y.—Broadcast Bureau granted CP's to replace expired CP's for following new UHF TV Translator stations: W73AK Andes, N. Y.; W82AG Jefferson, N. Y.; W75AF Bloomville and South Kortright, both New York; W79AO Stamford, N. Y.; and for following new VHF TV Translator station: W03AG, Margaretville and Fleischmanns, both New York. Action July 30.
 K10FP—Broadcast Bureau granted CP for VHF TV translator station to include Brownlee Creek farming area, Idaho in principal community and make changes in ant. system. Ann. Aug. 1.
 K75CG Synder, Tex.—Broadcast Bureau granted mod. of CP to extend completion date for UHF TV translator station to Jan. 30, 1969. Action July 30.
 Sevier county, Fishlake, Utah.—Broadcast Bureau granted CP for new VHF TV translator station to serve Fishlake resort, operating on ch. 6, by rebroadcasting KCPY-TV, ch. 4, Salt Lake City. Action July 30.
 ■ Broadcast Bureau granted renewal of licenses for following VHF TV translator stations: K05BM and K13FM, both Long Valley, Calif. Action July 30.
 ■ Broadcast Bureau granted mod. of CP's to extend completion dates for following VHF TV translator stations: K03CO Alamosa, Colo. to Jan. 30, 1969 and W08AY Kingston, N. Y. to Jan. 30, 1969. Action July 30.
 ■ Broadcast Bureau granted mod. of CP's

to U.P. T-V Systems Inc., Escanaba, Mich. to extend completion dates for following UHF TV translator stations to Jan. 30, 1969: W74AN, W72AJ, and W76AI. Action July 30.

■ Broadcast Bureau granted licenses covering following new UHF TV translator stations: K77BZ and K80CL Crumpton & Waldron rural area, Ark.; W49AA Springfield, Ill.; W70AR Evansville, Ind.; W70AQ Ishpeming, Mich.; W70AP Lovington, Va.; W75AI Lovington, Va.; W79AT Chase City, South Hill and rural Mecklenburg county, all Virginia; W70AO Fond Du Lac, Wis. Action Aug. 1.

■ Broadcast Bureau granted licenses covering following new VHF TV translator stations: W07AW Burnside and Somerset, both Kentucky; W11AJ Franklin, N. C.; W07AY Culebra, P. R.; W08BD Harrogate, Shawnee, Cumberland Gap and Arthur, all Tennessee; W04AV Boulder Junction, Wis.; W05AJ Boulder Junction, Wis. Action Aug. 1.

W11AJ Franklin, N. C.—Broadcast Bureau granted mod. of license for VHF TV translator station to change name to Wometco Skyway Broadcasting Co. Action Aug. 1.

Blue Ridge ETV Association, Independence, Va.—Broadcast Bureau granted CP for new UHF TV translator station to serve Independence, operating on ch. 79, by rebroadcasting WBRA-TV, ch. 15, Roanoke, Va. Ann. Aug. 1.

■ Commission by Broadcast Bureau granted renewal of licenses for following VHF TV translator stations on July 31: W07AC Pennington Gap, Va.; W04AF and W07AH, both Barboursville, Ky.; W07AB Big Stone Gap, Va.; W02AK and W13AL, both Roanoke Rapids, N. C.; W09AH Roxboro, N. C.; K06AO, K08AT and K13FD, all Cabool, Mo.; W04AN and W02AM, both Gwinn, Mich.; W03AB and W07AD, both Manchester, Ky.; W08AB Guayama, P. R.; W12AN Jellico, Tenn.; W12AL Clayton and Mountain City, both Ga.; W02AJ Cuevas, Long Beach, and Pass Christian, all Miss.; W07AJ Middlesboro, Ky.; W04AC Gray Hawk, Tyner, Annville and McKee, all Ky.; W11AH Tryon, N. C.; W04AH Middlesboro, Ky.; W07AO Crossville, Tenn.; W07AM Fork Mountain, Coalfield, Petros and Warburg, all Tenn.; W10AF Canton, N. C.; W06AI Marion, N. C.; W08AE Clayton, Ga.; W04AU Lake City, Tenn.; W02AI Bryson City, N. C.; W02AF Sylva, N. C.; W10AH Carbondale, Ill.; K12FK St. Joseph, Mo.; W13AR Marion, Va.; W07AA White Pine, Mich.; W07AK and W09AJ, both Republic, Mich.; W04AO Murphy, N. C.; K09HV Caruthersville, Mo.; W07AQ Oxford and University, both Miss.; K08FG Helena, Ark.; W09AK Humboldt, Tenn.; W09AL Dyersburg, Tenn.; W09AM Jackson and North Jackson, both Tenn.; K09HE West Helena, Ark.; K09HF Forrest City, Ark.; K11HG Jonesboro-Nettleton, Ark.; K11HH Paragould, Ark.; W04AD Corbin and Woodbine, both Ky.; W08AJ Corbin and Woodbine, both Ky.; W04AG Garden City, South Salem, Hidden Valley and Sugarloaf, all Va.; W07AU Bessemer, Ramsey and Wakefield, all Mich.; W08AZ Cumberland and Lunch Totz, both Ky.; W04AM Oneida, Tenn.; W07AS Whitesburg, Ky.; K13HP Hot Springs and Euclid Heights, both Ark., and W02AE Garden City, South Salem, Hidden Valley and Sugarloaf, all Va.

■ Commission by Broadcast Bureau granted renewal of licenses for following UHF TV translator stations on July 31: W74AJ Charlottesville and rural Albemarle county, both Va.; W72AG Lynchburg, Va.; W73AJ South Boston and Halifax, both Va.; W71AH South Boston and Halifax, both Va.; W74AK Lynchburg, Va.; W78AG Charlottesville and rural Albemarle county, both Va.; W81AG and W83AJ Danville, both Va.; W74AG and W82AB, both Darlington, Wis.; W71AJ Lafayette, Ga.; W83AM Flintstone and rural Dade and Walker counties, all Ga.; W72AA, W77AA and W75AE, all Iron Mountain, Mich.; W70AM and W73AI, both Fort Myers, Fla.; W79AM and W77AC, both Immokalee and Lehigh acres, both Fla.; W79AE and W83AB, both Detroit, W71AE LaSalle, Ill.; W75AJ Fond du lac, Wis.; W78AJ Sheboygan, Wis.; K71AY, K73AZ and K77AZ, all West Plains, Mo.; W75AD Mattoon, Ill.; W83AH La Crosse, Wis., and K80BS Chaffee, Mo.

CATV

APPLICATION

Altoona Video Corp.—Requests distant signals from WNEW-TV, WOR-TV and WPIX-TV, all New York to Altoona, Pa. (Johnstown-Altoona, Pa.—ARB 29). Ann. Aug. 2.

FINAL ACTIONS

■ FCC granted an application by Cablevision Co. to operate CATV system with dis-

tant signals in top-100 TV market of Columbus, Ga. Action July 31.

Kansas CATV, Inc., Independence, Kan. and Louisiana CATV, Inc., Monroe, La.—CATV Task Force granted transfer of control of community antenna relay permittee corporation from Narragansett Capital Corp. to American Television and Communication Corp. Action July 30.

OTHER ACTIONS

■ Review board in Springfield, Ill., CATV proceeding, Docs. 18206-07, granted petition to accept late filing, filed July 24, by Midwest Television Inc., denied motion to enlarge issues filed June 27 by Midwest Television Inc. Action Aug. 5.

■ Commission said there is no basis for eliminating initial decisions in CATV waiver proceedings. Response was in order to Hearing Examiner Herbert Sharfman, who is to conduct consolidated hearing now scheduled Oct. 7 on distant-signal petitions of CATV of Rockford, Inc., and proponents of 10 other CATV systems in top-100 TV markets of Milwaukee and Madison, both Wisconsin, and Rockford, Ill. (Docs. 17234-41 and 18190-2). Action July 31.

■ FCC affirmed order by FCC review board denying approval of CATV-broadcaster agreement in Aiken, S. C., and refusing to terminate pending hearing. Action Aug. 7.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on July 30 in Upper Darby township, Pa. (Delaware County Cable Television Co. et al.) dismissed joint motion filed May 16 by all CATV systems who were parties to proceeding, for continuance of dates for completion of discovery and hearing and scheduled further prehearing conference for Oct. 8 (Docs. 18140-66, 18227-8).

■ Hearing Examiner Isadore A. Honig on July 30 in Somerset, Pa. (Laurel Cablevision Co.) CATV proceeding in Johnstown-Altoona television market, granted petition by Laurel Cablevision Co. and extended time to Aug. 9 in which to file replies to proposed findings of fact and conclusions (Docs. 17538).

■ Hearing Examiner Chester F. Naumowicz, Jr. on July 31 in Athens, Ala. (Athens TV Cable of Alabama Inc.) cease and desist order to be directed against CATV system, having under consideration joint petition for termination of proceeding by Athens TV Cable of Alabama Inc. and North Alabama Broadcasters Inc., continued, pending further order conference scheduled for Aug. 1 (Doc. 18025).

■ Office of opinions and review on July 31 in General Telephone Co. of California (formerly California Water and Telephone Company), The Associated Bell System Co., The General Telephone System and United Utilities Inc., applicability of Sec. 214 of the communications act with regard to tariffs for channel service for use by CATV systems, dismissed motion by CATV task force for the acceptance of late filed opposition to petitions for stay pendente lite filed by The Associated Bell System Companies, The General Telephone System and United Utilities Inc. (Doc. 17333).

■ Office of opinions and review on Aug. 5 in First Illinois Cable T.V. Inc., Rantoul CATV Co., Paxton Community Antenna System Inc., Cable TV Co. of Illinois, Seemore TV Corp., and Danville Community Antenna System Inc. (CATV proceeding in Springfield-Decatur-Champaign, Ill. TV market), granted request by Cable TV Co. of Illinois and extended time to July 30 in which to file opposition to petition for reconsideration filed by Midwest Television Inc. on July 10 (Docs. 18206-7).

Ownership changes

APPLICATIONS

KSUN-AM-FM Bisbee, Ariz.—Seeks transfer of control from Arlo Woolery (100% before, none after) to Howard Waterhouse (none before, 100% after). Seller: Mr. Woolery, sole owner. Buyer: Mr. Waterhouse, sole owner. Mr. Waterhouse is chief engineer for WHLT Huntington, Ind. Consideration: \$66,000. Ann. July 31.

KBLU Yuma, Ariz.—Seeks assignment of license from Eller Telecasting of Arizona to Arizona Western College. No consideration. Assignment is donation. Donor: Robert W. Crites, president, Paul E. Morgan (each 10%), Karl Eller, chairman of board (21.33%) et al. Donor owns KBLU-TV Yuma, Ariz. Ann. Aug. 5.

(Continued on page 81)

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.
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- 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

Wanted!! A budding empire builder. Need person with \$ who is willing to relocate, acquire equity position in and manage mid-western daytime in small but dynamic market. Send complete resume in strictest confidence. Box G-394, **BROADCASTING**.

Wisconsin station offers management challenge and investment opportunity to mature salesman. Must have solid background in all phases of radio operation and a minimum of \$10,000.00 to invest in growing operation. Box H-8, **BROADCASTING**.

50 miles from Manhattan. Established AM-FM seeks general manager. Must be excellent salesman and able to take full charge. Send resume and salary requirements. Box H-35, **BROADCASTING**.

Major N. California market needs SCA background music manager. Must know installation/repair side of business and be capable of contributing to sales. Salary open. Benefits numerous. Opportunity unlimited. Box H-41, **BROADCASTING**.

Three station Maine—Vermont group urgently needs manager, salesmen, qualified combo men with technical know how. All small markets. Resumes, photos and tapes to . . . Box H-96, **BROADCASTING**.

Manager/sales manager, small market Nebraska station. Unusual opportunity for right man. Top salary & part ownership a possibility. Technical skills not necessary. Write describing experience. Box H-99, **BROADCASTING**.

Absentee owner wants manager to take charge of small FM. Competitive Oklahoma City area. Gospel music and sports format. Be conservative, work hard, and keep all profit. Box H-123, **BROADCASTING**.

Wanted: Manager who is all salesman. This man will come to our N.E. key station for about one year to learn our operation & go on to manage & own a substantial interest in one of our suburban stations. Person does not have to have cash to buy stock. Reply Box H-147, **BROADCASTING**.

FM director—fine opportunity to direct the operation of the FM side of a major market AM-FM activity. Eastern location—major group ownership—excellent starting salary with good fringes. Candidates should be familiar with programing and sales, and be able to work effectively with station department heads and sales personnel. Good advancement opportunity. Send complete resume to Box H-156, **BROADCASTING**. An equal opportunity employer (M/F).

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, New York 14891.

Sales

Dynamic radio group has openings for energetic, shirt-sleeve salesmen in the following markets: Florida—4 men, Kansas City, Mo.—2 men, Little Rock, Arkansas—2 men. New station acquisitions have created these openings. Rapid advancement into management if you have the ability. Call Mr. Karp, Prepaid 813-784-1438, between 4:30 and 6:30 p.m. or Box H-69, **BROADCASTING**.

Sales—(cont'd)

Fast growing, aggressive MOR radio station in medium Alabama market will add experienced announcer-salesman. 2½ hour sign on air shift Monday-Friday. Good active account list! \$100.00 per week salary/commission guarantee! Right man can move up to five figure income within a year! Send complete resume, photo references and short audition tape to Box H-95, **BROADCASTING**.

MOR personality/salesman for solid two station market in exciting, N.Y.S. metro area. All new equipment. Box H-152, **BROADCASTING**.

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... and are we being flattered!

Would you believe our classified users are receiving more responses than ever before, including "sales talk" from other publications? Evidently, **BROADCASTING'S** expanding readership is paying off and making **BROADCASTING THE** marketplace for everything and everybody in broadcasting.

When you have something to buy or sell, fill a vacancy, or want a better job let **BROADCASTING'S** classified section help you.

California adult AM, AP award winning station needs one dynamic salesman for northern California's fastest growing market—KWUN, Concord.

Salesman—top account list available. Need hard worker, cooperative, responsible person. Group owners. Call Ron Clark, WHLT, Huntington, Indiana 219-356-1641.

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.

Energetic sales pro looking for something better? Great opportunity for experienced self-starter in fast growing market near N.Y.C. Healthy draw, car expenses, good account list, 20% commission, fringe benefits. Most modern medium market facilities east of the Mississippi. Call Al Etkin, 914-623-8001 or write WKQW, Broadcast House, Nanuet, N.Y. 10954.

Radio account executive—opening on WLW-Radio staff in Cincinnati for a radio account executive with some recent broadcast sales experience. Excellent compensation and fringe benefits for a better-than-average newcomer on the way up. Send a confidential resume of your recent experience, sales compensation, and education, to Sales Manager, WLW Radio, 140 W. Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer. (M/F).

Sales—(cont'd)

Salesman — announcer — northern Indiana country western. Resume-air check-picture-2 year commercial radio experience. Jerry Byers, Box 989, Kokomo, Indiana 46901. Phone 317-452-9841.

Experienced, aggressive salesman for northern Indiana MOR FM. Proven track record a must. Commission only, but how sweet it is. Send resume to E. F. Jurrow, 209 LaSalle St., Chicago, Illinois. 60604, Suite 664.

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.

Sales manager with successful background in personal production and supervision of sales department wanted for full time independent station. Applicants should have desire to develop into management and become an investor with future growth. Excellent compensation for the man who can fill this immediate opening. Contact John R. Livingston, 399-1395, area code 815, Rockford, Illinois collect.

Radio time salesman . . . outstanding station in the greater Hartford area, with an 82% advertiser resign, needs an aggressive and hard working salesman. Salary negotiable. All correspondence considered confidential. Send resume to Aldo De Dominicis, 234 Old Lane Road, Cheshire, Connecticut.

Announcers

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**.

Announcer wanted for commercial radio station . . . must have experience or very mature voice . . . join a growing station in northeast Texas. Box G-254, **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**.

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**.

Announcers—(Cont'd)

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.

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.

Good announcer needed in good size mid-west market. Send tape, resume and salary requirements. Box G-403, BROADCASTING.

Talk man—Experienced communicator for regular shift at one of nation's outstanding all-talk, two-way radio stations—with substantial experience. Must have first phone ticket, but will do no maintenance. Top station in a top market. Send resume, air check and references to Box H-3, BROADCASTING.

Spanish announcer—first phone helps . . . for northeast metro market . . . Bilingual. Tape and full particulars to Box H-26, BROADCASTING.

Morning personality that can create and produce prestige copy for desirable small medium cosmopolitan market AM-FM operation in Great Lakes area. Salary open. Box H-30, BROADCASTING.

Experienced announcer capable commercial writing and production plus other duties. An effective man can make a good job out of it. Stable operation, nonmetropolitan. Box H-38, BROADCASTING.

Salesman—announcer wanted. Excellent opportunity. Account list available. Midwestern, single. Box H-46, BROADCASTING.

Combo man needed. State salary requirements—background. Midwest. Box H-47, BROADCASTING.

We don't need you, if you are a prima donna, arrogant, a know-it all. We want you if you are a pro . . . humble . . . can take direction and are talented. This as a number one organization in a competitive market and the right person can become a part of it. Send air-check . . . resume, salary requirements and photo. All inquiries will be answered . . . Box H-55, BROADCASTING.

Need two announcer—salesmen for new clear channel daytime in one of New Mexico's fastest growing communities. Ideal working and living conditions. Excellent pay to start. Write Box H-76, BROADCASTING.

Hold first class license? Like DJ work? There's a job waiting for you in Maryland . . . Now! Send tape, resume Box H-89, BROADCASTING.

DJ for top 40 New York state daytimer. Adult approach. Some commercial experience. \$90 to start—increase in 6 months. Send tape, resume to Box H-93, BROADCASTING.

Wanted a MOR announcer with a first or third class ticket. Some experience necessary. Also a chance for some sales. Send resume and references Box H-113, BROADCASTING.

Good pay, good hours, good gracious, where have all the talented, young personalities gone? Send tape, resume and picture today. 3rd class endorsed license required. 50 kw, Southwest, Box H-118, BROADCASTING.

Progressive small market station located in southeast Georgia, needs experienced announcer for block programming. Good salary and good working conditions. Send air check, snapshot, resume and references to Box H-153, BROADCASTING.

Announcers—(Cont'd)

WWOW—Conneaut, Ohio—needs two swinging top 40 jocks—rush tape-resume. Box H-161, BROADCASTING.

Accepting applications for a bright up-tempo announcer, day-time shift, contemporary format with chance to do TV. Chain operation, fine opportunity for a good man. Send tape and resume to Roger Burke, KAUS AM-FM-TV, Austin, Minnesota.

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.

Alaska's largest city. Position still open for professional announcer. Adult station, quality sound. Beginners do not apply. \$800 to start. Airmail tape, photo, resume, references to: Ken Flynn, KHAR-AM-FM-TV, Pouch 7-016, Anchorage, Alaska 99501.

Boss jock! St. Louis' hottest new rocker needs first phone experienced jock. Airmail tape, resume, Bread requirements. Dave Scott, KIRL, Box 1460, St. Charles, Missouri 63301.

Announcer needed by late August. Must have experience. Contact manager, KLVT, Levelland, Texas. No collect calls.

#1 soul station in Houston needs swinging, modern sounding soul jock. Send tape and resume first mailing to Dick Oppenheimer, KYOK, 613 Preston, Houston, Texas 77002.

Wis. MOR top metro feeder needs experienced combo board man. Professionals move up to big city positions. Midwest background preferred. Mr. Kraychee, WBKV, POB 60, West Bend, Wisconsin.

Attention Pennsylvania, New Jersey, Maryland, Virginia. Close by is a good job for a responsible pro who can handle air shift and production details without fuss. Highly rated 5 kw with excellent reputation. Send details to Ed K. Smith, WCMB, Harrisburg, Pa.

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.

Announcer with copy and production talent, character voices helpful, needed by ABC affiliate, half-hour from Ann Arbor, east Lansing and Detroit. Forward no materials without enclosing self-addressed container for their return, WHMI, Howell.

Established good music station, south Florida area, needs experienced staff announcer with first class ticket. Send resume, references and tapes, first letter. Don Smith, WLOD, 1000 West Atlantic Ext., Pompano Beach, Florida.

Announcer-1st phone-MOR-daytimer-immediate opening—Send tape-resume to WMIC, Sandusky, Michigan, 48471.

"Soul jock" needed at once. Send photo, tape, background. Must be young and ambitious. Have third with endorsement. Send to WNOO, Box 166, Chattanooga, Tennessee 37402.

Wanted-announcer-salesman or announcer-newsman for healthy, medium market M.O.R. Contact Spence Allen, WRTA, Altoona, Pennsylvania.

5 kw MOR small mkt. station needs experienced anncr. ready to assume PD slot. Call or write C. Pettit, WSIV, Pekin, Ill. 309-346-2134.

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.

Announcers—(Cont'd)

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.

Modern country dj . . . very modern . . . no corn. Good people, good station, top ratings. Non-rigid format, wide open for creative programing. Stable, non-industrial area outside Washington, D.C. Age, sex no barrier, if you have clean sense humor, don't take yourself seriously. Sales, news, production opportunities. Must meet, greet thousands of station-involved visitors/month. Flexibility of board time, swaps with friendly staff. Primadonnas, spoiled brats, such who need babying not needed to drag this happy outfit. Send tape, photo, resume . . . but . . . you must have sense of humor that projects on air. Best modern equipment. Have a ball with audience . . . we do! WTRI, Brunswick, Maryland 21716.

Announcer for AM-FM station in southeastern Illinois. Adult format, send resume, picture and tape to C. R. Griggs, WVLN, Olney, Illinois.

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.

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.

Experienced mature announcer—small Finger Lakes market. Good pay. WGMF, Watkins Glen, N.Y. 14891.

Five station group adding two staff announcers. Voice quality, ability to read well and knowledge of production will be determining factors. Fringe benefits. Send tape and resume stating salary requirements to Jack Walkmeyer, Paul Bunyan Network, Traverse City, Michigan 49684.

Technical

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.

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. Milwaukee metropolitan area. Full charge AM-direction, FM, MX. No board hours necessary. Announcing ability desirable. Complete work history first letter. Box H-2, BROADCASTING.

Do you have a 1st phone F.C.C. license—Middle Atlantic station needs you now. Fulltime for maintenance. Announcing if you want it. Write Box H-94, BROADCASTING.

Chief engineer. Some announcing. Emphasis on engineering. Contemporary MOR. Start \$500-plus monthly. KHAS-Radio, Hastings, Nebraska.

Interesting opening for 1st phone. New modern facilities. Call or send information to Chief Engineer, WAVI/WDAO, 513-224-1137, Dayton, Ohio 45408.

Chief engineer-top notch transmitter and studios-no air work-will pay top salary-WMIC, Sandusky, Michigan 48471.

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.

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.

Technical—(Cont'd)

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

CBS affiliate upstate New York wants experienced newsmen, journalism major preferred. Will accept comparable experience. Gather, write, read good copy. Send tapes, work examples, photograph, references; resume immediately. Box G-333, BROADCASTING.

Upstate New York group station seeks newsmen to round out operation. College education preferred. Good voice essential. Salary open. An equal opportunity employer. Box H-29, BROADCASTING.

Need assistant news director. Experienced, able to gather, write and deliver local news. Midwest college town. Salary open. Send tape, resume to Box H-104, BROADCASTING.

Suburban New York station with top news department in its area, needs experienced newsmen who can do professional job in well-equipped newsroom. Excellent company benefits, fine working conditions for the man who knows and lives news. Box H-109, BROADCASTING.

Top rated town and country operation needs a newsmen whose ambitious and hard working. Send tape, picture and resume to Box H-110, BROADCASTING.

Newsmen needed at once for fast pace news operation. Must be able to gather, write, and deliver. Excellent salary for right man. Night shift 4 p.m. to 12 p.m., eventually days. Send tape and resume to Jay Sands, WAEB, Allentown, Pa.—experienced only need apply.

Highly regarded Cox Broadcasting station seeks aggressive reporter capable of delivering on the air newscast. Combined radio-TV department. Applicant might be radio newsmen anxious to transition to television. Send tape, picture, resume and writing sample to Tom Frawley, WHIO, Dayton, Ohio. An equal opportunity employer.

A major market adult radio station needs an adult sounding, on the air newsmen; and needs him now. He must be oriented in the use of the telephone for digging for news items and actualities, and use of the typewriter. The income is open for the right man. Send resume, tape and picture to Ken Hildebrand, WHK Radio, Cleveland, Ohio.

Wanted: Experienced newsmen now ready for News director spot for M-O-R, full-time station, number one in market. Write or call Roy Hines, WKHM, 441 Wildwood, Jackson, Michigan 49201—area code 517-784-7181.

New director — creative news department head with voice and delivery compatible with adult MOR format. Opportunity for play-by-play and talk shows if qualified for either or both. Call manager, 617-674-3535.

Programing,—Production, Others

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-355, BROADCASTING.

Girl Friday, to sell, service accounts, write copy, take letters for sales manager. Box H-151, BROADCASTING.

Live wire copy/traffic person. Great Lakes metro area with solid operation. Box H-153, BROADCASTING.

Research supervisor for major midwest group operation. Will be responsible for orientating data as well as gathering secondary data in the area of radio and television audience and marketing measurement. Box H-157, BROADCASTING.

Prog.—Production, Others—(Cont'd)

Farm director—experienced midwest farm broadcaster who is also capable of work in other programming areas or in sales. Send tape, resume, and photo to Operations Manager, KFOR, Lincoln, Nebraska.

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, 617-674-3535.

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 517-368-5364.

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. 816-747-8356.

Situations Wanted

Management

General manager—thoroughly experienced manager. Successful background. Currently major market. Box G-201, BROADCASTING.

Southland: Ten years programming, sales. Seeking first manager's position. Ambitious, honest. Good record, excellent references. Family. Current salary \$9600. Box G-349, BROADCASTING.

Station Mgr., GSM, excellent broadcasting background as national sales manager/V.P., top 10 medium markets. AM-TV. Administration, program, promo, research, marketing skills. Built, trained effective sales staffs. Top agency client, industry contacts nationally. Now employed. Will relocate for promising opportunity. Box H-15, BROADCASTING.

Manager-operations mgr., 20 years, sales manager, news, announcer, dependable, honest, sober. Box H-105, BROADCASTING.

Experienced, mature, station manager. MS radio speech, first phone, all phases: sales, programming, engineer, 22 years. Can train staff. Available 2 weeks notice. Box H-114, BROADCASTING.

Challenge wanted: Management-sales, option to buy stock, 17 years experience, plus 3½ CATV group administration. Major and medium market management experience. AM-FM. Community minded. Currently \$14,000. Box H-117, BROADCASTING.

A transition from programming to management? Somewhere there is a radio station operator; one who believes that a hard working well trained program director with savvy, can make the segue from programming to management. Have proved the essential back-up of sales. In so doing, contributed to the aura and metamorphosis of the success of the other. Experience exceeds 11 years. Well-seasoned, top 40-modern format specialist. Good track record. Number one ratings. On-the-air personality. For the purposeful business of forging ahead, respond to Box H-125, BROADCASTING.

Manager—young, experienced, imaginative, community minded family man. Is your station making money? I can make your operation one you will be proud of. Box H-141, BROADCASTING.

Management team . . . proven record—red to black in 3 months: Mgr. strong sales, 1st phone: PD programming, play-by-play, administrator, announcer: Both married: community minded: now working. Box H-154, BROADCASTING.

Manager—currently manager major west coast market. Want management smaller market with opportunity to invest out of earnings. Middle aged family man. Responsible, and experienced all phases of station operation. Box H-159, BROADCASTING.

Management—(Cont'd)

Guaranteed results . . . struggling to find, keep good men? End your problems with management contract. Pay only out of results. Fifteen years outstanding, unbroken success string in southwest. Box H-162, BROADCASTING.

Seventeen years radio, 12 as general manager, strong on sales, all phases of radio and public relations. H. Tom Morris, 1216 W. Murray Ave., Durham, North Carolina.

Manager, 32, family, vet, 14 years radio, management, sales, programming, play-by-play . . . Okla. Missouri, so. Ill., Tenn. . . . market of 10-20 thousand. 918-287-3204 or 901 BR 6-2602.

Sales

Southeast — sales manager. Announcer-sports-caster. Will invest. Manage-college, family, excellent character. Box G-359, BROADCASTING.

Salesman/newscaster/dj. Experienced. Degree. Tight board, third endorsed. Aggressive, creative, dependable. Box H-23, BROADCASTING.

Solid sales background. Degree in broadcasting. Industrious. Stable. Married. Will relocate. Call, write or wire. J. Hoffman, 122 Flintridge Drive, Rockford, Illinois 61107, 815-398-2885.

Announcers

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.

Negro dj-announcer. Real swinger. Broadcast school graduate wants to settle, experience. Box H-1, BROADCASTING.

Country, western—announcer with twenty years experience soon available. Western states only. Family man, tapes available. Box H-20, BROADCASTING.

Mature, happy family man. Experienced third endorsed. Seeks announcer writer combo with pro MOR station. Reliable. Salary first letter. Box H-37, BROADCASTING.

Leading NYC newscaster anxious to shed format straightjacket. Would relocate and accept salary cutback to take over your "talk show" or create a winning new late night entry. Box H-45, BROADCASTING.

First phone—Young, experienced top 40-MOR announcer seeks stable position, good pay, chance for advancement. Available October first. Box H-88, BROADCASTING.

DJ newscaster, pleasant personality, 3rd phone, married. Northeast only. Box H-91, BROADCASTING.

Good voice, two years experience, third, some college. Box H-97, BROADCASTING.

Six years same station, seeking new challenge. All types music but prefer middle road or country. Friendly, stable, responsible. Now in southwest, but have voice, will travel. Box H-101, BROADCASTING.

New York area announcer with background in markets including Philadelphia, Scranton, and the New York City metropolitan area. Can write news. Box H-106, BROADCASTING.

Mature, professional, Vietnam vet, with three years top 40 radio completes military at end of August. Minimum: \$125.00. Box H-108, BROADCASTING.

Personality dj, 1st phone-combo, experienced, mature. Excellent news, interview shows. Knows music. No screamer. Presently employed. Box H-115, BROADCASTING.

Hot . . . progressive jock! Need numbers? . . . I've got 'em! Programming experience in New England, and in Florida. First phone. Now with major market 50,000 watt corp. Interested? Box H-120, BROADCASTING.

Dependable, creative, looking for right sports, music, or production opening. MOR preferred. 29, veteran, BA degree, 5 years experience. Box H-136, BROADCASTING.

Announcers—(Cont'd)

DJ/announcer, newscaster/dj. Authoritative, experienced, draft deferred, single. Will travel. Have 3rd class license. 2 years college. Box H-149, BROADCASTING or phone 212-877-9230.

Jock with talent and no ulcer has finally decided to take his chances on getting "his" in the majors. Have worked eight minors, I'm versatile, the last two years programming one. Young but know the score. Top 40. Box H-129, BROADCASTING.

Mature man, single, draft exempt. Experienced in dj, news background, in selling, servicing accounts and copywriting. Desires radio station on Long Island with MOR format. Box H-130, BROADCASTING.

Newscaster-announcer-dj. Experienced, third endorsed, dependable. Authoritative and creative. Tight board; any format. Sales. Box H-131, BROADCASTING.

Dee-jay dig all music. Great sound. Third phone. Box H-132, BROADCASTING.

Dependable dj, tight board, third endorsed. Community man. Relocate. Box H-144, BROADCASTING.

Young, professional for MOR large market. Relaxed, versatile, creative. Will do talk show. Box H-160, BROADCASTING.

Soul or top 40 jock experienced, first class. Box H-163, BROADCASTING.

Teen magnet, versatile, personality, rock jock, 3 years experience, third endorsed, Navy completed . . . Jim Diamond . . . 614-393-2111.

Youthful radio and television communications student is sincerely interested in an announcing responsibility on a popular music station with programming primarily to teenagers and young adults. I will start low with an option to earn advancement and responsibility. Presently enrolled at Career Academy, Division of Famous Broadcasters. May I emit you a resume and audition tape? L. D. Parker, Box 292, Augusta, Georgia 30901.

Experienced, mature announcer, radio or TV. Third endorsed. MOR format. Married. Available immediately. Call Bill Warker (717) 845-4397, York, Pa.

West coast, Nevada, Arizona. 13 years experience, all formats, third, available immediately. Phone (702) 359-0654.

Newcomer in field with a lot of ambition and ability will mold my style to your needs—If I can live on what you want to pay me—Having a "burning desire." John Decker Jr., 93 Farmington Ave., Plainville, Connecticut. Call 207-747-1587.

Fed up with the parvenus? Mature unrock announcer, newscaster, lone-talker, copywriter, wants to work for you. SF to Monterey. WLM, 96 Cuesta Dr., Los Altos, Calif. 94022.

Personality available, 18 years experience—proven track record. Paul Ward, 1528 Terrace Drive, Medford, Oregon 97501—phone 779-3085.

New York City area announcer interested in a major market. Can write news. Bob Curley, 233 Thomas Street, Woodbridge, New Jersey, Mercury 4-5024.

Technical

21 yrs., broadcast AM, FM, DA, 12 years, chief, middle age, desires employment as chief or transmitter engineer, Reno, Nevada area. Presently employed west Penna. Box H-150, BROADCASTING.

NEWS

For past 3 years news director at New England daytimer, looking for that right move up. Total of 6 years experience in all phases of radio. Willing to go anywhere the right job is located. Tape, resume, picture on request. Box H-92, BROADCASTING.

News—(cont'd)

Would like work in small market—as assistant newsmen east coast or mid-south. One year experience—3rd class endorsed. Money no big deal. Box H-137, BROADCASTING.

College graduate majored in broadcasting, full time emphasis on interviewing. Experience college stations. Third endorsed. East coast only. Box H-158, BROADCASTING.

Programing,—Production, Others

California & northwest: A top sound from a professional programmer. Good airman & production. College, family, references, & ratings. Box H-102, BROADCASTING.

Commercial-educational broadcaster — 33 — seeks challenge on West coast. Background includes network radio, television public-community relations, publicity, advertising, marketing, programming, administration. Just built commercial-educational broadcast complex. All FCC applications. Currently special assistant to college president. Box H-133, BROADCASTING.

I am 26. Experienced in both commercial and educational radio. BS in RTV, one year toward MS in journalism. Strong in news and talk show. Not much chance for advancement in present employment. Current salary \$7500.00. Box H-142, BROADCASTING.

TELEVISION—Help Wanted

Management

General sales manager, upper Midwest, small market. Excellent salary plus incentive, health and hospitalization, company retirement program, expanding market, full color. Great future. Box H-111, 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.

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.

Sales assistant—Immediate opening for a young man who wants to work hard towards a career in television sales. You will prepare submissions, help formulate sales presentations and participate fully in our continuing sales training program. This is a responsible, demanding position that requires strong desire in return for a modest starting salary, great training and a direct opportunity for the next step up the ladder—account executive. We are a major group operation in a major market. Write Charles Estlick, Local Sales Manager, WOAI-TV, Box 2641, San Antonio, Texas. An equal opportunity employer.

Technical

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.

Chief Engineer—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.

Transmitter operation and maintenance; beginners considered. Excellent working and living conditions in northern Wisconsin. Position open early September. Write Box H-18, BROADCASTING.

Technical—(Cont'd)

Opening for man to take over technical operations of small market TV station. Must have experience in studio video and transmitter operation. Mid Michigan location. Box H-31, BROADCASTING.

Engineer capable of maintaining RCA TTU25B. Contact Jim Hall, Chief Engineer, WJVA-TV, 695 N.W. 199th Street, Miami, Florida, 33169. Area code 305-625-1301.

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.

We've got a first class, new, solid state, color TV operation. We need two first class, solid-state thinking engineers to keep it in first class, solid shape. Call me, collect, right now: Sherm Brown . . . area code 513 . . . phone 298-0111.

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

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.

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.

Small market Ohio UHF needs young, aggressive newsmen. Recent college J-Grads with or without experience preferred. Resume and tape to Box H-140, BROADCASTING.

Will trade excellent starting salary, 5 day week, assorted fringe benefits in exchange for experienced on air TV newsmen, who must be able to think, write, take direction and is ready to enter the exciting field of ETV. Contact News Director, 302-654-8255. No collect.

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.

Promotion director—Washington, D.C., creative, experienced, able to put aggressive station on the map. Box G-338, BROADCASTING.

Promotion assistant wanted in AM-FM-TV combine in top 20 markets, with accent on production of on-the-air TV promos. Also, knowledge of ad layout and newspaper releases. Salary commensurate with experience. Work samples requested. Box H-100 BROADCASTING.

Experienced program manager for major southeast market, VHF, full-color station in one of the largest metro markets in the south. Looking for young individual who is a strong administrator, understands feature buying and scheduling, and has good production know how. Person must be ambitious and like hard work. We're not number one but we will be. Box H-122, BROADCASTING.

Prog.—Production, Others—(Cont'd)

VHF TV station in top 10 market seeks to hire an experienced producer-director. Must have knowledge and experience with musical programs as well as a good background in producing commercials and programs. Send a detailed resume, credits and salary requirements to Box H-134, BROADCASTING.

TV Promotion—We have openings in our midwest television activities for people to handle publicity, advertising, and on-air promotion. Candidates should have six months or more recent related experience in advertising or television production. Degree in broadcasting or journalism preferred. These are entry-level jobs that offer good starting pay and fringe benefits along with opportunity for advancement. Send a confidential resume of your education, experience and current income to Employment Manager, AVCO Broadcasting Corporation, 1600 Provident Tower, Cincinnati, Ohio 45202. An equal opportunity employer (M/F).

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.

Television operations manager—Eleven years experience all phases of television. Young, aggressive. Excellent references. Box H-4, BROADCASTING.

GM-16 years major market experience all phases AM-TV (including UHF) seeking challenge and long association. Resume upon request. Available immediately. Box H-98, BROADCASTING.

Assistant GM or Ass't to the president: 2 years sales; 4 years sr. producer director, top ten market; 3 years program manager-film buyer, top 50 market; 5 years top paid talent in top 6 market. Expert personnel management and procurement, contract administration flare for ideas and economy, strong loyalty, university degree. Outstanding industry reference. Family. Interview please. Box H-119, BROADCASTING.

Europe bound team. Husband, management, research, sales. Wife, journalist. Both—announcing, network experience. What can we do over there for you? Box H-128, BROADCASTING.

Do you need assistant manager or pd with 14 years administrative experience in all phases of TV operation? Capable of supervising overall operation, including production, programming, scheduling, traffic, personnel, and control. Dependable, conscientious, adaptable. No further advancement with present station. Box H-143, BROADCASTING.

Announcers

Newsman, mature 18 years radio, desires TV news. B.S. speech. Some TV experience & booth announcing. Currently employed. Box H-116, BROADCASTING.

Top rated sportscaster in top ten market is in a rut. 9 years experience on radio-TV, play-by-play and production. Ideal station manager or sports director for a station with something special to offer. Bob Waller, Box H-121, BROADCASTING.

Technical

Television—assistant chief/transmitter supervisor. Experience: Installation, operation, maintenance, micro-wave. Midwest only. Box H-82, 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—(cont'd)

Tired fighting management to continue unique approach which brought me best ratings of 4 air men in #2 station-300,000 market. Good production, reporting, writing. Available now. I like hard work, money. Box H-19, BROADCASTING.

Topflight N.Y.C. radio newscaster making big money but anxious to crack TeeVee. Box H-44, BROADCASTING.

Young aggressive reporter, 23, working as general assignment reporter in top ten market, looking for a more responsible job in a smaller market. Resume on request. Box H-139, BROADCASTING.

Television newsman seeks anchor position in large city. Presently number two man in top five city. Extensive experience with first rate news credentials in radio and television. Married, college, 29 years old, Box H-126, BROADCASTING.

Top-notch veteran newsman wants switch to television, good on camera potential. Capable of running news staff, will start any capacity in metro market, prefers California. Box H-127, BROADCASTING.

Looking for a newfilm photographer? Does a little experience, a master's degree in TV-radio (Syracuse University) and a passion for newfilm mean something to you? Write Norman Goldman 1147-65th Street, Brooklyn, N. Y. 11219.

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.

Artist-light, full color, medium market experience. Seeks responsible position. Box G-375, BROADCASTING.

Promotion, programing, continuity 12 yrs. experience. Resume and samples on request. Box H-68, BROADCASTING.

Producer/director seeks challenging position with progressive station. Ten years experience includes a variety of studio, film and remote productions. Minimum salary \$9,500 plus opportunity for advancement. Box H-90, BROADCASTING.

Experienced program/operations manager looking to relocate in the east with either television or television radio combination. Extensive background in local live programing and special events. Also have experience in personnel and community public relations. Box H-107, BROADCASTING.

Art Director—scenic and graphics designer, artist, coordinator. Promotions, presentations, administrator. degree. 15 years New York and Hollywood versatile live tv and series, commercials experience. Can do everything. Box H-112, BROADCASTING.

Producer/director-young, creative thinking, too energetic for present low key operation. If you believe TV should be doing now, what some hope it will do in the future, let me give you my ideas! Cogent references. Prefer public television or university affiliation. BOX H-138, BROADCASTING.

WANTED TO BUY—Equipment

We need used, 250, 500, 1 kw & 10 kw AM transmitters. No junk. Guaranteed Radio Supply Corp., 1314 Iturbide St., Laredo, Texas 78040.

Used UHF-TV and FM equipment needed immediately. For UHF—80 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 micro-wave 2000 mcs. If you have all or any part call John R. Kreiger, 512-GR 8-8521, KVET, 113 West 8th Street, Austin, Texas 78701.

WANTED TO BUY—Equipment

Continued

Channel 60 Filterplexer and klystrons. Box G-261. BROADCASTING.

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.

Want used 1 kw transmitter for auxiliary preferably Gates, WUFO, 13 South Cayuga Road, Amherst, New York.

Used equipment for 3 kw FM station stereo, automation. No junk, Box H-148, BROADCASTING.

Wanted: (4) 200' guyed AM towers 10 kw AM xmtr. Box H-135, BROADCASTING.

Wanted—TK30 camera chain in used, as is condition. Contact: Summit Radio Corporation, 135 Front Street, New York, New York 10003. 212-269-0645.

FOR SALE—Equipment

Coaxial-cable—heliac, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect., Box 4668, Oakland, Calif. 94623, phone 415-832-3527.

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING.

1 Gates top-level, 1 Gates dual stereo limiter. 2 Cartriptape II solid state record-playback units. 4 6 playbacks. Excellent condition. Dick Hardin, WBUD, Trenton.

For Sale: 340 feet of 1-5/8" HJ-7-50A Andrew Heliac 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).

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.

Searchlights 60" complete. Parts in stock. Sunry Lighting, 4228 Sepulveda Blvd., Culver City, Calif. 213-870-8628.

Ampex Ag-350 rack mounted tape recorder, 7 1/2 & 15 IPS, mono, two years old, few hours and excellent condition—\$1,200. Contact George Walker, general manager, WKEL, Kewanee, Illinois.

Westinghouse 10 kw, FM-10 transmitter, just removed from service. 10 lengths of 51 ohm Andrews 3 inch coax line, plus five 90° elbows. F.O.B. Wallace D. Taylor, C.E., WHDL, Olean, N.Y. 14760, phone 716-372-0161.

Brand new CBS products, Audimax, Volumax \$18.77 monthly. Crown tape recorders, \$24.17. Audiovox, Box 7067-55, Miami-Florida 33155.

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.

Keep call letters in newspaper pictures with close-to-mike ID plates. Custom-made, inexpensive. Write—Media Stringers, Box 646, Hopkinsville, Kentucky.

MISCELLANEOUS—(Con't.)

92 international hecklers, done with English, German, Irish and Brooklyn accents, plus the Old Timer and Dravis Finkly. Free sample on request. Send \$10 with your name, address and zip code to: D. J. Productions, 2304 "A" St. S. E. #63, Auburn, Washington 98002. Washington state residents add 45¢ state sales tax. Sorry, no COD's.

Custom taped Big Jon and Sparkie shows now ready for local markets. Details Jon Arthur Programs, 4532 Fulton Street, San Francisco 94121.

Promotions like car antenna balls, five foot plus Santas, election magnetic car signs, wrist radios. John Kenworthy Enterprises, Box 4544, Charlotte, N.C. 28207.

INSTRUCTIONS

F.C.C. License Course available by correspondence. Combination correspondence-residence curriculum available for ASEE Degree. F.C.C. License training offered in residence in Washington, DC. Write for information on desired course. OR, send \$87.25 as full payment for the Grantham Package Course (leading to first-class F.C.C. license) —88 lessons (over 1600 pages) including more than 3300 FCC-type practice questions (and separate answer booklet)—shipped prepaid upon receipt of order and remittance. Grantham Schools, 1505 N. Western Ave., 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, programming, production, news-casting, sports-casting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

We train broadcasters. . . The Don Martin School (America's foremost School of Broadcasting. Established in 1937) offers training in FCC 1st Class License preparation. Radio & TV Announcing covering News, Sports, Commercials, Narrative & Descriptive reading and Languages. Radio Production utilizing RCA, Gates & Collins consoles with production problems for all types of DJ formats. Script & Commercial writing and producing. Sales & Station Management. Television Production including Camera Operation. Floor Management. Production & Tech Directing, 16mm filming. Video taping. Audio, Lighting, and Makeup. All Courses are approved for veteran training. For further information call or write DON MARTIN SCHOOL OF RADIO & TV, 1653 No. Cherokee, Hollywood, Calif. Hollywood 2-3281.

INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. 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, 5075 Warner Avenue, Huntington Beach, California 92647. (Formerly of Burbank, California).

R.E.I. in beautiful Sarasota, Florida. Zing, Zap, Blap, you have a first class radio telephone license, a Florida vacation, and a better job in (5) weeks. Total tuition \$350.00. Free job placement. Rooms & apartments \$10-\$15 per week. Classes begin 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 lisenin". 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 programed methods and earn while you learn job opportunities. Contact ATS, 25 W. 43rd St., N.Y.C. Phone OX 5-9245. Training for Technicians, Combo-men, and Announcers.

First phone in six to twelve weeks through tape recorded lessons at home. Sixteen years FCC license teaching experience. Proven results. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90286.

Programing,—Production, Others

WANTED

Manager

Recording Department

SALARY OPEN

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.

All replies held in strict confidence. Write to:

Box H-146, Broadcasting.

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Help Wanted—Announcers

RADIO-TV ANNOUNCER

RADIO: MOR with good production & news announcing.
TV: Sports-casting & 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.

Situations Wanted—Management

ACCOUNTANT
Treasurer—Controller
Experienced station group. National Trade Association, National Rep. Prefer west coast but will relocate.
Box H-103, Broadcasting.

NEED HELP?

Read and reply to BROADCASTING Classified's where many of the finest opportunities are displayed weekly.

Announcers

LOOKING FOR AN ANNOUNCER?

Then write Jerry Berman a letter.



Jerry's Job Placement Director at Columbia School of Broadcasting—with 26 offices coast to coast the chances are that we have a graduate near you. Just tell Jerry what you want and he'll send you a resume, photograph and audition tape of just the one you're looking for. Air mail.



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Well-trained announcers

with 3rd endorsement. Available immediately. Tapes and resumes on request.

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Chicago, Illinois 60604
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Programing,—Production, Others

TOP 40 JOCK—PD

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Box H-124, Broadcasting.

TV—Help Wanted—Announcers

TV-RADIO ANNOUNCER

TV: Sportscasting & on-camera commercial work.
RADIO: MOR with good production & news announcing.
Beautiful mid-west community under 100,000. Send VTR, SOF, 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.

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TELEVISION—Help Wanted

Technical

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Studio Technicians

Union scale—fringe benefits—building new studio facilities—permanent position—send resume to:

Engineering Department
WNAC-TV 21 Brookline Ave.
Boston, Massachusetts

NEWS

TV ANCHORMAN

Group owned station in

major market

salary open

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Our Employees Know of This Ad.

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Prog.—Production, Others—(Cont'd)

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Trouble-Shoot your Art Problems!

Total graphic design plus slide and film production facilities. Call:

CHIPPEWA PRODUCTIONS—for answers 202-232-1500 or write 2309 Clavert St., NW, Washington, D.C. 20008

INSTRUCTIONS

LEARN RADIO SALES . . . The highest paying job in Radio.



If you're not making enough money in announcing or engineering or in your present job, . . . we will train and place you. No experience necessary. Write or Call:

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FOR SALE—Stations

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Wyo.	small	Fulltime	\$135M	terms
South	single	AM-FM	85M	nego
Wisc.	medium	FM	110M	29%
N.E.	metro	Daytime	185M	nego
M.W.	major	Daytime	168M	nego

(Continued from page 74)

KWOW Pomona, Calif.—Seeks assignment of license from Valley Broadcasting Co. to Dean H. and Florence E. Wickstrom for \$192,500. Principals of Valley Broadcasting Co.: Warner H. J. Sorenson (55%) and Dean H. Wickstrom (45%). Buyers: Dean H. and Florence E. Wickstrom (jointly 100%). Mr. Wickstrom is presently 45% owner and general manager of KWOW. Mrs. Wickstrom is housewife. Ann. Aug. 5.

KYMS(FM) Santa Ana, Calif.—Seeks assignment of license from George W. Smith to Southwestern Broadcasters Inc. for \$116,000. Seller: George W. Smith, sole owner. Buyers: James Gordon Douglas III, president (10%), Harry T. Starkland, vice president (25%), Mr. & Mrs. Arthur J. Shadok (jointly 15%), et al. Buyers own KGFL Rosewell, N. M., KPRI(FM) San Diego, Calif., and has applications pending to purchase KRDS Tolleson, Ariz. and KKAM Pueblo, Colo. Ann. Aug. 5.

WANM(FM) Tallahassee, Fla.—Seeks assignment of CP from WMEN Inc. to Tallahassee Broadcasting Co. for purpose of incorporation. No monetary consideration involved. Ann. Aug. 5.

KHDN Hardin, Mont.—Seeks assignment of license from Hardin Broadcasting Co. to Empire Broadcasting Corp. for \$40,000 Principals of Hardin Broadcasting Co.: Edward W. Christiansen, president, Robert H. Willson, secretary, James D. Kelly, treasurer (each 10%) et al. Principals of Empire Broadcasting Corp.: Eldon Menzel, president (12.9%), Eugene L. Russel, vice president (8%), Russell L. Culver, secretary and treasurer (6.8%) et al. Buyers own KFLN Baker and KPWD Plentywood, both Montana. Ann. July 31.

WAST Albany, N. Y.—Seeks transfer of control from Glen Alden Corp. (none before, 100% after) to Sonderling Broadcasting Corp. (none before, 100% after). Principals of Glen Alden Corp.: Stock is voted by office pur-

FOR SALE—Stations

Continued

Confidential Listings RADIO—TV—CATV N.E.—S.E.—S.W.—N.W.

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Radio Stations For Sale

\$2,000,000 bracket major fulltime AM-FM facilities in a top 15 central U.S. market. Will consider selling to or merging with a multi-million dollar organization with unquestioned financial capacity. Principals only.

Box H-39, Broadcasting.

For Sale

An AM-FM complex located in midwest in top 100 market. Substantial operating loss. Not a distress property. Loss attributable to fragmented ownership. If potential, not hook, is your approach to value, address your request for additional information to:

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suant to authority of board of directors. Mathew Polon, president et al. Sellers hold CP for VHF trans. serving Gloversville-Johnstown, N. Y. Principals of Sonderling Broadcasting Corp.: Egmont Sonderling, president (20.5%), Richard Goodman, first vice president (15%) et al. Buyers own WOPA-AM-FM Oak Park, Ill.; WDIA and WTCV-FM, both Memphis: KFOK-AM-FM Long Beach, Calif.; WWRL New York; WOL-AM-FM Washington; KDIA Oakland, Calif., and WLKY-TV Louisville, Ky. Consideration: \$8 million. Ann. July 31.

KGFX Pierre, S. D.—Seeks assignment of license from Black Hills Radio Inc. to James River Broadcasting Co. for \$260,000. 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 Corp.: Robert E. Ingstad Sr. et al. Mr. Ingstad has controlling interest of KKND-FM Jamestown, N. D.; KBAB Indianola, Iowa; KOVC Valley City, N. D.; KBMW, Wahpeton, N. D.; KWAD Wadena, Minn. and KLOH Pipestone, Minn. (corrected item) Ann. July 19.

KTER Terrell, Tex.—Seeks transfer of control from Orval Pirtle (approximately 80% before, none after) to Billy D. Pirtle (approximately 20% before, 100% after). Principal: Bill D. Pirtle, sole owner. Mr. Pirtle is manager of KTER and is owner of background music service firm. Ann. Aug. 5.

KDXU St. George, Utah—Seeks assignment of license from Roy C. Winklemann to Julie P. Miner for \$85,000. Sellers: Roy C. Winklemann, sole owner. Buyers: Julie P. Miner, sole owner. Mrs. Miner is housewife and had minor interest in KNAK Salt Lake City and KBLI Blackfoot and KTLF Pocatello, both Idaho. Ann. July 31.

ACTIONS

KDOT-AM-FM Scottsdale, and KENT Prescott, both Arizona—Broadcast Bureau granted transfer of control from Central Arizona Broadcasting Inc. to Rio Grande Broadcasting Co. (none before, 100% after). Principals of Central Arizona Broadcasting Inc.: John E. Cox 97.03% et al. Principals of Rio Grande Broadcasting Co.: Fred T. Hervey, president (79.62%) et al. Buyers are owners of KSET and KPAC(FM), both El Paso. Consideration: \$350,000. Action Aug. 2.

KVOA-TV Tucson, Ariz.—Broadcast Bureau granted assignment of license from WGAL Television Inc. to KVOA Television Inc. for \$3,000,000. Principals of WGAL Television Inc.: 100% owned by Pulitzer Publishing Co.; stock owned in assignee will be voted by Joseph Pulitzer or his nominee. Pulitzer is licensee of KSD-AM-TV St. Louis. Action July 31.

KGUN-TV Tucson, Ariz.—Broadcast Bureau granted assignment of license from Gilmore Broadcasting Corp. of Arizona to May Broadcasting Co. for \$2,910,000. Principal of Gilmore Broadcasting: James S. Gilmore, sole owner. Mr. Gilmore is owner of WEHT(TV) Evansville, Ind.; KODE-AM-TV Joplin, Mo. and WSAV-AM-FM-TV Harrisonburg, Va. Principals of May Broadcasting Co.: Gertrude W. May, chairman (19.62%), Edward W. May, president (20.96%) and others. Gertrude May and Edward W. May each have interest in nursery, are sole owners of KMA Shenandoah, Iowa and KMTV(TV) Omaha and 48.8% owners of KFAB-AM-FM Omaha. Action July 31.

KALO Little Rock, Ark.—Broadcast Bureau granted 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. Action July 31.

KSAY San Francisco—Broadcast Bureau granted assignment of license from KSAY Broadcasting Co. to Wrathall Inc. for purpose of trusteeship arrangement. No monetary consideration or change in ownership involved. Principal: Grant R. Wrathall (100%). Action July 31.

KSRT(FM) Tracy, Calif.—Broadcast Bureau granted assignment of license from Tracy Stereophonic Radio to KSRT Inc. for purpose of incorporation. No monetary consideration involved. Principals remain same. Action July 31.

WCMR and WXAX(FM), both Elkhart, Ind.—Broadcast Bureau granted assignment of licenses from Clarence C. Moore to Progressive Broadcasting System Inc. for purpose of incorporation. Principals: Clarence C. Moore, president and sole owner. Mr. Moore is permittee of WFWR Fort Wayne, Ind., and applicant for new FM in Fort Wayne. Action Aug. 6.

KRIB Mason City, Iowa—Broadcast Bureau granted assignment of license from Linton D. Hargreaves (25% before, none after) to D. Bryce Ekberg (50% before, 75%

after). Consideration \$6,000. Action July 31. WXXX Hattiesburg, Miss.—Broadcast Bureau granted transfer of control from Bille F. Cornelius (25% before, none after) to Edd Cantrell (25% before, 50% after). Consideration: \$6,000. Action Aug. 6.

KSTL St. Louis—Broadcast Bureau granted transfer of stock from Dick J. Kasten (4.33% before, none after) to E. E. Haverstick (49.13% before, 51.35% after) and William K. Haverstick (42.81% before, 44.75% after). Consideration: \$13,859.25. Action July 31.

KWON Bartlesville, Okla.—Broadcast Bureau granted assignment of license from Horace C. Boren to Enterprise Broadcasting Group Inc. for \$367,500. Principal: Mr. Boren is sole owner of KWON and is also owner of KMUS Muskogee, Okla. Principals of Enterprise Broadcasting Group Inc.: David A. Rawley, Jr., president, D. A. Rawley, vice president and Joseph Pearson Rawley, secretary-treasurer (each 33.3%), David A. Rawley Jr. is vice president of High Point (N.C.) Enterprise; 37.84% owner of WKJK Granite Falls, N. C., 50% owner of appliance distributorship 50% owner of laundry; 33.3% owner of Quincy Cablevision Inc., CATV system in Quincy, Fla., and 33.3% owner of application for new AM in Graham, N. C. Joseph P. Rawley is director of High Point (N.C.) Enterprise and 50% owner of manufacturing firm. D. A. Rawley is 50% owner of High Point (N.C.) Enterprise and 50% owner of The Daily (Burlington, N. C.) Times-News. Action July 30.

KCCR Pierre, S. D.—Broadcast Bureau granted assignment of license from Capitol Broadcasting Inc. to Arguss Broadcasting Inc. for \$105,000. Principals of Capitol Broadcasting Inc.: Neal P. Edwards (49.9%), Comet W. Haradsson, vice president (40%)

et al. Principals of Arguss Broadcasting Inc.: Nathan Arguss and Jordan Ginsburg (each 50%). Assignee is licensee of KHAQ-AM-FM Cedar Rapids, Iowa. Action July 31.

KPCN Grand Prairie, Tex.—Broadcast Bureau granted assignment of license from Radio KPCN Inc. to Republic Broadcasting Corp. for \$422,455. Principal of KPCN: Giles E. Miller, chairman of board; selling Corporation has over 25 stockholders. Principals of Republic Broadcasting Corp.: Alan D. Feld, president, Dee J. Kelly, vice president, Charles F. Payne, vice president (each 20%) et al. Mr. Feld is partner in law firm and director of three insurance companies. Dee Kelly is attorney and sole owner of investment firm. Mr. Payne is general manager of WINS New York and is president and 51% owner of WCPK Chesapeake, Va. Action Aug. 5.

KIKK-FM Houston — Broadcast Bureau granted assignment of license from Nor-Temp Broadcasting Corp. to Industrial Broadcasting Co., subsidiary of assignor. No monetary consideration involved. Principal: Leroy J. Gloger, sole owner. He owns KIKK Houston. Action July 31.

KWFA Merkel, Tex.—Broadcast Bureau granted assignment of license from John Curtis to Harold D. Nichols for assumption of \$36,935 in debts. Principal: Harold D. Nichols, owner. Mr. Nichols is owner and operator of farming and ranching interests and also is operator of some oil interests. Action Aug. 1.

WAUK-AM-FM Waukesha, Wis.—Broadcast Bureau granted assignment of license from Midwest Broadcasting Co. to Ottawa Broadcasting Corp. for \$400,000. Buyers: Peter J. Vanden Bosch, president (40.3%) et al. Buyers own WJBL-AM-FM Holland, Mich. Action July 30.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Aug. 7. 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.

■ Arcadia, Calif.—H & B American Corp., Los Angeles (multiple CATV owner), has been granted a franchise.

Marin county, Calif.—Clearview Cable System and Tele-Vue Systems, Seattle, Wash. (multiple CATV owner), have each reapplied for a franchise, requesting that the franchise held by Cable Television of Marin for Strawberry, Tamalpais Valley and East San Rafael, all California, be revoked.

■ South county, Calif.—Krane Cablevision Associates, Los Angeles, d/b as Southern Monterey County TV Cable Inc., has been granted a franchise for the cities of Soledad, Greenfield and Gonzales. Monthly fee will be \$4.50.

Tulare, Calif.—Tulare County Cable Television Systems Inc. has applied for a franchise.

■ Yountville, Calif.—Redwood Cable Television System, St. Helena, Calif., a subsidiary of Storer Cable Television, Los Angeles (multiple CATV owner), has been granted a franchise. Installation and monthly fees will be \$15 and \$5, respectively.

Aurora, Ill.—Consolidated Cable Utilities Inc., Chicago (multiple CATV owner), has applied for a franchise.

Savanna, Iowa—David T. Hayhow, Dowagiac, Mich., has applied for a franchise.

Chetopa, Kan.—H S & B Enterprises, Miami, Okla., has applied for a franchise.

Derby, Kan.—A group represented by Richard Rosko, Conway Springs, has applied for a franchise. Installation and monthly fees would be \$8 and \$5.95, respectively. City would receive 1% of system installation cost, 2% of gross annual revenues for five years and 3% thereafter.

Aberdeen, Md.—Aberdeen Cabletelevision, a subsidiary of American Projects Corp., Chevy Chase, has applied for a franchise. Monthly fees would be \$4.50.

Northampton, Mass.—Greater Northampton Cablevision Corp. has applied for a franchise. Previous applicants included Pioneer Valley Cablevision and Video Enterprises Inc.

Worcester, Mass.—Ostrow Cable Television Co., Worcester, has applied for a franchise. Worcester County Cable Co. holds a franchise for the area.

■ Duluth, Minn.—H & B American Corp., Los Angeles (multiple CATV owner), has been granted a franchise. WDIO-TV Duluth and Mel's TV-Audio were previous applicants.

■ St. Cloud, Minn.—WJON Cablevision has been granted a franchise. St. Cloud Cable TV was a previous applicant.

Concord, N. H.—Telecable Corp., Ellenville, N.Y. (multiple CATV owner), has applied for a franchise. United Cable Co., Manchester, N. H. (multiple CATV owner), is also an applicant.

■ Cape May Point, N. J.—H & B American Corp., Los Angeles (multiple CATV owner), has been granted a franchise.

Elizabeth, N. J.—CATV of Elizabeth Inc. has applied for a franchise for a 20-channel system. Installation and monthly fees would be \$15 and \$4.95, respectively. Community Antenna Television Co., National Cablevision, and Cablevision Inc. were previous applicants.

Florence township, N. J.—General CATV Inc., Delran, N. J., has been granted a 25-year franchise. Revenue to the township will be 5% of gross receipts.

■ Middle township, N. J.—H & B American Corp., Los Angeles (multiple CATV owner), has been granted a franchise.

Islip, N. Y.—Inter-County Television of Suffolk Inc. (which has multiple CATV interests and is subsidiary of Sterling Communications Corp.), and Suffolk Telarama, a subsidiary of the Cornelia Corp. (multiple CATV owner), have each applied for a franchise. Inter-County Television seeks an exclusive contract for a 24-channel system in exchange for granting town 3% of gross revenues. Suffolk Telarama proposes a 12-channel system with town receiving 5% of gross revenues.

Ashland, Ohio—Armstrong Utilities Inc., Kittanning, Pa. (multiple CATV owner), has applied for a 10-year franchise for a 20-channel system. Monthly fee would be \$4. Revenue to the city will be \$100 annually.

Weatherford, Okla.—Ten-channel system owned by Oklahoma Cable Systems Inc. has been sold to Lon H. Williams, Mineral Wells, Texas. System will continue to operate as Oklahoma Cable Systems Inc.

New Holland, Pa.—Enterprise Television and Cable Co., a subsidiary of Enterprise Telephone Co., both New Holland, has awarded a turnkey contract worth approximately \$175,000 to Kaiser CATV, Phoenix, for a 34-mile CATV system. The 12-channel system is scheduled for completion about Oct. 1.

■ Puyallup, Wash. — Tribune Publishing Co., Tacoma, Wash. (multiple CATV owner) has been granted 20-year nonexclusive franchise.

■ Seattle, Wash.—Crystal Cable Co. has been granted a franchise.

THIS is a key time for Herb Schlosser, NBC-TV's top programing hand on the West Coast. There's a new season's product in the ferment and time enough left to stir the brew.

He has seen two episodes of *Julia* and three of *Name of the Game*. Within the next week or two rough cuts of *Adam 12* and *The Ghost and Mrs. Muir* will start rolling in.

It's a time to stay loose and alert. By moving quickly a good show can be made better, a weak show stronger. There's still time to meet, discuss, point a series in the right direction, make suggestions on how it can be improved.

It's really the first batch of new product that programing man Herb Schlosser spends his time on as the curtain of another season unfolds. He must worry, too, about returning product, but with this it's mostly a concern about keeping the quality up, maintaining its standard, keeping it alive, fresh and inventive. The new programing has fundamental problems to solve, must be put on the right track, given a push, and maybe—hopefully—it'll get rolling.

Candor ■ Whether it's casting or looking at rough cuts of new shows or studying new episodes of returning series to determine what order they should play on the air or puzzling over a pilot that won't go on until a year from September or screening a special or making recommendations about a project development, Herb Schlosser is interested and enthusiastic and favorably inclined. He likes the diversity of his job, the constant challenges it throws out. In a position that sometimes makes for cynics or, if not, at least infects with a sort of show-biz stiffness and pretension, Herb Schlosser is open, warm, unfeigned.

Even when he speaks in cheerleader style about the virtues of NBC, or when he winks an eye and delivers a high-sign as a way of evaluating a new show—expressions, actions that would be suspect in others—he comes across, above all, as thoroughly sincere. And yet this is no artless Babbitt offered for sacrifice in the land where the sharpies and hustlers roam. He has the lawyer's keenness and precision of where and what and how, will snap a dangling conversation sharply back in the direction he wants it to go. He's careful and correct.

A programing job is a business of relationships. It's here that Herb Schlosser feels most at home. When the word came from New York two years ago that a guy with a legal background was coming to Burbank as NBC's chief programing man there, a lot of people on the West Coast did a double take and their second look was one of distress. Like oil and water, like ad men and reporters, like briefs and poetry, counselors and creative people rarely mix.

The challenge of programing on the Coast

For Herb Schlosser didn't come to Hollywood and its environs with love beads and flower symbols. He came in the traditional somber suit of a not always affectionately held calling—summa cum laude and Phi Beta Kappa from Princeton, LL.B from Yale, three years with a Wall Street legal firm of many partners, another three years with Louis Nizer's outfit.

The legal background could have been a hang-up. Instead, with Herb Schlosser drawing on his experience but not dependent on it, the legal thing helped him in dealing with a lot of different people.

Boris Sagal was born in the Ukraine, was once an actor in the Yiddish theater on Second Avenue in New York. Roy

Huggins's father ran a lumber mill in Washington and sent his son to military school. Norman Macdonnell's father was a banker in Pasadena and had definite ideas about his boy following in the same business. Norman Felton left school at the age of 14 to work as a printer's helper in his native England, while Sheldon Leonard, born in New York, dangled a Phi Beta Kappa key as he sought work as a tough-talking character actor in motion pictures. About the only thing they have in common is that they all are producers who have worked or are now working with Herb Schlosser and for NBC.

And there are many, many diverse other personalities who must be handled tactfully, with care, for these are creative people doing their thing. The problems channel in to Herb Schlosser—for he supervises all of NBC-TV's entertainment product that is produced on the West Coast. In prime time this means everything but the *Kraft Music Hall* series. Included among the responsibilities that Herb Schlosser's department covers are almost 20 hours a week of film programing, four hours a week of live nighttime programing, four half-hours a day of daytime live programing, and film and live-tape development for future seasons.

It all spills out of a cooperative creative process. Herb Schlosser and the other programing executives at NBC work with producers on a daily basis, episode by episode. But there's a fine line they try not to overstep.

Creative Freedom ■ "We have story line approval on all of our dramatic shows so that we may turn down some," Mr. Schlosser explains. "We may suggest changes, but we never make the mistake of trying to be the producer for the producer. We do not get on their backs."

A reporter making the rounds in Hollywood these days can attest to NBC's high standing in the creative community. There is a widely held feeling that at NBC today the climate is sunny for change, for careful experimentation and allowing a little more rope for wild creative urgings.

Much of the credit for this percolating situation accrues to Mort Werner, NBC-TV vice president, programs, the man Herb Schlosser reports to in New York.

Mort Werner took a chance on Herb Schlosser and it seems to be working out smashingly. Yet you can spot and encourage creative leanings and separate that function from a predilection for jurisprudence, but can you prevent the lawyer from nudging the impresario? "I try not to involve myself in negotiations any more," Herb Schlosser assures. "There's nothing worse than a programing fellow that tries to negotiate."

WEEK'S PROFILE



Herbert Samuel Schlosser—VP, programs, West Coast, NBC, Burbank, Calif.; b. April 21, 1926, Atlantic City; attorney for Wall Street law firm of Wickes, Riddell, Bloomer, Jacobi & McGuire, New York, 1951-54; attorney with law firm of Phillips, Nizer, Benjamin, Krim & Ballon, New York, 1954-57; joined NBC as attorney for California National Productions, New York, network subsidiary involved in production and distribution of television films, 1957-59; VP and general manager of California National Productions, 1959-61; director, talent and program administration, NBC New York (negotiating arm), 1961-62; VP, talent and program administration, 1962-66; VP, programs, West Coast, 1966-present; m. Judith Gassner of Manhattan, July 8, 1951; children—Lynn, 12, Eric, 8; hobbies—swimming, reading, travelling, fishing (but can't find time anymore) and spending lots of time with family.

The corner-store philosophy

THE Justice Department is engaging in simplistic reasoning and is proposing inequitable (and perhaps illegal) penalties when it suggests, as it did two weeks ago, that the FCC break up multiple ownerships of broadcast stations and cross ownerships of newspapers and stations within individual markets.

As reported in BROADCASTING'S Aug. 5 issue, Justice endorsed the FCC's pending proposal to prevent acquisitions of more than one type of broadcast station in a given market but said that wasn't enough. Justice wants the FCC to apply the principle to license renewals and to include newspapers as increments to be counted in the one-to-an-owner policy.

The clear implication here is that Justice is suggesting enforced divestiture of all multiple holdings in all markets. Divestiture would be a strong enough penalty if it could be proved that existing owners of multiple interests within given markets had acquired or operated their properties with flagrant illegality. But Justice is suggesting divestiture for owners who not only have obeyed the law but indeed have been encouraged by the law and by FCC regulation to move into the positions they now occupy.

It may have escaped the attention of the current generation of government officials that a quarter-century ago the FCC explicitly rejected regulation proposing to disenfranchise newspapers from broadcast ownership. That action was affirmed by Congress in 1952 in a Senate-House conference-committee report stating that the FCC "is not authorized to make or promulgate any rule or regulation the effect of which would be to discriminate against any person because such person has an interest in, or association with, a newspaper or other medium for gathering and disseminating information."

It is in the face of that legislative record that Justice now wants the FCC to detach newspapers from their broadcast holdings in their home markets and to detach broadcasters from all holdings but one in any one place. Still, nobody ought to assume that the inherent imperfections of the Justice Department's proposal will disqualify it from serious attention in Washington. There are those at the FCC and in the Congress who believe, with Justice, that somehow the communications media would be better off if their ownerships were parceled out in little pieces. Collectively they cannot be ignored in their campaign to dismember the industry.

This is not a movement that can successfully be stopped on the one front at the FCC. Broadcasters and publishers must prepare themselves to make their case before the Congress, which, unless its composition is radically changed by the November elections, is almost certain to look into broadcast ownerships next year.

Looking violence in the eye

ON the last day of Senate session before the recess for the political conventions, Senator Claiborne Pell (D-R.I.) made a speech deploring television violence. It was a less intemperate speech than a good many others that have been delivered on the subject, but the fact that it was made at all suggests trouble ahead.

Here was the Senate driving for adjournment, and here was a senator making a carefully prepared speech having nothing to do with high-priority legislation. Senator Pell's choice of time and topic can indicate only one thing: Tele-

vision is ticketed for another congressional investigation of the incidence of violence on the air.

It may be wished that if there is another inquiry in the Congress it will be conducted on a higher plane than was reached by the interminable proceedings conducted several years ago by Senator Dodd. It may be wished, but it cannot be assured. Somehow the subject of television violence, and its effect, if any, on the U.S. crime rate brings out the emotionalism and illogicality in everyone.

Senator Pell did not escape the common failings. After speaking of television's "vast power," he asked: "How many Lee Oswalds, how many Sirhan Sirhans, how many Bonnie and Clydes . . . may yet seek fame at the end of a gun because they have seen fame portrayed at the end of a gun?" A good question, senator, but what has it to do with television? Bonnie and Clyde were shot dead before the first television station was erected.

Television is the easy target for the shooter from the hip: The crime rate is rising; the ghettos are in ferment; public figures have been murdered. Television reaches everyone. Television contains scenes of violence. Therefore television is teaching crime, social revolt and political assassination. If we can just get the violence off television, we will also get it off our streets.

That sort of reasoning has strong appeal to a Congress that is unwilling to dig into the infinitely more complex causes of urban ugliness and political and ethnic hatreds. Unfortunately, that sort of reasoning—and the action it suggests—promises no change whatever in the incidence of real-life violence. Nobody has yet established any evidence of a cause-and-effect relationship between television programming and the actual commission of crime.

Yet to say there is no evidence may not be persuasive to a Congress that is emotionally aroused. Perhaps one of Senator Pell's proposals—that broadcasters finance a study of television influence on public action—is worth considering. Assuming such a study could be done with scientific reliability, its outcome ought not to be feared. If it finally disproved the notion that television can breed violence, it would have more than paid its own way. If it revealed the opposite, it would be a guide to programming revisions that TV would want to make anyway. It's something for the National Association of Broadcasters to think about.



Drawn for BROADCASTING by Sid Hix
"Well, the television campaign worked . . . we're out of beer!"



The Men & The Mission

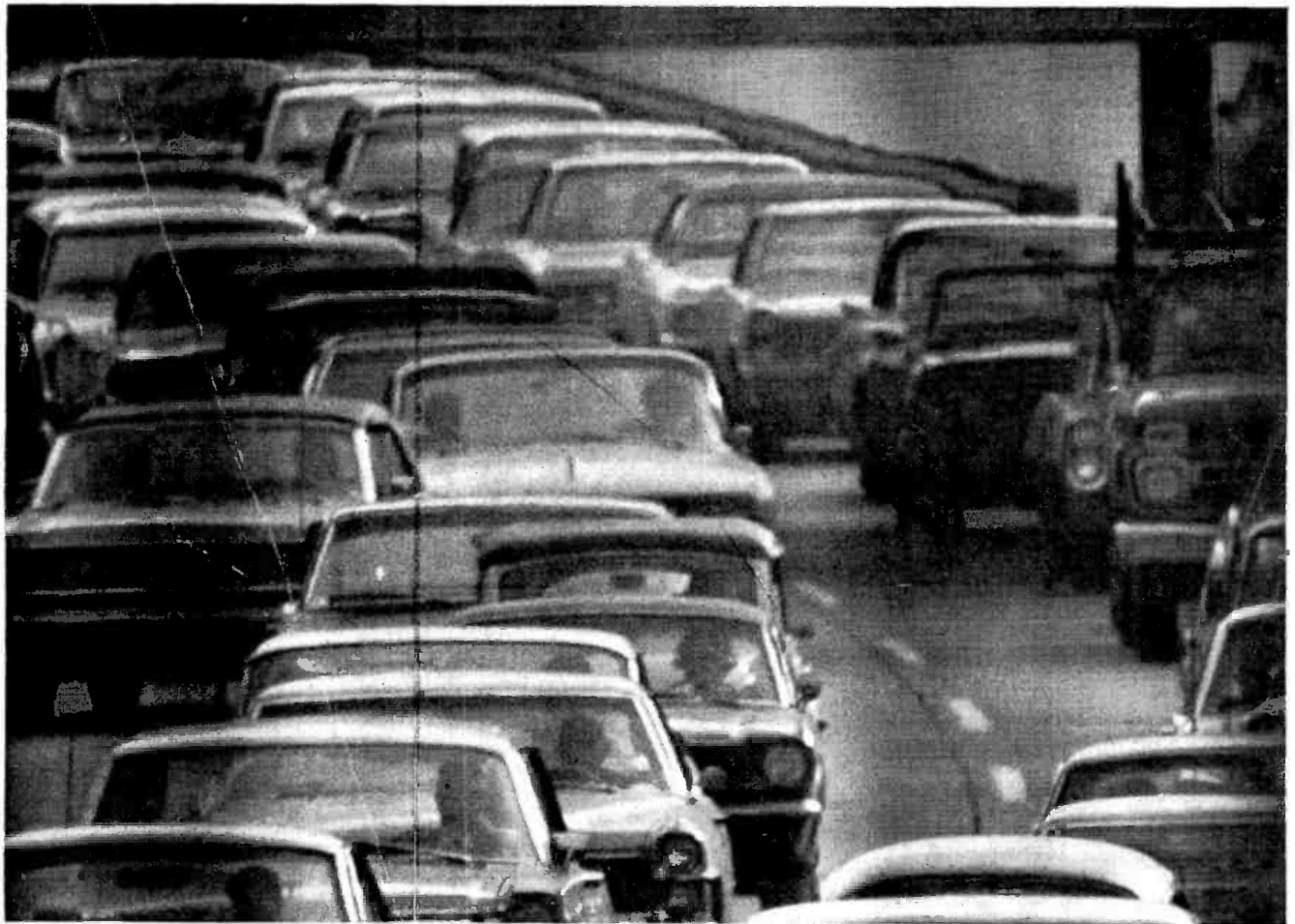
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