

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

New season programs get thorough check on violence. p23
 Union difficulties may prevent live coverage in Chicago. p28
 National General and W7 reach agreement to merge. p34
 Broadcasters to challenge Justice on multiple ownership. p42

CARL B. YLIVISAKER
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 COMPLETE INDEX PAGE 7

Green Bay Super Market

The Land of Milk & Money produces
 more than just dairy products!

Kleenex Kotex	Eagle Knit Gloves
Mirro Aluminum	Puffs
FRESHrap	R-Way Furniture
Northern Tissues	Fox River Bond
Ariens Rotary Tillers	Monarch Ranges
Bergstrom Papers	Waxtex
White Cloud Tissue	Oshkosh B'Gosh Overalls
Speed Queen Washers	Kohler of Kohler
Deltex Rugs	Gilbert Papers
Page Napkins Tissue	Madison Pickles
Badger Northland Farm Equip.	Ansul Fire Protection Products
Wigwam Sox	Charmin Tissue
Mercury Outboards	Amity Bolts Billfolds
Veg-All Freshlike	West Bend Aluminum
Hamilton Washers Dryers	F. W. D. Trucks
Kaukauna Klub Cheese	Simplicity Garden Equip.
Chilton Ware Aluminum	Fox Harvesters
Paragon Candles	Delsey Tissue

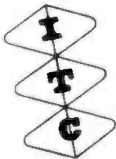
Enough of Your Spot Budget
 going to the Market producing
 these Nationally-Known Goods?

These products are all produced in the
 Green Bay Television Market. Their
 manufacturers add strength and stability
 to our nearly 400,000 TV families in the
 Land of Milk and Money.

Served First By



Just ask ■ Blair for the story.



Independent Television Corporation
*cordially invites you to view the most
outstanding group of musical variety specials
ever offered to local television ...*

SPOTLIGHT ON STARS

NINE ONE-HOUR SUPER SPECTACULARS
all in color

**STARRING
THE GREATEST NAMES
IN SHOW BUSINESS**

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TOMMY COOPER

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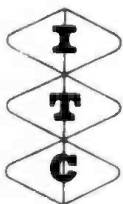
BILL DANA
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PAUL ANKA



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PHIL SILVERS



NOEL HARRISON



SHANI WALLIS



LAINIE KAZAN



EDDIE FISHER

WTEV soaring to new heights in the greater Providence area

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

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

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

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

Represented by



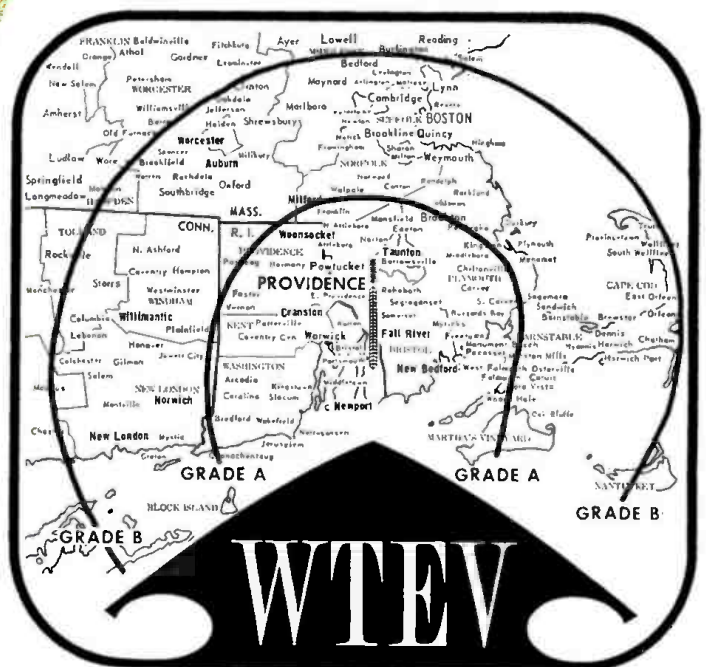
Television, Inc.

WTEV

Providence—New Bedford—Fall River
Rhode Island—Massachusetts

Vance L. Eckersley, Sta. Mgr.

Serving the Greater Providence Area



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

Democratic platform may commit party to project that implies eventual replacement of FCC by new regulatory apparatus. In early draft form is plank pledging study of spectrum management and spectrum-user regulation. Plank, if adopted, would mean that if Democrats win White House, next administration would carry on review and implementation of communications policy begun by President Johnson, whose special Task Force on Telecommunications is now working on draft of its report.

As to timing, task-force report won't be out when platform goes before Democratic convention next week, may not be ready for another month or two. After that report—which will be concerned with general policy—is out, Budget Bureau will make recommendations on how government should administer policy. Budget Bureau was assigned that job when task force was formed year ago, but decided it couldn't make meaningful recommendations on management of allocations and regulation until it knew what policies task force would propose.

On two lists now?

Senator Eugene McCarthy may have done Frank Stanton, CBS president, no favor by including him among distinguished persons presidential candidate said would make good cabinet members. Dr. Stanton (for secretary of treasury) was on list Senator McCarthy presented last week at New York news conference. Dr. Stanton's long-time friendship with Lyndon Johnson is unlikely to be deepened by endorsement from man who is running on anti-Johnson program.

New hat

Chet Hagan, one of top producers for NBC News, is leaving after 18 years there to form own production company (The Colin Group Inc., after his son). He plans to apply his extensive documentary background to strictly entertainment shows—taking them out of customary studio settings—for both network sales and syndication. He also has his eye on—not least of all—sales to CATV, which he regards as one of most booming market opportunities programmers will have in next several years.

Mr. Hagan has been producer of Gulf's "instant specials," which he initiated in early 1960's, and his long

list of other credits includes NBC News specials on wide range of subjects, such as American Profile: Music from the Land, Thoroughbred (horses), Campaign and Candidates, and perhaps stemming from his pre-NBC days as publicity man for Joey Chitwood's Hell Drivers, piece on carnivals called Carney. He plans to leave NBC News when his contract expires Sept. 5.

End in sight

On-again, off-again negotiations between television-station committeemen and American Society of Composers, Authors and Publishers, seeking agreement on new rates for stations' use of ASCAP music, have been on again. Chances for final agreement, which would settle rate-fixing lawsuit brought by All-Industry TV Stations Music License Committee, seem best since suit was filed almost seven years ago. Few weeks may tell.

Signs of life

Ever since Doug Cramer was confirmed as executive VP in charge of production earlier this summer, Paramount Television, never pace-setter among production companies, has been announcing new projects at fever pitch. Company is said to have as many as 20 TV projects in works at three networks, with half-hour pilot for CBS-TV of stage and movie hit, "Barefoot in the Park," as big item. Among other developments, Paramount also is going to longer-form production, with plans for two-hour TV features to be spun off as pilots for hour series.

Mr. Cramer formerly was in charge of program development for ABC-TV and 20th Century-Fox TV. He was brought to Paramount, where no new shows were sold for upcoming season, specifically to create and develop new TV properties.

Staffing up

Washington top-brass staffing of American Advertising Federation is almost as unsettled as AAF's week-old move to its new 1225 Connecticut Avenue offices. Howard H. Bell, AAF president, has conducted talent hunt for newly-created post of vice president for public affairs, is expected to make choice within two weeks. New

VP will "inform" public. AAF members, Congress, government agencies of AAF activities and legislative interests. But it's said VP won't be lobbyist (AAF hasn't registered one yet) or public-relations type (AAF publicity material will continue to be handled by Don Catterson in New York).

In meantime Mr. Bell has accepted resignation of Raymond P. de Member, director of Washington services and AAF "general counsel," who will enter private law practice. Some of his duties—monthly reports to AAF on Washington legislative scene—may be assumed by new VP. And AAF is now on look-out for either new general counsel or outside law firm—or both.

Just in case

Extra security measures were taken in Miami last week at convention of National Association of Television and Radio Announcers (see page 36) to guard against possible "incidents." Besides regular hotel security staff and frequent visits by Negro members of Miami city police, there was around-the-clock surveillance by Andy Frain guard teams, 20 men each per shift, three shifts daily. Frain guards stood watch in hotel halls, particularly during hours when record-company hospitality suites were operating and some members of public wandered in.

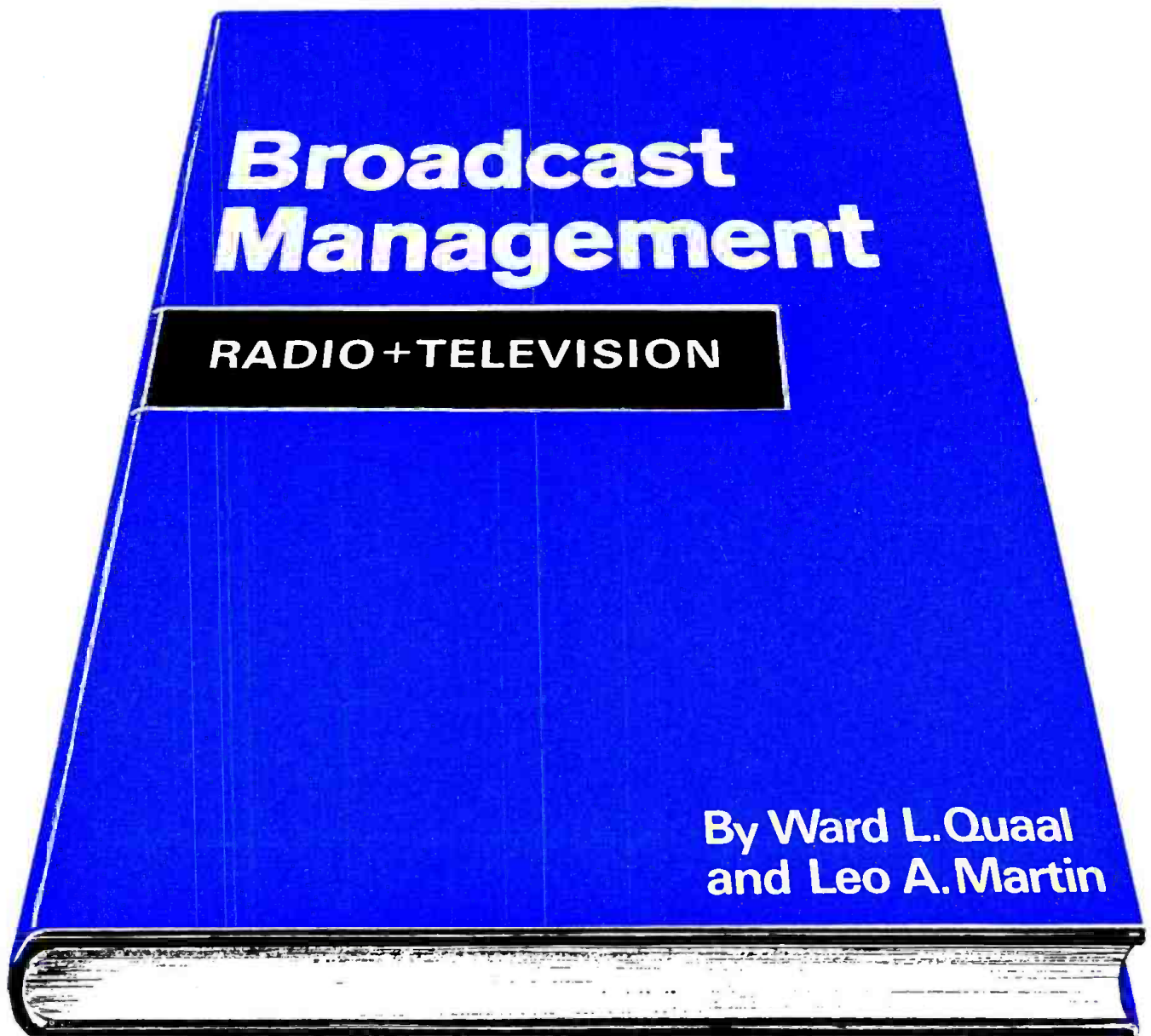
Ready?

FCC will have full quota of six commissioners (there's one vacancy; Lee Loevinger left commission June 30) this week at Wednesday's regular meeting. Commissioner Kenneth A. Cox, who's been on vacation, is scheduled to return to his office on meeting day—meaning policy questions deferred in his absence may now be brought up. Other commissioners may not be in their offices every day, but they will be present for formal agenda presentations in midweek.

RAB at the ready

Radio Advertising Bureau president Miles David has offered RAB facilities to Richard M. Nixon to aid his campaign, which will rely heavily on radio and television. Mr. David sent telegram to Republican candidate Friday (Aug. 16) after hearing of Nixon camp's plan for heavy radio use.

The Book



**A contribution
to broadcast literature**

WGN CONTINENTAL BROADCASTING COMPANY

STUDIES IN MEDIA MANAGEMENT • A. WILLIAM BLUM, GENERAL EDITOR
COMMUNICATION ARTS BOOKS • HASTINGS HOUSE, PUBLISHER

WEEK IN BRIEF

Hollywood now so literally gun-shy that weapons and fighting will be virtually taboo, whether or not they seem important to development of plot, as TV producers reduce excess violence for 1968-69 shows. See . . .

NONVIOLENT SEASON . . . 23

Potential donnybrook between broadcasters, FCC over public notice involving changes in broadcast license applications appears less likely as Budget Bureau exercises mediating role. See . . .

CLASH AVERTED . . . 26

Likelihood of live TV-radio coverage of Democratic convention dims perceptibly as unions appear to force networks to fall back on tape, film coverage both inside and outside of hall. See . . .

LIVE DEMOCRATS? . . . 28

Universal Television, a leading supplier of prime time series to network TV, becomes committed to turning out live, tape or filmed musical-variety, dramatic or actuality special programs. See . . .

UNIVERSAL TV . . . 32

Merger beat goes on as National General Corp. and Warner Bros.-Seven Arts Ltd. agree in principle to join forces; amalgam would encompass total entertainment spectrum. See . . .

NGC-W7 MERGER . . . 34

Foote, Cone & Belding's Bardach voices "very real fear" that TV's policies on political ads, antismoking messages may lay groundwork for "increased general commercial time." See . . .

FLOOD GATES? . . . 39

Informal alliance of station-group owners and those with newspaper or publishing affiliations is formed to combat Justice Dept. suggestion that FCC break up multiple and cross-ownerships of broadcast properties. See . . .

GROUPS FIGHT JUSTICE . . . 42

Kaiser Broadcasting Corp. acquires 40% more of WCAS Boston for \$1.6 million, now is 90% owner of that station. WAPO Chattanooga, Tenn. is sold to Turner Advertising for \$305,000. See . . .

40% INTERESTS SOLD . . . 45

Philips Broadcast acquires rights to manufacture, market Minicam hand-held wireless color TV camera developed by CBS Laboratories. Production is scheduled for early 1969. See . . .

PHILIPS GETS MINICAM . . . 54

Charles Curran, director of external broadcasting for British Broadcasting Corp., is named director-general, succeeding Sir Hugh Greene who joins corporation's board of governors. See . . .

CURRAN SUCCEEDS GREENE . . . 59

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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"Say how much will this all cost? Who do we go to for estimates?"
"Bring it to Ted."

"Where do your four TV Sales Groups, Promotion, Research and Estimating
Departments go to for the last word?"
"Ted."

"Who'll advise us on this new Promotion project?"
"Ted."

"Who's the General Manager of your Television Division?"
"That's Ted."

Pass the buck to Ted Page.

"One of our client stations is looking for an executive. Would Ted find
a qualified man for them?"
"Yes. Go to Ted."

"This station needs a new sales strategy. Should I go to Ted?"
"Of course, Ted."

"Where do your client stations go to for solutions to their problems?"
"Ted."

"How do we apply this research material?"
"Ask Ted."

"We've got a buck to pass. Who...?"
"Ted. Ted Page."

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

Edward Petry & Co.

Soul action as well as music is needed

FCC Commissioner Nicholas Johnson called on Negro radio announcers to go beyond "soul music" programming and use potential of radio to give more social and economic opportunity and greater sense of ethnic and local identity, in remarks prepared for National Association of Television and Radio Announcers convention (see page 36) in Miami Saturday (Aug. 17).

Remarks echoed emphasis on black independence at Friday luncheon, when Andrew Carter, owner of KPRS Kansas City, Mo., drew standing ovation after speech asking black broadcaster how much longer he will "sit silently at mike and let your people be used." One of few Negro owners of radio station, Mr. Carter called upon young NATRA members especially to learn business of broadcasting as well as program side because "we ultimately must own, control and operate our own means of mass communication."

Mr. Carter also said that FCC would be sympathetic to blacks seeking unused FM channels or attempting to purchase going AM outlets through community corporations. He urged NATRA members to reason with station management for end of tokenism in employment and to use ultimatum or mass exodus only in "difficult" cases.

While Mr. Johnson's text seconded call to use black radio as an instrument of social change and community involvement, he de-emphasized economic aspects of black station affairs somewhat. He acknowledged that many suggestions for public-service broadcasting seem "impractical" because "people won't listen and advertisers won't buy." He held, however, that such conventional wisdom was more myth than reality, adding that, in any case, it hardly constitutes "perfect excuse."

Payola Revisited? ■ Profit motive, he said, should not be reason for giving black communities delusion that they have nothing to call their own except "soul music." Mr. Johnson also warned that apparent influence of record companies on black stations—and on convention itself—portends possible "voyage to payola revisited."

Mr. Johnson said if Negro stations can sacrifice portion of their audience to enable them to bring more dignity into black men's lives, it would be price well worth. But, if stations fail to meet

their obligation, he added, Negro radio industry might find itself to be "modern-day electronic Nero, playing recorded fiddle music while your own Rome burns."

Similar tone of urgency was sounded at Friday workshop sessions on how radio can meet urban crisis. NATRA summarized philosophy for discussions as follows:

"There is a new black philosophy beginning to crystallize. It is simply, 'Whitey, we no longer want you. We want to do our own thing'. . . This is the philosophy black stations must learn to live with."

TWA — up and away from FC&B to WRG

Trans World Airlines "shocked" its agency of 12 years, Foote, Cone & Belding, New York, by removing its \$18 million passenger account and earmarking it for Wells, Rich, Greene, that city. Meanwhile, WRG and Braniff International Airways announced mutual termination of that \$10-million account after "thorough discussion by both parties." Braniff on Friday (Aug. 16) refused to name any agencies under consideration but said it would announce selection shortly.

FC&B obviously did not expect such action, despite reconsideration period last September when TWA reviewed presentations from seven agencies and finally kept FC&B. William E. Chambers, chairman of FC&B's executive committee, informed his staff of airline's move "with a sense of shock and disbelief," noting approval had already been received from TWA for advertising prepared for next four months.

TWA was third largest airline advertiser in 1967, with \$7.7 million of total \$13.7 million in radio-TV, according to Television Bureau of Advertising and Radio Advertising Bureau. Airline stepped up budget this year (BROADCASTING, Jan. 1), with estimated \$9 million in broadcast in support of "Up, up and away" theme. Braniff last year spent \$2.35 million in radio-TV, but also increased broadcast budget this year.

Before switch, WRG was billing estimated \$70 million, with \$62 million in broadcast, as compared with FC&B's \$126 million in radio-TV, approximately half its total billings. Braniff's reason for moving was reported to be hesi-

tancy on part of conglomerate parent company, Ling-Temco-Vought Inc., to continue association because close relationship between agency and airline presidents might be considered "conflict of interest." WRG President Mary Wells and Braniff President Harding L. Lawrence were married last November.

Culligan quits MBC; forms two new firms

Matthew J. Culligan, senior vice president of Mutual Broadcasting Corp. and former president of its MBS radio network subsidiary, has severed his connection with that company and formed two new ones of his own.

He said he has formed Pilgrim Productions, motion-picture company, and that it is already at work toward filming two books by Robin Moore ("The Devil to Pay" and "The Country Team"), and that with Arthur Murphy, former president of McCall Corp., he has set up Marketing Communications Research Center to advise European and Asian businesses on marketing in U.S. Eric Hazelhoff, former head of Radio Free Europe, is president of MCRC, Mr. Culligan said.

He reported that he planned "a series of companies" in marketing communications field and also indicated plans to expand into other areas including television, books and newspapers.

MBC Chairman John P. Fraim, announcing Mr. Culligan's resignation and commending his contributions, said that in resigning he had disposed of all interests in MBC and MBS. This indicated he had sold back to Mutual his stock interest, reported unofficially to be about 10%.

MBS's Rise ■ Authoritative sources indicated Friday (Aug. 16) that under Mr. Culligan's presidency, MBS, in year ended last June, enjoyed its highest post-TV profits, said to be over \$500,000. He also instituted two rate increases during his 20-month tenure and substantially broadened Mutual's client list, particularly in automotive field.

Mr. Culligan, former NBC-TV executive and head of NBC Radio, became president and chairman of Curtis Publishing Co. in 1962 after service as executive of Interpublic Group of Co's. He resigned as Curtis president in 1964 and as chairman in 1965, and joined Mutual as president in October 1966. He was named senior vice president of

WEEK'S HEADLINERS



Mr. Sefert

James R. Sefert, VP of Peters, Griffin, Woodward, New York, named Midwest manager of TV station representation firm. He will make his headquarters in Chicago, replacing **William J. Tynan** who has re-

signed. Mr. Sefert's background includes station experience, and eight years with PGW in Detroit and New York. He was made PGW officer last year, and had been account executive on PGW "Mid-American" sales team

and regional sales manager of four branch offices.

Len Tronick, television group sales manager; **Mike Levinton**, director of program analysis, and **Mel Trauner**, director of radio research, all with Edward Petry & Co., New York, elected VP's. Mr. Tronick joined Petry in 1962 and has served as group sales manager for past two years and will continue to serve in this capacity. Mr. Levinton, who joined Petry in 1967, will serve as director of TV research and program services. Mr. Trauner joined Petry in 1962 as director of radio research and will be in charge of that department.

Perry Samuels, VP and general man-

ager, WWDC-AM-FM Washington, also named to newly created position of VP in charge of radio for Avco Broadcasting Corp., Cincinnati (group owner and licensee of WWDC). Mr. Samuels will continue as general manager of stations in Washington and will directly supervise all Avco radio station managers. Mr. Samuels joined Avco in 1967 as manager of WWDC-AM-FM. He previously was VP and general manager of WPTR Albany, N. Y. Avco is also licensee of WLW and WLWT(TV) Cincinnati, WLWC(TV) Columbus, WLWD(TV) Dayton, all Ohio; WLWI(TV) Indianapolis; WOAI-AM-FM San Antonio, and KOIT(FM) San Francisco. Avco is seeking FCC approval to buy WRTH Wood River, Ill. (St. Louis).

For other personnel changes of this week see **FATES & FORTUNES**

parent company two months ago when Robert R. Pauley, former president of ABC Radio, was elected MBS president (BROADCASTING, July 1).

NBC, ABC like looks of Nielsen GOP figures

NBC-TV claimed sweep of ratings for Republican convention coverage as shown Friday (Aug. 16) in Nielsen 30-market report covering 7:30-11 p.m. EDT for week ended Aug. 11. But ABC-TV claimed ratings also confirmed wide acceptance of its new summary approach, which pitted entertainment against CBS's and NBC's convention coverage until mid-evening, and said ratings showed, too, that this approach increased both total TV viewing and total convention viewing.

For full 7:30-11 period (when ABC presented entertainment till 9:30) over all four convention nights (Aug. 5-8) NBC claimed average 12.9 rating and 29 share against 11.4 rating and 25 share for ABC and 9.2 rating and 21 share for CBS. For 9:30-11 periods, when all three were covering convention, NBC said it had 15.4 rating and 32 share, CBS 11.1 rating and 23 share and ABC 7.5 rating and 16 share.

ABC researchers meanwhile matched current 30-market report against comparable one for 1964 convention and said they found that homes using television between 7:30 and 9:30 this year were up 38% while those watching between 9:30-11 were up 11%. They also said that with summary approach ABC's own GOP convention ratings were 84% higher than in 1964 and its full prime-time ratings were up 256%.

Meanwhile in Chicago: unions back at work

Jurisdictional dispute that stopped work on broadcast-communications equipment installation in Chicago Democratic convention hall (see page 28) was reported settled by midafternoon Friday (Aug. 16). Conflict between elements of International Brotherhood of Electrical Workers and National Association of Broadcast Employees and Technicians cost three working days in already delayed push to wire hall for live coverage.

Late Friday, crews were returning to hall to resume crash wiring projects, pending receipt guidelines from negotiators with details of agreement, expected later Friday. Settlement could set new precedents in division of labor at broadcast-equipment, telephone-company equipment interfaces.

Meanwhile, closed-door meeting of Democratic convention arrangements committee failed to produce stringent curbs on convention-floor mobility of broadcast newsmen, as had been threatened, but did agree to try to eliminate all demonstrations for candidates and limit nominating and seconding speeches.

Seconding speeches will not be limited in number but nominating and seconding speeches together must be held to still undetermined time limit, probably 10 minutes. Present manual calls for 15-minute limit.

In news conference after committee meeting, National Chairman John Bailey conceded that if delegates wanted to demonstrate, they probably couldn't be stopped, but candidates had agreed

to no planned demonstrations.

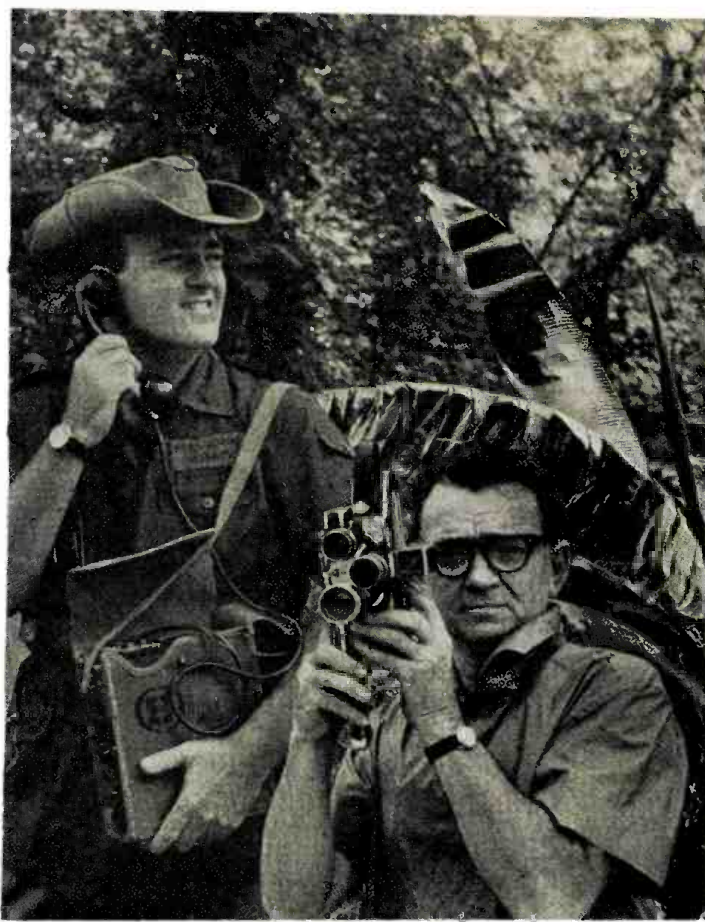
Multinetwork preconvention debate between Vice President Hubert H. Humphrey and Senator Eugene J. McCarthy (D-Minn.) remained still up in air late Friday (see page 29) as NBC-TV announced special one-hour edition of *Meet the Press* featuring both men, to be aired Sunday, Aug. 25 (5-6 p.m. EDT). Network plans to devote half hour to each candidate separately, although same panel will be used in each interview.

New light on settlement of McGowan-Storer suit

Storer Broadcasting Co. last week announced details of settlement of suits brought by McGowan International over *Littlest Hobo* television series. Details differed from those in earlier accounts (BROADCASTING, Aug. 12).

Storer said subsidiary, Storer Programs Inc., agreed to pay McGowan total of \$150,000 in cash, \$30,000 at settlement and \$30,000 per year for four years. Storer retained income and accounts receivable from series to last April 30. McGowan got title to all 60 episodes of series (as reported earlier), all income received after last April 30 and future production rights. McGowan agreed to dismiss suits and refrain from further action.

Litigation arose from disputes over production of series by McGowan for Storer distribution. Storer said there were budgetary-control and management problems during McGowan's production (of 34 episodes). McGowan said Storer produced flight of 26 episodes without authorization.



☐ Recently we sent Bob Gooding and Fred Hatten, of our news team, to Viet Nam to film interviews with area servicemen. Needless to say . . .

**“THEY LOVED US
IN VIET NAM!”**

Project: Viet Nam
was a great success and
another first for WFAA-TV in the
Dallas-Fort Worth area. Call Ward Huey, our General
Sales Manager, and he'll tell you why they love us at home, too.

WFAA-TV DALLAS-FORT WORTH

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





It All Added Up

Throughout this Election Year, we're making the point that "It All Adds Up on NBC." That amounts to a promise: no matter how complex and surprising 1968's political developments, NBC News will make sense of what's happening. ■ Anchormen Chet Huntley and David Brinkley, and the enterprising, expert men and women of NBC News delivered on that promise at the Republican national convention. ■ As a result, more viewers chose to watch NBC's extended coverage than that of the competing network, or the third network's combination of entertainment and abbreviated convention coverage.* ■ And that all adds up, too.

NBC  NEWS

*Source: National Arbitration, Aug. 5-8. Audience estimates subject to qualifications available on request.

The Roanoke Lynchburg Television Market

\$358 MILLION*
Food Sales

\$57 MILLION*
Drug Sales

\$2.4 BILLION*
E. B. I.

314,800
Television Homes*

WDBJ-TV  **Roanoke**

*Sales Management's Survey TV Mkts. 9-68

SPOTMASTER Solid-State Portable REMOTE AMPLIFIER



The RA-4CA is a lightweight, four-channel portable mixer amplifier specifically designed for remote broadcast or auxiliary studio use. It is completely self-contained and operates from either AC or batteries (switching automatically to battery operation if AC power fails); runs as long as 200 hours on low-cost "D" cells. It offers four microphone channels with master gain and P.A. feed, all controlled from the front panel. Lightweight construction (just 11 pounds with batteries), a convenient carrying handle and a snap-on front cover mean the RA-4CA can be easily set up to operate anywhere. For further information, please write or call today:

Spotmaster

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Silver Spring, Maryland 20910
Area Code 301 • 588-4983

DATEBOOK

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

■ Indicates first or revised listing.

AUGUST

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, Bassum (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.

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 Broadcasters Association. Speaker: NAB counsel Douglas Anello. 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 con-

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.

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

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

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

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

Sept. 27-29—Meeting of the Hawaiian Association of Broadcasters. Surf hotel, Kaula.

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

OCTOBER

■ Oct. 2-3—Annual fall meeting, Pennsylvania Cable Television Association, William Penn hotel, Pittsburgh.

Oct. 3 — Luncheon sponsored by Interna-

BROADCASTING, August 19, 1968



*KB's dashing, morning D. J. who turns a lot of people on . . .
Monday through Saturday, 6:00 to 9:00 A.M.

WKBWradio

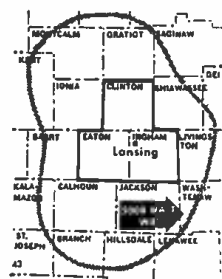
Buffalo, N.Y. 50,000 watts 1520 K.C.

Represented nationally by John Blair & Company

A Capital Cities Broadcasting Station/Radio Division: WROW AM-FM, Albany, N. Y.; WPAT AM-FM, New York Metropolitan Area; WSAZ-AM, Huntington-Charleston, W. Va.; WJR AM-FM, Detroit, Mich.; WKBW-AM, Buffalo, N. Y.; WPRO AM-FM, Providence, R.I.; KPOL AM-FM, Los Angeles, Calif.

RADIO 1320
WILS
LANSING
 5,000 WATTS / 24 HOURS A DAY

No. 1 MID-MICHIGAN RADIO STATION



LANSING
MICHIGAN

WILS delivers all
the Lansing Metro
area plus most of
another seven
counties.

92

National advertisers use WILS.
For complete cost/M and other
audience data, write or call:

ALAN TORBET ASSOCIATES, INC.

RADIO 1320
WILS
LANSING
 5,000 WATTS / 24 HOURS A DAY

Radio's Newest Weekly
National Sports Show!



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

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

For further details on this excit-
ing radio program watch your
mail or contact:

Sid Friedman
Pro Football Reports
512 Hippodrome Bldg.
Cleveland, Ohio 44113

Phone: SU 1-2215

tional Radio and Television Society. Speak-
er: Alvin R. (Pete) Rozelle, commissioner
of major professional football, Waldorf-
Astoria hotel, New York.

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

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

Oct. 5-7—Fall convention of Texas Associa-
tion of Broadcasters. Inn of Six Flags, Ar-
lington.

Oct. 6-9—Michigan CATV Association con-
vention. 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 nonnet-
work suppliers and not made available to
certain television stations. Previous dead-
line was July 8.

Oct. 9—Deadline for reply comments on
FCC's proposed rulemaking that would re-
quire broadcast licensees to show nondis-
crimination 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 semi-
nar 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 sta-
tions stricter compliance with minimum
separation rules.

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

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

■Oct. 23-25—Fall convention, Illinois Broad-
casters Association. Pheasant Run, St.
Charles.

Oct. 24—Newsmaker luncheon, International
Radio and Television Society. Waldorf-
Astoria hotel, New York.

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

Oct. 25-27—Midwest area conference, Amer-
ican Women in Radio and Television. Pitts-
burgh Hilton, Pittsburgh.

Oct. 31-Nov. 1 — Fall convention, Ohio As-
sociation of Broadcasters. Neil House, Co-
lumbus.

NOVEMBER

Nov. 6-8—West Coast conference on broad-
casting of Institute of Electrical and Elec-
tronics Engineers. Ambassador hotel, Los
Angeles.

Nov. 8—New deadline for filing reply com-
ments on FCC's proposed rulemaking con-

NAB FALL CONFERENCES

Oct. 17-18—New York Hilton, New
York.

Oct. 21-22 — Ambassador hotel, Los
Angeles.

Oct. 24-25—Denver Hilton, Denver.

Nov. 11-12—Sheraton Gibson, Cincin-
nati.

Nov. 14-15—Dallas Hilton, Dallas.

Nov 18-19—Atlanta Marriott, Atlanta.

cerning television programs produced by
nonnetwork suppliers and not made avail-
able 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 semi-
nar on electric contact phenomena, spon-
sored by Illinois Institute of Technology and
IIT Research Institute. Sherman House,
Chicago.

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

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

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

Nov. 21-23—Sixth annual National Broad-
cast Editorial Conference sponsored by the
Radio-Television News Directors Associa-
tion. Beverly Hilton hotel, Beverly Hills,

Nov. 26—Newsmaker luncheon, Internation-
al 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 Execu-
tives. Los Angeles.

MARCH

March 21—IBA winners newsmaker lunch-
eon, International Radio and Television So-
ciety. Waldorf-Astoria hotel, New York.

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

APRIL

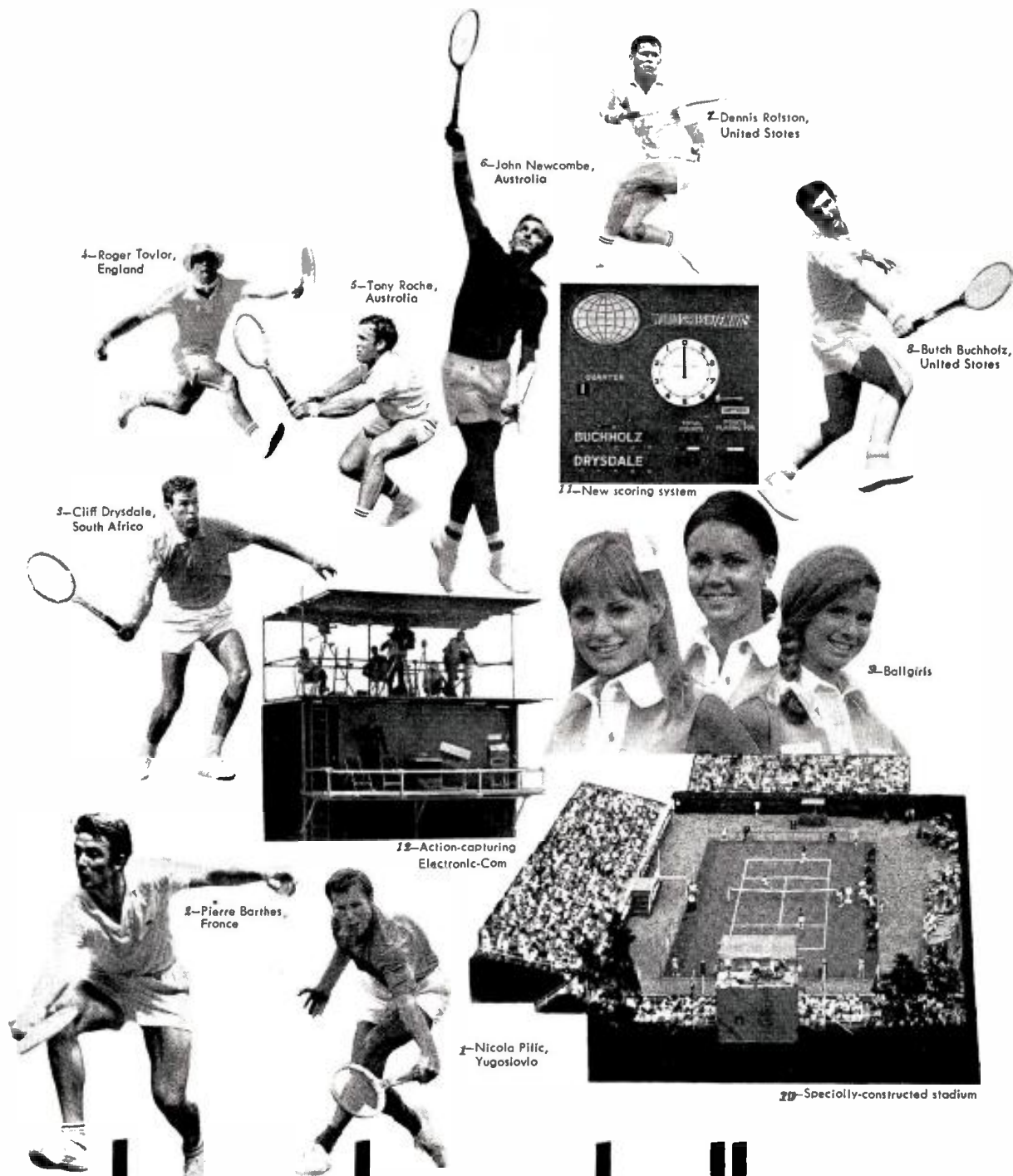
April 11—Radio day newsmaker luncheon,
International Radio and Television Society.
Waldorf-Astoria hotel, New York.

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

MAY

■May 3—Annual meeting, International Ra-
dio and Television Society. Waldorf-Astoria
hotel, New York.

■Indicates first or revised listing.



It's a brand new ball game.

Now at last a TV game show series with a new kind of action . . . a new kind of excitement. It's The First Annual World Series of Tennis.

Tennis was never like this before. An all-star line-up of eight (1-8) of the best-looking, best-playing tennis stars in the game today. Ballgirls (9). A \$35,000 purse. A final match played for \$5 a second,

\$320 a minute . . . over \$15,000 going to the winner. An outdoor stadium (10) in Sydney, Australia specially-constructed for television staging. A simplified new scoring system (11) where players race the clock and every point means money—up to \$50. And a new live action look created by Electronic-Cam (12), a new

35-mm color photographic breakthrough.

The First Annual World Series of Tennis has already been sold in 15 countries around the world. It's now being offered market-by-market for telecasting in the first quarter of 1969.

The First Annual World Series of Tennis

abc ABC FILMS

THIRTEEN ONE-HOUR COLOR MATCHES.

NEW YORK/LOS ANGELES/CHICAGO/ATLANTA/DALLAS/LIMA/LONDON/MADRID/MEXICO CITY/PARIS/RIO DE JANEIRO/ROME/SYDNEY/TOKYO/TORONTO

MONDAY MEMO

from MARTIN SOLOW, president, Solow/Wexton Inc., New York

Putting in a plug for all-news radio

Tom Mix. Jack Armstrong. Little Orphan Annie. ("Arf," says Sandy.) Inner Sanctum. The Shadow. The Green Hornet. The Whistler. The Witch's Tale. Jack Benny. Eddie Cantor. Joe Penner. Phil Baker. Gangbusters.

Et cetera. Also: artillery maneuvers in a swampy terrain. Corporal Fall's sense of humor. Buying a house on Long Island. Commuting.

A chance meeting in the Long Island railroad station and how my life was changed so that I became re-enamored with radio after my earlier immersion in it.

Advertising Angle ■ That's a pretty disparate set of elements to throw at a person. But stay. I get around to some nuts and bolts pretty soon. First, let me sort all the stuff out for you. And how it applies to advertising.

During World War II my combat medic group was on field maneuvers in a swampy area. Corporal Fall was with us for special services—and thank God for that.

I was standing behind him one day waiting with my mess kit for a mess to be dumped into it. As Fall reached the tureens, a cook walked in front of him. Acting quickly, Fall goosed the cook with the handle of his mess kit. The cook leaped and screamed. A second lieutenant ran over and asked Fall what happened.

"Lieutenant," he said, "I'm afraid your cook is goosed."

At once, I elevated Fall into the pantheon of the great men of all time. (What about radio? Patience.)

Fall left us a week later and when we shook hands I recalled his remark and promised, tearfully, never to forget him.

I didn't.

Some years later—the war over, my career begun, my future impoverishment assured (house on Long Island, etc.)—I was racing through the LIRR station when I saw the good corporal. A bit chunkier—but the good corporal nevertheless.

"Fall," I said, stopping him, "you're a bit chunkier."

"You too," he replied quick as a dingbat. "Who are you?"

"Chow line; mess kits; cook is goosed."

So we hugged each other and went off to the Savarin for a drink. And I missed my train—where I usually sat in the back car where that night just about everyone was killed when another train plowed right into it.

The next morning I started driving to work and became a professional radio listener.

And that's some 20 years ago. That was, believe me, a rough job—being a professional radio listener in those days. Radio was under the gun; TV was killing it and radio was a wasteland: wall-to-wall music, occasional news, weather checks and possibly Barry Gray. But I rarely drove that late.

Gradually I began to sort out stations in my head. They developed personalities; some I loved; some I hated. But I gave them all a chance.

Now the commercial part. I got into the advertising business some 10 years ago and a few years after that began to use radio.

I used to kid around with the stations and tell them that our commercials for Carlsberg beer, Vita Foods, No-Cal, Mother's Foods, etc. were radio's last best hope for creating enough listener attention. And, frankly, on some stations that was true.

I was concerned that sometimes our message was not getting through, that the audience was not sufficiently alert because the programing didn't keep them that way. But I couldn't do anything about that. I recalled how radio used to grab me (look at the flock of titles at the head of this piece) and began to wish that radio would do something to bring that attention level up so that results could also move up.

I found myself—as a professional listener—tuning out too often. And frequently I wouldn't even hear my own commercials until they were half over.

Then one day something did happen to me as a listener and user of radio. All-news. All the time.

The all-news station had happened in New York.

The second day I listened I called in our media people and told them to put everything we had on all-news. "That's the next station."

We did go on the all-news station (WINS New York) and I've been happy about it ever since.

How did I justify what I did? Scientific feel. All-news had to be good. If they were going to broadcast all-news, then people who tuned them in were going to be turned on.

I wanted those people to get our commercial while they were listening to news.

Listener Response ■ How did our stuff work? Well, let me give you what I call the Roslyn Heights/Old Westbury/Wheatley school district poll. We used to run a lot of commercials on a lot of stations. But when we began to run them on WINS people began to quote them back to me. At the supermarket, at school meetings, at Little League sessions, wherever I turned up—people would say: "Hey, I heard your commercial." When I asked them where, they invariably heard it on the all-news station. The point is they were paying attention to all-news. All-news has done all of us in advertising a good turn in providing stations with audiences who LISTEN!

I'm delighted that Group W has started the same programing on the West Coast with KFVB in Los Angeles joining WINS and KYW Philadelphia and that CBS has gone in much the same direction in New York, Los Angeles, San Francisco and Chicago.

If all this begins to sound like a plug for all-news—you guessed it. It is.

I'm delighted when a media creates a great medium for messages.



Martin Solow, who became president of Solow/Wexton Inc., New York, five years ago, doesn't let his administrative position overpower his active writing as creative director. One of his creations is the "Vita herring maven." He has been in advertising for 10 years, nine of them with Solow/Wexton, and is a past president of the Advertising Writers Association of New York (AWANY) and a member of the governing board. Previously he wrote for "Coronet" and "Pageant."



color
the local scene
for
only
\$18,500



\$18,500 is the complete price of the new IVC-120 BROADCAST COLOR CAMERA. With the IVC-120 you can color the local scene . . . local news and weather, public events, commercials, remotes. You can avoid monochrome switchbacks from network or film chain color. You can add color to educational broadcasting for little more than the cost of a good monochrome camera.

Result of a new camera technology, the revolutionary IVC-120 produces viewer color equivalent to that produced by color cameras costing three times more. IVC-120 is also easier to operate, set up and maintain than more expensive cameras.

The standard IVC-120 comes ready-to-broadcast. It includes: special IVC vidicons, 6:1 zoom lens, external color encoder, studio junction unit, camera remote controls, camera and remote control cables. A broadcast sync generator is a camera option. Film chain versions are also available.

To see how the IVC-120 adds color to local programming, turn the page.



INTERNATIONAL VIDEO CORPORATION

IVC-120 in action



Local election center at KMED-TV, in live operation with two IVC-120 cameras, adds color to the Medford (Oregon) scene.

IVC-120 color quality



A



B



C

Off-the-monitor photos demonstrate excellent color quality and sensitivity of 3-vidicon design. Lighting levels above: (A) studio light at less than 150 ft. candles, (B) studio light at 300 ft. candles, (C) outdoor lighting at 4,000 ft. candles.

IVC-120 performance

Type of reproduction:

color or monochrome; 525 lines, 60 fields, 30 frames

Encoded output signal:

fully compatible with EIA and FCC requirements; 0.7V non-composite, 1.0V composite

Resolution (luminance signal):

35% response at 400 lines with no aperture correction; limiting resolution is 500 lines center, 400 lines in corners

Sensitivity:

color reproduction holds to 40 ft. candles, studio quality as low as 200 ft. candles

Geometric distortion:

less than 1% within a circle having a diameter equal to the picture height, less than 2% elsewhere

Registration error:

less than 0.15% within a circle whose diameter is 80% of picture height

Pickup tube complement:

three IVC-4543 separate mesh vidicons

Taking lens:

standard single lens reflex (double frame 35mm) format; f1.9 (vidicon equivalent) Nikkor 6:1 zoom lens furnished

For a demonstration of the IVC-120, contact the IVC office nearest you — for details, ask for our new IVC-100 series brochure.



INTERNATIONAL VIDEO CORPORATION

67 East Evelyn Avenue • Mountain View • California 94040 • Phone (415) 968-7650
690 North Broadway • White Plains • New York 10603 • Phone (914) 761-7820

Split the uprights

EDITOR: The summary of radio and television's coverage of 1968 professional football (BROADCASTING, Aug. 12) was an outstanding piece of comprehensive journalism.—*Pete Rozelle, commissioner of professional football, New York.*

Credit for NAFMB seminar

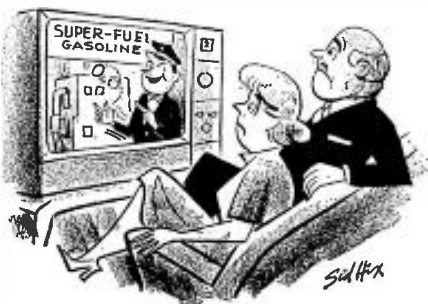
EDITOR: Thank you so much for your extensive coverage of the National Association of FM Broadcasters seminar in San Francisco (BROADCASTING, July 29) but we do wish that seminar chairman Gary Gielow (KPEN[FM] San Francisco) had received much merited praise for his leadership in making this the most successful of any NAFMB seminar to date.

May I use your columns to publicly thank Gary on behalf of all FM broadcasters?—*Abe J. Voron, president, National Association of FM Broadcasters, New York.*

Timely tie-in

EDITOR: Your Aug. 5 cartoon struck us at an appropriate time. We are preparing a promotion for a service station. We feel your gentle cynicism is hilarious and would like very much to frame the original cartoon if you would be kind enough to send it to us.—*R. H. Palmquist, president, Tape Networks Inc., Glendale, Calif.*

(Original has been forwarded.)



"No sweepstakes, no prizes, no lottery... just heads you pay double, tails you pay nothing!"

Drawn for BROADCASTING by Sid Hix

Flip slip of lip

EDITOR: Your Aug. 5 cartoon was amusing, but incorrect. Flipping a coin double or nothing would be a lottery. The element of a prize is there, since if the coin were tails, the customer would pay nothing. The element of chance is there

in the flip of a coin. The element of consideration is there since a purchase is necessary to participate, or if you lost you would pay double.

You can't even flip for Cokes anymore.—*Jay Newman, WBUC Buckhannon, W. Va.*

The late Doyle Cain

EDITOR: Turner Cook [of Broadcast Music Inc.] called at KAIN Nampa, Idaho, recently and was shocked to hear of the sudden death of Doyle Cain on May 6. Mr. Cook felt that there were many who would be interested that still would not have heard the news of Mr. Cain's death. Mr. Cook suggested that I send the information.

Mr. Cain started in radio at KFXD Nampa, Idaho, on July 1, 1935. He was associated with KFXD until he established his own station, KAIN, in October 1962. He was a member of the Radio Pioneers and received the Idaho Sports-caster of the Year award in 1961 and 1962. Mr. Cain, 59, is survived by his wife, Elizabeth, a son, Larry Cain, a daughter, Mrs. Shirley Jones, and seven grandchildren. He died of a heart attack at his home.—*Mrs. Doyle Cain, KAIN Nampa, Idaho.*

Not the parent Ross Roy

EDITOR: Your July 22 coverage of the CBS Radio report on the 1967 network radio advertisers, their agencies and the networks they used was excellent, as always.

However, on page 35 the agency of record for Church & Dwight Co., Arm & Hammer washing soda, is incorrectly listed as Ross Roy instead of Ross Roy of New York. We are an independent subsidiary of Ross Roy Inc., with a completely separate staff and client list.

It is extremely important to us that RR/NY listing be kept completely separate from those of Ross Roy in Detroit.—*Patricia Wagner, director of public relations, Ross Roy of New York Inc., New York.*

On other side of fence

EDITOR: You are in error in your community antenna section when you report that WNCT-AM-FM-TV Greenville, N. C., applied for a CATV franchise in Greenville. Quite to the contrary, we are on record as having vigorously opposed a franchise for this community.—*Ed Fields, program director, WNCT-TV Greenville, N. C.*

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*Reg. U. S. Patent Office
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EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \begin{matrix} \text{MOBILE} \\ \text{ALABAMA} \end{matrix}}$$

*PICK A SURVEY---**ANY** SURVEY



A CBS Affiliate

Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



1968-69: the nonviolent season

Hollywood so gun-shy—literally—that weapons and fighting will be virtually taboo, whether or not they seem important to development of plot

There will be a dramatic decrease in scenes of excess violence shown on entertainment programs during the upcoming prime-time network television season. The networks have spent a frantic summer in efforts to reduce the number of killings actually seen on screen. Numerically there will be fewer corpses lying around, fewer shots fired, fewer punches thrown. In many instances the violent scene itself no longer will be shown. Instead the focus will be on a reaction shot—a reaction to the violence.

Audiences in the fall are extremely unlikely to see any scenes of violence for violence's sake alone. They even may be hard put to catch a glimpse of a gun, except where the weapon is absolutely essential to the plot or the job of the character. In action-adventure shows there still will be some violent action. But the new guideline is that there absolutely must be a reason for it—it must be motivated. If it's not motivated, chances are that such scenes already are in the script discard file or on the cutting-room floor.

There's a feeling among some producers in Hollywood, where most of the new season's entertainment product is now in production, that a state of "near hysteria" surrounds the subject of violence on television. There's a growing consensus that the networks are over-reacting to the prevailing national climate of antiviolence.

"In each and every instance with our show the violence has been cut at least in half," says the producer of a new hour series. "Anything that shows agony, too much punishment, or is too bloody, anything that could be too startling, whether or not it's in context or whether or not it was done for good and valid reason, is being taken out or reduced, wherever possible."

Producer-director-writer-performer Sheldon Leonard, a leader in the Hollywood film community, is even more explicit and more concerned. "To whatever extent I can I'm seeking to weath-

er this storm," he explains. "I'm seeking to get through this period when censorship looms ever closer and closer, as it does. This concern over violence already has led to de facto censorship on the air."

Widespread Reaction ■ The effects of the antiviolence crusade have been sweeping and the situation seems fraught with deep implications for future programing on network TV.

"There has been an effect on everything this side of soft comedy," points out Grant Tinker, a programing vice president for Universal Television. "and there's no question that the same new attitude that we're talking about as possibly affecting present shows is

affecting the selection of projects for development. If not affecting the actual selection, they are at least causing people to state conditions under which they will or will not be done."

What has happened, of course, is that network television is bearing the force of the shock waves that have come in the wake of the assassination of Senator Robert F. Kennedy on June 5. Almost immediately afterwards, President Johnson expressed public concern as to the possible effects of the content of television entertainment programs upon the nature of the American society. The three television networks, vulnerable and sensitive, followed the President's statement with sweeping orders to their own programing people and standards-and-practices executives, as well as to independent producers, to de-emphasize acts of violence in TV entertainment shows.

The first direct consequence of this has been a slight case of bedlam during the summer rerun season. Changes have been made extensively in the rerun schedule. Shows that were not supposed to run because they were too tame were suddenly inserted. Parts of rerun shows have been edited. Other shows have been completely replaced.

Changes Made ■ Two days after the assassination of Senator Kennedy, NBC-TV called the *Get Smart* production team and asked them to replace a show that was scheduled for that Saturday night. The reason, it was explained, was that there were some killings in it. Another show was about to be offered for rerun until it was remembered that it concerned a political assassination. Finally, it was realized with dismay that of the 26 *Get Smart* episodes filmed during the 1967-68 season, only about three contained no disturbing evidence of violence.

Executive Producer Arne Sultan and Producer Burt Nodella made an agonizing re-evaluation of their work. As were and are many in Hollywood, they admittedly were supersensitive about

President's task force

The President's Commission on Violence, established after the assassination of Senator Robert F. Kennedy last June, has established a task force on mass media, headed by a young government lawyer and a college sociologist.

Robert K. Baker, most recently a Department of Justice lawyer, and Sandra Ball, San Diego State College sociology teacher, are the co-directors of the mass media unit, which hopes to begin functioning with meetings and perhaps public hearings late this fall.

The commission is headed by Dr. Milton Eisenhower, president-emeritus of Johns Hopkins University, Baltimore. Lloyd N. Cutler, a Washington lawyer whose firm, Wilmer, Pickering and Cutler, has broadcast licensees among its clients, is executive director of the commission.

the Kennedy assassination.

"Smart very often will have violent fist fights," reflects Producer Nodella. "And we've had a lot of shootings that are done comedically. But, then," he says, "I reminded myself that kids watch this show and maybe I'm guiltier than the producer of the violent private eye show because I'm tacitly condoning it by making it more palatable. Death is funny, violence is funny."

As a result of such soul-searching, it will be a somewhat changed Maxwell Smart that viewers will see next season. The producers hope he'll be less physical and more comedic. The fights that he will engage in will be basically funny, slapstick encounters. He will win accidentally.

Killings will be studiously avoided. Smart will take out his gun and shoot and the bullet will ricochet and bounce, hit a pitcher on the shelf above the heavy's head and the pitcher then will fall on the bad guy's head and knock him out.

No Bodies? ■ A serious effort is being made to eliminate death from the show entirely. Where a script says somebody falls out of a window and was killed, Max will now say, "oh, he fell on the awning. He's limping a little but he's OK."

It used to be possible to have a man painted blue open the door to Smart's apartment and fall down dead. Agent 99 would say, "how terrible." Max would reply, "you're right 99, I'd better do something about this" and he'd do something out of frame. She would say, "what is that?" The scene would then show that Max has put a sign on the body reading: "Do not touch, wet paint."

That kind of scene is now definitely out of the *Get Smart* scheme. It's funny, but it condones death.

Similarly, as a direct consequence of the death of Senator Kennedy, producer Lou Morheim of ABC-TV's *The Big Valley* series cancelled a scheduled summer rerun of "The Night of the Execution" segment, which contained an assassination. In addition, he cancelled a script in the works for the upcoming season of the series that also revolved around an assassination.

There are many such examples. Reportedly, the *FBI* series and *It Takes a Thief* have had to rewrite several scripts because of possible excessive violence. *The Mod Squad*, which concerns three young people who work with the police, may have had its protagonists carry guns during the course of the program's development. But in the aftermath of the Kennedy tragedy the decision was made not to have the three undercover

agents carry any weapons.

Brain Not Brawn ■ David Ross, the character Darren McGavin plays in NBC-TV's new *The Outsider* series, is a private investigator. He lives in a violent world. In the pilot program, which already has been presented as a "World Premiere," private eye Ross carried a gun in a leg holster. That's been ruled out and instead the objective now is to make *The Outsider* more "cerebral."

Actually, no show has had a rougher time of it in the anti-violence climate than the Universal Television-Public Arts Production of *The Outsider*. It was bought by the network and in production long before the Kennedy assassination. The 15th episode in the series was completed some two weeks ago. Its die was cast before the anti-violence attitude prevailed. Now it's being recast.

"We absolutely have been taking each show, one at a time. They've been reviewed; we've made changes; we've showed the changes," reports producer Gene Levitt. "Now the first eight shows are in dubbing and naturally you know if you make a change you have to re-dub a reel. Well, that's what we're doing—doing this morning—every day for the last seven weeks."

Thus in an episode entitled "Love Is Under L." the fight that the hero of the series has with a bad man has been significantly modified. The man has a knife, which he uses in the fight. In the last moment he dives at the hero, who ducks and flips him over a bar. The bad guy crashes down in the back. Then he stands up and the audience is made to think the fight is going to continue. But the man has the knife in the front of himself. When he went over the bar it stuck in him. He pulls the knife out and then he dies.

Only production insiders have seen that version. In the current charged atmosphere, the man is still shown going over the bar, but is not shown again. The camera pans to the hero for a reaction that leaves little doubt that the villain is done for.

In another *Outsider* episode, this one called "A Wide Place in the Road," a young man comes driving down the road of a wicked town (it has "A Bad Day at Black Rock" theme). A good lady in the town fires a rifle that makes him swerve the car and smash it. In the new edited version what is not seen is the close shot of the windshield shattering and the young man, face bleeding, collapsing over the steering wheel.

Necessary Adjustments ■ These changes have left some episodes of

various series short in length. In some cases, producers may be able to make up the film that has been edited. In other cases that may not be possible without reshooting, which is expensive. Slightly abbreviated episodes—with say anywhere from 15 seconds to 60 seconds of film cut—probably will be filled out with public service announcements.

Without question, every dramatic network show has been touched by the anti-violence attitude, if only by being put under very careful and consistent observation. Even if standards and practices approves a script these days—where the decision is made that the violence is not gratuitous—there's still concern that the scene may not play right. In many instances—many more than in the past—editors from standards and practices are in attendance on the sets of shows, supervising the depiction of the violence.

There's also something else that's new in current practice. "When a script comes in with a theme that is itself violent, we are now taking a very long look at it," observes a standards-and-practices executive. "Say, it's about a man with a violent nature who comes back to reclaim a property—a violent personality who does not listen to reason but is always fighting to hang on to what he thinks is his. If the theme comes in this way and where the modification of it still leaves a violent story, why we just throw it out."

Fear of Censorship ■ Some of these developments are causing great concern to Hollywood's creative community. "I think it's a wedge to open the way to broader and more damaging censorship," said Sheldon Leonard in a panel discussion taped for showing on the syndicated *Les Crane Show* (it was aired on KTTV(TV) Los Angeles last week). "In the present climate," he suggested, "I don't believe you could do George Bernard Shaw's 'Saint Joan' because there's a lady burned at the end of it, you know. I don't think you'll be able to do the crucifixion on television right now—it's a pretty violent event."

Television writer and novelist Harlan Ellison, another guest on the program, claimed that "because of the kind of censorship we've always had on television—and now it's even worse—the writer is not allowed to come to grips with real problems and real people." Said Mr. Ellison: The writer has been forced to "provide the easiest way to show stress and moments of passion." There is, he concluded, "a kind of illiterate vocabulary that a punch in the mouth has."

This criticism has not been lost on the West Coast head of standards and practices for one of the networks. "It's not comfortable for us to say just two

blows instead of four. But sometimes it comes down to just that," he assures. "I prefer to say temper the fight."

That may be the watchword for the upcoming 1968-69 network programming campaign. It could be a season where the fight is considerably tempered and the blows of violence are sharply curtailed.

Program notes . . .

"Animal" rights ■ North American Television Associates, Hollywood-based TV film production and distribution company, has acquired all but domestic rights to *The Animal World*, a half-hour color series currently being produced for presentation over NBC-TV by Bill Burrud Productions, Hollywood. The series started on the network in June.

Racing's film house ■ Gurney/Shelby Film House, specializing in film work on auto racing, has been opened by Dan Gurney and Carroll Shelby, two

of automobile racing's most celebrated figures. The new film-makers intend to work in the commercial production field as well as industrial, educational and documentary areas. The address is 1717 North Highland Avenue, Los Angeles 90028.

Tennis coverage ■ The U. S. National Tennis Championships from Chestnut Hill, Mass., will be shown on 13 Eastern Educational Network stations Aug. 19-25. Produced by WGBH-TV Boston, the weekday matches will be fed live to two stations and repeated for the other 11 at 7 p.m. Finals on the weekend will be sent live to eight stations, with five carrying a delayed feed.

Chicago labs ■ Acme Film & Videotape Laboratories, Hollywood, has opened a regional sales office in Chicago at 333 North Michigan Avenue. The office will service Chicago and the Midwest area, supplementing the activities of the office Acme has in New York. Phyllis Abboud, in sales and services

for WTTW recording services, Chicago, will head Acme's new regional office as Midwest account supervisor.

Film brochure ■ An almanac of films on subjects of interest to the farming community is now available to TV stations through the Modern Talking Picture Service Inc., New York. The films, loaned free, cover such topics as new farming methods and equipment. TV stations may obtain a copy of the almanac listing nearly 40 subjects by writing: Dept. MA, Modern Talking Picture Service, Inc., 1212 Avenue of the Americas, New York, N. Y. 10036.

Sears' grant ■ The Sears, Roebuck Foundation's second grant of \$150,000 to National Educational Television will be used to continue production of the half-hour children's program, *Misterogers Neighborhood*, produced by Fred Rogers at WQED(TV) Pittsburgh. The grant will supplement contributions of \$5,000 each from 40 affiliates, and will finance 65 new half-hours.

Writers move to save momentum of antiviolence campaign

More than a month after the networks asked entertainment program producers to tone down violence, television film writers gathered to pressure the networks into doing just that. About 100 members of the Writers Guild of America, West, met last week in the Beverly Hilton hotel and listened to a report of a committee appointed by their board of directors to look into the matter of violence on television. The time has come, they were told, for action. The networks would not be permitted to soft-pedal this issue. This was not the time for de-escalation.

The committee on violence offered the membership three recommendations (said to be the most feasible of many suggested). The purpose of the recommendations, it was made clear, is to keep the matter of violence on television alive, to create an "unease in corporate heads."

Essentially, the recommendations called for the establishment of a program monitoring system, the funding and implementation of a professional study of violence and the documentation of evidence of television's culpability in the matter for submission to the FCC.

Proposed Action ■ Specifically, it was recommended that the Writers Guild of America, television-radio branch, "shall establish monitoring committees of television shows, composed of members to cite instances

of unnecessary violence or gratuitous violence on programs." It was also proposed that the WGA "make an application to the Ford Foundation or Rockefeller Foundation or such comparable body to ask for a grant of money" to set up a professional staff which would devote full time to the study of violence on television. The study would attempt to answer the following questions:

- "Is violence planted on shows?"
- "By whom?"
- "Is there a relationship between violence so planted and ratings?"
- "What is that relationship?"
- "Is that action in violation of FCC licensing criteria?"

The final recommendation was for documented instances of the planting of violence to be gathered and submitted, along with suggestions for the discouragement of such practices, to the FCC.

Violence Called Excessive ■ WGA's membership did not vote on the specific recommendations. Instead, the committee on violence was given approval to pursue this line of action further. The membership also approved a resolution that incorporated a sort of professional credo about violence: that "We as a group of professional writers . . . feel there is an excessive amount of violence on television that adds to the general background of violence in our society and tends to make acceptable solu-

tion of all problems, personal and national, by violent means." Emphasizing that the writers are not for censorship or the prohibiting of all violence on television, the resolution urges "that the networks assume the responsibility that is due from them to assure balanced programming so that violence becomes a minor rather than an all-pervasive part of television."

A surprise visitor at the meeting was Herminio Traviesas, director of standards and practices, NBC, West Coast. Mr. Traviesas assured the membership that the network responsibility is taken very seriously ("we have 14 people to read all the scripts"). It's his opinion that the de-emphasis of violence on television is not part of just a momentary cycle. It's here to stay for awhile. Mr. Traviesas explained, too, that "we're not saying all action is out. But we want it properly motivated."

Among several resolutions offered from the floor during the three-hour meeting was one from a writer who suggested that a weekly body count of fictional TV deaths be published in trade papers and newspaper columns as a way of keeping pressure on the networks. This resolution was held in abeyance, especially after another writer got up and asked what would happen to the body count if he did a script about the bombing of Hiroshima.

Program-form clash averted

Budget Bureau okays
revised version of
community-needs notice

A potential donnybrook between broadcasters and the FCC over a proposed public notice dealing with the ascertainment-of-community-needs questions in applications for broadcast licenses appeared to be averted last week, as the Bureau of the Budget approved a revised version of the notice and returned it to the commission.

The notice was intended simply to clarify what the commission expects applicants to show in response to questions on how they determine community needs. In its original form, however, it brought strong protests from broadcasters, who claimed that it would require new and unreasonable amounts of paperwork and would subject them to public "second-guessing."

The Budget Bureau, which is required to pass on all forms and questionnaires issued by government agencies, brought government and industry together in talks which resulted in several modifications. Joseph Baudino of Westinghouse Broadcasting Co., head of the industry committee that advises the bureau on commission forms, said he expects the new notice to be adopted

by the commission within a short time.

The broadcast-industry committee had objected principally to sections requesting applicants to identify by name, position and organization "each person" contacted in determining needs, to list "all significant suggestions received," and to evaluate the "relative importance of all suggestions" and explain why discarded ideas weren't adopted. These were the requirements which the committee felt would impose new paperwork burdens, lead to second-guessing, and possibly impose tighter control over a licensee's programming judgment (BROADCASTING, July 15 et seq.).

Revisions ■ The redrafted notice still asks for the name, position and organization of persons consulted, but asks for listing and evaluation only of "the significant suggestions," and does not require that applicants give their reasons for rejecting particular suggestions. This request had evoked the strongest protest from the industry committee, which had called it "an impossible task at best."

The notice also calls for "programming service proposed to meet the needs as evaluated," which brought a relatively mild protest from broadcast representatives, but prompted an additional dissent from Commissioner Robert E. Lee when the notice was first sent to the Budget Bureau. Mr. Lee said then that broadcasters have a variety of ways of becoming expert in the needs of their communities, and while he might question them on how they became experts, he would accept their programming proposals "without question." Mr. Lee also objected to the listing of names of persons contacted, which he said was unnecessary.

The type of showing described in the

notice would apply not only to license applicants, but also to applicants for increased facilities serving "a substantial amount of new area or population."

'Pot party' hearing scheduled Sept. 12

The FCC's long-delayed "pot party" hearing will be held in Chicago on Sept. 12. The hearing, to be conducted by Chief Hearing Examiner James D. Cunningham, is to determine whether WBBM-TV Chicago staged, or otherwise misrepresented, a marijuana party aired on the CBS-owned station last fall.

The commission had originally scheduled its inquiry for May 14, but postponed it twice so that the House Investigations Subcommittee could complete its own investigation of the matter. Scheduled as a "public hearing" FCC executives said that parts could be closed at the discretion of the examiner.

Former FCC Chairman Newton Minow, now in private law practice in Chicago, will represent WBBM-TV at the hearing. Mr. Minow also represented the station before the House subcommittee. FCC counsel will be Joseph Stirmer.

Records on agenda for NAB regionals

The National Association of Broadcasters and the Record Industry Association of America will present a "record roundtable" on recorded music for NAB radio members during the October and November NAB regional conferences (BROADCASTING, Aug. 12).

Representatives of record companies and selected radio broadcasters on each first-day radio session of the conferences will discuss such topics as tailoring records for use by radio stations, free records for station use, record promotions, and the phase-out of monaural recordings. Henry Brief, RIAA executive director, will moderate. Those selected as RIAA-NAB representatives will be announced later this week.

Kennedy coverage

The three television networks and all the radio networks, with the exception of ABC Radio, plan to cover live Senator Edward M. Kennedy's speech at the Worcester, Mass., Chamber of Commerce luncheon Wednesday (Aug. 21). In his first public address since the assassination of his brother, Senator Robert F. Kennedy (D-NY), the Massachusetts senator is expected to comment on major issues facing the Democratic party and its 1968 platform.

A rolling burglar gathers no fuzz

WWL-TV New Orleans tried its hand at "burglary" and didn't get caught—even though it did everything possible to attract attention.

The "burglary," carried out with the full knowledge and consent of the police (and filmed for later use on a crime-prevention program), was committed by station personnel to prove a point: People are so loathe to become involved that they won't report a burglary even if they see one.

The victims (with whom police had previously secretly arranged the heist) were a childless couple who work during the day and live in a typical New Orleans subdivision.

WWL-TV staffers, in broad daylight, drove a truck into the driveway and loaded it with the loot: one color-TV console, one portable

black-and-white TV, assorted silverware, and an array of electric kitchen appliances. The "burglars" carried their plunder out the front door and loaded it into the truck, while one neighbor mowed his grass and another across the street watered her lawn. Police say that they did not receive a single complaint, even though the neighbors watched the whole caper and knew the owners of the house were both at work.

The "burglars" attribute the success of their "crime" to the neighbors' apparent indifference to burglary in their midst and to the sign that they had painted on the side of their truck "to ward off suspicion": it read, "DISMAS APPLIANCES, 711 Easy St., N. O., La."

As any Bible student could attest, St. Dismas was the *good* thief.



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Cliffhanger in Chicago

With Democratic convention only days away,
union squabbles obstruct television installations;
it could mean dead coverage of a very live affair

The likelihood of live television and radio coverage of the Democratic convention dimmed perceptibly late last week, a bare 10 days before the convention was to open in Chicago next Monday (Aug. 26).

Seemingly endless union jurisdictional disputes on top of the three-month-old telephone strike left network news officials apparently convinced there was virtually no chance of live pickups outside the convention hall and fearful there might be none inside, either.

The alternative in either case would be reliance on video tape and film for television and on tape for radio, shuttled by the fastest means available to the networks' owned stations in Chicago to be put on the network lines.

That procedure, which seemed sure to be necessary for coverage of events outside the hall if not those inside, could delay radio-TV transmissions for 20 to 30 minutes to an hour or more, according to network sources. Extent of the delay would depend not only on time needed to develop any film that was used—probably under 30 minutes, according to networks—but also and in many cases probably even more on transportation to the owned stations.

The latter factor could prove especially troublesome in event of a black-out on live coverage within the hall, because the International Stockyards Amphitheater, where the convention will be held, is about 30 minutes from the downtown district by car, barring disruptions en route.

At least one network organization, ABC News, has managed to arrange for the use of a pigpen near the amphitheater as a landing site for its shuttle helicopter.

Union Block ■ The International Brotherhood of Electrical Workers strike against the Illinois Bell Telephone Co., and the moratorium last month under which volunteer workers were permitted to start wiring up the amphitheater, virtually doomed live pickups from hotels and other locations outside the hall. The rules of the moratorium forbade communications-cable work anywhere outside the amphitheater, and the union has held firm against use of rooftop microwave antennas.

A main factor jeopardizing live cov-

erage within the amphitheater, according to numerous network sources, was a series of union disputes over jurisdiction, including who should make the connections that would get the amphitheater pickups out of the hall and onto the air. Local 134 of IBEW, which includes telephone workers and certain construction electricians, was holding out for jurisdiction over some types of work traditionally performed by broadcast engineers.

There was also said to be serious disagreement between unions over handling of some of the masses of electronic equipment trucked in from the Republican convention at Miami Beach earlier this month.

In addition, Chicago's fire marshal inspected the engineering trailers and condemned some of them, requiring that they be rewired to handle heavier power loads.

Key Meeting ■ One ray of hope was held out Thursday night (Aug. 15). Representatives of the feuding unions, IBEW and the National Association of Broadcast Employees and Technicians, were said to be meeting in an effort to reconcile their differences. The outcome of that meeting, according to high Democratic party planners, would determine whether any live pickups would be possible in the hall.

Even if the unions reached agreement, there was some speculation as to how well and how completely it would be possible to do the job in the little time that's left. One network news chief noted that it's a ticklish as well as time-consuming job. Another noted that "at this point in Miami Beach we were ready to go; right now we couldn't get a picture if we had to."

Although they and their associates differed somewhat in their estimates of the likelihood or unlikelihood of live coverage from the hall, top officials of ABC News, CBS News and NBC News agreed as of late last week that the prospects were not bright.

Richard Salant, president of CBS News, reported from Chicago: "We're in serious trouble—all of us [networks]."

Reuven Frank, president of NBC News, said in New York that live TV and radio pickups inside the hall looked "chancy" and, like officials of other

news organizations, he saw virtually no likelihood of live pickups outside the hall.

Bill Sheehan, vice president and director of TV news for ABC News, said in Chicago that he would "hesitate to go as far as to say there'll be no live pickups" but called the situation "grim" and "very discouraging."

Options ■ All three TV networks were preparing to cover the convention two ways: with live pickups from the hall if live pickups were possible, and on film and tape if live pickups could not be made. They also could have gone either way in Miami Beach if necessary, but at least some indicated their back-up facilities and procedures in Chicago are to be much more elaborate than at the GOP convention, adding significantly to the costs.

All agreed that the Chicago coverage would be more expensive as well as more difficult, but as one noted: "It's too late to think about costs now."

In addition to the virtual certainty about no live pickups outside the hall and considerable doubt about live pickups within, authorities noted that communications between newsmen will be seriously impaired by the unions' refusal to allow installation of additional telephone lines at hotels and other locations.

One executive, noting that the Hilton is the convention hotel, said, "We'll just have to rely on the Hilton's usual telephone service"—an observation that will be instantly revealing to anyone who has attended National Association of Broadcasters conventions there.

Convention coverage and communications are only part of the worries confronting newsmen. There has been widespread speculation about the possibility of civil disorder, particularly in the ghetto areas adjoining the amphitheater. Short of disorder, several major demonstrations are planned, including one whose leaders say will enlist up to 100,000 people.

Peril to Personnel ■ Chicago is deploying its police force, and National Guard troops will be standing by in an effort to head off violence, but network news officials are concerned about that outlook, too, and some are seriously worried about it. One expressed deep concern over how to insure the safety

of his employees, "especially the girls," in getting them out of the amphitheater and back to their hotels after the night sessions. Threatening taxicab and transit strikes compounded the uncertainty.

Although nobody said so last week, some newsmen have been quoted as speculating privately that the unions' stand against additional wiring for hotels and other outside locations was taken in sympathy with the city's and perhaps the Democratic party's desire to minimize as much as possible the coverage of violence if any occurs.

In any event, here's the way the various networks were planning to cover the week's events as of late last week, by whatever means necessary:

ABC

ABC-TV goes to the Democratic convention bolstered by the improved rating received by its 90-minute reports of the GOP convention.

ABC-TV has scheduled to open with an expanded edition of *Issues and Answers* Sunday (Aug. 25) featuring Senator George McGovern (D-S. D.). The Monday-Thursday nightly summaries will follow the same format as used in the Republican convention, with

Frank Reynolds replacing Bill Lawrence as moderator. Mr. Lawrence collapsed in Miami Beach Aug. 5 with pulmonary edema, a lung ailment (BROADCASTING, Aug. 12). William F. Buckley Jr., Gore Vidal and Howard K. Smith will continue in their same roles.

The American Information Radio network will carry the pre-convention special and 14 short reports each night of the convention by Roger Sharp, Steve Bell and Duff Thomas. The Entertainment network plans to carry three or four short reports each night with Bob Wilson and Tom Schell. Don Gardiner and Bruce Brown will anchor the reports on the Contemporary network three or four times each evening, and Harold Steele will handle the FM network reports three or four times a night. Ted Koppel will report on all four networks.

Heading ABC News operations are President Elmer Lower, and Robert M. Sammon, Walter J. Pfister Jr., Joseph F. Keating, John Thompson, Daryl Griffin, William Linden and Peter Katz.

Time magazine and the B. F. Goodrich Co. will continue as sponsors of

ABC-TV's coverage.

CBS

CBS-TV will begin its coverage with half-hour summaries (4:30-5 p.m. EDT) of the platform and credentials committees meetings today (Aug. 19) through Thursday (Aug. 22), and a pre-convention special Sunday (Aug. 25) from 10 to 11 p.m. EDT.

The first three summaries will originate from Washington and the fourth from Chicago. The special, anchored by Walter Cronkite, will feature analyses by Roger Mudd and Eric Sevareid, and reports by Mike Wallace, Harry Reasoner, Joseph Benti, John Hart, Dan Rather, David Schoumacher, Martin Agronsky, Bill Plante, Ike Pappas and other members of the convention team—the same people who reported from Miami Beach two weeks ago.

CBS-TV plans to cover the convention starting at 7:30 p.m. EDT Monday, Aug. 26.

CBS Radio's coverage will consist of 10-minute summary broadcasts every half-hour during the sessions, to be expanded if necessary, and full coverage of major events. Robert Trout and Dallas Townsend again will anchor the

Humphrey, McCarthy put snail to shame

The prospects for a pre-convention broadcast confrontation between Democratic presidential candidates Hubert Humphrey and Eugene McCarthy edged forward a bit last week—but so slowly that some high network authorities were beginning to wonder whether it would ever come off.

The prospects for a post-convention broadcast debate between Republican nominee Richard Nixon and the nominee yet to be chosen by the Democrats still hinged on suspension of Section 315 of the Communications Act.

Heads of ABC News, CBS News and NBC News sent identical telegrams to Senator McCarthy (D-Minn.) and Vice President Humphrey offering a firm time period for a joint appearance—Friday, Aug. 23, at 7:30-8:30 p.m. EDT. But late last week spokesmen for the news organizations said representatives of the two candidates still hadn't come in with a format.

"I've never seen anybody so lackadaisical as these two groups are about this thing," said one network news executive. "They promise to call us, and then they don't. We call them and they say: Oh, yes, they're interested, and then we don't hear

anything else."

Agreement Slow ■ There was speculation that representatives of the two candidates were having trouble agreeing on a format. There was also speculation that if they came in with a format that seemed too cumbersome, the networks might wish to refuse it.

Meanwhile, Senator George McGovern (D-S.D.), who declared his candidacy for the Democratic presidential nomination on Aug. 10, sent telegrams to the networks last Thursday (Aug. 15) asking to be included in the Humphrey-McCarthy confrontation.

Richard S. Salant, president of CBS News, replied that plans were too advanced to change, but offered Senator McGovern a separate half-hour on CBS-TV between 7 and 11 p.m. this week. ABC-TV and NBC-TV had not replied to the senator by late Thursday.

Network policy on equal time for candidates was said to include "all declared national candidates," which would eliminate favorite sons. But Georgia Governor Lester Maddox's indicated intention to get into the race was thought likely to give him Section 315 rights, once he formally announces. (A statement on the governor's candidacy was set for Satur-

day [Aug. 17], the governor's office said Thursday [Aug. 15].)

All networks qualified their offer of time to the Republican and Democratic presidential and vice presidential nominees, once selected, however, on Congress's waiver of Section 315. CBS President Frank Stanton stated the provision in his letter to Mr. Nixon Aug. 8 (BROADCASTING, Aug. 12), and Leonard H. Golden-son, president of ABC, followed with an offer to Mr. Nixon last week also noting the contingency.

NBC's President Julian Goodman offered at an affiliates convention last March to provide two half-hours to each political party for presentation of the candidates, depending on the suspension of equal time. Mutual has also offered to give free time by carrying the audio feed that is supplied by any television network.

Mr. Nixon and the major Democratic candidates have gone on record as favoring suspension of Section 315. A resolution to that effect has passed the Senate, but the House Commerce Committee voted to postpone consideration of the measure until Sept. 11, when Congress reconvenes after adjourning for the conventions (BROADCASTING, July 29).

radio broadcasts, assisted by Nelson Benton, Reid Collins, Terry Drinkwater, George Herman, Bruce Morton, Bert Quint, Hughes Rudd, Robert Schakne, Gary Shepard, Daniel Schorr, Bill Stout and Steve Young, in addition to the other correspondents.

Radio reports originating from Chicago that week are *The CBS World News Roundup* (8-8:15 a.m.), *Walter Cronkite Reporting* (4:50-4:55 p.m.), *The Reasoner Report* (5:55-6 p.m.), and *Campaign '68* (7:50-7:55 p.m.).

CBS News is responsible for the television pool at the convention.

Mutual

Mutual's convention coverage is also patterned after the methods used at the Republican convention. Night sessions will be broadcast in full, supplemented by about 40 five-minute inserts during the week.

Steve McCormick and Charles King will anchor the reports, with Walter Winchell and Victor Lasky providing sidelights. Reporters include George Hamilton Combs, Phil Clarke, Dick Rosse, Charles Batchelder, Forrest Boyd, Joe Campbell, Whitney Bolton and Frank Singiser.

Mutual will handle the audio pool at the convention.

NBC

NBC-TV's ratings-winning team of Chet Huntley, David Brinkley, Frank McGee, John Chancellor, Sander Vanocur, Edwin Newman and the rest of the staff of 800 from the Republican convention will be on hand in Chicago.

Reuven Frank, NBC News president, is supervising the coverage, aided by Donald Meany, George Murray, Robert Northshield, Eliot Frankel, Robert Priault, Chet Hagan, Ray Lockhart, Albert Burchard and James Holton.

NBC plans to broadcast all sessions in full, starting Monday, Aug. 26, at 7:30 p.m., and will do several specials. A live convention preview is scheduled for Sunday (Aug. 25, 6:30-7:30 p.m. EDT) with Chet Huntley and David Brinkley, and a series of specials on platform and credentials committee hearings is planned for today (Aug. 19) through Thursday or Friday (Aug. 22-23) at 4:30-5 p.m. Frank McGee will anchor this series, to originate from Washington through Wednesday and from Chicago Thursday and possibly Friday.

NBC-TV also plans to originate the *Today* show (7-9 a.m.) and *The Huntley-Brinkley Report* (6:30-7, 7-7:30 p.m.) daily from Chicago.

NBC Radio's crew remains the same as at the GOP meeting: Russ Ward, Peter Hackes, Bill Ryan, Wilson Hall, Ron Nessen, Paul Friedman and Lem Tucker.

A radio preview is scheduled for Sunday (Aug. 25, 9-10 p.m. EDT) preceding full-session coverage Monday

Survey on ABC's summary

ABC-TV's summary convention coverage is generating a good deal of interest, according to a Trendex survey released by the network last week.

Trendex conducted its survey on Aug. 9, the day after the Republican Convention ended, questioning 416 adults in 26 markets who had watched any portion of the convention on ABC-TV.

ABC said 87.7% wanted to see future conventions conducted in the new summary fashion, as compared to 12.3% who preferred the start-to-finish method of the other TV networks. The survey also revealed, according to ABC, that 82.6% considered the new approach to "serve public interest," while 10.3% didn't agree and 7.1% had no opinion.

through Thursday.

Gulf Oil Corp. is again the sponsor of NBC's radio and television convention coverage.

UPI Audio

In Chicago UPI Audio will use the same team that operated in Miami Beach. Don Fulsome and Jack Allen will anchor the live coverage, with Bill Greenwood, Walter Kiernan, John Chambers and Milt Benjamin reporting from the floor.

Also on the scene will be Scott Peters, Lester Smith, Bill Riley, Cliff Evans, Mary McPhillips, Art Kevin, John Burnett and Cal Orr.

Lowry Bowman, the country weekly editor from Abingdon, Va., again will provide the "barnyard" insight and Ed Kerins and Bill McCulloch will produce the daily early-morning wrapup. George Marder will do a daily analysis.

Pete Willett, general manager of UPI Broadcast Services, will again direct the overall operation with George Brown, vice president for programing, RKO General, and Frank Sciortino producing the live programing and Art McAloon acting as overall editor.

UPI Audio will provide gavel-to-gavel coverage of convention sessions. It will also feed two special morning wrapups, one commentary a day and about 80 daily spot reports.

News services combine for November tallies

The News Election Service, a vote-tallying organization founded by three TV networks and two major news wires, last week outlined its plans for covering

the Nov. 5 elections.

A system of 120 wires will distribute the states' totals, collected by about 125,000 watchers at the precinct level and 4,800 at county, city and town collection points. A pair of computer systems in New York will tabulate the votes and feed totals to networks and wire services.

NES estimates the system will take five minutes to produce reports on each state's vote in the presidential, congressional and gubernatorial races, and 15 minutes for a county-by-county tabulation. NES members are ABC, CBS, NBC, AP and UPI.

Mexican-American TV image challenged

Television's treatment of Spanish-Americans in both programing and advertising came under fire on two occasions last week.

One involved a request for "equal opportunity to explain . . . why Mexican-Americans find such characters as Jose Jimenez . . . demeaning and degrading after a performance by Bill Dana as Jose Jimenez on NBC-TV's *Tonight Show* Aug. 9.

Domingo Nick Reyes, a Mexican-American working with the U.S. Commission on Civil Rights in Washington, suggested to the network in a telegram Aug. 10 that time be granted to Albert Pena, Bexar county commissioner in San Antonio, Tex., to reply. Following Mr. Reyes's suggestion, Mr. Pena, who has been working with a group called Involvement of the Mexican-American in Gainful Endeavor, also sent NBC-TV a telegram asking for time. The network said Thursday (Aug. 15) that no action had been taken on the request.

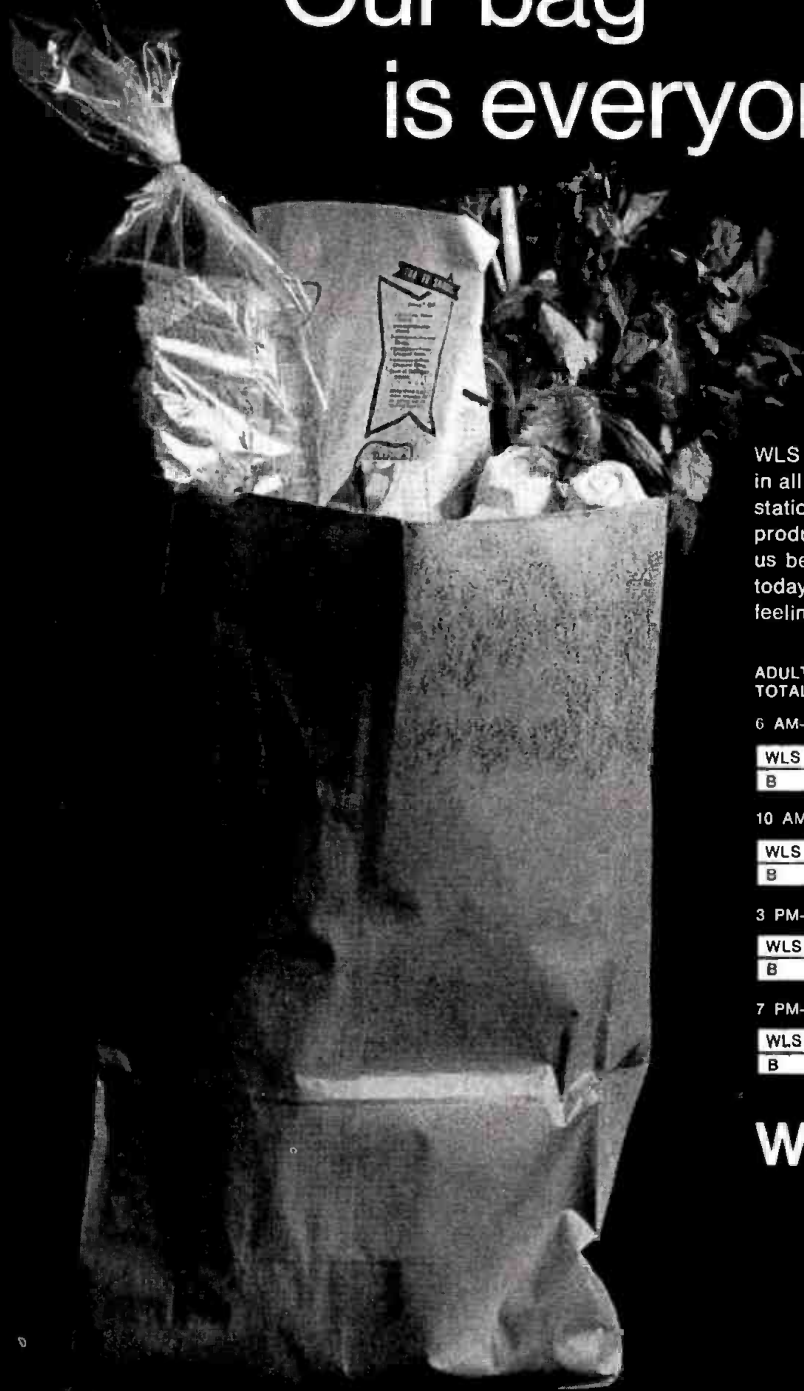
A complaint to the Frito-Lay Co., Dallas, about its "Frito Bandito" television commercials also involved Mr. Pena. He and the Mexican-American group requested the commercials be discontinued. The company has the proposal under consideration, but meanwhile has altered the commercials "because of the recent concern regarding violence" by removing gun-firing scenes.

Mr. Reyes said his action was taken in hopes of mobilizing a sufficient number of Mexican-Americans to get their television image changed.

New production tie

Screen Gems Inc., Hollywood, has formed a television production affiliation with Halcyon Productions Inc., Beverly Hills, Calif. The agreement calls for Halcyon to develop and package daytime and nighttime live and animated TV series.

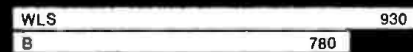
Our bag is everyone 18-49!



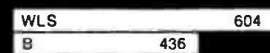
WLS Radio reaches more adults 18-49 in all day parts — than any other Chicago station. These big spenders spend a lot on products, and they spend a lot of time with us because — we're first in today's trends, today's music, and constantly changing feeling. Isn't that super marketing?

ADULTS 18-49 TOTAL SURVEY AREA*

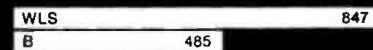
6 AM—10 AM



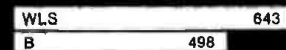
10 AM— 3 PM



3 PM— 7 PM



7 PM—12 MD



WLSCHICAGO 



American Contemporary Radio

Represented nationally by Blair Radio

* Audience information based on estimates from the April/May 1968 ARB Report for the Chicago Total Survey Area total persons all day parts Monday-Friday. Subject to qualifications upon request.

UA consolidates to streamline TV service

Consolidation of United Artists' feature-film and program divisions into a single unit, to be called United Artists Television Inc., is being announced today (Aug. 19) by Arnold Picker, chairman of the executive committee of United Artists Corp.

Erwin H. Ezzes was named chairman and chief executive officer of the new division; Pierre Weis, president; Martin J. Robinson, executive vice president and general sales man-

ager, and Richard Lawrence, vice president and general manager of special projects.

Officials said the consolidation was made "in the interest of better service to television stations throughout the U.S. and Canada," and that it creates a company capable of offering more film programs to TV stations than any other company in the TV film syndication business.

The properties were said to include

2,000 feature films from the studios of United Artists, Warner Bros. and RKO; more than 60 series of half-hour and one-hour programs including *Gilligan's Island*, *Rat Patrol*, *Patty Duke* and *Outer Limits*, and over 1,000 cartoons including *Pop-eye* and *Bugs Bunny*. Plans were said to be under way for additional half-hour and one-hour programs.

The move consolidates United Artists Associated, which handled feature films and has been headed by Mr. Ezzes, and United Artists Television, which handled half-hour and hour shows and has been headed by Mr. Weis.

Mr. Robinson has been vice president and sales manager for UAA, Mr. Lawrence vice president and sales manager for UA-TV.

Headquarters for the new division will remain at 729 Seventh Avenue, New York 10019.



Mr. Ezzes

Mr. Weis

Mr. Robinson

Mr. Lawrence

Universal TV turns to one-hour specials

PRODUCTIONS TO BE LIVE, TAPED OR FILMED

Universal Television, long one of the leading suppliers of filmed prime-time series to network TV, now has become committed to turning out live, tape or filmed musical-variety, dramatic or actuality special programs. Planning and production of such specials have been underway at the company's North Hollywood film studios since the beginning of the year. It's the first time that Universal TV, the production arm of MCA Inc., has been involved in anything other than turning out filmed series for television or feature films for TV and theaters. (MCA TV, the parent company's sales arm, has distributed Jack Benny and Andy Williams specials in the past.)

The initial special out of Universal that will likely get on the air is *Jim Webb and His Friends*, a one-hour musical-variety program that has started filming this month for network presentation possibly in December. The special is built around pop music composer Jim Webb. The format is pegged to a colorful balloon transporting Mr. Webb across the country, stopping en route to visit the song-writer's friends who will perform his music. Among the "friends" slated to appear are Richard Harris, Glen Campbell, Aretha Franklin and The Supremes. The program will be produced by Universal Television in association with Mr. Webb's Canopy Productions.

Another Universal TV special in the works is *The 19th Annual Patsy Awards*, a live and tape hour to be presented in prime time network TV next May or June. The awards presentations for the best television and motion picture animals as selected by newspaper editors (Patsy stands for Performing Animal Television Star of the Year, and Picture Animal Top Star of the Year) never has been shown on network television. Earlier this summer, Universal staged a trial run of what a televised version of the event might be like at its tour center before a live audience with Woody Woodbury as host (BROADCASTING, Aug. 5).

The special for television would include a top-caliber host and famous name presenters. Portions of the program involving animal performances would be taped beforehand to assure control. The presentations would be handled live before an invited audience in formal attire.

This special, as is the case with most of the special projects Universal is planning, has been devised as an advertiser vehicle with merchandising tie-ins. It's believed that Ralston Purina Co. is interested in sponsoring the *Patsy Awards* show on behalf of its pet foods products.

Rio Package Ready ■ Already filmed and packaged at Universal TV is *As*

The World Goes On, a one-hour musical filmed last October in Rio de Janeiro. It was produced by Stanley Wilson, musical director for Universal City Studios, and stars Robert Wagner. The program provides coverage of the International Song Festival held in Rio, at which composers from all over the world bring new music to be performed.

Still under production at Universal is *A Night with Mae West*, an hour musical-variety that would mark the first entry into television by the renowned motion-picture producer Robert Wise, as well as Miss West. The program, a joint venture between Universal City Studios and Robert Wise Productions, is still in the tentative stage. It would involve many top-echelon stars performing cameo roles.

Universal also has several dramatic projects under consideration for special programming treatment. These would be filmed or taped, depending on the individual project. The studio claims that it has video tape capability and would not hesitate to go that route.

The specials reflect the basic Universal drive to use all of its creative and physical resources. A dramatic project too self-contained, too individual, for feature film or filmed TV series development is channeled into the specials area. A Jim Webb project, which can be merchandised by an advertiser the same way the Singer Co. does with Herb Alpert, also fits properly into Universal's specials concept.

Specials Fill Demand ■ The company is not doing specials just to complete its production portfolio. It does not



3,000 FEET OF TOWER!

*OR WOULD YOU BELIEVE ONE
2,000 FT. TOWER AND ONE 1,000 FT. TOWER*

No matter how you say it, Black Hawk Broadcasting Company's two stations . . . KWWL-TV Cedar Rapids-Waterloo, and KAUS-TV Austin - Rochester - Mason City have doubled their tower height.

KWWL-TV's 2,000 feet adds an estimated 50% in prime time homes! And a 29% increase in metro rating level!

KAUS-TV's first rating since the tower gave over a 40% increase in prime time homes and over a 50% increase from sign-on to sign-off!

That 3,000 feet is bringing a whole new ball game to the Cedar Rapids-Waterloo television market and the Austin - Rochester - Mason City, Iowa market.

KWWL-TV Cedar Rapids,
Waterloo, Dubuque

KAUS-TV Austin, Rochester,
Mason City

**BLACKHAWK BROADCASTING
COMPANY**
Waterloo, Iowa



EVERY-KNODEL, INC.

want to be just the middle factor in a grinding-out process. The specials have to have a reason (fill a demand) in the marketplace.

This allows Universal's large array of manpower to have another area in

which to work. Studio space and equipment are used. The huge volume of story and project material that funnels into the studio has another place to be developed.

The production of specials at Uni-

versal is under the supervision of Dale Sheets, vice president for MCA TV, and Stuart P. Erwin Jr., general programming executive for Universal Television. Their projection is for the studio to turn out eight to 10 specials a year.

NGC-Warner Bros. merger in works

AMALGAM WOULD ENCOMPASS TOTAL ENTERTAINMENT SPECTRUM

And the merger beat goes on in the entertainment industry. This time it's National General Corp. and Warner Bros.-Seven Arts Ltd. that have revealed that they have agreed in principle to merge. The announcement by the executive committees of the two companies came little more than a year after Seven Arts, through wholly owned subsidiary Seven Arts Associated Corp., acquired the assets of Warner Bros. Pictures Inc. for more than \$110 million cash and stock (BROADCASTING, June 5, 1967, et seq.).

Terms of the proposed merger call for W7 shareholders to receive one-half share of National General common for each of their shares. In addition, they would receive one 5% convertible subordinated debenture with a face value of \$26. The 20-year, sinking-fund debentures would be convertible into National General common at a price equal to \$2.50 more than the average market price of National General common for the five trading

days immediately preceding the mailing to National General stockholders of proxy material concerning the transaction. The conversion price of the debentures would fall within the range of no less than \$42.50 or more than \$55.

The boards of directors of the companies are scheduled to meet Tuesday (Aug. 20) to vote on the merger proposal. Shareholders of both companies also would have to approve the proposal and they are expected to convene at near future dates.

Justice and Courts ■ It is believed, too, that the two companies would need U. S. Department of Justice consent and federal court approval to merge. Both Warner Bros. and National General were affected by the landmark antitrust consent judgments of the late 1940's and early 1950's under which major Hollywood studios were forbidden from exhibiting in their own theater circuits feature films they produced and distributed. Warner Bros. was one of the film studios that had to

sever its domestic theater operations. Twentieth Century-Fox Film Corp. was another.

Legal Action ■ National General (then named National Theaters Inc., later National Theaters & Television Inc.) grew out of a consent decree of June, 1951, which directed independent operation of 20th Century-Fox's domestic theater interests. All of 20th Century's theater interests were transferred to National General, which, under the reorganization plan, was restricted to exhibiting and not producing movies. In June 1963, however, a federal court in New York approved National General's petition to engage in motion-picture production and distribution in a limited way.

Currently, National General owns and operates a major circuit of motion picture theaters, produces and distributes motion pictures for theaters and television, owns rights to the *Tarzan* television series and engages in music publication. Its nonentertainment activities include the manufacture of mobile structures, packaging of fancy fruits and operations of a savings and loan association.

In all, the company runs more than 250 theaters in some 20 states, most of them in the West. Its subsidiaries include National General Productions Inc., which produced such movies as "The Quiller Memorandum"; National General Television Corp., a TV production and distribution firm, and National General Music Publishing Inc. National General releases its own feature-film productions as well as those of Cinema Center Films (the movie production arm of CBS Inc.).

In 1958, the company (under the name of National Theaters) purchased WDAF-AM-FM-TV Kansas City, Mo., for \$7.6 million. The stations were sold to Transcontinent TV Corp. for \$9,750,000 in 1960. Also, at one time, National General was among the largest CATV operators with as many as seven systems, serving more than 30,000 subscribers. But, late in fiscal 1966, the company sold four of its remaining five CATV systems for \$3.5 million and sold the last system, in Williamsport, Pa., for \$2.1 million in May 1967.

Last summer, National General ac-

High ho, Steverino

Television, more educational than often given credit for, has a program out that shows how to get drunk in six giddy lessons. The lessons are complete with on-the-air demonstrations. Instructor is neither Dean Martin nor Jackie Gleason, but an acknowledged virtual teetotaler, Steve Allen.

When Bob Smith, an inventor, visited the syndicated 90-minute *Steve Allen Show* last week to introduce an ignition device that prevents drunken driving, the host of the show decided to see what would happen in a practical test. Some 43 minutes into the show, Mr. Allen took his first drink of pineapple juice and a double shot of vodka. Explaining to the audience that the FCC has a rule against drinking alcoholic beverages on air, Mr. Allen downed the first drink off stage. But thereafter he did his elbow-bending in full view of the television cameras. (Actually, the FCC has no such rule against on-air

drinking.)

The second drink was tipped 45 minutes into the show, the third drink at 52 minutes, fourth at 55 minutes, fifth at one-hour, three-minutes, last double, at one-hour, 19-minutes. Except for a couple of spontaneous laughing jags, Mr. Allen kept himself admirably under restraint.

"It's all for pure science, folks," he announced at one point. "I feel a second and a half behind everything," he said at another time.

Toward the close of the program, Mr. Allen tried to use Mr. Smith's "quick-key" electronic measuring device, which, when placed in an automobile, would not allow the vehicle's ignition to start when the reaction time of the operator is too slow. The by now thoroughly looped Mr. Allen failed to start the ignition. After the show, he was chauffeured the some 15 miles to his home in Encino, Calif., by a staff musician.

quired Banner Productions. Banner Films and affiliated companies for an estimated \$5 million. The acquired companies are responsible for the *Tarzan* network TV series and for theatrical films and cartoons.

Expanding • Earlier this year, National General acquired the book publishing firm of Grosset & Dunlap Inc. for \$49.2 million in cash. More recently, it has been trying to establish a financial affiliation with Great American Holding Corp., New York, an insurance group. As of Sept. 26, 1967, National General owned more than 6% of the common shares of National Telefilm Associates, Beverly Hills, Calif., a TV distribution firm.

Last Thursday (Aug. 15) National General stock closed on the New York Stock Exchange at 45. In the 26 weeks ended March 26, the company's net income increased to \$2.8 million, or 73 cents a common share (including a nonrecurring \$319,000 credit), from \$1.4 million, or 37 cents a share in the comparable period the previous year. During that same period, National General's gross revenues climbed to \$47 million from \$38.5 million.

Warner Bros.-Seven Arts Ltd. is a leading producer and distributor of theatrical feature films, short subjects and cartoons and of feature films for television. In association with QM Productions, it produces *The FBI* series

for ABC-TV. As of June 30, 1967, the company had 842 features (353 in color) in distribution to television stations in the U. S. and 1,819 in syndication to TV stations in Canada. In 1966, the company licensed two groups of motion pictures to network television, one to ABC-TV, the other to CBS-TV.

Currently, it's estimated that theatrical film rentals account for 45% of the company's revenues, TV film rentals contribute 35% and record and music income adds another 15%, with miscellaneous activities providing the remaining 5%. In fiscal 1967, W7 entered the broadcasting field when FCC approved its purchase of the construction permit for WGTI-TV (ch. 23) Philadelphia. Seven Arts Broadcasting Co., a W7 subsidiary, is permittee.

W7 earned \$5.3 million, or \$1.40 a common share on revenue of \$137.7 million for the nine months ended March 31. No comparable figures are available for last year. Shares of the company were traded on the American Stock Exchange last week in the \$40-\$43 range.

Rumors about a pending W7 merger have been circulating for several weeks. In June, W7 and Chris-Craft Industries Inc., Oakland, Calif., which owns three VHF stations, said they had held preliminary discussions looking to a possible merger, but nothing came of the negotiations. This month, Seeburg

Corp., a Chicago-based vending machine and juke-box manufacturer, announced its plans to merge with W7. Among other things, Seeburg said it intended to offer cash, stock, or both with a value of at least \$50 for each common share of W7. The executive committee of W7 met secretly in New York the early part of last week before deciding to merge with National General.

How long must fairness offer stand?

A New Orleans public official has asked the FCC to review his request for equal time under the fairness doctrine.

Milton Dupuy, president of the New Orleans parish board of levee commissioners, said in his petition that WDSU-AM-TV New Orleans ran a series of six editorials from Feb. 2 through April 2, questioning the board's financial dealings and culminating in a call for grand jury investigation. After the first editorial was broadcast, he said, the TV station's news director offered him an opportunity to reply during the following week. According to Mr. Dupuy, he was forced to decline because of demands on his time.

As the editorials continued, he said, further offers of equal time deleted the

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Broadcasting 1969 Yearbook

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Broadcast Equipment/FCC Rules: Product Guide; manufacturers and services — who makes it, where to buy it. Station/set figures.

Representatives, Networks, Top Advertisers/Agencies: directories including national, regional and state associations; government; books and reference works; schools; subject matter index to leading news events reported in weekly issues of BROADCASTING.

20,000 CIRCULATION • REGULAR RATES • DEADLINE, OCT. 1

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

one-week time period for reply. Mr. Dupuy claimed that this "lulled him into a false sense of security" concerning his equal-time rights. His request on May 20 for time to reply to all six editorials was denied. Mr. Dupuy said. The station cited its original one-week clause, he said, and offered him only the equivalent of a reply to one editorial, to be broadcast five times on radio and three on television.

Mr. Dupuy's petition to the FCC Complaints and Compliance Division, on behalf of himself and the board as a whole, was denied on July 29. In his request for full commission review, he contended that WDSU had acknowledged its fairness obligation by offering equal time, adding that the station's action would serve as a precedent to allow implementation of fairness-doctrine rules by "whim, wish or desire" unless reversed by the commission.

Where Negro DJ stands

Tide of rising expectations at convention helped along by firm's hospitality

The black broadcaster took a candid look at himself in Miami last week at the 13th annual convention of the National Association of Television and Radio Announcers, and admitted mixed feelings about what he sees.

As of Thursday (Aug. 15) he appeared almost, but not quite, ready to listen seriously to quiet overtures from the American Federation of Television and Radio Artists. AFTRA until now—and of this he is well aware—hasn't paid much attention to him (CLOSED CIRCUIT, Aug. 12).

The black broadcasters' introspection often involves ironic contrasts.

True, black is beautiful. The Negro disk jockey holds a position of popularity, prestige and power within his specialized market. His public-service work with the black community frequently draws praise. He is well aware of his growing opportunity and responsibility for helping bring about social and economic progress, especially in the ghetto. Further, he often can make or break a new record long before it is considered by the white station.

But his bread often comes pretty thinly sliced, especially in the smaller markets, and his job security may be a little shaky if he becomes too militant, particularly if he is seeking higher wages or a bigger voice in music selection or

management policies.

Big Turnout ■ So ran the talk among the NATRA delegates during the Thursday-through-Sunday convention. As of Thursday night, based on the registration trend, a record-breaking attendance of some 3,000 was predicted, including families and guests of the NATRA members.

Nearly three dozen record labels had promotional hospitality suites for the convention at Miami's Sheraton Four Ambassadors and DuPont Plaza hotels, and the major record firms were picking up the checks for most NATRA dinner, luncheon and breakfast events.

Some also were hosts for receptions and post-midnight parties to help balance the more serious daytime discussions.

NATRA itself was to be host for a \$50-a-plate black-tie awards dinner Saturday night. Awards were to be presented to TV star Bill Cosby, the Xerox Corp. and Mrs. Martin Luther King. FCC Commissioner Nicholas Johnson was to be Saturday's luncheon speaker.

NATRA's Goals ■ At Thursday's luncheon session NATRA's executive secretary, Del Shields of WLIB New York, stressed the convention's basic theme: "The new breed's new image creates self-determination and pride." He said the convention hoped to adopt "a firm and direct policy in its future activities centering around the needs of black people," including those of the community as well as of broadcasting. The convention's honorary chairman, Tommy Smalls, now a New York restaurant owner and formerly with WLIB, highlighted NATRA's growth and maturity since its founding in 1956 with 14 members, and its first convention in the basement of Smalls' Paradise at 135th Street and Seventh Avenue in New York. Each year since then, he noted, NATRA has expanded and today has five regional chapters. He also noted that this year, for the first time, a major Negro-station group owner, the Rounsaville Group, paid the expenses for its station executives to attend the convention. He and other NATRA officials predicted that other group owners would do the same.

Among subjects scheduled for exploration during the four-day meeting were: formation of a black radio-news service, encouragement of black ownership of stations, more black managers and policy-making executives at both stations and record companies, and a proposal to the U.S. Department of Labor to finance the hiring of ghetto youths to work as studio partners of the disk jockeys as a means of helping to reach the hard-core unemployed.

More Training ■ Another major project was to be the establishment of a professional training institute at the college level. It was proposed that the institute

would be funded by a \$500,000 contribution to be sought from station owners and record companies.

Welcomed by NATRA, but not part of the official events, was the Fair Play for Black Citizens Committee, a New York-based four-year-old social and economic action group. During this past year Fair Play has focused upon the so-called plight of the black listener as well as the black broadcaster. The committee has explained it has endeavored to warn the ghetto of radio-advertised credit cheats and similar white-owned businesses "that try to rob the blacks." Fair Play said it also is fighting for the rights of the black man who works for Negro-programed stations and claimed it has brought about dismissals of white station officials who were unfriendly to Negroes.

If the black broadcaster wished to explore improvement of his financial position, representatives of AFTRA were to be in Miami and available for talks over the weekend. As of Thursday, however, any mention of AFTRA's expected presence was put in terms of "we'll talk about that later."

PGA says it will abide by ABC-TV 1969-70 contract

The Professional Golfers' Association will honor its 1969-1970 contract with ABC-TV, according to a network spokesman.

The PGA has been hit with a break-away move by the touring pros, who want greater control of their own affairs without interference by PGA executives. The pros' plan to form their own organization, but no date has been set for its formation.

ABC-TV signed its contract with the PGA last June, covering 10 PGA tournaments in 1969 and 10 or 11 for 1970. The contract includes the Bing Crosby National Pro-Amateur Tournament, Andy Williams San Diego Open, Phoenix Open, Tournament of Champions, Byron Nelson Classic, Colonial Invitational, Westchester Golf Classic, PGA Championship, and two others to be determined.

'Animal World' rights to NATA

North American Television Associates, a Hollywood-based TV film production and distribution company, has acquired all but domestic rights to *The Animal World*, a half-hour color series currently being produced for showing on NBC-TV (Sundays, 6:30 p.m.) by Bill Burrud Productions, Hollywood. The series started on the network in June.

You're using our film? We're using your commercial!

Ah, the disadvantages of having a great commercial shot on Eastman color film. We can't think of any.

Eastman color shines beautifully on your product message. Your spot reflects brilliantly on our products' abilities.

But your commercial isn't merely moonlighting for us. It says a lot for the film

medium. It demonstrates the flexibility film allows your creative team: writer, producer, director, cameraman, editor.

And think of the convenience it brings the traffic expeditor, media people, account supervisor, and sponsor. Such as being able to screen the commercial in its original full-color quality anywhere, any time.

EASTMAN KODAK COMPANY

Atlanta: 404/GL 7-5211, Chicago: 312/654-0200, Dallas: 214/FL 1-3221
Hollywood: 213/464-6131 New York: 212/MU 7-7080, San Francisco: 415/776-6055



Koda



Now we're skimming oil from troubled waters.

How to remove spills from harbors and lakes has long challenged water conservationists. Now we've created a new and highly effective device for cleaning up these oil spills. We call it an oil skimmer. It consists of a super-sponge on a rotation drum. Mounted on a pontoon catamaran, the oil skimmer soaks up spilled oil from the water surface. Up to 50 barrels in one hour. ☐ As more skimmers are constructed, they will be made commercially available. ☐ Skimming oil spills from water is just the latest of several recent developments in our continuing water conservation campaign. ☐ What else are we doing? Ask us. Just contact Director, Public Relations,

AMERICAN OIL COMPANY
Chicago, Illinois 60680



Is TV opening flood gates?

FC&B's Bardach concerned about extra positions for candidates, antismoking

One of the top television agencies voiced "very real fear" last week that TV's policies on political advertising and antismoking messages "may unwittingly lay the groundwork for increased general commercial time."

"This is unfortunate," Foote, Cone & Belding, New York, said in an internal memo that was subsequently made public, "for many advertisers are already beginning to question the 'intrusive' quality of the medium, something which was heretofore taken for granted."

The policies questioned in the memo were (1) the shortening of regular programs to create five-minute political periods and NBC-TV's plan to create a seventh commercial availability for political advertising in 60-minute and 90-minute participating shows this fall (BROADCASTING, July 22), and (2) what the memo said was agreement by all three TV networks to program at least four antismoking messages a week in prime time—by creating a seventh "commercial" minute an hour if necessary.

It seemed clear that FC&B feared these policies would lead to further expansions of commercial time and that, even on a temporary basis, are adding to the commercial load and diluting the effectiveness of regular commercials.

"If the industry doesn't shape up, the end of the rainbow may be in sight."

That was the way Peter M. Bardach, FC&B vice president and associate director of media for broadcast, put the outlook in a separate but related letter



Mr. Bardach

to the National Association of Broadcasters Code Authority.

Mr. Bardach's letter, mentioned in the internal memo, protested the code authority's classification of five-minute paid political broadcasts as only one-minute, 15-seconds of commercial time.

Those Who Suffer ■ Calling this clas-

sification "disturbing," Mr. Bardach said that "no one would wish to deny access of the airwaves to an accredited candidate" but that "the regular commercial advertiser, to say nothing of the viewer, is once again made to suffer."

He cited two areas of concern:

- Five-minute political time periods, which are created by shortening regular programs, reduce the regular advertisers' program content by that much.

- "Commercial appeals positioned immediately following the five-minute political are obviously impaired."

The internal memo, which was unsigned but came from the media department and presumably was written by Mr. Bardach, said the political and antismoking policies stemmed from "pressures from two groups from which the broadcasters have no control" but "may temporarily, at least, wipe out the anticipated clean-up" resulting from changes that have been made in the TV code.

The use of "temporarily" apparently related to NBC's assertion, when it announced that it would create prime-time minutes if necessary to accommodate political spots, that the extra minutes would not extend beyond election eve and should not be regarded as precedent for any other purpose.

In a telephone interview Mr. Bardach said representatives of the other networks had told FC&B that they would not create "seventh" minutes for political spots "unless they had to," indicating his fear that the NBC precedent might in fact be followed by the others.

Undermining Structure ■ In any event, he felt, the present commercial structure was being undermined to the serious disadvantage of advertisers. He hoped enough agencies would protest strongly enough to stop the trend before it is too late.

Concerning antismoking announcements, the FC&B memo said: "Pressure to schedule the antismoking spots in prime time, particularly during the early-evening viewing hours, has resulted in agreement by each network to program no less than four such minutes per week. They will fall largely in the 7:30-8:30 p.m. areas. As with politicals, the time to accomplish this will be found, when necessary, by the inclusion of a seventh minute per hour."

NAB Code Authority officials queried about Mr. Bardach's protest against the classification of a five-minute political broadcast as 1:15 of commercial time, said they thought he was unnecessarily concerned.

Stockton Helffrich, code director, noted that in the 1964 campaign the code authority waived time standards

for political broadcasts, but he said this approach "didn't work" and that the current classification of five-minute lengths was "realistic" and consistent with broadcasters' obligations to all concerned.

He said he had received no complaints other than Mr. Bardach's.

Ad men agree on roles of minorities

A group of advertising and agency men meeting in Chicago last week agreed that minority-group performers in commercials must be used more "naturally" and realistically.

During a panel discussion on Negroes in commercials, Don Tennant, executive vice president in charge of creative services for Leo Burnett Co., noted: "Advertis-



Mr. Tennant

ing, and particularly television commercials, have for years tended to use beautiful people doing beautiful things in beautiful places. It is only recently that reality has started to work its way into commercials." He recommended the use of fewer beautiful people and more characters. He explained that characters were simply people that "look like us."

His comments came at a screening and clinic on the use of minority group performers in TV commercials, conducted by the Association of National Advertisers and the American Association of Advertising Agencies.

Mr. Tennant said fewer black and white intellectuals should be used in commercials in favor of more realistic types. He suggested that if Negroes were used more realistically in commercials, the greater realism would tend to greatly improve acceptance of Negroes in commercials.

The panel even questioned whether, in commercials, a Negro really looked like a Negro and not like a white person. Bill Sharp, creative group head, J. Walter Thompson, Chicago, said that many of the Negro models being shown look like "white people with their faces sprayed."

R. P. (Steve) Campbell, director of creative services, General Foods Corp., White Plains, N. Y., said the use of members of minority groups in com-

mercials was the responsibility of both agency and client. He explained that General Foods had set targets both for the percentage of minority members used in commercials and for the frequency that such commercials are used.

The advertising clinic in Chicago was the second in a series on the use of minority groups in commercials. The first clinic was held in New York in June (BROADCASTING, July 8). The ANA and the AAAA have scheduled additional clinics for Sept. 26 in Los Angeles and for Sept. 27 in San Francisco.

Y&R, B&B involved in Yardley shuffle

Yardley of London Inc. has taken its estimated \$3 million-\$4 million cosmetics billings out of Young & Rubicam and will enlarge its own advertising staff to handle the products internally.

The company and the agency announced the mutual decision last week, and Yardley described further plans for other products. The company will move its men's line and new nail and eye products from the house agency to Benton & Bowles.

Thomas Joerder, Yardley's director of advertising, said the men's line had potential billings of \$1 million, although the internal advertising program had not approached that figure. Benton & Bowles was first selected last May to help develop a women's treatment product, scheduled for introduction early next year.

Television advertising, both network and spot, is a major factor in the cosmetics line, Mr. Joerder said. Yardley

will be a "major sponsor" in ABC-TV's new fall program. *The Ugliest Girl in Town* (Thursday, 8-8:30 p.m. NYT).

NBC supplies facts on cigarette ads

A request by New York attorney John F. Banzhaf for additional information on the nature and extent of cigarette and antismoking commercials aired by WNBC-TV New York brought a qualified acquiescence from NBC in comments released by the FCC last week.

Mr. Banzhaf, whose complaint led the commission to apply the fairness doctrine to cigarette commercials, had asked that WNBC-TV's license be revoked because, he contended, the station had not carried a "significant" number of antismoking announcements.

NBC claimed Mr. Banzhaf incorrectly invoked a mathematical ratio as the standard for fairness-doctrine compliance, and that the commission actually regarded "the good faith, reasonable judgment of the licensee" as the proper means of balancing both sides of controversial issues (BROADCASTING, July 29). NBC further stated that the only specific criterion for licensees where cigarette advertising is concerned is that stations must allocate "a significant amount of time, also 'on a regular basis' to antismoking material." WNBC-TV "clearly" followed that guide, according to NBC.

The network revived those points in its latest comments, arguing that Mr. Banzhaf's request for more specific data was "immaterial" and represented an attempt to "harass licensees." Furthermore, the network said, Mr. Banzhaf

incorrectly regarded sponsorship identification ("billboard") for a program as a commercial announcement, contrary to the understanding of networks and affiliates.

Detailed Data ■ However, NBC did provide Mr. Banzhaf with what it called "supporting data" for the weeks of April 1 and April 15. Mr. Banzhaf had monitored WNBC-TV during those two weeks to determine the ratio of cigarette and anticigarette announcements, and had produced figures which were contested by NBC. The new data included a complete list of both types of commercials for the two-week period, the time of broadcast, and the sponsors. In response to Mr. Banzhaf's request for "the words spoken and a brief description of the video [sic] signal" used in the station's billboards during the two weeks, NBC reiterated its view that billboards were irrelevant to the basic issues, but did produce representative examples from five programs.

NBC said that its compliance with Mr. Banzhaf's request was for the purpose of avoiding controversy as to the facts, and should not be understood to establish a precedent.

Vintner makes first network TV purchase

Gold Seal Vineyards, Hammondsport, N. Y., which started consumer advertising in 1961, has made its first network television buy as a cosponsor of ABC-TV's upcoming *Don Rickles Show* (Friday, 9-9:30 p.m. NYT).

Gold Seal's one-third sponsorship from Nov. 8 to March 28, 1969, represents a shift from a spot radio concentration for the last seven years. Paul

BAR network TV-billing report for week ended Aug. 4

Broadcast Advertisers Reports' network-TV dollar revenue estimate—week ended Aug. 4, 1968 (net time and talent charges in thousands of dollars)

Day parts	ABC		CBS		NBC		Total minutes week ended Aug. 4	Total dollars week ended Aug. 4	1968 total minutes	1968 total dollars
	Week ended Aug. 4	Cume Jan. 1-Aug. 4	Week ended Aug. 4	Cume Jan. 1-Aug. 4	Week ended Aug. 4	Cume Jan. 1-Aug. 4				
Monday-Friday Sign-on-10a.m.	\$	\$ 145.8	\$ 43.2	\$ 2,176.0	\$ 333.3	\$ 10,205.6	83	\$ 376.5	2,152	\$ 12,527.4
Monday-Friday 10 a.m.-6 p.m.	921.5	35,623.4	2,115.7	87,292.4	1,634.6	65,301.1	778	4,671.8	27,719	188,216.9
Saturday-Sunday Sign-on-6 p.m.	429.6	29,327.3	341.0	25,172.3	486.8	14,060.1	198	1,258.1	7,187	68,559.7
Monday-Saturday 6 p.m.-7:30 p.m.	193.7	9,219.8	312.8	16,859.5	381.0	17,795.5	82	959.3	2,715	43,874.5
Sunday 6 p.m.-7:30 p.m.	48.0	3,338.9	117.5	5,984.8	147.9	5,566.8	19	313.4	643	14,890.5
Monday-Sunday 7:30 p.m.-11 p.m.	3,436.8	142,910.2	4,114.1	179,893.1	4,337.6	176,558.4	468	11,888.5	13,517	499,361.7
Monday-Sunday 11 p.m.-Sign-off	460.5	10,279.7	27.0	1,447.7	355.4	13,095.9	73	842.9	2,281	24,823.3
Total	\$5,490.1	\$230,845.1	\$7,143.8	\$318,825.8	\$7,676.6	\$302,583.4	1,701	\$20,310.5	56,205	\$852,254.3

Top oil companies spend \$65 million in TV in '67

Major gasoline and oil companies invested 61.6% of their advertising budgets in television in 1967, according to Television Bureau of Advertising figures. Spot TV received 43.3% of the total, and network TV 18.3%. In dollars, this comes to \$65,377,300 out of a total \$106,-

119,646 spent by the 17 companies measured.

Shell Oil was the leading dollar contributor—\$17,283,300 of its total \$19,993,583 went to television—but others devoted higher proportions of their budgets to the medium. Eleven of the 17 companies invested over

half of their advertising allotments in television.

TVB noted that, according to figures of the Radio Advertising Bureau, 21.6% of the total advertising investment was allocated to radio.

Comparisons are as follows:

1967: Gasoline & Oil—Leading TV Advertisers
(Includes measured media investments for gas, oil and general promotion by companies and distributors)

	Spot TV	Network TV	Total TV	Magazines	Newspapers	Radio*	Total Media
Shell Oil	\$11,355,000	\$ 5,928,300	\$17,283,300	\$ 222,721	\$ 555,562	\$ 1,932,000	\$ 19,993,583
Standard Oil of Ind.	4,886,000	2,822,000	7,708,000	14,140	858,315	4,116,000	12,696,455
Gulf Oil	3,041,000	3,266,500	6,307,500	285,240	341,108	642,000	7,575,848
Sun Oil	965,700	1,734,200	2,699,900	404,020	495,775	2,626,000	6,225,695
Mobil Oil	1,365,500		1,365,500	1,682,786	2,771,715	2,069,000	7,889,001
Phillips Petroleum	1,915,800	2,338,200	4,254,000	6,550	26,605		4,287,155
Texaco	2,605,300	864,800	3,470,100	27,480	402,163	1,718,000	5,617,743
Union Oil of Calif.	2,627,500	21,800	2,649,300	71,782	1,020,811	1,147,000	4,888,893
Standard Oil of N. J.	3,008,400	1,626,100	4,634,500	597,786	3,341,465	2,905,000	11,478,751
Standard Oil of Ohio	2,468,700		2,468,700		220,672		2,689,372
Sinclair	1,664,600		1,664,600	475,400	605,098	2,177,000	4,922,098
Cities Service	2,387,400	15,000	2,402,400	570,239	554,846	1,438,000	4,965,485
Atlantic Richfield	1,793,000	8,600	1,801,600	729,457	437,517	827,000	3,795,574
Standard Oil of Calif.	1,975,400	518,400	2,493,800	292,102	491,016	1,311,000	4,587,918
Clark Oil	1,428,400		1,428,400		128,111		1,556,511
Getty Oil	1,627,400		1,627,400		51,531		1,678,931
Marathon Oil	874,600	243,700	1,118,300	40,900	111,433		1,270,633
TOTALS	\$45,989,700 (43.3%)	\$19,387,600 (18.3%)	\$65,377,300 (61.6%)	\$5,420,603 (5.1%)	\$12,413,743 (11.7%)	\$22,908,000 (21.6%)	\$106,119,646 (100%)

PIB., Bureau of Advertising, Radio Advertising Bureau; TVB/LNA/Rorabaugh

*Radio figures reflect only top 100 spot and network advertisers as released by RAB.

Schlem, chairman and chief executive officer, said the remainder of the company's 1968 budget—in excess of \$750,000—will be invested in the program. The change from a regional to a national emphasis came "since our sales continue to show an ever-increasing consumer acceptance of our total list of wines and champagnes at the national level," he noted.

Gilbert Advertising, New York, is Gold Seal's agency.

Hart cites value of his product-information plan

Senator Philip A. Hart (D-Mich.) last week listed his proposal for a National Consumer Service Foundation, which would disseminate product information compiled from government testing, as a major consumer issue in the next Congress.

The senator, speaking before a convention of the National Retired Teachers Association in Washington, admitted that "one group, and a consumer group at that, described the idea as 'sheer fantasy.'" The Hart proposal envisions using computers in a system "working somewhat like vending machines—you pay your quarter, or whatever, and educational information comes out on the

product in which you are interested."

But, he replied, "there is no fantasy to the idea of putting computers to work to help consumers with buying decisions. It can be done, and I'm confident in the long run it will be done."

A similar "consumer fact bank" idea has been proposed by former Justice Department antitrust chief Donald F. Turner. Such proposals would lift the veil of secrecy now shrouding comparative product data compiled by volume-buying federal agencies such as the Department of Defense and the General Services Administration.

Another function of Senator Hart's consumer service foundation would be to act as a clearinghouse for consumer complaints—"be an American ombudsman . . . and be the consumers' voice before government agencies."

Spots for "Ivy" aimed at Negro audience

In a radio campaign on Negro-oriented stations, Avant Garde Enterprises, New York, has bought time for Palomar Pictures' "For Love of Ivy," which stars Sidney Poitier.

James Hunter, account executive for Avant Garde, which also created the

commercial for the movie, said the campaign is now running on 60 AM and FM stations, and may be expanded to 80 outlets, with the budget running up to \$50,000.

The campaign, using one-minute spots, began three weeks ago and is expected to run another two to five weeks. The commercials, geared to the Negro audience, feature entertainer B. B. King, who also appeared in "Ivy," singing the praises of the film.

Business briefly . . .

International Mineral & Chemical Corp., Skokie, Ill., through Campbell-Mithun, Chicago, purchased sponsorship in four NBC-TV prime-time programs. Also buying into eight NBC-TV nighttime shows was **McDonald's Corp.**, through D'Arcy Advertising, both Chicago. **American Telephone & Telegraph**, New York, through N. W. Ayer & Son Inc., Boston, purchased sponsorship in NBC News' three weekday, five-minute newscasts on NBC-TV.

Reader's Digest, Pleasantville, N. Y., through J. Walter Thompson, New York, has purchased two-thirds sponsorship of *Up with People*, an NBC-TV special, Friday, Aug. 23 (10-11 p.m. EDT). Coca-Cola Co., Atlanta, through

How Warwick & Legler is whacking away at commercial cost

Although its television billings are relatively small, Warwick & Legler, New York, has joined the parade of agencies trying to hold commercial production costs down.

The New York agency's casting studio contains a video-tape recorder and Sony receiver, which are used to test actors' appearances on television and work out camera angles before actual production. Lois Goldfarb, the agency casting director, estimates that several thousands of dollars were saved on one commercial alone when the equipment showed that the "finished" product just didn't look right and had to be revised.

Warwick & Legler bills around \$10 million in television, with Timex and the Bank of Commerce as its largest television clients. The agency's total billings are about \$31 million.



Using video tape, Warwick & Legler personnel audition an actress. L-r: Doug Tillett, TV producer; Jerry Prestomburgo, art director; Lois Goldfarb, casting director, and Mike Graham, copywriter.

McCann-Erickson, New York, has the other one-third.

Philip Morris Co. (Marlboro cigarettes) through Leo Burnett, and F. & M.

Schaefer Brewing Co. through BBDO, all New York, will sponsor CBS-TV's coverage of the U. S. Open Tennis Championships at Forest Hills, N. Y., Sept. 7-8. The Saturday telecast will

run 4-6 p.m. and Sunday 3-5 p.m. (EDT).

Liggett & Myers Tobacco Co. through J. Walter Thompson, both New York,

THE MEDIA

Groups to fight Justice Dept.

Broadcasters ask FCC for 30-day extension so that they can do research to disprove claims of monopoly in multiple ownership

A move is underway to marshal broadcasters for a full-fledged confrontation with the Department of Justice over its suggestion that the FCC break up multiple ownerships of broadcast stations and cross-ownership of stations and newspapers within the same market.

An informal alliance of station-group owners and those with newspaper or publishing affiliations has been formed with the first step being taken last week: the filing of a petition asking the FCC to extend for another 30 days the deadline for reply comments in the rule-making proceedings now underway on the commission's proposal to limit broadcast acquisitions to one full-time station per city.

Two weeks ago the commission extended the date for the filing of replies from Aug. 15 to Aug. 31. This was in response to a petition for a 30-day ex-

tension filed by the National Association of Broadcasters.

The purpose of the requested month-long addition, according to leaders of the new movement, is to permit time for the undertaking of research in depth to disprove the Department of Justice's premise that ownership of more than one broadcast service in a city, or the relationship between broadcast stations and local newspapers and is anticompetitive.

The filing last week, seeking until Sept. 30 to file replies, does not specifically mention the Department of Justice's comments, which were filed earlier this month (BROADCASTING, Aug. 5), but the target is acknowledged.

Meeting First ■ The petition to extend time was filed by Truth Publishing Co. (Communicana Stations) and Time-Life Broadcast Inc. and followed

by a day's meeting of lawyers and NAB officials with FCC Chairman Rosel H. Hyde and aides.

Those present were Vincent T. Wasilewski, president, and Douglas A. Anello, general counsel of NAB; attorneys Thomas W. Wilson, representing Truth Publishing, W. Theodore Pierson, for Time-Life, and Thomas J. Dougherty for Metromedia Inc.,

The petition by Truth Publishing and Time-Life states that the parties intend to file reply comments and that they are currently considering, "along with other parties," the desirability of undertaking research projects to support reply comments. "A substantial part of the need for such research has been occasioned by comments filed in this proceeding on Aug. 1," the petition said.

Because of the short time remaining before reply comments are due, the pe-

will test market a 100 mm version of Lark cigarettes in California, Oregon, Washington, Arizona and Nevada later this month.

Williamson-Dickie Manufacturing Co., Fort Worth, through Slesar & Kanzer Inc., New York, has begun "Tall-ecision," a 12-week campaign of spots on ABC-TV's *The Joey Bishop Show*. Description of the campaign for slacks and work clothes comes from a 20-second spot featuring an eight-foot pair of slacks made to illustrate that "Dickies make men look taller . . . and women look longer." Regis Philbin, Bishop's m.c.-sidekick, does a 40-second follow-up spot.

Holzer Watch Co., through Kane, Light, Gladney Inc., both New York, will start an extensive radio campaign in key trading areas for the Unisonic time-piece.

Association of American Railroads, Washington, through Geyer, Oswald, New York, bought a 13-week sponsorship of NBC Radio's *News on the Hour*. United States Shoe Corp., Cincinnati, through Leber Katz Paccione Inc., New York, purchased nine-week sponsorship of the network's *Emphasis: Mind over Matter* with Dr. Joyce Brothers.

Tele-Rep formed by Chris-Craft stations

MASINI, SCHNEIDER LEAVE PETRY TO HEAD NEW FIRM

Multiple-station owner Chris-Craft Industries entered the station representation business last week by announcing formation of Tele-Rep Inc., New York, to sell for its three TV outlets effective Jan. 1, 1969, and to go after other station clients.

The new rep firm is to be headed by two former Edward Petry & Co. executives and stockholders, Alfred M. Masini and Robert Schneider, who have left Petry and will assume the respective posts of president and general manager, and vice president for sales planning and development of Tele-Rep.

The Chris-Craft stations initially going to Tele-Rep are KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul. KCOP and KPTV are currently represented by Petry and WTCN-TV by Katz Television.

Mr. Masini, former Petry vice president and director of television sales administration, said the new company intended to serve a "limited list of key television properties with sales offices in all of the major advertising centers." He said the company was formed to "fill

a void for broadcasters who do not want to be represented by the 'large list' operations and who need individualized selling attention."

Mr. Schneider had been with Petry since 1960 as director of TV research and was elected a vice president in 1967. His prior associations included media research at Sullivan, Stauffer, Colwell and Bayles, New York, and research positions with CBS's spot sales activities.

Mr. Masini's background includes television news and station clearance work at CBS. He joined Petry in 1956 and subsequently was account executive, group sales manager, director of programming and director of television sales administration.

New York headquarters of the new company have not yet been established.

Rep appointment . . .

■ KTXL(TV) Sacramento, Calif.: Avery-Knodel Inc., New York.

tioners said, it isn't possible to develop a program of research, nor, they added, could an extensive program be completed.

The two broadcasters concluded by saying: "We do not wish to delay unduly termination of this proceeding particularly since, by virtue of the interim policy, the proposed rule is now in effect. We do believe, however, that the public interest would be served by affording the parties sufficient time to determine and develop information, data and counterproposals for the consideration of the commission."

Counterattack ■ At the bottom of the broadcasters' alarm are the comments filed by the antitrust division of the Justice Department, by far the most far-reaching attack on the basic structure of American broadcasting in a decade or more.

The Department of Justice, one of more than 70 parties to file comments on the commission's proposal of no more than one-to-a-customer in the same market, not only favored the FCC's suggestions but called on the commission to go farther.

It proposed that not only should the commission ban the acquisition of more than one full-time broadcast service in a city, but that also this policy should be applied to all existing combinations. The commission in its proposal had

suggested making the policy apply only to new grants, or where transfers of ownership were involved. The Department of Justice recommended that the policy be enforced when stations applied for license renewal. This would then require multiple owners in the same market to divest themselves of all but one service.

Some observers have read this suggestion as leading to forfeiture; that the commission might require multiple owners to return their licenses for the extra broadcast outlets to the FCC without the opportunity to sell off the unwanted stations.

The Department of Justice also called on the commission to extend the one-to-a-customer policy to apply to broadcaster-newspaper cross-ownership in the same city. The department was not breaking new ground on this recommendation; it had protested to the FCC on the proposed sale of KFDM-TV Beaumont, Tex., to the Enterprise Co., the owner of the city's only newspapers, the *Beaumont Enterprise* and *Journal*, and had notified the FCC that it intended to be a party in any hearing. Two weeks ago the Beaumont transfer application was withdrawn (BROADCASTING, Aug. 12).

Check Facts ■ Although those broadcasters and their lawyers who are anxious to institute far-ranging studies to

combat the Justice Department's viewpoint on multiple ownership feel it is much too early to determine exactly what avenues might be followed, one element seems primary in their minds: The Department of Justice had submitted as an appendix to its comments to the FCC a compilation of existing multiple ownerships, including newspaper affiliations, in the top 50 markets. But, it is noted, its sources were identified as trade directories dated 1966 and 1967. An updating of this information might show a different picture, it's thought.

Also, this information was confined solely to multiple or newspaper ownerships; it did not take into account other media voices—broadcast stations as well as newspapers and magazines—in those cities. This may well show, it's conjectured, that the image of monopoly is overstated.

The reference to counter proposals in last week's petition for extension to Sept. 30 for reply comments was not amplified by any of the petitioners. It was recalled, however, that last June, the Washington law firm of Pierson, Ball and Dowd in behalf of 13 of its broadcast clients, suggested that the FCC could accomplish diversity of ownership by extending a better deal to licensees, rather than by attempting to roll back a long-existing pattern of

Broadcasting courses for Negroes planned

The University of Detroit has asked 550 Midwest radio-TV stations and major national groups for their views on combining station experience with university instruction to prepare Negroes for radio and TV employment.

The Rev. James A. Brown, S. J., chairman of the department of radio and television, in a letter to the broadcasters, noted the FCC has made plans to study the employment of Negroes in the industry but that employers have found that it is often hard to secure properly trained and experienced Negro broadcast personnel.

"In some instances stations seemed

to have jumped a bit prematurely and hired persons who both professionally and personally have had to stand to one side in the station's day-to-day operation," Father Brown wrote. "Hopefully, we might work out a fused collaboration whereby the station employee who is black can at the same time be briefed in a systematic way in areas of broadcasting which the busy station staff cannot take time to explain in detail."

Father Brown suggested that station managers could select potential Negro employees lacking adequate radio-TV background to receive an intensive basic broadcast education

on campus. The station would follow up the formal training period with more specialized instruction in the procedures, operation and structure of the station and market where he is to be employed.

The proposal included three plans for the Negro students. One approach would permit full-time enrollment in regular radio-TV department courses; another would allow part-time enrollment in selected classes while the student worked part time at his station; the third would involve a series of specialized evening sessions giving the students additional background while they work full time at their stations.

ownership (BROADCASTING, June 10).

In the interest of more diversified ownership, the law firm said, it might be better to permit broadcasters who give up multiple ownership in the same market to own more stations overall, with different weights being given TV, AM and FM.

If a broadcaster chose to own more than one service in a city, he would be limited to no more than seven nationwide. If, however, he elected to forego

the ownership of more than one in a city, he would be able to expand his ownership of stations beyond the present limitations.

For example, the firm said, if a broadcaster decided to stick with TV alone, he might be able to own 10 TV stations (no more than seven VHF) in as many markets; for AM, he would be permitted to own 15; for FM, 21.

A second example suggested by the law firm would establish weights to

TV, AM and FM, and revise the multiple-ownership rule to permit a non-network broadcaster to own up to a weighted total of 10 stations. This alternative, the firm said, would act to break up the TV-AM combinations in many cities.

Changing hands . . .

ANNOUNCED ■ The following station sales were reported last week subject to FCC approval. (For other FCC activities see FOR THE RECORD, page 64).

■ WCAS, WJIB(FM), WKBG-TV Cambridge-Boston: 40% sold by *Boston Globe* to Kaiser Broadcasting Co. for \$1.6 million (see page 45).

■ WAO Chattanooga: Sold by Martin Theaters of Georgia Inc. to Turner Advertising Co., Atlanta, for \$305,000 (see page 45).

■ WSLA(TV) Selma, Ala.: Sold by Mrs. Frances Brennan and William E. Bennis Jr. and families to Gay-Bell Stations for \$115,000 (see page 47).

■ WMAD Madison, Wis.: Sold by Gordon A. Adams, Neal K. Searles and Mrs. Herbert L. Mount to James A. McKenna Jr. for \$284,000. Mr. McKenna is Washington lawyer specializing in communications practice; he already owns KQRS-AM-FM Minneapolis, 80% of WCMB-AM-FM Harrisburg, Pa., and 32% of WAWA-AM-FM Milwaukee. WMAD is daytimer on 1550 kc with 5 kw.

■ WTAF-TV Marion, Ind.: 76% sold by William N. Udell and associates to Anthony R. Martin-Trigona for \$157,000. Buyer is owner of real estate firm. Mr. Udell owns WIMS Michigan City and WKAM Goshen, both Indiana. WTAF-TV is on channel 31.

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▪ **KLIB** Liberal, Kan.: Sold by John B. Gray to J. Robert Wooten, Charles Palmer, Gene Allen and Hugh Jones for \$132,000. Buyers own **KLTR** Blackwell and **KLOR-FM** Ponca City, both Oklahoma. **KLIB** is a daytimer on 1470 kc with 1 kw. Broker: Hamilton-Landis & Associates.

APPROVED ▪ The following transfers of station interests were approved by the FCC last week. (For other FCC activities see FOR THE RECORD, page 72).

▪ **WAUK-AM-FM** Waukesha, Wis.: Sold by C. Wayne Wright and associates to group headed by Peter Vanden Bosch for \$400,000. Buyers own **WJBL-AM-FM** Holland, Mich. **WAUK** is a daytimer on 1510 kc with 10 kw. **WAUK-FM** is on 106.0 mc with 19.5 kw (corrected item).

▪ **KGAY** Salem, Ore.: Sold by Mr. and Mrs. Glen M. Stadler to F. L. Dilger, Roy G. Green and associates for \$175,000, and agreement not to compete for 10 years. Dr. Dilger is a dentist. Mr. Green is in real estate. **KGAY** is a daytimer on 1430 kc with 5 kw.

One-to-customer rule called unrealistic

The FCC, which emphasized the dangers of concentration of broadcast ownership when it proposed to prohibit owners of one full-time station from acquiring another in the same market, was reminded last week that fragmentation of ownership might be the greater problem for small stations serving rural areas.

Capital City TV Inc., licensee of **KBLL-AM-TV** Helena, Mont., said the commission's proposed rules "fail to take into account the economic realities of broadcasting." According to Capital, combined broadcast facilities are necessary in limited market areas where the economics of operation won't permit separately constructed and operated stations to function profitably. Helena is such an area, the firm said, since it has only three stations (**KBLL-AM-TV** and **KCAP**). And if a community is so small that it can't support more than one or two AM stations, Capital asked, "who would believe that this same community could support several separately operated AM, FM, or television stations?" If changes in ownership rules are to be made, the firm contended, they should apply only to major market areas.

The Capital City TV petition was in reply to more than 70 comments filed with the commission on its proposed rule changes (**BROADCASTING**, July 29). Deadline for reply comments is Aug. 31, but several groups have asked for an extension (see page 42).

40% of station interests sold

Kaiser acquires 90% of Boston-based stations; WAPO to Atlanta agency

The sale of 40% interest in **WCAS**, **WJIB(FM)** and **WKBG-TV** Cambridge-Boston by the *Boston Globe* to Kaiser Broadcasting Corp. (present 50% owner) was announced last week. Upon FCC approval, Kaiser would own 90% of the broadcast stations, and the *Globe* would retain 10%.

Price for the 40% was \$1.6 million.

Reason for the reshuffle in ownership, according to the application for transfer filed with the FCC last week, is the need for additional financing to acquire new **WKBG-TV** studio facilities and to relocate and improve its antenna and transmitter systems. Under a July agreement between the present two joint owners, the ratio of their financial contributions has been reallocated calling for Kaiser Broadcasting to supply 90% of the needed funds. This called for a revision of the ownership to

give Kaiser Broadcasting 90% of the stock ownership.

In its balance sheet as of June 30, Kaiser-Globe Broadcasting showed total assets of \$6,110,060, with current assets of \$1,452,339. Total current liabilities were \$1,129,964, long-term notes, \$1,050,310 and the company listed a deficit of \$3,799,378. The balance sheet also shows that Kaiser Broadcasting advanced \$1,405,000 and the *Globe* \$1,045,000 to Kaiser-Globe Broadcasting.

Kaiser Broadcasting also owns **KBHK-TV** San Francisco, **KBSC-TV** Corona-Los Angeles, **WKBD-TV** Detroit, **WKBS-TV** Burlington, N. J.-Philadelphia, and 50% of **WKBK-TV** Cleveland, all UHF, as well as **KFOG(FM)** San Francisco. According to its balance sheet, also as of June 30, Kaiser Broadcasting has total assets of \$24,491,932, of which \$5,852,413 are total current assets. Total current liabilities add up to \$5,197,763, long-term debt to \$10,440,279 and deficit is listed as \$8,203,220.

The Cambridge-Boston stations were purchased by Kaiser Broadcasting and the *Boston Globe* in 1966 for \$1,750,000 from Harvey Radio Laboratories.

WCAS is a 250-w daytimer on 740 kc; **WJIB** is on 96.9 mc with 50 kw. **WKBG-TV** (ch. 56) is independent and began operating in 1953.

Sale Announced ▪ The sale of **WAPO**

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Latest name in KRLA game: Howard Hughes

KRLA Pasadena, Calif., has been a thorn in the FCC's side ever since the commission revoked the license of station owner Donald Cooke over five years ago. Since July of 1964, the station has been operated on an interim basis by Oak Knoll Broadcasting Co., a nonprofit organization, while a host of applicants for the regular license locked in a seemingly interminable proceeding. Earlier this year, it appeared that the end was in sight when the Broadcast Bureau recommended that the field be narrowed to two applicants. Now, with the hearing record closed and an initial decision imminent, four applicants filed a petition to enlarge issues last week. And, to carry an implausible story beyond all limits of reason, the petition was filed because of Howard Hughes.

Mr. Hughes, billionaire owner of Hughes Tool Co. and Hughes Aircraft, also numbers KLAS-TV Las Vegas among his holdings. His status as the newly discovered ogre in this proceeding, however, derives from his abortive attempt to acquire control of ABC (BROADCASTING, July 8 et seq.).

According to the petition filed by Storer Broadcasting Co., Crown City Broadcasting Co., Western Broadcasting Co., and Pasadena Broadcasting Co., the application of Orange Radio Inc. lists Frank W. Gay and Robert A. Maheu as 15% stockholders and names James F. Simons, a 5% stockholder, as general manager. The petition to enlarge issues rests upon the alleged relationship of these three Orange stockholders to Hughes business interests. According to the petitioners, Mr. Gay is a director and senior vice president of Hughes Tool Co.; Mr. Maheu owns a public relations firm which has served Hughes Tool, and Mr. Simons has also "performed services on behalf of Howard Hughes activities through the public relations firm owned by Mr. Maheu."

The petitioners said that Mr. Hughes's attempt to purchase two million shares of ABC stock would have resulted in a violation of both the Communications Act and the commission's multiple-ownership rules. Although the offer was withdrawn, petitioners said, "Hughes Tool Co. . . knowingly and willingly

established a contractual obligation to purchase two million shares of ABC which purchase, if consummated, would have resulted in . . . the most serious violations of law and the commission's rules and regulations." Furthermore, the firms contend, the three principals in the Orange application are apparently involved so closely in Mr. Hughes's interests that the effect of that relationship on their application should be more carefully scrutinized.

Issues Raised ■ Accordingly, petitioners requested the FCC review board to add four issues: (1) whether the conduct of the three Orange stockholders in connection with Mr. Hughes's attempt to acquire ABC reflects adversely on qualifications of Orange to be a licensee; (2) whether Howard Hughes is a real party in interest to the Orange application; (3) whether the three stockholders are sufficiently independent of Mr. Hughes that "the commission may rely upon their participation as Orange stockholders," and (4) whether Orange possesses the qualifications to be a broadcast licensee.

Chattanooga by Martin Theaters of Georgia Inc. to Turner Advertising Co., Atlanta, was announced last week. Turner Advertising is owned principally by the estate of the late R. E. Turner, with Louis H. Peterson and family owning 13% through Norfolk Broadcasting Co. Sales price is \$305,000.

Mr. Peterson's Norfolk Broadcasting owns WABR Winter Park, Fla. At one time it also owned WNOR-AM-FM Norfolk, Va., but these were sold in 1967 for over \$1.2 million to group broadcaster Arnold Malkin.

Martin Theaters, which owns about 150 motion picture theaters in the south and WTVG(TV) Chattanooga, and WTVM(TV) Columbus, Ga., is being sold to Fuqua Industries Inc. in a stock transaction valued at \$20 million (BROADCASTING, Aug. 12). Fuqua Industries is not acquiring WAPO. Carl L. Patrick, executive vice president of Martin Theaters, is slated to become president of the new subsidiary of Fuqua Industries.

WAPO, founded in 1936, is a full-time station on 1150 kc with 5 kw days and 1 kw nights. It is affiliated with ABC.

Coyle buying KCTY

James Coyle, Spanish-language media specialist, is buying KCTY Salinas, Calif., from A. C. Bigham Jr. for \$256,-

000. Sale is subject to the usual FCC approval. Mr. Coyle was formerly associated with KALI San Gabriel and KWKW Pasadena, both California and both Spanish-language. He had also owned an ad agency specializing in Spanish media. KCTY, Spanish-language programed, is a daytimer on 980 kc with 1 kw. Broker: Hogan-Feldmann.

TV's critics answered by Thomas Sarnoff

Television at its finest "is our mightiest weapon" in support of knowledge, understanding and freedom; in denying cultural and political provincialism. And the brickbats being hurled at television these days only tend to prove that it's "the most potent of the mass media." Along with this power comes the deep responsibility of using television properly.

NBC's Thomas W. Sarnoff last week set this sober preamble before the Variety Club of Southern California, and then took the more than 200 members assembled for a luncheon meeting in Beverly Hills along a mini-tour of the television industry: past, present and future. During the course of his

industry examination, Mr. Sarnoff, staff executive vice president on the West Coast for NBC, stoutly defended the medium's coverage and presentation of civil disorders.

He pointed out that in the area of pure entertainment, television is trying to serve a variety of audience tastes, trying to "offer a balanced diet." But in the fields of news and public affairs, there's less flexibility of choice. The question isn't whether too much or too little of riots is being shown, he made clear. "They are news, and they must be reported." He emphasized that television "must report with a conscience, but it must report."

Born and Bred ■ Looking to the future, the NBC executive set the stage by pointing out that in the next decade young adults—between 20 and 34—will, for the first time, represent the largest single population group and they will be television born and bred. Television will be challenged to "stay in step with this new social force," he said, and the country will belong to those "who are attuned to change and experiment."

In entertainment, he predicted that programing will become both longer and more prevalent. "We can look forward to whole evenings occasionally devoted to single programs. . . ." Also, according to Mr. Sarnoff, tech-

nical achievements will continue to accelerate.

Among the changes he sees are the ever-increasing use of color sets, reaching a point by 1975 when 75% of all American homes will be color-equipped. In addition, he believes that UHF stations will multiply, especially since their particular technology will become almost equal to VHF. Community antenna television, whether by supplementing programming or improving reception, will be another important contributor to TV's future. Satellite television, he said, may have the greatest impact, ushering in not only new technology but also introducing "a new means of reaching the minds and influencing the actions of every society and individual on our planet."

When instantaneous global communication becomes a reality, Mr. Sarnoff feels "we will set in motion a force whose ultimate political, social and economic impact upon mankind cannot be calculated today." That's why "it is vitally important" that all the potentials of television be understood and used intelligently, "for the power to communicate is the power to lead."

Mr. Sarnoff also foresees wider use of more sophisticated miniaturized equipment, permitting portability and viewing flexibility of TV receivers and greater facility of news reporting from the field. He sees the video tape recorder wedded to the wide-screen color TV set, leading to the home becoming a news and entertainment center for everything taking place in the world.

Burned station sold to Gay-Bell

WSLA(TV) Selma, Ala., which burned to the ground three weeks ago under suspicious circumstances (BROADCASTING, Aug. 5) has been sold to the Gay-Bell station group for \$115,000, it was learned last week.

The contract for the sale is to be signed today (Aug. 19). The charred station (only the tower is still standing) is owned by Frances Brennan and William E. Benns Jr. and families.

The purchaser, a multiple broadcaster, owns WCOV-AM-FM-TV Montgomery, Ala., and hopes to operate the Selma station as a partial satellite of WCOV-TV. WCOV-TV is affiliated with CBS.

Gay-Bell held an option to purchase the Selma station before the fire, contingent on CBS approval of plans to make WSLA a full satellite of WCOV-TV. When this did not meet with the network's approval, the partial satellite plan was suggested. The Gay-Bell option, originally for \$188,000, was re-

negotiated after the fire.

The state fire marshal and local police, with an FBI agent, have investigated the fire, which occurred six hours after a bomb threat. Results have not been announced.

WSLA is on channel 8 and began broadcasting in 1960. It is now affiliated with ABC.

Duopoly rule fouls AM sale

Wadsworth is swing vote in denying sale of WSBS to Northern Berkshire

Two Massachusetts radio stations seeking a proposed assignment of license have run afoul of the FCC's overlap rules preventing duopoly situations, the commission's current interest in multiple ownership of broadcast properties, and an unusual voting alignment of commissioners.

The propitious stations are WMNB North Adams, owned by Northern Berkshire Broadcasting Co. and WSBS Great Barrington, which Northern seeks to purchase.

WSBS claimed its 1 mv/m ground-wave contour and that of WMNB overlapped. That overlap area, WSBS contended further, received interference from a New York station which prevented listeners from receiving both WSBS and WMNB. Accordingly, the station sought a waiver of the commission's overlap rules to effect the license assignment.

But its arguments failed to sway the commission which voted down the proposal by a 3 to 2 decision in which Commissioner James J. Wadsworth provided the swing vote. He joined Robert T. Bartley and Nicholas Johnson to defeat the proposal. Chairman Rosel H. Hyde and Commissioner Robert E. Lee voted for it. Commissioner Kenneth A. Cox was absent.

Commission sources failed to view Commissioner Wadsworth's apparent shift to a harder position regarding multiple ownership as significant. (In the past Commissioners Bartley and Johnson have frequently dissented to license transfers that would effect a further concentration of control. Commissioner Wadsworth has not). As one official said: "The commissioners were simply faced with a go-no-go situation where the case involved a violation of a rule."

That rule stipulates an AM station authorization will not be granted if the

grant will result in an overlap of the predicted or measured 1 mv/m ground-wave contours.

States Reasons ■ But in a letter to WSBS the commission emphasized the underlying principle in that rule is not in providing an "overlap of interference or interference free area," but in promoting a diversification of programming and a prevention of "undue concentration of economic power."

The commission said the "most effective way" to implement its policy against duopoly was to adopt that standard, and it noted: "It is significant to point, however, that many stations provide good service far beyond the contours we have chose to define overlap. The contours were chosen because they were, in our view, the most useful general method of achieving a desirable separation between stations."

The commission said WSBS's contentions, supported by engineering material, were not of "sufficient weight" to warrant a waiver of the overlap rules. "Only those which set forth allegations of fact sufficient if true to justify waiver," it said, "need be accorded such treatment."

More time given for CATV comments

The FCC's CATV task force has extended to Sept. 20 the deadline for comments on the commission proposal to permit stations licensed in the community antenna relay service (CARS) to transmit program material originated by CATV systems. Deadline for reply comments was extended to Nov. 19.

The extension was in response to a request by ABC, supported by the National Association of Broadcasters, which said that the commission proceeding had apparently mushroomed into a forum for discussion of "the entirety of the fundamental problems of program origination by CATV systems" (BROADCASTING, Aug. 12). A document of maximum assistance to the commission, ABC said, would not be possible by the original deadline of Aug. 16.

Purchasing subsidiary formed

A western group broadcaster and multiple CATV owner has established a separate organization to make purchases for it in both the broadcast and CATV field. Redtronix of Oregon, a subsidiary of Southern Oregon Broadcasting Co., has been formed with headquarters in Medford, Ore. It is headed by Everett Faber, vice president of the cable division of the broadcast firm.

WGN appeals FM-buy ruling

Group questions citizens' committee standing in case, contends FCC must have voted in the public interest

The controversial ruling by a Washington federal court upholding the right of a private citizens' group to protest the FCC-approved sale of a Chicago FM despite late and improperly filed objections (BROADCASTING, Aug. 5) won't go unchallenged by the principals.

In a petition for rehearing filed last week, WGN Continental Broadcasting Co. and Gale Broadcasting Co. Inc. urged the D. C. Circuit Court of Appeals to set aside its July 30 decision reversing the commission's assignment of WFMT(FM) Chicago from Gale to WGN. According to the two firms, the court erred in its assertion that the commission failed to conform to procedural requirements. The court was said to have contradicted both the Communications Act and legal precedent when it awarded standing to the "Citizens Committee to Save WFMT-FM (sic)."

The alleged procedural defects were that the commission failed to find explicitly that the "public interest, convenience and necessity" would be served by the transfer, and failed to give due consideration to what the court termed "danger signals" involved in the transaction. Gale and WGN countered that the commissioners' votes themselves constituted a finding that the public interest would be served. "How else can these votes be interpreted?" the petition asked. To the question of "danger signals," the firms simply stated that there was no evidence that the commission failed to consider all aspects of the proposed transfer.

The petitioners also argued that the court's ruling "is contrary to the plain wording of Section 405 of the [Communications] Act," which states that a person who does not file a pre-grant petition to deny must file a post-grant petition for reconsideration in order to "afford the commission an opportunity to consider and pass upon matters prior to their presentation to the court." By its own admission, the court had interpreted the Section 405 requirement leniently because the Citizens Committee alleged no economic interest and was interested in the case only from the standpoint of the listening public. However, Gale and WGN questioned how the committee's appeal on the basis of issues not covered in the commission hearing, combined with its failure to file a clearly designated plea for reconsideration, could be considered compliance with Section 405 in any sense.

Committee Challenged ■ Perhaps the

most controversial issue was whether the Citizen's Committee's application should have been granted standing in the case at all. The court backed its decision by reference to its 1966 ruling upholding the right of the United Church of Christ to intervene in the license renewal hearings of WLBT(TV) Jackson, Miss. The crucial difference between that case and the WFMT proceeding, according to petitioners, is that the Church of Christ was an established organization with specific complaints, whereas the Citizens Committee was formed solely to oppose the WFMT transfer—and, it's held, offered only unverified general allegations to support its contention that the station's fine arts programming would be changed under the new ownership.

If the court denies the WGN-Gale petition, the FCC must decide by Aug. 20 whether it wants to seek reconsideration. As the case now stands, the commission would have to include the Citizens Committee in any new hearing. If it chooses not to do so, the court's mandate comes down and must be followed by the commission.

Further complicating the new proceeding is the question of concentration of media control in the Chicago area. WGN Continental is a subsidiary of the *Chicago Tribune*, owner of the *Tribune* and *American* in that city and owns WGN-AM-TV. The appellate court pointed out that on the same day the FCC granted the WFMT transfer, it adopted a notice of proposed rulemaking "which would prohibit such an acquisition in the future as on its face contrary to the public interest." The reference was to the one-to-a-customer proposal that is now under intense dispute (see page 45).

While WGN Continental was doing battle in court the firm found itself with an unexpected backer — the *Chicago Sun-Times*, a chief competitor of the *Tribune*. In an editorial, the *Sun-Times* expressed its belief "that WFMT not only will continue its fine broadcasting tradition but will do a better technical job on a firmer financial basis. This being so, we believe it to be in the public interest for the sale to be allowed to stand."

Media reports . . .

End of tax ■ The California business inventory tax on processed movie and television film—charged with causing runaway production away from Holly-

wood—has been snuffed out. Governor Ronald Reagan has signed a bill eliminating the controversial tax. The move is expected to save film producers in Hollywood some \$2.3 million a year. Previously, assessors in the Hollywood area valued film at the cost of its production, including technical costs, performer's salaries, writer's fees. The new bill limits tax assessments to the actual worth of celluloid film itself, a negligible item.

TIO additions ■ Five stations joined the Television Information Office. They are: WBKB-TV Buffalo, N.Y.; WTVD(TV) Durham, N. C.; WSAB-TV Huntington, W. Va.; WTEN(TV) Albany, N. Y., all Capital Cities stations, and WLWD(TV) Dayton, Ohio.

Station's promotion ■ Wdvr Philadelphia has appointed Firestone & Associates Inc., Philadelphia, to handle all advertising, public relations and promotion for the station. The account is expected to bill approximately \$500,000 during the coming year.

ABC radio adds

10 new affiliates

Ten new affiliates have joined ABC Radio's four network services, according to Walter A. Schwartz, president. Total affiliation has reached 899, Mr. Schwartz said.

New affiliate of the American Contemporary Radio is WHAT Philadelphia. The American Information Radio has five new affiliates: WPIC Sharon, Pa.; WHRF Riverhead, N. Y.; WPAC Patchogue, N. Y.; WIRC Hickory, N. C., and WJIC Salem, N. J.

WUNN Mason, Mich., and WAVI Dayton, Ohio, join American Entertainment Radio. American FM Radio has WEAS-FM Savannah, Ga., and WGIL-FM Galesburg, Ill.

Affiliation totals by service: American Contemporary, 178; American Information, 317; American Entertainment, 240, and American FM, 164.

Two Curtis magazines bought by Downe

Downe Communications Inc., New York, a nine-months-old media complex, last week acquired two magazines: *Ladies Home Journal* and *American Home*. The magazines were acquired in a stock deal with the financially ailing Curtis Publishing Co. and called for Downe to give Curtis 100,000 shares of its common stock. Downe was quoted last Friday at \$60 bid, making the transaction a \$6 million deal.

Downe owns about 35% of Bartell



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It's another service of diversified Greyhound Corporation.

Media Corp., New York, publisher of books and magazines, which also owns three radio stations—WOKY Milwaukee, KCBQ San Diego and WADO New York—as well as CATV. Downe added two of its representatives to an enlarged, 16-man board of directors early in June after threatening a proxy fight (BROADCASTING, June 10). Downe's interest in Bartell Media has been the subject of an informal inquiry by the FCC. It is expected that a formal application for the transfer of control of Bartell Media may be filed soon.

Edward R. Downe is president of Downe Communications, which publishes *Family Weekly*, a newspaper supplement; *Cat Fancy*, a pet magazine; owns Books and Periodicals Inc., a mail order printing and sales firm; Jacquet, a cosmetics concern; Greenland Studios and Madison House, engaged in product sales through catalogs and publication advertising; Zenith Industries, pet products, and Campbell-Reynolds, magazine advertising representatives.

With the acquisition of the two Curtis publications, Downe's gross revenues should reach \$120 million.

Storer says no to Patterson contract

Storer Broadcasting Co. last week called off its sale of KGBS-AM-FM Los Angeles to Norwood J. Patterson for \$2.3 million—but there's some question whether Mr. Patterson will accept the seller's action.

Bill Michaels, Storer president, said Storer was rescinding the May 29 contract to sell the stations to Mr. Patterson because of Mr. Patterson's "failure to disclose to Storer during the extended negotiations the fact that he had already entered into an agreement to

Use of Spanish-language stations grows

Spanish-language radio is the principal medium in reaching the Spanish-language consumer in the U.S. and UHF television is rapidly becoming "an important factor."

This evaluation was contained in "Impressions," a commentary prepared by Benton & Bowles's media-programing department and published in newsletter form by the agency.

The agency credited radio's programming, which B&B said was "oriented toward music and the young listener." It said 14 UHF's currently telecast "full or part-time in Span-

ish," said the Spanish-language market in the U. S. now numbers more than 10 million people and Cuban exiles are continuing into Florida at the rate of 4,000 every month. Concentrations of Spanish-speaking persons are in California, the Southwest, Florida and in urban areas in the Northeast and in Chicago.

Patterns in the use of products by this segment of the population tend to differ from those of the "total market," B&B said, which is traceable to a reluctance of the Spanish person "to surrender his identity or traditions."

resell KGBS-FM, and for other related reasons."

Mr. Michaels said that it was "more than two weeks after the May 29 contract signing that Mr. Patterson informed Storer that on March 5 he had entered into a contract to resell KGBS-FM simultaneously with his acquisition of the station from Storer and had no intention of operating it." Mr. Patterson had arranged to sell KGBS-FM to National Science Network for \$800,000 following his acquisition of the two Los Angeles stations from Storer (BROADCASTING, Aug. 5).

Storer said it plans to continue to own and operate the Los Angeles stations "and has no present plans to sell to or negotiate with any parties."

Mr. Patterson's attitude on the Storer action was made known by his attorney, Sidney DeGoff, San Francisco: "Mr. Patterson believes the contract is in full force and effect and that Storer Broadcasting has no grounds whatsoever for attempting a rescission."

An element in the situation is the fact that there is \$200,000 already in

escrow on the deal: \$100,000 by Mr. Patterson to Storer, and \$100,000 by National Science Network, owner of WNCN(FM) New York and WDHF(FM) Chicago, to Mr. Patterson.

NBC still waiting for FBI's answer

NBC last Friday (Aug. 16) reported it had not as yet received a reply from the Federal Bureau of Investigation to its request for a probe of a reported attack on two cameramen by Cleveland police (BROADCASTING, Aug. 5).

The network action was taken after the Cleveland police failed to respond to a request for a lineup of police to identify the alleged assailants. Cory Dunham, an NBC attorney, said the network "concluded the police would not take disciplinary action" after discussions with the department.

One of the cameramen, Charles Ray, had filed a complaint against the patrolmen, with statements from his associate, Julius Boros, and other NBC crewmen. Mr. Boros later was charged with assault and battery of a policeman, but was taken to a Chicago hospital with a ruptured spleen, broken ribs and facial abrasions and thus reportedly was unable to travel for a court appearance.

NBC aids job program

NBC, in conjunction with President Johnson's Job Opportunities in the Business Sector (JOBS), will train 21 clerical and technical specialists at NBC facilities in New York, Los Angeles, Cleveland, Chicago and Washington. NBC said the Labor Department is investing \$69,300 in the NBC program, which is under David J. Gardam, director of NBC personnel.

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8-19-68

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“Business deserves consumer confidence”

This past year, American consumers made 3,296,293 calls to 126 Better Business Bureaus across the country.

For every *one complaint* there were *nine inquiries*—people who simply wanted to check on the reputation or reliability of a company, or find out about some business practice.

Compare that to 30 years ago, when the opposite was true: most people called the Bureaus to *complain*.

Besides, Bureau records show that not all consumer complaints are serious or justified. Frequently even serious complaints are the result of a company's unintentional mistake.

In the vast majority of cases, whether the mistake was intended or not, the Bureaus obtain *voluntary* corrections.

Despite these favorable signs, business today faces a crucial need to do a still better job of self-regulation of advertising and selling, and to do more to inform both government and the public concerning business progress in serving customers in the public interest.

Hence the Better Business Bureaus, drawing on their unique 54-year experience, have launched an expanded action program. It features these developments:

1. Expanded Service By Individual Bureaus. In city after city BBBs are broadening the geographic areas they serve, adding more telephone lines, installing automated filing and reporting systems—so they can give more con-

sumers better and faster service.

Increasingly, individual Bureaus are called upon to testify before state legislatures.

In some cities, Bureaus are setting up Consumer Affairs Councils to provide local forums for discussion of consumer problems.

And each year new Bureau offices are opened.

All this costs money; but it demonstrates the spirit of a great business community which understands that it can survive only if it enjoys the confidence of its customers, and which will go beyond any possible law in protecting this relationship.

2. BBBs' Research and Education Foundation. Activated under the direction of a distinguished Board of Trustees, this foundation will conduct urgently-needed studies to shed the light of objective fact on issues of concern to consumers. Under its aegis the BBB will initiate new programs to protect both the consumer and the enterprise system.

3. Office of National Affairs. This office has been opened in Washington. It will use the goldmine of information gathered by Better Business Bureaus across the nation, providing federal officials—for the first time on a systematic, continuing basis—with reliable data based on more than three million consumer contacts per year.

It will also offer facts on how business

regulates its marketplace activities in the public interest, and report back to business on government activities and plans affecting business-government relations in the consumer area.

4. Stepped-Up Mass Communication. This program will express industry's concern for the consumer, explain industry's self-regulation efforts, upgrade consumer buying skills, and increase public understanding of the enterprise system.

How can you as a businessman cooperate with this expansion program?

Bear this in mind: the heart of the BBB complex remains the individual Better Business Bureau.

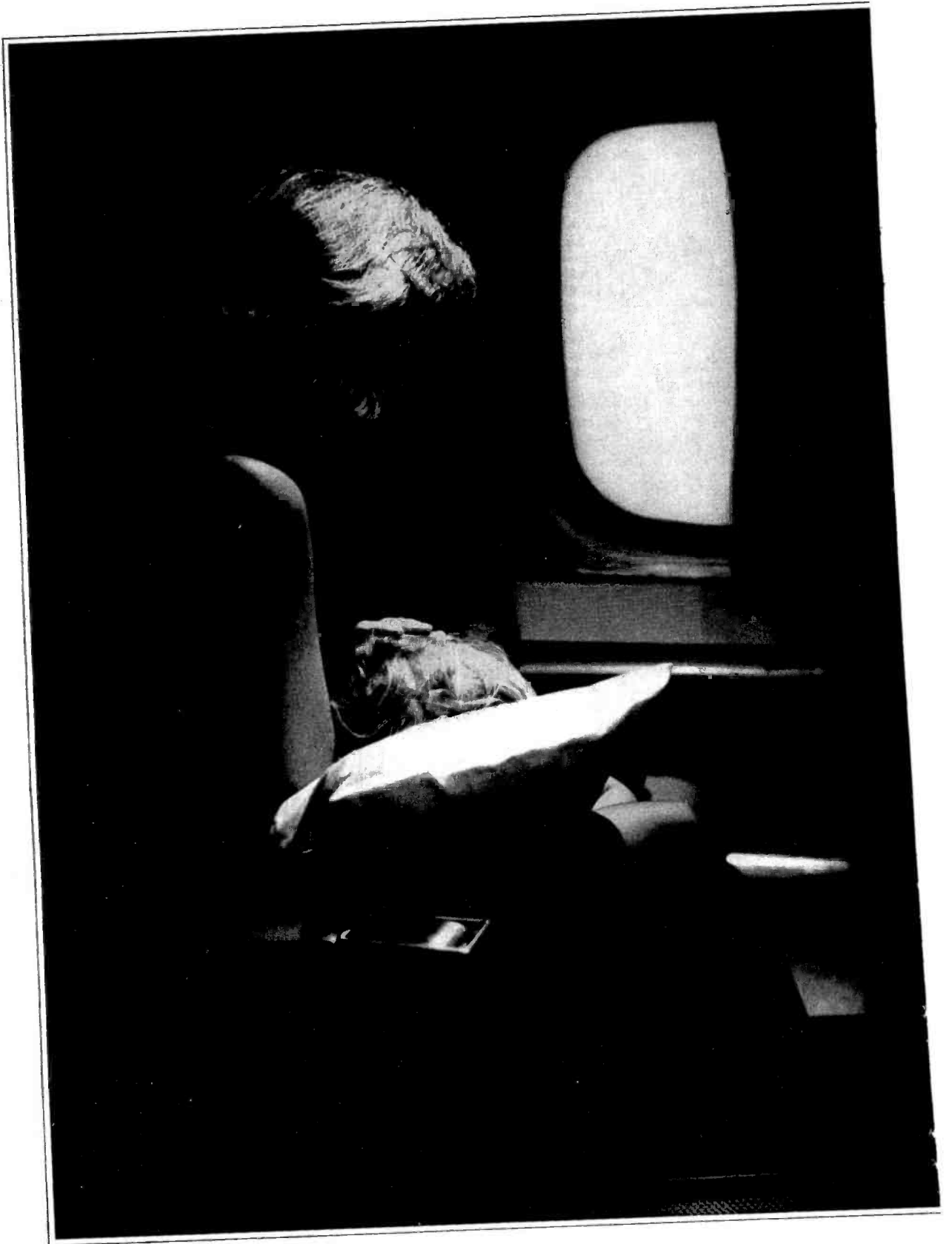
It works to improve the business climate, to safeguard your community's buying power and maintain a market environment in which your business can operate profitably.

And it supplies data now being relayed to both federal and state governments to show why *business deserves consumer confidence*.

Write or call the manager of your nearest BBB. Tell him your reaction to the Bureaus' expanded action program. See how you can help to make it succeed.

Association of Better Business Bureaus International, Chrysler Building, New York, New York 10017.





The friend of the woman in 17C.

As the big jetliner approaches the airport at London, the young woman in seat 17C grows nervous. It's her first flight and as she looks out the window, she sees nothing but fog.

She reaches out to touch her sleeping three-year-old daughter. How can the pilot possibly see the airport?

When the jetliner's wheels touch down gently on the runway, the woman smiles and turns to her daughter. But her daughter sleeps on.

One reason the landing was easy and gentle is because the pilot used an electronic guidance system called ILS—for Instrument Landing System. It was developed by International Telephone and Telegraph Corporation, or ITT. Every 30 seconds somewhere in the world an aircraft lands safely using an application of ILS.

In fact, without ILS and other of our developments, air travel as it is known today would be impossible.

The woman in seat 17C didn't know it, but the day she boarded her jet, ITT had already played a part in her life.

How many ITT's?

When she cabled her husband in London to confirm the date and time of her arrival, the message was sent via ITT.

The car she drove to New York's Kennedy International Airport from her parents' home in New Jersey was rented from one of our companies.

Yet the woman possibly had never even heard of ITT.

The "International" in our name is well deserved. We do business in 123 countries around the world and employ more than 241,000 people.

Telephone and Telegraph?

But what about the "Telephone and Telegraph"? What's a communications company doing in so many other areas of business?

Originally, we were a telephone and telegraph company. Even after we

became one of the largest diversified manufacturing and service organizations in the world, the name stayed.

As ITT has grown since those early days, it has made history.

During World War II, for example, an ITT-developed radio direction finder was credited with bringing the Nazi submarine wolfpacks to a standstill, shortening the war by at least two years.

In 1963, using earth terminals designed by us for communicating via satellite, we helped open up the first experimental satellite link between North and South America.

In 1965, one of our satellite-communication earth terminals, aboard a Navy aircraft carrier, helped make it possible for millions in the U.S. and Europe to see on TV the recovery of Gemini astronauts at sea, live, as it happened.

Five times more during 1966 a terminal was installed aboard a carrier and five times more millions saw actual splashdown and recovery operations.

Last year during the Arab-Israeli war, the White House used the Washington-Moscow Hot Line—for the first time in a crisis. One of our companies keeps the Hot Line ready.

Another of our companies runs the Kilmer Job Corps Center in New Jersey for the Office of Economic Opportunity. This same company operates and maintains the strategic Distant Early Warning (DEW) Line which stretches from Alaska to Greenland.

ITT today

ITT today is composed of more than 200 associated companies around the world.

By bringing to bear our total expertise, these companies have generated increased competition within industries and, consequently, have generated more efficient use of manpower and material resources.

The fields in which we operate were selected for growth potential as

well as present needs. And last year, more than 50 percent of our earnings were derived from domestic sources.

Much of this U.S. growth can be traced to our interest in the service industries.

People's desire for service keeps growing. So we've put increasing emphasis on it. Our U.S. sales and revenues are now split about 50-50 between manufacturing and service activities.

In addition to renting cars (Avis, to be exact), educational training services, and airport and hotel parking, ITT offers consumer loan services, mutual fund management, and data processing—just to name a few.

Sheraton, a system of hotels and motor inns, in the U.S. and abroad, is now part of ITT. So is Levitt & Sons, world's largest international home and community builder.

We also operate a communications network made up of thousands of cable, radio and satellite circuits, and can transmit a message to almost any point on the globe.

Recently, we entered the field of natural-resource conversion with ITT Rayonier Inc. and Pennsylvania Glass Sand Corporation. These two operations take raw material from the earth and its forests and make them useful to manufacturers of cellophane, textile fibers, tire cord, photographic film, paper, glass, chemicals, and other related products.

ITT and you

With all these services—plus thousands of consumer, industrial and military products and services—ITT is helping you and people all over the world to enjoy a better, safer, more comfortable life.

Just as it helped the woman in seat 17C.

International Telephone and Telegraph Corporation, 320 Park Ave., New York, N.Y. 10022.

The logo consists of the letters "ITT" in a large, bold, serif font. The letters are closely spaced and have a slightly three-dimensional appearance with subtle shading.

Philips gets CBS's Minicam

Wireless, portable color camera will be made, marketed internationally

Philips Broadcast Equipment Corp., Paramus, N. J., has acquired the rights to manufacture and market the Minicam hand-held, wireless color television camera developed by CBS Laboratories, Stamford, Conn.

The agreement is being announced jointly today (Aug. 19) by John S. Auld, vice president and general manager of Philips, and Dr. Stafford L. Hopwood Jr., vice president of business development and professional products, CBS Laboratories.

The microwave link camera, engineered by a team under Renville H. McMann, CBS Laboratories vice president and director of engineering, uses Plumbicon tubes, developed by N. V. Philips scientists in the Netherlands and first used by Norelco in 1965.

Regular production of the Minicam is scheduled to start early in 1969 for worldwide marketing. Mr. Auld said a selling price has not been determined. CBS Labs will continue to han-

dle arrangements for military applications of the camera.

Philips noted the agreement would not conflict with marketing of their own "Little Shaver" camera, since the cameras have different applications. "Little Shaver" operates strictly by cable and is designed for studio quality, whereas the cableless Minicam is meant to be used outdoors and places inaccessible to wired cameras.

CBS-TV used four of the cameras at the Republican convention and expects to put them in service again at the Democratic convention in Chicago.

CBS Labs is a division of CBS Inc., and Philips Broadcast is a subsidiary of North American Philips Co.

RCA makes changes in technical setup

The top technical organization at RCA is being changed to accommodate what the company calls "future management needs" of its growing technical programs in this country and abroad.

Robert W. Sarnoff, president and chief executive officer of RCA, announced the following changes last week: Dr. George H. Brown, executive vice president, research engineering, shifted to executive vice president, patents and licensing, and Dr. James Hillier, formerly vice president, RCA Laboratories, appointed vice president, re-

search and engineering. Both men will report to Mr. Sarnoff.

Dr. Brown's new post gives him the responsibility over RCA's patent operations and its worldwide licensing and technical-aid activities. He is also a director of RCA.

Dr. Hillier's new post places him on the corporate staff, the RCA announcement noted, and he will be responsible for research and development throughout the corporation.

Dr. Brown, who joined RCA in 1933 as a research engineer, has been a specialist in problems of radio wave propagation and antenna development, and is credited with such contributions as the turnstile antenna now standard for television, FM and facsimile transmission. In later years he played a leading role in RCA's development programs in color and UHF television. He held various executive posts, becoming vice president, engineering in 1959, and vice president, research and engineering in 1961. His international citations include various contributions to television.

Dr. Hillier, who is considered a pioneer in electron microscopy, had the vice presidency at RCA Laboratories since 1958. He joined RCA in 1940 as a research physicist.

WHCT expansion bid opposed by WHNB-TV

Connecticut Television Inc., licensee of WHNB-TV New Britain, Conn., petitioned the FCC last week to deny two applications which would markedly increase the service area of WHCT(TV) Hartford, Conn., the nation's only pay-TV station.

The two applications were filed by RKO General Inc., licensee of WHCT. The first would increase the effective radiated visual power of the station from 186 kw maximum (158 kw horizontal) to 5,000 kw maximum (655 kw horizontal) and increase antenna height from 650 feet to 958 feet above average terrain. These changes, Connecticut said, would increase WHCT service area by more than 50%. The other application would establish a translator station in Hamden, Conn., a community immediately adjoining New Haven to the north, and would provide effective WHCT service in the New Haven area, according to Connecticut.

According to the petitioner, RKO's proposals would increase the existing overlap of grade B contours of WHCT and RKO-owned WOR-TV New York and WNAC-TV Boston (both VHF.) The overlap predates adoption of a commis-



Mr. Auld (l.) and Dr. Hopwood examine prototype of new wireless tele-

vision broadcasting camera developed by CBS Laboratories.

sion rule prohibiting such overlap between two stations owned by the same party, Connecticut said, and is therefore not in violation of the rule. However, it contended, the firm's proposed changes would be in direct conflict with the rule.

Other Objections ■ The petition raised three other issues pertaining to the station's expansion into other markets. Pay-TV, Connecticut said, was authorized as an experiment only on the basis of the existing WHCT service area, not on the basis of the "greatly expanded service area" now proposed. The new area, the petitioner said, would include at least one other separate television market (Springfield, Mass.). Second, the expanded grade B contour would reach over 2.6 million more people, according to Connecticut, and would therefore require ascertainment of community needs in the new areas. Third, Connecticut said, RKO General is the licensee of television stations serving four of the top six markets and five of the top 14 markets. "The full scope of RKO General's broadcasting interests . . .," the petition said, "must surely give the commission pause."

Connecticut also took a swipe at RKO's film buying practices, which it said had deprived WHNB-TV on two occasions this year of an opportunity "even to bid for attractive syndicated film programming."

Connecticut Television Inc. is wholly owned by Plains TV Corp., which in turn is jointly owned by group owners Transcontinental Properties Inc. and H. & E. Balaban Inc. The Balabans also own a chain of motion picture theaters in the Midwest.

NAB again calls for remote VHF operation

The National Association of Broadcasters last week revived its request for FCC authorization to operate VHF stations by remote control.

NAB's original request in February of 1965 was denied by the commission on the general basis that there was no assurance of adequate supervision of transmitter performance when remotely controlled. Now, NAB said, the experimental data "clearly demonstrates that remote control operation may be extended to VHF television stations with adequate assurance that there will be no degradation of the commission's technical standards." The data was collected through tests conducted by Metromedia Inc. at KMBC-TV Kansas City, Mo.; KTTV-TV Los Angeles, and WNEW-TV New York.

The commission authorized remote control of UHF facilities five years ago. A total of 39 UHF stations presently have such facilities.

New monitoring gear offered by McMartin

McMartin Industries Inc., Omaha, announces availability of TBM 2000A and TBM 4000A FM/SCA modulation monitors.

The TBM 2000A is designed to work with McMartin's TBM 4500A FM stereo modulation monitor, and provides indications of modulation, injection frequency and cross talk on either of two SCA channels.

TBM 4000A is transistorized and is used to monitor total modulation, main

channel modulation and frequency and modulation of either of two SCA channels, as well as signal-to-noise ratio, subchannel injection, cross talk, RF input and peak modulation of both main and sub-carriers.

Both units are type-approved by FCC.

Technical topics . . .

Educational TV ■ Comspace Corp., New York, has developed an optical/electronic transmitter which converts 8mm or 16mm film images to television signals for use in businesses, schools

The WJEF Countrypolitans



What's this turned-on couple like?

They have a lot

At 29, average WJEF Countrypolitans couples aren't hurting.

They have three children, a home, and two cars.

He may be in the professions, trades, services, or farming. Typically, though, he works in one of the 50 Kent and Ottawa County plants employing over 400 people at real good salaries and wages.

And they have the WJEF listening habit—to get our own and CBS news and sports, plus the best in country music.

They need more

Since they average only 29, and have three children, they're in the *acquisitive* stage of life. While they already have a lot, they've got their sights set on the rest as soon as possible!

And the radio he listens to on the highway, and the one she hears around the house, keep reminding them of all the things they need and want.

Ask Avery-Knodel about WJEF—the country music station that comes across with sweet music for advertisers.



The Folger Stations

RADIO

WJEF Kalamazoo Battle Creek

WJEF Grand Rapids

WJEF Grand Rapids/Zeeland

WJEF/WHTR FM Cadillac

TELEVISION

WJEF-TV Grand Rapids/Kalamazoo

WJEF-TV Cadillac/Zeeland City

WJEF-TV Zeeland City

WJEF-TV Grand Rapids

WJEF-TV Zeeland

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

or libraries with closed-circuit systems or individual monitors. The unit, when wired to a receiver, is said to replace a projector and screen.

IVC distributor ■ Taft Broadcasting Co. has been named a distributor for International Video Corp., Mountain View, Calif. The Taft organization will sell IVC color TV cameras and video tape recorders to the broadcast and community antenna television markets in Texas through its Houston and Dallas offices.

Camera information ■ Cohu Electronics, San Diego-based equipment-maker, has a new self-contained TV camera, series 3200, that can be used for closed-circuit, educational or professional broadcasting.

New cameras ■ Maryland Telecommunications Inc., Cockeysville, Md., has added two new solid-state vidicon cameras to its line. The VC-20 has a separate camera head and control unit, with a three-and-a-half pound head. The VC-40, an infra-red spectrum camera, also operates in the visible light range. The cameras, available with varying scanning rates, are priced at \$3,195 and \$3,395 for the VC-20 external and self-contained sync units and \$3,495 for the VC-40.

Automatic timer ■ An electronic timer that can automatically turn on or turn off video-tape recorders, film chains and cue lights at any predetermined time within a program has been developed by Ampex Corp., Redwood City, Calif.

The timer digitally displays the time the video tape has been recording or playing back, either as "elapsed time" or as "time remaining." It's mounted in the recorder monitor housing. The new unit costs \$2,500 and is available immediately.

New transmitter ■ Continental Electronics Manufacturing Co., Dallas, has built a 250-kw medium-frequency transmitter for installation in a Roman Catholic Church-operated Acción Cultural Popular radio station in Bogotá, Colombia. The transmitter, said to be the most powerful in South America, is being installed to coincide with Pope Paul's forthcoming visit to Bogotá for the International Eucharistic Congress in August.

FINANCIAL REPORTS

CBS sales up, profits down

First-half drop laid to bigger taxes and 'start-up' expenses

CBS Inc. last week reported a drop in first-half 1968 earnings which was attributed by William S. Paley, board chairman, and Dr. Frank Stanton, president, to a bigger tax bite and to a drain caused by "start-up" expenses in several areas. An earnings decline was also reported for the second quarter, while sales in both that quarter and in the half-year period increased.

Net income was off by over \$1.2 million and share earnings by 5 cents in the first six months of 1968 compared to that period a year ago. Net sales climbed \$13,671,000 in that same period.

Mr. Paley and Dr. Stanton said earnings were affected by "some of our investments in the future," which, they said, entailed "start-up" expenses that constitute a temporary drain . . . namely, theatrical film production [CBS Films] EVR [electronic video recording] and the changeover of several of our radio stations to all-news formats."

The figures, they said, reflected the federal income surtax, which was responsible for reducing share earnings 10 cents in the first six-month period.

The activities mentioned by CBS as "investments in the future" are all ongoing operations. In addition to theatrical film production at the CBS Films studio in Los Angeles, CBS has been

actively engaged in planning marketing activities of its electronic video recording system. CBS-owned radio stations converted to an all-news-and-information format are WGBS New York, KGBS San Francisco, WBBM Chicago and KNX Los Angeles.

Other CBS financial news released simultaneously with the first half-year report:

■ CBS's board declared cash dividends of 35 cents a share on common stock payable Sept. 13 and of 25 cents a share on preferred stock payable Sept. 30 to holders of the stocks of record Aug. 30.

■ CBS's acquisition of W. B. Saunders Co., Philadelphia, medical textbook publishers, has been approved by the publisher's board and shareholders and by CBS's board, with closing of the transaction subject to Internal Revenue Service rulings. (CBS stockholders approval is not required.) The transaction would involve the exchange of 1,071,428 shares of CBS common for the assets of Saunders (BROADCASTING, June 17).

Six months ended June 30:

	1968	1967
Earned per share*	\$0.96	\$1.01
Net sales	448,130,000	434,459,000
Operating income	48,949,000	45,968,000
Income before taxes	49,001,000	47,159,000
Net income	23,905,000	25,115,000
Average number of shares	23,421,000	23,174,000

*Net income per common share, after preference dividends.

Blair's second quarter shows increase

John Blair & Co., New York-based station representative, announced a second-quarter gain in earnings. Six-month earnings, affected by the 10% federal income-tax surcharge, showed a

slight decline. The surtax reduced per-share earnings by seven cents for the second quarter and 11 cents for the six months.

Frank Martin, Blair president, said the improvement in the second quarter reflected progress in both broadcasting and printing divisions. The company's printing subsidiaries are in Chicago.

For six months ended June 30:

	1968	1967
Earned per share	\$1.07	\$1.07
Revenues	14,604,000	13,105,000
Pretax income	2,593,000	2,367,000
Net income	1,132,000	1,168,000
Shares outstanding	1,062,360	1,092,218

Note: All 1967 figures have been restated to include the operations of Alden Press Inc. (acquired Nov. 15, 1967) on a pooling of interests basis. Interim earnings figures originally reported for 1967 had included only Blair's equity in the earnings of American Printers & Lithographers Inc. The figures shown above reflect full consolidation of the accounts of this 51%-owned subsidiary.

GT&E 1st half sales up, but profits are down

General Telephone and Electronics Corp., New York, reported an increase in consolidated revenues and sales, but a slight drop in net income and earnings for the first six months of this year.

According to GT&E's report to stockholders, its Sylvania Electric Products reached record levels in sales. First-half sales of entertainment electronic products, including color television sets, reached "a new high of more than 30% ahead of the same period last year," the report said. Sylvania's net income dropped about \$6 million from last year as a result of nonrecurring losses on various military research and development contracts, the highly competitive price situation in the color TV market and unsatisfactory results in

semiconductor operations. The 10% surcharge on federal income taxes was also cited as contributing to the drop in net income.

For first six months of 1968:

	1968	1967
Earned per share	\$1.00	\$1.03
Consolidated revenues and sales	1,385,637	1,274,030
Consolidated net income	102,361	104,574
Average number of shares outstanding	101,914	100,966

Grey first half off; Strauss sees upswing

Gray Advertising Inc., New York, reported first-half 1968 earnings down compared to that period in 1967; but Herbert D. Strauss, chief executive officer of the agency, pointed to an improvement beginning last January and felt this would continue through the year.

Also showing declines were gross billing (off \$2.5 million) and commissions and fees (down \$722,176). New assignments this year have included Bank of America, Cartier, Ford Car service clinic (Chicago), Greyhound Computer Corp., Greyhound Leasing and Financial Corp., Howard Johnson, National Institute of Mental Health, Procter & Gamble's Puffs facial tissue, Ronson Flame products and Wind-breaker.

Grey declared a regular quarterly dividend of 12½ cents a share, payable Sept. 15 to shareholders of record Sept. 1.

For the first six months ended June 30:

	1968	1967
Net income per share	\$0.50	\$0.65
Gross billings	84,691,151	87,201,825
Commissions and fees	12,809,513	13,582,689
Net income	579,772	775,796

Financial notes . . .

■ Walt Disney Productions, Burbank, Calif., has declared a quarterly dividend of 7½ cents a share, payable Oct. 1, to stockholders of record Sept. 16.

■ ABC Inc., last week declared the third quarterly dividend of 40 cents a share, payable Sept. 14 to stockholders of record Aug. 23.

Company reports . . .

Harris Intertype Corp., Cleveland, manufacturer of electronic communications equipment and owner of Gates Radio Co., manufacturer of broadcast equipment, reported record sales and earnings for the year ended June 30:

	1968	1967
Earned per share	\$2.80	\$2.68
Net sales	277,772,000	250,866,000
Earnings before taxes	30,537,000	27,407,000
Net earnings	15,417,000	14,597,000

Trans-Lux Television Corp., New York, TV producer and distributor, re-

NGC seeks stock registration

National General Corp., Los Angeles, has filed a statement with the Securities and Exchange Commission seeking registration of \$282 million of 4% convertible subordinated debentures due 1993, and 5,640,000 common stock purchase warrants.

National General will offer the securities in exchange for shares of the Great American Holding Corp., parent of the Great American Insurance Co. and its subsidiaries, at the rate of \$50 principal amount

debentures and a warrant to purchase one share of NGC for each share of Great American.

Last June, National General purchased 400,000 or 7% of the 6,043,780 outstanding shares of Great American for \$20 million. The current offer is being made by National General to acquire majority ownership of Great American.

National General has agreed to pay Carter, Berlind and Weill Inc., New York, a \$1 million consultant's fee for assisting in the transaction.

ported substantial increases in revenues and net earnings for the six months ended June 30, 1968:

	1968	1967
Earned per share	\$1.31	\$0.90
Revenues	1,119,449	770,172
Net earnings	446,449	298,172

Ogilvy & Mather International, New York, reported an increase in net income and income per share corresponding to a 13% increase in billings for the first half of 1968, ended June 30, as compared with the same period in 1967:

	1968	1967
Income per share	\$0.78	\$0.75
Billings	99,074,603	87,556,341
Fee & commission income	15,368,381	13,931,102
Net income	855,457	822,360

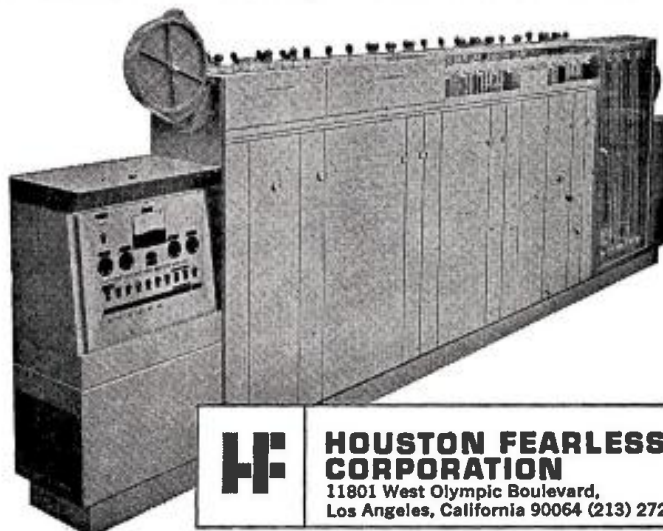
Columbia seeks registration

Columbia Pictures Corp., New York, has filed a statement with the Securities and Exchange Commission seeking registration of 241,522 shares at \$39.25 a share, which is expected to yield the recipients a maximum of \$9,479,718.50.

The shares are being registered by

NEW HOUSTON FEARLESS COLOR-MASTER IS USED BY MORE TV STATIONS—OVER 60 RIGHT NOW—THAN ANY OTHER COLOR FILM PROCESSOR.

Easy to operate; one man can do it. Durable stainless steel construction means longer life, less down time. Unique modular construction permits easy conversion to any new process or requirements.



HOUSTON FEARLESS CORPORATION

11801 West Olympic Boulevard,
Los Angeles, California 90064 (213) 272-4331

Samuel J. Briskin, Leo Jaffe, A. Schneider and M. L. Frankovich, all officers of Columbia. Mr. Briskin proposes to sell 20,172 shares of 32,650 shares held, Mr. Jaffe, 41,354 of 74,080 shares held, A. Schneider, 98,906 of 177,618 shares held and M. J. Frankovich, 81,090 of 83,834 shares held.

Rust Craft slates 3-for-2 stock split

Rust Craft Greeting Cards Inc., parent of Rust Craft Broadcasting Corp., a group broadcaster, last week authorized a three-for-two stock split, increasing the number of shares out-

standing to 1,167,936. The additional shares, which will have the effect of a 50% dividend increase beginning in December, will be distributed on Oct. 31 to shareholders of record Oct. 3.

Rust Craft also declared a quarterly dividend of 10 cents a share on present shares, payable Sept. 26 to shareholders of record Sept. 12.

FANFARE

WIOD police series promotes civic accord

WIOD Miami and the public information unit of the Miami police department have joined in the production of *Signal 13*, a series designed to acquaint Miamians with the problems of crime in their city and to promote police, press and civic cooperation.

The first program in the series, "The Dangerous Stick," dealt with the hazards of drug use and abuse. The 27-minute broadcast was narrated by a Miami police lieutenant, and included interviews with a municipal judge, a deputy medical ex-

aminer, the chief of the police narcotics squad and the executive director of the local crime commission. Two ex-drug addicts and the mother of an active addict also told of their experiences with narcotics.

The series, whose title refers to a Miami police radio code denoting special information of unusual importance, is representative of a new trend in police public relations, in which the police seek out news media to publicize items they deem important, rather than waiting to be approached.

Travel Service plans radio-TV spot campaign

Secretary of Commerce C.R. Smith has announced a national advertising and promotion campaign of the U.S. Travel Service designed to urge Americans to be friendly and helpful to foreign visitors to the U.S.

The whole idea behind the campaign is that foreigners are more likely to remember individual Americans they meet in the course of their stay in the U.S. than they are likely to remember anything else about their trip. All the advertising carries the theme: "One German (French, Japanese, etc.) vis-

itor's most unforgettable American memory might easily be you." TV spots dramatizing this idea were filmed on such locations as Mount Rushmore, S.D., a New York City public bus, a restaurant and the Staten Island Ferry.

The advertising campaign to attract visitors is being conducted for the USTS by The Advertising Council Inc. and all materials for the campaign have been produced at cost as a public service. All advertising has been prepared by deGarmo, McCaffery Inc., New York.

Full-color 20- and 60-second spots will go to 700 TV stations while networks will receive 10-, 20-, 30-, and 60-second color spots. Over 5,000 radio stations will get taped 10-, 30-, and 60-second announcer-copy spots.

FCC charges KLYD for contest violation

The FCC last week fined Kern County Broadcasting Co., licensee of KLYD Bakersfield, Calif., \$3,000, charging the station with rigging a "Win-a-Honda" contest held last October.

The commission had issued a notice of apparent liability on June 5, following an FCC staff disclosure that four of the 12 Hondas given away went to relatives of the station's advertisers or advertising agents. Kern County replied that it had no knowledge of improper activities by KLYD's station manager, and said it had tried to insure the honesty of the contest.

The commission said it considered the licensee's good faith, financial situation and prior broadcast record, and had then taken what it regarded as a relatively mild action under the circumstances. However, Kern's plea that it was ignorant of the violation was dismissed by the commission with the reminder that the liability notice had "specifically pointed out that these facts provide no basis for relieving a licensee of responsibility for the employee's actions."

Chicago to Duluth

Sixty Chicago area advertising and agency executives were the guests Thursday (Aug. 15) of Ward L. Quaal, president of WGN Continental Broadcasting Co., and Odin S. Ramsland, executive vice president and general manager of KDAL Inc., on a special flight to Duluth to inspect the new \$1.5 million broadcast center of KDAL-AM-TV. The latest in local live color studio facilities are among features of the new center which occupies a full city block in downtown Duluth.

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Curran succeeds Greene as BBC chief

NEW POWERS GIVEN SECOND-LEVEL EXECUTIVES

Charles Curran, director of external broadcasting, British Broadcasting Corp., London, has been named director general, succeeding Sir Hugh Greene who joins the corporation's board of governors April 1, 1969 (BROADCASTING, July 29).

BBC also announced creation of two new posts and a major change in management structure with directors of external broadcasting, radio and TV becoming managing directors with greater individual powers for spending money and utilizing other resources.

Oliver Whitley, chief assistant to the director general, was appointed managing director, external broadcasting. Frank Gillard, director, BBC radio, and Huw Wheldon, controller of TV programs, were named managing directors.

David Attenborough, BBC-TV2 controller, and Kenneth Lamb, BBC secretary, assume newly created posts of TV programs director and public affairs director, respectively.

Changes, effective Jan. 1, 1969, follow recommendations by U. S. management consultants McKinsey & Co. New appointees, together with directors of administration and engineering, become members of the BBC board of management under chairmanship of the director general.

Asked whether he favored recent permissiveness in TV programs, Mr. Curran said he would not attempt to impose his personal views. "But I am not going to keep quiet," he added, "I am going to say what I think." He was also emphatic that he would not become Lord Hill's (BBC chairman) or anybody else's "tame poodle," as suggested in some London quarters, but would assert his independence in the face of any attempts at dictatorship by Lord Hill or the board of governors.

Abroad in brief . . .

ABC film rep ■ Teleshov Distribution S.A. has been named as ABC Films' exclusive representatives in Brazil. The company, a newly formed subsidiary of Wiland Co. S.A., has set up offices at 131 Rio Branco Ave., Rio de Janeiro, to handle the distribution of ABC Films' properties.

Overseas sale ■ NBC-TV's *The New Adventures of Huck Finn* has been pre-sold in 16 overseas markets by NBC International Enterprises. The series will start on NBC-TV this September. The weekly series has been sold to



BBC's Curran
Steps up next April

the United Kingdom, Canada, Japan, Belgium, Holland, Mexico, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, Nicaragua, Panama, Uruguay and Venezuela.

Anthology sold ■ 20th Century-Fox Television has sold its TV anthology, "Journey to the Unknown," to 13 Latin American countries prior to its showing on ABC-TV this fall. The nations are Argentina, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Panama, Peru, Uruguay and Venezuela.

Troyer picked ■ CTV network in Canada, with the announced intention of revamping its W5 public affairs programs, last Tuesday (Aug. 13) named Warner Troyer, host of CBC-TV's *The Public Eye*, to produce the W5 series.

Soviet Union reveals 'Intersputnik' plan

The Russians came up last week with a satellite communications network proposal, "Intersputnik," that in effect would compete with the Intelsat telecommunications system in which the U.S. has a dominant position.

The Soviet Union's plan was detailed in an Aug. 13 submission for registration before the United Nations in New York, followed on Aug. 14 with a presentation in Vienna at the opening session of the UN's Conference on Exploration and Peaceful Uses of Outer Space.

That the Soviets regard their proposal importantly was indicated in the reading before the conference by the Soviet delegate of a statement by Premier Alexei N. Kosygin proposing the

Satellite coverage set for Pope's visit

Pope Paul's appearance at the Eucharistic Congress in Bogota, Colombia, scheduled to begin yesterday (Aug. 18) was to be telecast in color to viewers in the United States and Europe via satellite. Approximately 10 hours of TV programming from the meeting is scheduled.

The TV coverage will be transmitted to viewers on both sides of the Atlantic by way of the National Aeronautics and Space Administration's ATS-3 satellite now in synchronous orbit over the Atlantic. The coverage of the Congress and of Pope Paul by Colombia's La Empresa Nacional de Telecomunicaciones was transmitted to a mobile earth station in Bogota. The station, using a 16-foot diameter anten-

na, was air shipped to the city and was erected near the site where the Congress is being held. The portable earth station was leased by the Communications Satellite Corp. from Hughes Aircraft Co.

Earlier, the latest earth station, and the first in Latin America, located at Longovilo, Chile, was dedicated Aug. 9 in a special program from Washington to Santiago, Chile via the Intelsat II satellite in synchronous orbit over the Atlantic.

The Chilean earth station, which began commercial operation late last month, is equipped with a 97-foot diameter antenna, and already has voice circuits in service to Italy and to the U.S. It is owned by Empresa Nacional de Telecomunicaciones.

system. The document at the UN headquarters in New York was in the form of a "draft agreement" signed by the Soviet Union, Bulgaria, Czechoslovakia, Hungary, Mongolia, Poland, Rumania and Cuba.

In substance the Soviets propose that each nation have one vote in the network. Although the network itself would be patterned after Intelsat, it would differ in membership control. Intelsat is controlled by the U. S. and other Western powers. The U. S. through the Communications Satellite Corp. (Comsat), has a proportional ownership in Intelsat of more than 50%. Comsat acts as an agent for the network in operating the Early Bird satellite providing 240 two-way telephone channels between the U. S. and Europe. Comsat also has a satellite operating over the African coast and two others over the mid-Pacific. Satellites are used for an array of communications transmissions including television.

In its preamble to the draft agreement, the Eastern nations stated their recognition of "the need to promote the

strengthening and development of comprehensive economic, cultural and other relations through the maintenance of communications, including radio and television broadcasting using artificial earth satellites." The system encompasses the launching and placing into orbit of satellites and the operating of ground stations.

Financing ■ Member states (nations) would finance Intersputnik through contributions, and rates would be fixed by the states through a controlling council made up of representatives of the member states. Allocation of channels and use would also be governed by the council. The council would be Intersputnik's governing body, while a "secretariat" would function as the "permanent executive and administrative organ, headed by a director-general," the agreement said.

The UN conference in Vienna was attended by 500 delegates from 74 countries. U. S. sources indicated that the U. S. had repeatedly invited Russian and other Eastern Europe nations to join Intelsat but had received no response.

Intelsat's 61 other participating nations all have ownership in the West's system but in varying proportions.

Some Western officials, according to dispatches from Vienna, also viewed the newly proposed international network systems as a means for developing nations to obtain benefits from the use of outer space.

European affiliations set up by Wolper

Wolper Productions, a Metromedia company, now has worldwide sales representation with the signing of two additional distributors for their programs. Wolper shows are sold through Wolper Television Sales.

The new overseas affiliations are with Richard Price Television Associates Ltd., London, for all of Europe, except Italy, and with Lionella Torossi in Italy. Other Wolper representation agreements are in Canada, Australia.

FATES & FORTUNES

BROADCAST ADVERTISING

Emery Dobbins named chairman of board and chief executive officer and **J. Wesley Rosberg** named president of Buchen Advertising, Chicago. **Leon Morgan**, chairman, and **Joseph H. Caro**, chairman of executive committee, retire. Other Buchen promotions: **James L. Perry** to executive VP and **Bowman Kreer** to chairman of executive committee.



Mr. Staley



Mr. Daniels

A. E. Staley III, executive VP, Don Kemper Co., Chicago agency, elected vice chairman and chief executive officer. **Zed R. Daniels**, senior VP and general manager, Chicago office, elected president and chief operating officer.

Alvin R. Kracht, senior VP in charge of account management, J. M. Mathes Inc., New York, and **F. Paul Prasilio**, senior VP and creative director, named executive VP's. **Steven Hunter**, creative supervisor, appointed associate creative director.

Carl Koehler, creative supervisor, Young & Rubicam, New York, joins Frank B. Sawdon Inc., that city, as senior VP and creative director.

Richard Perkins, in creative position with Sandler Film Commercials Inc., Hollywood, named VP and creative director of film commercial division.

Harry Hamilton Jr., VP and director, radio-TV, Earle Ludgin & Co., Chicago, joins Carson/Roberts/Inc., Los Angeles, as executive producer of broadcast production. **Mike Chappell**, principal, Chappell Fiore Endelman, New York, dissolves partnership and joins Carson/Roberts, Los Angeles, as VP and copy chief.

Jack Bernhardt, senior VP, J. Walter Thompson Co., New York, named group management supervisor. **Robert V. Hungerford** and **John T. Lucci**, both associate creative supervisors-art, elected VP's. **John A. Anderson Jr.**, account supervisor, JWT, New York, elected VP.



Mr. Bernhardt

Dick Flynn, with Needham, Harper & Steers, Chicago, named VP and creative director of Gene Taylor Associates, special-purpose creative group at Post-Keys-Gardner, that city.

Dayton Ball, copy supervisor, J. Walter Thompson Co., New York, joins Kal & Merrick, Washington, as VP and creative director.

Donald P. Dickson, VP, marketing, Warner-Lambert Pharmaceutical Co., New York, joins RCA there as staff

VP, advertising and sales promotion.

Alan C. Levally, copy supervisor, Needham, Harper & Steers, Chicago, elected VP.

Michael Nebbia, director-cameraman, EUE/Screen Gems, New York, elected VP.

George R. Merchant, assistant secretary, General Signal Corp., New York, joins H-R Representatives and H-R Television, that city, as controller.

Ronald S. Friedwald, manager, television and radio audience analysis, NBC, New York, appointed director, sales planning and development, NBC Radio, that city.

John F. Anwiler, with Cultural Expansion, Los Angeles, joins Grant Webb & Co., that city, as head of office.

Gene Shay, creative director, Elkman Advertising Co., Philadelphia, joins Marketing & Advertising Associates, that city, in same capacity.

Jim Brown, with Motion Associates West, joins Pacific Commercials, Hollywood, as head of creative staff.

Abbott Spencer, manager-cargo advertising, Pan American World Airways, New York, appointed manager-sales promotion, succeeding **Herbert Emmer**, who resigns.

Tom Kirby, manager, WGGG Gainesville, Fla., joins ABC Owned Radio Stations, New York, as director of research and sales development.

New Zealand and Japan.

The new affiliations were announced last week by Walter Kingsley, Wolper Productions' executive vice president, who returned from a trip overseas that included also additional sales of Wolper's *National Geographic Specials*; *Making of the President: 1960*; *Ice Capades*; *With Love, Sophia*; *Do Blondes Have More Fun?*, and *The Really Big Family*.

License fee raised to cover color costs

The British Broadcasting Corp. pressure to raise the combined radio-TV license fee from \$12 to \$14.40 met with success when Postmaster-General Stonehouse announced that the increase would take effect January 1, 1969. The combined sound and color TV license goes up from \$24 to \$26.40. At the same time, BBC-TV1 and ITV will be allowed an additional three and a half

hours of weekly broadcasting time over the currently permitted 50 hours. BBC-TV2's allotment of 30 hours is to be raised to 32.

The BBC has consistently claimed that it needed the extra \$36 million, provided by the increase of \$2.40, to meet rising costs and the development of its color services.

Explaining the increase to a generally disgruntled House of Commons, Mr. Stonehouse said that the British license fee would still be the lowest in western Europe, and insisted that the increase was essential to maintain the BBC's high standards. Opposition critics countered heatedly with, "What high standards?"

Lord Hill, BBC chairman, has issued a guide, prepared by him in collaboration with Director-General Sir Hugh Greene, outlining future program policy.

The guide, *Broadcasting and the Public Mood*, deals with criticism of BBC permissiveness in some of its programs and too much outspokenness in some of its documentaries. Lord Hill says that while he has no wish to "muzzle

the creative ability of producers," he makes it clear that the shock element is "not to be tolerated for its own sake."

London Ont., CATV may bring \$2.5 million

One of the two cable television companies in London, Ontario, is in the process of being sold, and has already sold its subsidiary operation.

Harry B. Anderson of Community Television Ltd. said his company's Woodstock-Ingersoll branch in Ontario has been sold for \$1 million to Shaw Pipe Protection Ltd. of Edmonton. The pipeline coating firm, in its first venture into the cable TV field, took over 4,500 customers of the five-year-old service.

Mr. Anderson said final negotiations are underway to sell the London service, which has 11,000 customers. The London CATV, the first in Canada when it was opened 16 years ago, is valued in excess of \$2.5 million.

Richard A. Bell, with Zimmer, Keller & Calvert, Detroit, joins Baker/Smith, that city, as art director.

Donald A. Roth appointed art director. Arthur Meyerhoff Associates, Chicago.

Thomas C. Petersen, account executive, Edward Petry & Co., Chicago, joins WKBS-TV Burlington, N. J.-Philadelphia, as sales manager.

Martin G. Greenberg, national sales manager, WXYZ Detroit, joins KXYZ Houston as general sales manager. **Chris Robinson**, commercial manager, KXYZ, appointed sales manager. Both stations are ABC-owned.

Edward J. Hennessy, with WAVY-TV Portsmouth - Norfolk - Newport News, Va., appointed general sales manager.

Cleon Nettles, with WBAP Fort Worth, joins KJIM, that city, as general sales manager.

Edward J. Guinn, account executive, WVTv(TV) Milwaukee, appointed national sales manager.

Hal Mayfield, local sales manager, WFAA-TV Dallas-Fort Worth, appointed regional sales manager. **Ted Taylor**, Fort Worth local sales manager, succeeds Mr. Mayfield. Succeeding Mr. Taylor is **Dale Alexander**.

Tom Josephsen, general sales manager, KTSB(TV) Topeka, Kan., joins WTOL-TV Toledo, Ohio, as Toledo sales manager.

Johnny Brown, local salesman, WCEE-

Mankiewicz leaves NBC

Frank F. Mankiewicz, news secretary to late Senator Robert F. Kennedy, who was to have covered Republican and Democratic national conventions for NBC News (BROADCASTING Aug. 5), has resigned that assignment to actively campaign for Senator George McGovern (D-S.D.) who announced his candidacy for the Presidency Aug. 10.

TV Freeport, Ill., appointed local sales manager.

MEDIA

George H. Anderson, sales manager, WHDH-TV Boston, joins WGAN-AM-FM-TV Portland, Me., as VP and general manager.



Mr. Sinnett

Robert S. Sinnett, manager, central division, NBC Radio, Chicago, joins Knight Quality Stations (group owner), as manager, WJAR Fall River, WEIM Fitchburg, and WRSR Worcester, all Massachusetts. His headquarters will be in Fall River.

William A. Creed, president, Bill Creed Associates Inc., Boston, joins

WHYN-AM-FM-TV Springfield, Mass., as general manager.

Robert G. Holben, general manager, WCIX-TV Miami, joins WECO-TV Pittsburgh, in similar position.

Albert Makkay, with WTOA(FM) Trenton, N. J., appointed manager.

PROGRAMING



Mr. Corcoran

Charles E. Corcoran, director, TV network operations, NBC, New York, elected VP.

John W. Doubleday, operations manager, WOL Washington, appointed to newly created position of national radio program director, Sonderling Broadcasting Corp., group owner and licensee of WOL.

George W. Vosburgh, VP, Merv Griffin Productions, New York, joins ABC-TV, New York, as director, daytime programs, East Coast, succeeding **Don Silverman**, who recently became producer of *The Dick Cavett Show*.

Phil Harmon, director of advertising and promotion, ABC Films, New York, joins NFL Films Inc., that city, as manager of special projects.

Leonard Freeman, creator and executive producer of CBS-TV's upcoming *Hawaii Five-O* series, named president of Producers Guild of America. He succeeds producer **David Dortort**,

News directors elect eight

Regional directors of Radio and Television News Directors Association elected as representatives on national board of directors are: West Coast: **Stanley Chambers**, KTLA(TV) Los Angeles, **Chet Caselman**, KSFO San Francisco; Midwest: **Fred Heckman**, WIBC Indian-

apolis; Northeast: **Irwin Margoles**, WRC-TV Washington, **Richard Gallagher**, WCAX-TV Burlington, Vt.; Southeast district: **Travis Linn**, WFAA-TV Dallas-Fort Worth, **Jud Collins**, WSM-TV Nashville; Canada: **A. G. Cannings**, CFCF Montreal. Election was by mail balloting.

who resigns.

Donald M. Rowe, advertising consultant to BBDO, Los Angeles, and **Temple Hatton**, free-lance assistant director and location man in production of commercial, industrial and presentation films, join NBC West Coast, in program review posts.

Terrell Metheny Jr., national program director, Southern Broadcasting Co., Houston (group owner), joins WMCA New York, as program director, succeeding **Ruth Ann Meyer**, who resigns.

Paul Murphy, program director, WGR Buffalo, N. Y., joins WKRC Cincinnati in same capacity. Mr. Murphy succeeds **David A. Sennett**, who resigns.

Bob Stone, with WALT Tampa, Fla., appointed program director, succeeding **George Barber**, who joins WMFJ Daytona Beach, Fla., as account executive.

Warren Mikula, sportscaster, WPBN-TV Traverse City, Mich., appointed production manager.

Jack Pride, WAYS Charlotte, N. C., appointed assistant program director.

NEWS

Douglas A. Gripp, regional executive, UPI, Los Angeles, appointed manager for Scandinavia. **Ian Westergren**, with UPI, London, appointed news editor for Scandinavia. Both have headquarters in Stockholm.

John Wicklein, news producer, WABC-TV New York, joins Public Broadcast Laboratory Washington bureau as chief, succeeding **John O'Toole**, who resigns to head his own film company, Eli Productions. **Arthur Alpert**, WABC-TV news producer, joins PBL Washington bureau as producer.

Michael Rollens, news and public affairs producer, KPIX(TV) San Francisco, joins KPLM-TV Palm Springs, Calif., as program and news director.

David Rush, with WRC-TV Washington, joins WBT and WBT(TV) Charlotte, N. C., as public affairs director.

Bill McCloskey, newsman, WIP Phil-

adelphia, joins WASH(FM) Washington as news director. Both are Metromedia stations.

FANFARE



Mr. Choler

will manage publicity and public relations division.

Irving White, merchandising director, WHNB-TV New Britain-Hartford, Conn., joins WHCT(TV) Hartford, as director of promotion.

Rob Maynor, free-lance writer, and **Bruce Kane**, with Mann Scharf Agency, Hollywood, join CBS-TV press information department, Hollywood, as unit publicists.

EQUIPMENT & ENGINEERING



Mr. Wilson

engineering.

O. Melville Clark, group product manager, General Instrument Corp., joins ITT semiconductors division, West Palm Beach, Fla., as product manager-special products.

Bernard Mitchell, national sales manager, Concord Electronics Corp., Los Angeles, appointed marketing manager, consumer products division.

Robert L. Natwick, midwest sales engineer, Maryland Telecommunications, joins International Video Corp., Mountain View, Calif., as central district sales manager.

Fred W. Darby, with RCA Sales

Judd Choler, director of advertising and sales promotion, KMOX-TV St. Louis, appointed director of newly created department of promotion and information services. **Fred S. Heywood**, with KMOX-TV,

Corp., Chicago, joins Motorola Inc., that city, as television sales manager, consumer products division.

ALLIED FIELDS

Joel S. Klein, director of special services, national total market audit division, Audits & Surveys Inc., New York, and **Edmund A. Swaya**, account supervisor, elected VP's.

Stephan van Ophuijsen, administrator of sales development, NBC Radio, New York, returns to Home Testing Institute Inc., that city, as executive in client service division. **Barry Schreiber**, assistant director of research for firm, also appointed executive in client service division.

INTERNATIONAL

Haskell M. Masters, general manager, Warner Bros.-Seven Arts Distributing Canada, elected VP and general manager, Warner Bros.-Seven Arts Ltd., Toronto. **William K. Moyer**, western district manager, Canadian Television Feature Sales, appointed general manager, Canadian Television Distribution, Toronto.

Ramon A. Salem, with Channel 13 and Proartel, Buenos Aires, appointed assistant general manager. **Carlos Montero**, news director of one telecast, becomes supervisor of Proartel's entire news division.

DEATHS

Lester E. Cox, 72, principal in KWTO Springfield, Mo., and KOAM-AM-TV Pittsburg, Kan., died Aug. 14 in Springfield. He built WTMV East St. Louis, Ill., and served as consultant to KXOK St. Louis. He was principal in KCMO-AM-TV Kansas City, Mo., 1935-54. Mr. Cox is survived by his wife, Mildred, two daughters and son.

Sir John Beresford Clarke, retired director of external broadcasting, British Broadcasting Corp., London, died Aug. 2 at his home there. He is survived by his wife, Margery.

Jean Grand-Landau, 55, director of news and public affairs, Canadian Broadcasting Corp. French radio and television networks, Montreal, died Aug. 6, in automobile accident near Tangiers, Morocco.

Vestel Lott, 61, deputy program director for Voice of America, Washington, died of cancer Aug. 12 at his home in Arlington, Va. He was with VOA for 22 years. He is survived by his daughter and son.

Allen J. Reiter, 48, secretary-treasurer, WANN Annapolis, Md., died Aug. 12 at his home. He is survived by his wife, Leatrice, and two daughters.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 7 through Aug. 14 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

OTHER ACTION

■ Review board in Medford, Ore., TV broadcast proceeding, Docs. 17681-82, granted request for extension of time filed Aug. 13 by Broadcast Bureau, extended to Aug. 16, time within which to file responsive pleadings to appeal from examiner's adverse rulings filed by Medford Printing Co. and Southern Oregon Broadcasting Co. Action Aug. 14.

ACTIONS ON MOTIONS

Hearing Examiner Forest L. McClenning on Aug. 12 in Jacksonville and Miami, both Florida, and Asheville, N. C. (Florida-Georgia Television Co., Community First Corp., New Horizons Telecasting Co., Florida Gateway Television Co., Wometco Enterprises Inc. and Wometco Skyway Broadcasting Co.) TV proceeding, granted petition by Community First Corp. for leave to amend application to show withdrawal of Edmund C. Bunker as director, vice-president and proposed station manager (Docs. 18034, 17582-4, 18185-6).

■ Hearing Examiner Chester F. Naumowicz, Jr. on Aug. 7 in Yakima, Wash. (Sunset Broadcasting Corp., Apple Valley Broadcasting Inc., Northwest Television & Broadcasting Co.) TV proceeding, ordered procedural dates revised as stated on record of prehearing conference of Aug. 7, and continued hearing from Aug. 20 to Aug. 27 (Docs. 16924-6).

RULEMAKING ACTION

■ TV table of assignments in FCC rules has been changed to substitute *ch. 33 for *ch. 67 at Huntington, W. Va. Action July 31.

Existing TV stations

FINAL ACTIONS

KHOF-TV San Bernardino, Calif.—Broadcast Bureau granted mod. of CP to change type trans.; condition and mod of CP to extend completion date to Feb. 8, 1969. Action Aug. 8.

WYEA-TV Columbus, Ga.—Broadcast Bu-

reau granted mod. of CP to extend completion date to Jan. 31, 1969. Action July 31.

■ Commission has granted application of Eagle Broadcasting Co. to change ERP of WYEA-TV Columbus, Ga., to 525 kw vis. to 103 kw aur., ant. height to 590 ft., trans. location to 1.2 miles north of Phenix City, Ala., change type trans., change in ant. structure and ant. system, Action July 31.

ACTION ON MOTION

■ Hearing Examiner Thomas H. Donahue on Aug. 7 in Los Angeles and Norwalk, both California (RKO General Inc. [KHJ-TV] and Fidelity TV Inc.) TV proceeding, on examiner's own motion, vacated hearing date of Aug. 15, scheduled prehearing conference for Aug. 15, and continued hearing to Aug. 19 (Docs. 16879-80).

RULEMAKING PETITION

WAXN(TV) Hammond, Ind.—Request institution of rulemaking proceedings looking towards amendment of the table of television assignments to substitute ch. 68 for ch. 55 at Kenosha, Wis. In alternative, substitution of some other channel for ch. 55 is requested. Ann. Aug. 9.

CALL LETTER ACTION

■ Bay Broadcasting Co., San Francisco. Requests KUDO(TV).

CALL LETTER ACTION

■ Desert Empire TV Corp., Palm Springs, Calif. Granted KRIV(TV).

New AM stations

APPLICATION

Aptos-Capital, Calif.—Progressive Broadcasting Co. Seeks 1540 kc, 5 kw. P.O. address: c/o Grant R. Wrathall Jr., 517 Vista Del Mar Drive, Aptos, Calif. 95003. Estimated construction cost \$48,000; first-year operating cost \$52,000; revenue \$57,000. Principals: James B. Fenton, Grant R. Wrathall Jr., Lawrence M. Wrathall and Kim B. Hilden (each 25%). Mr. Fenton owns real estate rental agency. Grant R. Wrathall is 50% owner of new shopping center, not yet completed and with Lawrence M. Wrathall has minority interest in KSAY San Francisco. Mr. Hilden is student and employee of General Electric Co.

OTHER ACTIONS

■ Review board in Sumiton, Ala. AM broadcast proceeding, Docs. 18204-05, granted request for extension of time filed Aug. 7 by Hudson C. Millar Jr. and James Jerdan Bullard, extended to Aug. 8 time within which to file comments to petition to enlarge issues filed by Cullman Music Broadcasting Co. Action Aug. 8.

■ Review board on Aug. 14 in Louisville, Ky., AM broadcast proceeding, Docs. 18235-36, granted petition for extension of time filed Aug. 12, by County Broadcasting Corp., extended to Aug. 27, time within which to file responsive pleadings to petition to enlarge issues filed by Two Rivers Broadcasting Co.

■ Review board, on Aug. 13 in Henderson, Nev., AM broadcast proceeding, Docs. 16813-14, granted to extent indicated and denied in all other respects petition to enlarge

issues filed May 23 by Broadcast Bureau.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Aug. 12 in Lebanon, Tenn. (Vernon Broadcasting Co.) AM proceeding, granted petition by Lebanon Broadcasting Co. and extended to Aug. 20 time to respond to petition by Vernon Broadcasting Co. for leave to amend (Doc. 18178).

■ Chief Hearing Examiner James D. Cunningham on Aug. 12 in Warwick and Walden, N. Y., and Pittsfield, Mass. (Warwick Broadcasting Corp., Everette Broadcasting Co., Blue Ribbon Broadcasting Inc. and Taconic Broadcasters) AM proceeding, designated Hearing Examiner Isadore A. Honig to serve as presiding officer, scheduled prehearing conference for Sept. 24, and hearing for Nov. 19 (Docs. 18274-7).

■ Hearing Examiner Thomas H. Donahue on Aug. 8 in Sumiton and Cullman, both Alabama (Sumiton Broadcasting Co. and Cullman Music Broadcasting Co.) AM proceeding, denied request by Cullman Music Broadcasting Co. for leave to propound supplemental interrogatories (Docs. 18204-5).

■ Hearing Examiner Jay A. Kyle on Aug. 8 in Bellaire, Tex. (T. J. Shriner) AM proceeding, granted request by Broadcast Bureau, and extended time to Aug. 15 in which to file comments on petitions for leave to amend filed by T. J. Shriner on July 29 and August 6 (Docs. 17635).

■ Hearing Examiner Forest L. McClenning on Aug. 12 in Costa Mesa-Newport Beach, Calif. (Charles W. Jobbins et al.) AM proceeding, granted petition by Western Broadcasting Corp. for leave to amend application; reopened record, accepted Western Broadcasting Corp.'s amendment showing disposition by stockholders Richard A. Moore and Edwin W. Pauley of interests in Southwestern Cable Co., and filing of application for assignment of license of station KMBY Monterey, Calif. to West Coast Broadcasters Inc. in which certain stockholders of petition hold ownership interest and again closed record (Docs. 15752, 15754-6, 15758-62, 15764-6).

DESIGNATED FOR HEARING

■ FCC designated for hearing mutually exclusive applications of Sunbury Broadcasting Corp., Sunbury, Pa.; Herbert P. Michels, Stirling, N.J., and Kel Broadcasting Co., Watchung, N.J. Commission has also dismissed conflicting application of Molly Pitcher Broadcasting Co. for new station at Freehold, N.J. Action Aug. 14.

Existing AM stations

FINAL ACTIONS

WENN Birmingham, Ala.—Broadcast Bureau granted CP to change trans. location to 231 21st Avenue, West, Birmingham; conditions. Action Aug. 9.

■ FCC renewed license of Miss Esther Blodgett, licensee of WMCW Harvard, Ill., through Dec. 1, 1970. Commission took action after careful study of application for renewal and licensee's record of service to community. In making grant, commission reviewed May 7 response by Miss Blodgett to notice of violation issued July 3, 1967. Action Aug. 7.

KFNF Shenandoah, Iowa—Broadcast Bureau granted CP to change ant.-trans. location to 1.9 miles north of city on Highway 59, Shenandoah. Action Aug. 6.

WCBY Cheboygan, Mich.—Broadcast Bureau granted CP to make changes in ant. system. Action Aug. 7.

KRWB Roseau, Minn.—Broadcast Bureau granted license covering change in hours of operation and install DA-N. Action Aug. 12.

KURB Mountlake Terrace, Wash.—Broadcast Bureau granted mod. of CP to change ant.-trans. and studio location and mod. of CP to extend completion date. Action Aug. 9.

WDMP Dodgeville, Wis.—Broadcast Bureau granted mod. of CP to change studio location to same as trans. Action Aug. 12.

OTHER ACTION

FCC granted petition by Georgia Radio Inc., licensee of WPLK Rockmart, Ga., to set aside FCC order and permit filing of exceptions to initial decision. Action Aug. 14.

ACTION ON MOTION

■ Hearing Examiner H. Gifford Irion on Aug. 12 in Media, Pa. (Brandywine-Main Line Radio Inc.) renewal of licenses of

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • ER 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

SUMMARY OF BROADCASTING

Compiled by BROADCASTING, Aug. 14, 1968

	ON AIR Licensed	CP's	TOTAL ON AIR	NOT ON AIR CP'S	TOTAL Authorized
Commercial AM	4,186 ¹	33	4,219 ¹	67	4,286 ¹
Commercial FM	1,828	48	1,876	223	2,099
Commercial TV-VHF	497 ²	9	506 ²	12	518 ²
Commercial TV-UHF	113 ²	36	148 ²	163	312 ²
Educational FM	341	13	354	30	384
Educational TV-VHF	68	6	74	3	77
Educational TV-UHF	55	28	83	28	111

STATION BOXSCORE

Compiled by FCC, August 1, 1968

	COM'L AM	COM'L FM	COM'L TV	EDUC FM	EDUC TV
Licensed (all on air)	4,187 ¹	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 ²	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.

WXUR-AM-FM, dismissed petition for extension of time filed by Greater Philadelphia Council of Churches et al. and granted request by Broadcast Bureau for extension of time to and including Sept. 9 within which to file proposed findings of facts and conclusions (Doc. 17141).

FINE

■ Commission has sent notice of apparent liability to WMCW Harvard, Ill. concerning apparent liability for forfeiture of \$500 which it has incurred for repeated violation of Sec. 1.89 of rules by failing to reply to official communications. Action Aug. 7.

CALL LETTER ACTIONS

■ M. D. Price Jr., Northfield, Minn. Granted KYMN.
■ Pepin County Broadcasting Co., Durand, Wis. Granted WRDN.

New FM stations

APPLICATIONS

Wichita, Kan.—Jaco Inc. Seeks 95.1 mc, ch. 236, 100 kw. Ant. height above average terrain 1,401 ft. P.O. address: 205 Miller Building, Wichita 67202. Estimated construction cost \$342,869; first-year operating cost \$14,000; revenue \$51,000. Principals: John Bozeman, president-treasurer (49%).

Advertisement

**"The bigger they come,
the harder they fall"**

This old adage could well serve as the only known actuarial table for anyone faced with a lawsuit for libel, slander, piracy, plagiarism, invasion of privacy or copyright violations. But this doesn't mean that small businesses are immune to large damage suits. Large or small, those in the communications industry are considered fair game for anyone with a grievance. How do you protect yourself? With an Employers Special Excess Insurance Policy. Simply decide on the amount you could afford in case of a judgment against you, and we'll cover any excess. For details and rates, write to: Dept. C, EMPLOYERS REINSURANCE CORP., 21 West 10th, Kansas City, Mo. 64105; New York, 111 John; San Francisco, 220 Montgomery; Chicago, 175 W. Jackson; Atlanta, 34 Peachtree, N.E.

M. Crawford Clark, secretary (25.5%) et al. Applicant is owner of KRFM Salina, Kan. Ann. Aug. 13.

Louisville, Ky.—Radio 900 Inc. Seeks 103.9 mc, ch. 280, 2.35 kw. Ant. height above average terrain 332 ft. P.O. address: c/o Douglas D. Kahle, Box 507 Pacific Grove, Calif. 93950. Estimated construction cost \$30,070; first-year operating cost \$29,296; revenue \$25,000. Principals: Douglas D. Kahle, Edwin Tornberg et al. Mr. Tornberg is sole owner of media brokerage firm: 33 1/3% owner of WBRI Indianapolis; 49% owner of KBND Bend, Ore.; 50% owner of CATV systems at Alliance, Kimball and Ogallala, all Nebraska; Burley and Rupert, both Idaho, and Rapid City, S. D. Mr. Kahle is 75% owner of KLMR Lamar, Colo.; 33 1/3% owner of WBRI Indianapolis; 49% owner of KBND, and has 50% interest in same CATV systems as Mr. Kahle. Ann. Aug. 9.

Murfreesboro, Tenn. — Middle Tennessee State University. Seeks 89.5 mc, ch. 208, 0.184 kw. Ant. height above average terrain 93 ft. P.O. address: c/o Mr. Lane Boutwell, Middle Tennessee State University, Murfreesboro, Tenn. 37310. Estimated construction cost \$17,777.50; first-year operating cost \$15,000; revenue none. Principals: Applicant will operate under authority of Tennessee State Board of Education. Ann. Aug. 12.

OTHER ACTIONS

■ Review board in Pompano Beach, Fla., FM broadcast proceeding. Docs. 18020-21. 18187, granted motion for extension of time filed Aug. 5 by Deerfield Radio Inc., extended to Sept. 9 time within which to file responsive pleadings to petition to enlarge issues and petition for modification or enlargement of issues. Action Aug. 7.

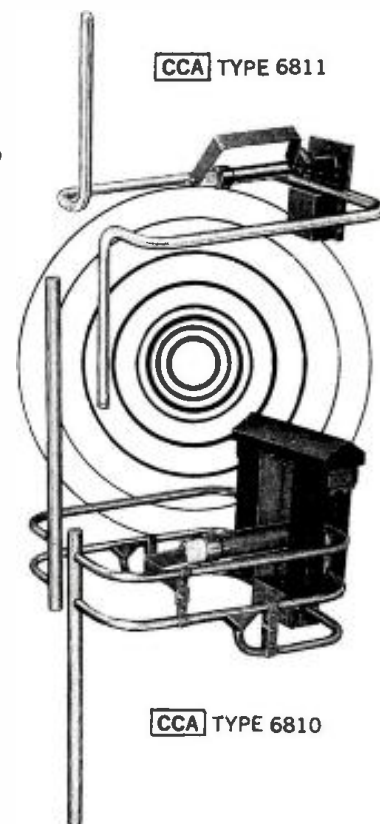
■ Review board on Aug. 7 in Pleasantville, N. J., FM broadcast proceeding. Docs. 18005-06, dismissed appeal from hearing examiner's decision filed June 24, and petition to enlarge issues filed March 7 by Rodio Radio Inc.

■ Review board in San Antonio, Tex., FM broadcast proceeding. Docs. 18237-39, granted motion for extension of time filed Aug. 2 by Bexar Broadcasting Co., extended to Sept. 4 time within which to file responsive pleadings to motion to enlarge issues. Action Aug. 7.

■ Review board on Aug. 8 in Gate City, Va., FM broadcast proceeding. Docs. 17575-76, granted petition for extension of time filed Aug. 6, by Palmer-Dykes Broadcasting Co., extended to Aug. 15 time within which to file exceptions to initial decision.

■ FCC accepted for filing applications for CP's for new FM stations in Henrietta (Continued on page 71)

COMPARE... YOU'LL BUY a CCA FM Circularly Polarized Antenna



Only CCA offers a choice between a medium power (Type 6811) or high power antenna (Type 6810). Thus broadcasters can economically select the best combination for their situation. Both antennas are rugged, broadband, and have excellent electrical properties. They're presently in service in all environments with exceptional results. Contact CCA and we'll provide you with technical data and a list of users.



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716 Jersey Avenue
Gloucester City, N. J. 08030
Telephone: (609) 456-1716

Payable in advance. Checks & Money Order only.

- **SITUATIONS WANTED** 25¢ per word—\$2.00 minimum.
- **APPLICANTS:** If tapes or films are submitted, please send \$1.00 for each package to cover handling charge. Forward remittance separately. All transcriptions, photos etc., addressed to box numbers are sent at owner's risk. **BROADCASTING** expressly repudiates any liability or responsibility for their custody or return.
- **HELP WANTED** 30¢ per word—\$2.00 minimum.

DEADLINE: Monday Preceding Publication Date

- **DISPLAY** ads \$25.00 per inch.—**STATIONS FOR SALE, WANTED TO BUY STATIONS, EMPLOYMENT AGENCIES, and BUSINESS OPPORTUNITY** advertising require display space. 5" or over billed at run-of-book rate. Agency commission only on display space.
- All other classifications 35¢ per word—\$4.00 minimum.
- No charge for blind box number.
- Address replies: c/o **BROADCASTING**, 1735 DeSales St., N.W. Washington, D. C. 20036

RADIO—Help Wanted—Management

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**.

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**.

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 programming 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 with small investment. Full power FM in good northeast market. Needs salesman-manager. Strong on sales. Box H-168, **BROADCASTING**.

Need manager for 5 kw ethnic station in medium size southern market. Must be strongly sales oriented. Your guarantee plus sizeable portion of operating profit could be very rewarding. If you're looking for breakthrough to management, this could be it. Box H-201, **BROADCASTING**.

Manager for small market in New York State. Good opportunity for man on the way up who can sell and become part of community. Guy Erway, WGMF, Watkins Glen, New York 14891.

Sales

Florida east coast C&W wants one good salesman. Must be able to show bonafide sales record. Position demands settled and responsible person of clean habits and a real worker. No beginner—no amateurs. References required and will be checked. This is a real opportunity for a permanent position with the No. 1 station in the market. State everything in first letter. Repeat: That bonafide sales record is imperative. Box H-51, **BROADCASTING**.

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**.

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! \$180.00 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**.

Needed, aggressive, young promotion-minded sales manager to build and direct sales staff top rated medium market station Gulf Coast near Houston. Opportunity to move up. Income \$900 per month plus override. Box H-210, **BROADCASTING**.

Sales—(cont'd)

Looking for honest, hardworking, stable experienced radio salesman for rapidly growing stereo station. Immediate opening. Send resume and references which will be checked. WFMN, Box J, Newburgh, N. Y. 12550.

Salesman—top account list available. Need hard worker, cooperative, responsible person. Group owners. Call Ron Clark, WHLT, Huntington, Indiana 219-356-1841.

Salesman with announcing experience . . . middle age . . . to live, work, and retire in northern Michigan. Will draw a commission. A 5000 watt station in St. Ignace, Michigan. Send full details to WIDG, Box 216, St. Ignace, Michigan.

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.

Sell going businesses. Expanding business brokerage firm has opening for an experienced salesman with good character. Paul Chapman, Chapman Associates, 2045 Peachtree, Atlanta.

WE BUILT A BETTER ONE

. . . not to "mousetrap" but to serve better our customers. Readership of this section continues upward. Advertisers tell us about increased responses, including sales pitches from other publications. When you have something to buy or sell, fill a vacancy, or want a better job use **BROADCASTING'S** classified section—**THE marketplace for everything and everybody in broadcasting.**

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.

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**.

Announcers—(Cont'd)

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**.

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-378, **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**.

Salesman—announcer wanted. Excellent opportunity. Account list available. Midwest, 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**.

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**.

Announcers—(Cont'd)

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-155, BROADCASTING.

WWOW—Conneaut, Ohio—needs two swinging top 40 jocks—rush tape—resume. Box H-161, BROADCASTING.

Experienced announcer wanted mid-western 5,000 watt, full-time independent in top 100 market wants personality contemporary announcer. Please send tape, picture and resume to Box H-197, BROADCASTING.

Great Lakes top 20 market opening announcer/sales 50 kw-100% stereo. In top position. Top facility. Box H-198, BROADCASTING.

Central Connecticut station looking for mature sound . . . tight MOR format. Young thinking man for afternoon spot in new studio complex. September opening . . . good starting salary. Send tape, resume and picture. Box H-213, BROADCASTING.

Immediate opening. Experience essential. Near New York City. Salary open. Box H-220, BROADCASTING.

Positions available for dj's with upcoming worst station in top 10 market. Unique MOR format with minimum intelligent talk. Latest equipment and 3rd endorsed required. Send tape and resume to Box H-226, BROADCASTING.

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, KLVY, Levelland, Texas. No collect calls.

Need mature experienced announcer strong on news and production. No beginners. Personal interview required. Call Ken Knowles, 913-823-3701, KSAL, Salina, Kansas.

KTBB in Tyler, Texas needs an announcer experienced in the "easy listening" type music. Should know top popular music, no rock. Experience in news and sports helpful—but not necessary. Liberal hospitalization and life insurance program. Good, permanent job for right person. Write, phone, or send tape and resume to M. E. Danbom, KTBB, Tyler, Texas.

#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.

If you have what it takes to swing with a tight formatted, more music, top 40, here's the opportunity of the month. Contact Bill Adams, KYSN, Colorado Springs.

Immediate opening for sports announcer who can handle play-by-play on high school and junior college games. WBYS AM and FM, Canton, Illinois.

Classical music announcer needed for evening and weekend work. Contact Bob Linder, WDHA-FM, Dover, N.J. 201-366-3424.

MOR formatted WONE in Dayton, Ohio now accepting applications for an afternoon drive time personality. Salary and opportunity to move with a growing chain are being offered to the right man. All replies confidential. Send tape and resume to Bob Lyons, WONE, Box 98, Dayton, Ohio 45401. WONE is an equal opportunity employer.

WSGW, Saginaw, Michigan wants afternoon MOR experienced staffer. Send tape, complete details to Fred Krell.

Announcer for play by play high school sports. Excellent AM-FM stereo station. Dominant in area. Also work in announcing, sales, copy or programming. If you want to grow join this expanding group. If you live in Colo., N.M. or adjoining states call Darrel Burns, 505-662-6082 after 6 P.M.

Morning man. MOR, 5 kw, suburban Washington station. First ticket preferred. Call Mike Oliver at 703-308-3108.

Announcers—(Cont'd)

California station desires strong morning man with first for directional station. No beginners . . . no snowbirds . . . only those who are devoted to radio need apply. MOR station with A-1 community rating. Contact manager 714-922-7144.

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.

Choice positions for two outstanding men. New midwestern major market UHF grantee needs chief engineer particularly strong on planning and installation supervision. Permanent position with well financed multiple-owner. Large west coast parochial school system needs chief engineer for planned area-wide instructional TV system. Requires knowledge of mono and color studio equipment installation and operation plus ability to learn essentials of ITS and in-school distribution systems. Permanent position in excellent locale. For either position send resume, and salary requirements to Box H-173, BROADCASTING.

First phone opening for engineering duties (other abilities helpful) at directional AM/stereo FM/Muzak. Experience desired but will train. Chief Engineer, KCRC, Enid, Okla.

Chief engineer for complete maintenance AM and FM. Capable of board work. Sales if desired. Send complete work history and resume in first letter. Needed immediately. General Manager, WAFC, P. O. Box 1209, Staunton, Virginia 24401.

Chief engineer wanted. Must have knowledge of AM operations plus automated FM equipment. Permanent position. Salary to be negotiated. Could be retired or semi-retired individual. Must drive car. Will work six days a week. Three weeks vacation, hospitalization and life insurance. Top station in attractive small city. Living conditions excellent. Will consider partial payment of moving expenses. Harry M. Thayer, WGHQ, Kingston, N. Y.

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.

First class licensed man for transmitter operation and maintenance. Car essential. Permanent position with opportunity for advancement. WPIK Radio, Alexandria, Virginia.

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.

NEWS

CBS affiliate upstate New York wants experienced newsman, journalism major preferred. Will accept comparable experience. Gather, write, read good copy. Send tapes, work examples, photograph, references; resume immediately. Box G-333, BROADCASTING.

Upstate New York group station seeks newsman to round out operation. College education preferred. Good voice essential. Salary open. An equal opportunity employer. Box H-29, BROADCASTING.

News—(cont'd)

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 newsman 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 radio news operation in midwest needs qualified journalist. Excellent opportunity for good man who desires to move with growing chain. Send tape and resume to Box H-179, BROADCASTING. All replies confidential. This is an equal opportunity employer.

Mid-Michigan top rated independent AM-FM radio station has immediate openings for experienced news director and newsman. Must be aggressive and experienced in news and editorial writing. Send tape, resume and photo to Box H-196, BROADCASTING.

Experienced contemporary radio newsman needed now as addition to large fully equipped news dept. Mail tape and resume to Box H-207, BROADCASTING.

Aggressive local news operation in one of the nation's most beautiful college communities is expanding. September opening for newsman. If you're a reporter who can dig for news, write it in a perceptive manner and voice it well, send tape, writing samples and snapshot to Roger Cracraft, KBOL, Box 146, Boulder, Colorado.

Newsman 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 must be radio newsman 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 newsman; 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 newsman 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.

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.

Situations Wanted—Management

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.

Medium or smaller markets. Ten years experience, programming, selling (currently billing \$50,000), engineering (first ticket) 2½ years present position as account executive. Prefer midwest, farwest. BA degree, 26. Box H-59, BROADCASTING.

Management—(Cont'd)

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 provided 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—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.

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.

17 years experience. Sales and management, major and medium markets. Radio degree. Made profit pictures brighter for others. How about you? Family man, civic leader, available now. Box H-186, BROADCASTING.

Attention Texas . . . experienced in management, sales, programming, announcing, and other phases of radio . . . know music . . . 3rd phone. Reliable, honest and hard worker . . . currently employed Box H-212, BROADCASTING.

Sales

Salesman/newscaster/dj. Experienced. Degree Tight board, third endorsed. Aggressive, creative, dependable. Box H-23, BROADCASTING.

Sales manager—specialized in local and regional sales. Eleven years experience in TV. Wish to relocate. Eastern seaboard preferred. Address reply to Box H-202, BROADCASTING.

Announcers

Looking for position with solid corporation larger markets only. Main requirement is advancement opportunity into management. Production and sales could also be involved. MOR or contemporary. Ten year background includes announcing network dance bands. Currently in multi-station market as salesman-announcer. 2½ years same station. Prefer midwest, farwest, 26, BA. First class license. Box H-60, 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.

Mature, professional, Vietnam vet, with three years top 40 radio completes military at end of August. Minimum: \$125.00. Box H-108, 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.

Experienced sports man seeks Olympics assignment. Oct. 7-28th. Box H-167, BROADCASTING.

Four years radio playing country, MOR, rock. Endorsed third, married, draft-exempt. Now working afternoon drive time at number 1 station in 100,000 market. Box H-175, BROADCASTING.

Midwestern MOR first ticket announcer, good voice, available now. Three years with present employer. Music, news, etc. Box H-187, BROADCASTING.

First phone, top forty, desires to work for station that wants personality, not an announcer. Box H-188, BROADCASTING.

Disc jockey—aggressive, Salesman-announcer—experience-tight board. Third endorsed, dependable. Will relocate. Available immediately. Box H-190, BROADCASTING.

1st phone/announcer seeks position at top 40 or MOR station, experienced, strong on maint. Prefer midwest. Box H-191, BROADCASTING.

Announcers—(Cont'd)

California: I can be had! 1st phone jock and production man with P.D. experience. 6 yrs. rock, 1 yr. modern C&W. Try me! Metro market background. Box H-193, BROADCASTING.

Are things really changing? I am an experienced newscaster-announcer with some college. Third phone; will relocate. Tape and resume available. Box H-199, BROADCASTING.

Beginner . . . female dj/announcer, broadcast graduate, Negro, third. Seeking work as contemporary jazz or MOR disc jockey—commercial announcer will accept all night show. Relocate, willing to learn. Box H-200, BROADCASTING.

Experienced, happy sounding MOR air personality-program director ready to advance career in a medium market. Wife, degree and third. Box H-208, BROADCASTING.

Am seeking permanent position in market with one or more mental hospitals (wife's work). Strong background in public affairs, interviews, classical music situations, plus still photography and some news. No drifter. Voice: Good. Audio-tape available. Prefer radio although TV presence good. Resume more complete. Interested only in quality operations. Others? Forget it! Box H-211, BROADCASTING.

Experienced (Negro lady) r&b. DJ. Third class endorsement. Box H-219, BROADCASTING.

First ticket dj-program director must move to Washington, D.C. area. I'm looking for work within 50 miles of Washington. Have worked rock and E.L. Currently in small market. Box H-221, BROADCASTING.

Beginner, personality, good board, 3rd, draft deferred. Available Sept. 2. Box H-223, BROADCASTING.

Upbeat vibrant personality. Draft exempt. Beginner. 21. 3rd. Box H-224, BROADCASTING.

Intelligent, articulate young man, broadcast school graduate, 3rd endorsed. Enormous potential. College, sales, acting background. Want dj, news, good community. Box H-227, BROADCASTING.

West of Mississippi—available now: Experienced program director, morning man. Top ratings, 1st phone and family. Call 712-423-1626.

Announcer-newsman; experienced in all formats. 3rd endorsed, service commitment completed, now working C&W. Prefer "Personality" format. Available immediately. Ted Pysh, 3223 Cass St., Omaha, Neb. Phone 402-341-3778.

Technical

First class engineer—directional experience and maintenance. Prefer eastern United States. Box H-176, BROADCASTING.

First phone desires chief engineer job with top forty announcing. Box H-189, BROADCASTING.

Fully experienced technical director desires to relocate back to midwest. Fully experienced all phases. AM-FM operation. Installation and maintenance. Extensive construction experience. Box H-203, BROADCASTING.

NEWS

For past 3 years news director at New England daytime, 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.

Would like work in small market—as assistant newsman east coast or midsouth. 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.

Dedicated pro seeks position of responsibility in northeastern newsroom that puts public first. Eight years experience, college grad. Write Box H-174, BROADCASTING.

New York City radio-TV newsman immediately available due to network staff cutback. Major markets only. Best credentials. Considerable experience. Salary negotiable. Box H-177, BROADCASTING.

Beginner FCC 3rd endorsed. Recent graduate in school of radio announcing. Seeks start in small market. Tight board, any format. Draft exempt. Box H-182, BROADCASTING.

News—(cont'd)

News director on east coast desires change of climate . . . preferably west coast, but will consider all. 27 . . . experienced . . . don't mind long hours if the price is right . . . family man who wishes to get ahead . . . Box H-192, BROADCASTING.

Programing.—Production, Others

PD or assistant manager. Ten years experience. MOR, contemporary, network announcing, production, sales (currently billing \$50,000), engineering (first ticket). Administrative experience includes operations director at major market FM educational station. 2½ years present position as salesman-announcer. Midwest, farwest preferred. Five figures. BA, 26. Box H-61, BROADCASTING.

Personality ready for move up! 2nd in audition for 50 kw major mkt. net O&O traffic slot. Voices, adlib, strong production, phone show or music. Now top of small market at \$15,000. Hear my tape. Box H-180, BROADCASTING.

Have sombrero—will travel; write Jack "Mexico City" Smith. Box H-181, BROADCASTING.

Top top 40 jock personality—program director, too. Well seasoned pro with wide, varied background. Over 10 years experience on-the-air, in programming, production, ad infinitum . . . with group and independent operations. Proven track record. Number one rating. Youthful, but mature. Attuned to what's happening. Agreeable personality on and off the air. If you're building with people, this could be where it's at for openers. Box H-185, BROADCASTING.

Classical music my specialty—announcing, programming. Eleven years experience in fine arts, broadcasting. Fully familiar with all techniques in recording and pre-recording commentary and music, producing "live" broadcasting. Experienced interviewer. Ron Ray c/o Espina, 400 E. 58th St., New York, N. Y. 10022.

Professional broadcaster with 10 years experience, MA degree, and excellent record seeks position as MOR radio personality, program director, or television staff. Married. 26, prefer southeast. Joe Oliver, Grestview Apt. 17, Oxford, Mississippi. 601-234-4022.

TV—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-333, BROADCASTING.

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 2841, 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.

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.

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.

Electronic technician for large CATV system, vicinity New York City, with local program origination facility. Applicant should be experienced in TV studio or CATV system maintenance or have at least 5 years of equivalent electronics experience. Excellent opportunity, many benefits. Send resume to Box H-169, BROADCASTING.

Maintenance man, start \$11,000 with future. RCA, UHF transmitter, Ampex VTR's. Box H-205, BROADCASTING.

Chief engineer—for UHF in all-U market, must know transmitters and videotape. Well-equipped, full color, preparing to install new plant. Work under group dir. of engineering. Good Salary, nice town, stable company, valuable benefits. Box H-206, BROADCASTING.

Colorful opportunity—for first class engineers to expand staff of CBS UHF in preparation to build complete new facilities. Excellent pay and benefits for good men, particularly if you're sharp on Ampex VTR. Contact Hal Schumacher, WKYT-TV, Lexington, Ky. 606-254-2727.

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.

Engineers wanted for total color operation. Must have first class license. Excellent working conditions. Opportunity for advancement. Call Harold Rogers, area code 318; 233-1515; Lafayette, Louisiana.

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.

Producer—1 operation, midwest, in top 20 market. Seeking experienced, creative, professional TV newsmen to supervise all news programs. Knowledge of TV production and film shooting and editing essential. Salary commensurate with position. Send complete resume to Box H-229, BROADCASTING.

WAAY television in Huntsville, Ala., 3rd largest city in Alabama is looking for an experienced newsmen to serve as news director. Must be experienced in all phases of news production including 16mm film shooting sound on film interviews and on the air delivery. Send resume, photograph and either sound on film sample or videotape. Salary open. You may call collect. M. D. Smith, WAAY Television, 1000 Monte Sano Boulevard S.E., Huntsville, Ala. Phone 539-1783.

Weatherman—professional desired, but will consider person with keen meteorological interest. Charles Stump, WESH-TV, P. O. Box 7697, Orlando, Florida 32804.

Newsman—opening for young news tiger equally adept gathering, writing and performing news. Journalism grad preferred. Some television if qualified. WSAV Radio and Television, Savannah.

Programming.—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 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.

Wanted, producer/director for full color southeastern station. Excellent advancement opportunities to right man. Send complete resume to Box H-217, 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.

Advertising, promotion and public relations manager. Growing multiple CATV firm operating in several western states is seeking a sharp young executive with a knowledge of the CATV business. Must be able to set up successful subscriber promotions and handle all phases of local public relations work. Excellent opportunity for advancement. Starting salary according to ability and experience. Send resume, references, photo and present salary in complete confidence. Box H-228, BROADCASTING.

Director, Leading southern station with most modern production facilities has opening for creative director capable switching and all other phases live production. WSAV-TV, Savannah, Georgia.

TV—Situations Wanted—Management

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 Asst'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.

Operations/program manager. Eighteen years experience—eleven in present top 30 market. Box H-218, BROADCASTING.

Sales

Local salesman major group, top track record and experience all departments. Seeks sales management. Married, mature, finest references. Box H-209, BROADCASTING.

Announcers

Newscaster wants to hostess morning-type television. Feminine, vivacious, intelligent. Box H-172, BROADCASTING.

NEWS

Top play-by-play, extensive background, 7 years journalism, married and personable, currently television announcer, anxious to return to sports. Box H-166, BROADCASTING.

New York City radio-TV newsmen immediately available due to network staff cut-back. Major markets only. Best credentials. Considerable experience. Salary negotiable. Box H-178, BROADCASTING.

Afro-American newsmen, former correspondent for Web O&O seeks TV anchor slot with major indie, WEB O&O or affiliate in major U. S. market. Salary mid 20's, VTR on request. Box H-194, BROADCASTING.

Looking for a newsmen photographer? Does a little experience, a master's degree in TV-radio (Syracuse University) and a passion for newsmen mean something to you? Write Norman Goldman 1147-65th Street, Brooklyn, N. Y. 11219.

Young newsmen, just discharged from Army, looking for professional organization in medium-major market, east coast, which appreciates professional work. Solid radio background with limited TV exposure. Award winner in all aspects: gathering, writing and reporting. Excellent references. Joseph Foster, 912-449-5078.

Programming.—Production. Others

Grab me for TV or film crew. MS, Syracuse '68, Resume, Box H-170, BROADCASTING.

TV art director, photographer: Seeking position with aggressive sales promotion department. Graphic design background, outstanding references. Desire larger market. Box H-183, BROADCASTING.

Six years experience as television traffic manager. Familiar with scheduling programs, commercials, promotion and public services. Will relocate anywhere in United States. Box H-184, BROADCASTING.

Prog.—Production. Others—(Cont'd)

TV production or film production either with major market station or commercial production house . . . sought by creative 25 year old college graduate. Experience includes: A.D. in TV production for major network; film editor for same station; motion picture & TV cameraman for ETV; experienced all phases of pre-production planning. Draft exempt. Box H-214, 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 equipment for 3 kw FM station stereo, automation. No junk, Box H-148, BROADCASTING.

Need used: RCA T01-B WF monitor; Conrac video monitors; RCA headwheel panels; channel 47 filterplexer, frequency monitor; lo-pass video filter; phase equalizer assembly for TTU1-B. Box H-165, BROADCASTING.

Used FM antenna, needed for 98.5 Mhz. Specify make and model, Contact to Pedro O. Rodriguez, P. O. Box 268, Del Rio, Texas 78840.

Complete used FM package, monaural, 100.7 mcs., 5 kw transmitter, 8 bay horizontal antenna, remote control unit, modulation and frequency monitors, 200' minimum height tower. Will consider up to 4 or 500'. If you have all or any part at good price, call J. R. Kreigher, 512/GR 8-8521, KVET, 113 West 8th Street, Austin, Texas 78701.

FOR SALE—Equipment

Coaxial-cable—hellax, styroflex, spiroline, etc., and fittings. Unused mat'l—large stock—surplus prices. Write for price list. S-W Elect. Box 4668, Oakland, Calif. 94623, phone 415-832-3527

General Electric type TT-25A 12 kw UHF TV transmitter—excellent condition—available immediately. Box D-299, BROADCASTING

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 716-372-0181.

Brand new QRK or Russco turntables, two for \$9.99 monthly. Gray tonearms, Rek-O-Kut. Write for list. Audiovox, Box 7067-55, Miami, Florida 33155.

TV mobile unit—vehicle formerly used as highway post office, 35 ft. long, extra ceiling height, good mechanical condition. Several stations have adapted these for mobile units successfully. Price \$8,500. Hall Schumacher, WKYT-TV, Lexington, Ky.

Eastman 250 projectors recently reconditioned under Eastman direction. Sync-lock and Magnetic head on one. Save thousands over new price. 213-884-1712. 6616 Woodlake Avenue, Canoga Park, Calif.

Three towers—300 foot, 40 pound—\$4,000.00 with guys, no lights or insulators. Swager Tower Corporation, Fremont, Indiana 219-495-6165.

Guyed towers—200 to 500 foot used one year by government; big savings; we finance. Box H-215, BROADCASTING.

300' stainless G-36 tower complete with lighting and guy cables. Available immediately. Box H-204, BROADCASTING.

MISCELLANEOUS

Deejays: 6000 classified gag lines, \$5.00. Comedy catalog free. Ed Orrin, Boyer Rd., Mariposa, Calif. 95338.

Mike plates, studio banners, magnetic car signs, auto tags, decals, celluloid buttons, etc. Write Business Builders, Box 164, Opelika, Alabama 36801

"365 Days of laughs"—daily radio gag service—may be available in your market. Sample a month \$3.00. Box 3736, Merchandise Mart Sta., Chicago 60654.

Promotions like car antenna balls, five foot plus Santas, election magnetic car signs, wrist radios. John Kenworthy Enterprises, Box 4544, Charlotte, N.C. 28207.

MISCELLANEOUS—(Con't.)

"No School Today" and further adventures of Big Jon and Sparkie available now in quarter hour daily strip and one hour weekly shows. Sparkie, now in 20th year of worldwide distribution. Write Jon Arthur Programs, 4532 Fulton Street, San Francisco 94121.

Voices of the great—260 all different half minutes. Thomas Edison, Florence Nightingale, Will Rogers, Babe Ruth to Martin Luther King, Senator Robert Kennedy. Audition and details: Sierra Blanca Productions, Bianca Productions, Box 891, Silver City, N. M.

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, 1130 Spring Street, Atlanta, Georgia 30309.

Be prepared. First Class FCC License in six weeks. Top quality theory and laboratory instruction. Fully approved for Veterans Training. Elkins Radio License School of New Orleans, 333 St. Charles Avenue, New Orleans, Louisiana 70130.

Announcing, programming, production, news-casting, sportscasting, console operation, disk jockeying and all phases of Radio and TV broadcasting. All taught by highly qualified professional teachers. The nation's newest, finest and most complete facilities including our own, commercial broadcast station—KEIR. Fully approved for veterans training. Accredited by the National Association of Trade and Technical Schools. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

Since 1946. Original course for FCC first class radio telephone operators license in six weeks. Approved for veterans. Low-cost dormitory facilities at school. Reservations required. 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).

First phone in six to twelve weeks through tape recorded lessons at home plus one week personal instruction in Washington, Minneapolis or Los Angeles. Our seventeenth year of teaching FCC license courses. Bob Johnson Radio License Instruction, 1060D Duncan, Manhattan Beach, Calif. 90266.

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.

INSTRUCTIONS—(Con't.)

"Boy, I say Boy, you not learning". 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.

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.

RADIO—Help Wanted

CONSULTANTS TO MANAGEMENT

"EXECUTIVE SEARCH"

AND

PERSONNEL EVALUATION



Nationwide Broadcast Consultants

645 NORTH MICHIGAN AVENUE • CHICAGO, ILLINOIS 60611 • Tel. 312 337-5318

EXECUTIVE, ADMINISTRATIVE, PROGRAMING, SALES, AND ENGINEERING PLACEMENT

Help Wanted—Announcers

RADIO-TV ANNOUNCER

RADIO: MOR with good production & news announcing.

TV: Sportscasting & on-camera commercial work.

Beautiful mid-west community under 100,000. Send VTR, SOF, or tape and photo plus complete resume to:

Box G-279, Broadcasting.

All material will be returned.

MORNING MAN

Midwest #1 Contemporary needs bright fresh sound. Starting salary \$9,500, if you are worth it. Send tape and resume.

Box H-225, Broadcasting.

Situations Wanted—Announcers

One Of America's Top Morning Personalities

Seeks to relocate at strong contemporary or Progressive MOR in Top 10. Helped build two Top 10 giants. Excellent rating record—TV background—heavy freelance. Married, currently #1 at Top 5. Consider PD/shift. Late fall.

Box H-216, Broadcasting.

TV—Help Wanted—Management

MIDWEST TV MGR.

Bright, aggressive television executive needed to manage our Chicago TV Division. Top salary plus stock options for individuals with ability to direct personnel recruiting programs for major TV and Radio station clients.

Call Ron Curtis, President, Nationwide Broadcast Personnel Consultants, 312-337-5318 for an interview.

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.

Technical

Experienced 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

All material returned

Our Employees Know of This Ad.

WQXI-TV

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(Continued from page 65)

and Rochester, both New York; Milford, Ohio, and Upland, Calif. Sec. 73.207(a) of rules dealing with distance or spacing between station trans. has been waived to permit acceptance of applications. All of proposed stations would place trans. slightly closer to those of established stations than rules permit. Applicants are What the Bible Says Inc., Henrietta, N. Y.; Monroe County Broadcasting Co., Rochester, N. Y.; Milford Associates Inc., Milford, Ohio, and Kippco, Upland, Calif. Action Aug. 7.

ACTIONS ON MOTIONS

■ Broadcast Bureau on Aug. 7 granted request by Daniel S. Cubberly and Elma J. Cubberly and extended time to Aug. 23 in which to file reply comments to opposition filed by J & W Broadcasters in amendment of Sec. 73.202, table of assignments, FM broadcast stations, Ukiah, Calif. (Doc. 18222).

■ Chief Hearing Examiner James D. Cunningham on Aug. 12 in Aurora, Ind. (Dearborn County Broadcasters and Greppo Inc.) FM proceeding, designated Hearing Examiner Thomas H. Donahue to serve as presiding officer, scheduled prehearing conference for Sept. 30, and hearing for Nov. 7 (Docs. 18264-5); in Gordon and Macon, both Georgia (Heart of Georgia Broadcasting Co. and Middle Georgia Broadcasting Co.): FM proceeding, designated Hearing Examiner Chester F. Naumowicz Jr. to serve as presiding officer, scheduled prehearing for Sept. 24 and hearing for Oct. 29 (Docs. 18278-9).

■ Hearing Examiner Thomas H. Donahue on Aug. 7 in Pleasantville, N. J. (WMID Inc. and Atlantic City Broadcasting Co.) FM proceeding, by separate actions, granted petition by WMID Inc. for leave to amend application to show changes in programming

and other related changes, and continued hearing to Sept. 16 (Docs. 18005-6).

RULEMAKING PETITIONS

Nelson County Broadcasting Co., Bardstown, Ky.—Requests institution of rulemaking proceeding so as to allocate ch. 244(A) to Bardstown, Ky. Ann. Aug. 9

KTIP(FM) Porterville, Calif.—Requests institution of rulemaking proceeding looking toward amendment of commission's rules and regulations (table of assignments, FM stations) as follows: Porterville, on ch. 240A, requests ch. 283, or ch. 240A and ch. 283. Ann. Aug. 9.

Existing FM stations

FINAL ACTIONS

KWEH(FM) Camden, Ark.—Broadcast Bureau granted mod. of CP to change type trans., install circular polarized type ant., ERP 39 kw, ant. height 185 ft.; condition. Action June 25.

KPGM(FM) Los Altos, Calif.—Broadcast Bureau granted CP to change ant.-trans. location to El Retiro Jesuit Retreat House, Los Altos, install new type trans., add vertical polarization, install new type ant., ant. height minus 135 ft. Action Aug. 8.

WTYD(FM) New London, Conn.—Broadcast Bureau granted mod. of CP to change ant.-trans. location to Gray Hill Road, 6 miles northwest of New London, Montville, ant. height 300 ft.; condition. Action Aug. 12.

WQXM(FM) Clearwater, Fla.—Broadcast Bureau granted mod. of CP to change type trans., install circular polarized type ant., ERP 56 kw. Action Aug. 6.

*WGVE(FM) Gary, Ind.—Broadcast Bureau granted CP to change ant.-trans. and studio location to 35th and Indiana Street, Gary, install new type ant., make change in ant. system, ERP 2.1 kw, ant. height 91 ft. Action

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M.W.	major	Daytime	168M	nego	South	major	daytime	165M	29%



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Aug. 8.

*KCOE-FM Cedar Rapids, Iowa—Broadcast Bureau granted mod. of CP to make changes in ant. system. Action Aug. 12.

WSTO(FM) Owensboro, Ky.—Broadcast Bureau granted mod. of CP to change type trans., type ant., ant. height 340 ft. Action Aug. 12.

WSJM-FM St. Joseph, Mich.—Broadcast Bureau dismissed grant for mod. of license to change station location to St. Joseph-Benton Harbor, Mich. Action July 3.

WOOR(FM) Oxford, Miss.—Broadcast Bureau granted mod. of CP to change type trans., type ant. ERP 27 kw; condition. Action Aug. 12.

WFMD-FM Wilmington, N. C.—Broadcast Bureau granted mod. of CP to change studio location to 510 Orange Street, Wilmington, change type trans., type ant., ant. height 350 ft.; condition. Action Aug. 12.

WBNS-FM Columbus, Ohio—Broadcast Bureau granted CP to install new type trans., type ant. Action June 25.

KNWC-FM Sioux Falls, S. D.—Broadcast Bureau granted mod. of CP to make change in ant. system; condition. Action Aug. 12.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WCOF-FM, Boston to Jan. 18, 1969; KSIX-FM Corpus Christi, Tex. to Jan. 17, 1969, and KGAF-FM Gainesville, Tex. to Sept. 15, Action Aug. 9.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following stations: WRVF(FM) River Falls, Wis., to Feb. 8, 1969, condition; WOCO-FM Oconto, Wis. to Sept. 14; WCPG-FM Houston, Miss. to Sept. 3; WEKU-FM Richmond, Ky. to Oct. 1; KTIS-FM Minneapolis to Dec. 4; WMIC-FM Sandusky, Mich. to Feb. 14, 1969; KAFE-FM Santa Fe, N. M. to Dec. 15, Action Aug. 12.

CALL LETTER APPLICATIONS

■ WTBO-FM, Cumberland Valley Broadcasting Corp., Cumberland, Md. Requests KQMU(FM).

■ WHHT(FM), Allen Broadcasting Co., Lucedale, Miss. Requests WRBE(FM).

■ WCMF-FM, WCMF Inc., Harrisburg, Pa. Requests WFSM(FM).

■ Warman Broadcasting Inc., Uniontown, Pa. Requests WPQR-FM.

■ WJMX-FM, Atlantic Broadcasting Co., Florence, S.C. Requests WSTN(FM).

CALL LETTER ACTIONS

■ James A. Chase, Angola, Ind. Granted WJCC(FM).

■ WFKO(FM), BGS Broadcasting Inc., Kokomo, Ind. Granted WWKI(FM).

■ KWEEB-FM, North Central Video, Rochester, Minn. Granted KNCV(FM).

Translators

ACTIONS

K70EN Manhattan, Kan.—Broadcast Bureau granted mod. of CP to make changes in ant. system for UHF TV translator station. Action Aug. 6.

K13HW Camas Valley, Ore.—Broadcast Bureau granted CP to replace expired CP for new VHF TV translator station. Action Aug. 8.

■ Broadcast Bureau granted mod. of CP's to extend completion dates for following UHF TV translator stations: K71BW Hays, Kan. to Feb. 6, 1969; K75CB Russell, Kan. to Feb. 6, 1969. Action Aug. 6.

CATV

FINAL ACTION

■ FCC denied petition by Tower Cable Systems Corp., Beaver Falls, Pa., for limited waiver of CATV rules on program exclusivity. Action Aug. 7.

OTHER ACTION

■ CATV Task Force has granted American Broadcasting Companies (ABC) extension of time to Sept. 20 to file comments and to Nov. 19 for replies on commission's proposal to amend part 74 of rules. Amendment would permit stations licensed in community antenna relay service to transmit program material originated by CATV systems (Doc. 17999). Action Aug. 12.

ACTIONS ON MOTIONS

■ Hearing Examiner Basil P. Cooper on Aug. 13 in Santa Cruz, Calif. (Teleprompter Corp.). CATV proceeding, by agreement of all parties to proceeding Teleprompter Corp. is complying with requirements of Sec. 74.1103(a) and (e) of rules, and by statement by Teleprompter Corp.'s counsel that it will continue to comply with requirements of Sec. 73.1103, ordered that evidentiary hearing is not necessary, and terminated proceeding on cease and desist order directed against Teleprompter Corp. (Doc. 18129).

■ Hearing Examiner Thomas H. Donahue on Aug. 7 in Fresno, Madera and Clovis, all California (Fresno Cable, TV Co.). CATV proceedings in Fresno, Calif. and Salinas-

Monterey, Calif. TV markets, granted petition by Fresno Cable TV Co., and continued from Aug. 14 to Oct. 14 date for exchange of exhibits and continued hearing from Sept. 4 to Nov. 12 (Docs. 18130-2).

Ownership changes

APPLICATIONS

KDJI Holbrook, Ariz.—Seeks transfer of control from Drew Shumway (25% before, none after) to Walter V. Lowe (25% before, 50% after). Consideration: \$15,000. Ann. Aug. 12.

WKKO Cocoa, Fla.—Seeks transfer of control from Marvin, Marilyn and Anna Rothschild (68.6% before, none after) to Jesse Freed (33% before, 100% after). Buyer: Jesse Freed, sole owner. Mr. Freed is presently director and minority stockholder of WKKO and is also officer, director and stockholder of clothing manufacturing company. Consideration: \$48,500. Ann. Aug. 9.

WFOF Marietta, Ga.—Seeks transfer of control from Albert L. Jones (100% before, none after) to W. L. Bost, executor of estate of Albert L. Jones (none before, 100% after). Ann. Aug. 12.

WPOK Pontiac, Ill.—Seeks assignment of license from James B. Goetz (33.3% before, none after) to Merton J. Gonstead and Dorothy L. Meythaler, executrix of estate of Merlin I. Meythaler (each 33.3% before, each 50% after) for assumption of liabilities. Ann. Aug. 12.

WTAF-TV Marion, Ind.—Seeks transfer of control from Northern Indiana Broadcasters Inc. (76% before, none after) to Anthony R. Martin-Trigona (5% before, 81% after). Sellers: William N. Udell, president et al. Buyer: Anthony R. Martin-Trigona, sole owner. Buyer is sole owner of real estate firm. Consideration: \$157,000. Ann. Aug. 9.

WMIQ Iron Mountain, Mich.—Seeks assignment of license from F. Russell Radio Corp. to Iron Mountain-Kingsford Broadcasting Co. for \$175,000 plus 75% of face value of trade accounts receivable, amounting to approximately \$15,000 as of April 30. Buyers: Charles R. Henry, president, James A. Klungness, secretary-treasurer (each 40%) and William C. Johnson, vice president (20%). Mr. Henry has 50% interest in CATV design and contracting firm and is 40% owner of electronic wholesale supply house. Mr. Klungness is 60% owner of electronic supply firm, 50% owner of cable TV design and contracting firm and has 25% interest

in CATV system at Charlevoix, Mich. Ann. Aug. 12.

KAGE Winona, Minn.—Seeks assignment of license from Gem Radio Stations to KAGE Inc. for \$154,327.28. Buyers: James B. Goetz, president and Jerry Papenfuss, secretary-treasurer (each 50%). Mr. Goetz is lieutenant governor of Minnesota. Mr. Papenfuss is 33.3% owner of PR firm as is Mr. Goetz. Ann. Aug. 12.

WMOU-AM-FM Berlin, N. H.—Seeks assignment of license from Coos County Broadcasting Co. to White Mountain Broadcasting Co. for \$100,000 plus \$30,000 for agreement not to compete in 50-mile radius for five years. Sellers: Thomas S. Christensen, president et al. Buyers: Robert R. Powell, president and treasurer (100%). Mr. Powell, former announcer for WIP Philadelphia (1953 to 1956), has no other business interests indicated. Ann. Aug. 9.

WCDJ Edenton, N. C.—Seeks transfer of control from Robert G. Currin (30% before, none after) to James Flanagan (35% before, 51% after) and William T. Watkins (35% before, 49% after). Consideration: \$3,000. Ann. Aug. 5.

KBBB Borger, Tex.—Seeks assignment of license from Weldon W. and Weldon E. Lewis to KBBB Inc. for \$165,000. Sellers own CP for new FM at Borger, Tex. which will be returned to FCC for cancellation. Charles F. Small, sole owner. Mr. Small is 60% owner of tool supply company. Ann. Aug. 12.

WMAD Madison, Wis.—Seeks assignment of license from Nell K. Searles and others to Hudson Broadcasting Corp. for approximately \$138,000 plus \$55,500 for agreement not to compete. Buyers: James A. McKenna Jr., sole owner. Mr. McKenna is partner in law firm, sole owner of KQRS-AM-FM Golden Valley, Minn., 80% owner of WCMF Harrisburg, Pa. and votes all stock of WCMF-FM Harrisburg, Pa., 32% owner of WAWA-AM-FM West Allis, Wis. and is owner of two farms and management consulting firm. Ann. Aug. 12.

WWIS Black River Falls, Wis.—Seeks assignment of license from Robert E. Smith to WWIS Radio Inc. for purpose of incorporation only. Ann. Aug. 12.

ACTION

KWIP Merced, Calif.—Broadcast Bureau granted transfer of control from estate of Julia B. Miller, deceased to Robert Wiley Miller (40% before, 60% after). No consideration involved. Action Aug. 9.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Aug. 14. 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.

■ Butler, Ala.—Anco TV Cable Co. has been granted a nonexclusive franchise.

■ Fort Payne, Ala.—Bill Davaport and Bob Ham have been granted a franchise. Monthly fee will be \$5. City TV Cable Co., that city, holds a franchise for the area.

Gridley, Calif.—ORCO Cable Television Co., Oroville, Calif., has applied for a franchise.

Crescent City, Fla.—Coastal Cable Co. has applied for an exclusive 30-year franchise for a 5 to 20 channel system. Installation and monthly charges for the first three years would be \$10 and \$5, respectively. Revenue to the city would be 3%, beginning with the second year; there would be no fees to the city in the first year of operation.

■ Manatee County, Fla.—Bradenton Cablevision has been granted a nonexclusive 20-year franchise. County will receive 4% of gross revenues. Manatee Cablevision Inc., Bradenton, holds a franchise for the area.

■ Camilla, Ga.—Mitchell County Cable Vision Inc. has been granted a franchise. Installation and monthly fees will be \$9.95 and \$4.95, respectively. City will receive 6% of gross revenues. Other applicant was Camilla Cable TV.

Savannah, Ga.—Jefferson-Carolina Corp., Greensboro, N.C. (multiple CATV owner), purchased controlling interest in Cablevision of Savannah for undisclosed sum.

Payette, Idaho—Boise Valley Broadcasters Inc., a combine of KBOI-TV and KTVB (TV), both Boise, has applied for a 20-year franchise. Installation and monthly fees would be \$19.95 and \$5.95, respectively.

BillERICA, Mass.—BillERICA Cablevision Co. has applied for a franchise.

Concord, N.H.—Telecable Inc., Estes Associates and Concord Cable Television have each applied for a franchise. Other applicant is United Cable Co.

Aurora, Ill.—Soundvision Inc., Dixon, Ill. and Telecable Corp., Norfolk, Va. (both multiple CATV owners), have each applied for a franchise. Telecable proposes a 9 to 12-channel system with installation and monthly fees being \$15 and \$5, respectively, and revenue to the city \$8,000 for the first year to \$30,000 the fifth year, depending on subscribers. Other applicant is Consolidated Cable Utilities Inc., Chicago (multiple CATV owner).

Clarion, Ill.—Keith Peterson, Fort Dodge, Ill., has applied for a franchise.

■ Plymouth, Ind.—United Transmission Inc., Shawnee Mission, Kans. (multiple CATV owner), has been granted a non-exclusive franchise. Valley Cablevision Corp., South Bend, Ind. (multiple CATV owner), currently holds a nonexclusive franchise for the city. Plymouth CATV Service Inc., previous franchise holder, sold its franchise to Valley Cablevision.

Columbus, Ohio—CATV of Ohio Inc. (a wholly-owned subsidiary of Vikoa Inc., Hoboken, N.J., multiple CATV owner), has applied for a nonexclusive 10-year franchise. Installation and monthly fees would be \$14.95 and \$5, respectively. City would receive 4% of gross monthly revenue.

■ South Abington twp., Pa.—Northeast Pennsylvania TV Cable Co., Hazleton, Pa. (multiple CATV owner), has been granted a franchise. Monthly fees will be approximately \$5, with revenue to the township being 3% of gross revenues.

Upper Saucon, Pa.—Twin County Cable TV has applied for a franchise.

Marlin, Tex.—The franchise of TV Enterprises Inc. has been purchased by Marlin TV Cable Co. for undisclosed sum.

Superior, Wis.—WDSM-TV Superior, Wis.-Duluth, Minn. has applied for a franchise. Previous applicants were Universal Cablevision Inc., Milwaukee (multiple CATV owner); International Telemeter Corp., Los Angeles (multiple CATV owner); U.S. Television Corp., and Highway Displays Inc.

Douglas, Wyo.—The franchise of Televents Inc. has been revoked.

JAMES C. Richdale Jr., recently elected president of the Corinthian Television Stations Division, took up his new duties at the company's headquarters in New York on June 1 after 14 years in Tulsa and Houston, and his initial observation was:

"I found out soon that my 'vacation' was over. It now takes me 45 minutes to commute instead of six or seven minutes of driving to work. Cabs are hard to find and everything has to be done in quick time. But, seriously, I'm happy to be back here after an absence of 14 years, and I enjoy the challenge of a new job and enlarged responsibilities."

Mr. Richdale is a tall, slim, distinguished looking man of 50, whose relaxed but confident manner smacks of the executive suite. But an incident he recounted of his early business life indicates he is by no means a corporate yes-man, but can take a firm and decisive stand when he feels it is warranted.

"My family had been associated for a long time with the oil industry," he recalled. "And when I completed college in 1940, I started at the bottom of the ladder as a station operator for the Standard Oil Co. of Pennsylvania.

Advertising Interest • "I had been interested in advertising for some time, and in 1942 I wrote to one of my superiors expressing my interest in this field and asking to be considered for a post in this area. The company didn't take kindly to my suggestion, feeling it was out of place. I thought it over, concluded that my request had been reasonable and therefore resigned."

World War II was on at the time (1942) and Mr. Richdale took a job as an expeditor with the General Electric plant in Lynn, Mass. In 1945 Mr. Richdale moved to Trenton, N. J., to become plant manager for the Cheney Metals Co.

Mr. Richdale, a native New Englander who was reared in the Boston area, displayed once more his spirit of independence in 1947 by resigning his spot with Cheney and heading back to Boston. He explained that he still wanted to pursue a career in advertising and he decided to pull up stakes while he was still young enough to undertake a new endeavor.

"In Boston I met Linus Travers who was general manager of the Yankee Network and he gave me my first opportunity in broadcast advertising," Mr. Richdale related. "I became a salesman for WMTW-TV Portland, Me."

He worked for a year as a salesman with WMTW-TV, followed by two years as sales service director of WNAC-AM-TV Boston and four years as an account executive with Edward Petry & Co. in New York. Mr. Richdale became associated with the Corinthian Broadcast-

James Richdale: A confidence in the future

ing Corp. in 1954 and has served the company continuously since that time. He was with KOTV(TV) Tulsa, Okla., from 1954 to 1958 and with KHOU-TV Houston until last June.

Mr. Richdale noted that he has not been in his latest post, which is a newly created one, long enough to have launched any new projects. As president of Corinthian's Television Stations Division, he will be responsible for coordinating and directing the operations of KHOU-TV and KOTV as well as KXTV (TV) Sacramento, Calif.; WANE-TV Fort Wayne, Ind., and WISH-TV Indianapolis and related headquarters staff activities. Mr. Richdale also is a vice president of the Corinthian Broadcasting Corp.

WEEK'S PROFILE



James Cheatele Richdale Jr.—president, Corinthian Television Stations Division; b. April 11, 1918, in Providence, R. I.; station operator, Standard Oil Co. of Pennsylvania, 1940-42; production expeditor, General Electric Co., Lynn, Mass., 1942-45; plant manager, Cheney Metals Co., Trenton, N. J., 1945-47; account executive, WMTW-TV Poland Spring, Me., 1947-48; sales service director, WNAC-AM-TV Boston, 1948-50; account executive, Edward Petry & Co., 1950-54; commercial manager, later general manager KOTV(TV) Tulsa, 1954-58; VP and general manager, KHOU-TV Houston, 1958-68; president, Corinthian Television Stations Division, June 1, 1968; m. Regina Nixon, 1952; children—a daughter, Carey 12, and a son, James C. III (called "Jace"), 10; member, board of governors, International Radio & Television Society; Apawamis Country Club, Rye, N.Y.; Newcomen Society; hobbies—golf (six handicaps), skiing and ice skating.

One of his prime concerns this summer, he pointed out, was helping to plan and implement Corinthian's coverage of the national political conventions. Mr. Richdale attended the Republican meeting in Miami Beach and intends to be present at the Democratic convention in Chicago. The focal point of coverage in Miami Beach (as it will be in Chicago) was on the activities of the station delegations inasmuch as the five Corinthian TV outlets were provided with CBS-TV's reportage.

Corinthian television stations in all markets place a strong accent on local news and public affairs programs, according to Mr. Richdale. Station executives are encouraged to participate in community service organizations to gain insights into the area they are serving and to make a contribution to the public, Mr. Richdale stated. He observed that he had belonged to a host of organizations while he was general manager of KHOU-TV. Among the outstanding documentary programs produced at KHOU-TV during his stewardship were portraits of Galveston, Houston and Fort Bend county.

Unlike some of the other station groups which have expanded into the area of program syndication, Corinthian, at present, has no plans in this direction, according to Mr. Richdale. He pointed out that in the past Corinthian has produced for syndication such series as the *Debbie Drake Show* and *The Magic Cottage*, but indicated this activity is not a high priority of the company for the immediate future.

Optimistic Note • Mr. Richdale reported that business to date on the Corinthian TV stations has been "very healthy." He was bullish over prospects for the remainder of 1968 and for 1969.

He believes that local TV stations will place stronger emphasis on news and local live programming in the future. This would include what he calls "soft news," meaning material of an informational nature that is not reporting directly on events of the day. He said such a program is beginning in Houston and is likely to be tested on other Corinthian outlets.

Mr. Richdale is delighted to be associated with an organization such as Corinthian with its emphasis on the community weal. He noted that his own promotion resulted from a decision by top management to give Wrede Petersmyer, president of Corinthian Broadcasting Corp., more time for the company's program of diversification and expansion. Corinthian already owns Renaissance Editions Inc., a book publishing firm, and is exploring other areas of interests.

"I have great faith in Corinthian's future," Mr. Richdale said smilingly, "and I'm glad to be playing a part in its growth."

A matter of choice

COMPLAINTS about the ho-humness of most of the proceedings at the Republican convention two weeks ago tend to assume, and too often assert, that it was all television's fault. However right the complaints, the blame is misplaced. That's the way political conventions have been since long before television (or radio) covered one. If anything, TV has streamlined and cleaned up the convention process, hard as that may be for a viewer to believe.

The tedium in the Miami Beach proceedings, and the popular reaction to ABC-TV's introduction of summary rather than gavel-to-gavel coverage, do, however, raise again the question of how much is enough. In the early-evening hours ABC presented regular entertainment programming against the full-text treatments of NBC-TV and CBS-TV—and pulled bigger audiences with it on both Monday and Tuesday, losing its edge only when the real convention business started Wednesday night.

It is good that at least one network should carry the full proceedings for the benefit of viewers—and they are admittedly many—who wish to see everything. But there also ought to be something handy for the viewer who, say, isn't overwhelmingly enthralled by gusty oratory nominating a favorite son he's never heard of before and may never hear of again. ABC provided a choice, and the ratings showed that many welcomed it.

What and how much to cover is a journalistic decision for each network to make, and we presume they're all convinced they made the right ones about this year's conventions. In our view, however, there aren't many events of any kind that deserve full coverage by two networks, much less three. We are satisfied that at Miami Beach both NBC and CBS devoted hours to goings-on that they wouldn't accept on a paid basis any other week of the year, save one—the one starting next Monday (Aug. 26).

The word from Democratic planners is that the program for their convention in Chicago next week will reflect some lessons learned from the GOP program. In the names of viewers, networks and sponsors, we hope it will be livelier. Conventions—and politicians—being what they are, however, it is too much to expect that there won't be some so-what hours in the convention hall in Chicago, too. And once again television will probably be blamed.

If television is at fault, it is because it has been overzealous. Television is the number-one news medium, and its extended coverage of major events has helped raise it to that stature. But on the way up it developed a habit of what, at least to us, is over-coverage of many events. There is no journalistic canon specifying that merely because something is going on, no matter how trivial, it must be covered in full detail by the whole television network system, to the exclusion of all other programming.

Last chance

THE members of the House Commerce Committee have now been denied the last excuse to reject or pigeonhole the pending resolution to suspend Section 315 for this year's presidential and vice-presidential campaigns.

Richard Nixon has publicly accepted a CBS offer to appear on television and radio with his Democratic opponent, as reported in *BROADCASTING*, Aug. 12. The offer was conditioned on a favorable vote in the House on the suspension resolution that has already been adopted by the Senate. Earlier the leading Democratic candidates had gone

on record for a liberalization of the equal-time law. Vice President Hubert Humphrey is for suspension. Senator Eugene McCarthy favors outright repeal.

With the Republican nominee and the principal Democratic contenders unanimously committed to a measure enabling confrontations of the major-party candidates, the Commerce Committee would appear to have been given the cue for action on Sept. 11, when it is to consider the suspension resolution. Surely the committee will not act to prevent the American voters from inspecting Mr. Nixon and his adversary in face-to-face discussions of the great issues of the time.

Still, broadcasters must not assume that committee approval of suspension will be automatic or that the House itself will docilely endorse a favorable committee report. Members of the committee and the main body need to be reminded that broadcasters support the suspension of 315.

CBS has engaged in persistent missionary work among members of the House. Not all other broadcasting interests have been as energetic. Indeed there is evidence that some broadcasters have privately advised their congressmen that they would as soon see Section 315 kept just as it is. These are the broadcasters who place a higher value on their advertising accounts than on their service to the public and who hate the thought of giving up evening time to unpaid debates between presidential candidates.

Events of last week provided still another illustration of Section 315 in use as a political instrument—which is the use to which it has been repeatedly put over the years. The networks were working out details of a McCarthy-Humphrey joint appearance in advance of the Democratic convention when Senator George McGovern (D-S. D.) announced his candidacy for nomination and advised the networks he wanted to be included.

Under Section 315 Senator McGovern was entitled to equal opportunity. So, probably, were others who might be waiting in the wings—including favorite sons with no chance of nomination but with technical status as competing candidates. And what of Lester Maddox, governor of Georgia, who said early in the week that he was thinking of entering the Democratic lists?

If broadcasters want to be considered journalists, they cannot defend the retention of Section 315, which deprives them of the right of editorial judgment. It will be interesting to see how many of them request reform before the House committee meets on Sept. 11.



Drawn for *BROADCASTING* by Sid Hix

"He doesn't know they're re-runs . . . he's an amnesia victim!"

*Send a
film crew
to prison
for
three weeks.*

*You might win an award.
WMAL-TV did.*

We sent a production crew to the D.C. Reformatory in Lorton, Va. Not to win an award. To cover a story that had to be told: The dreary day-to-day life. The tough problems—narcotics, homosexuality, racism. Hopeless vocational training on antiquated machines for jobs that don't exist. We showed Lorton like it is. In color. Uncensored. With on-the-spot interviews.

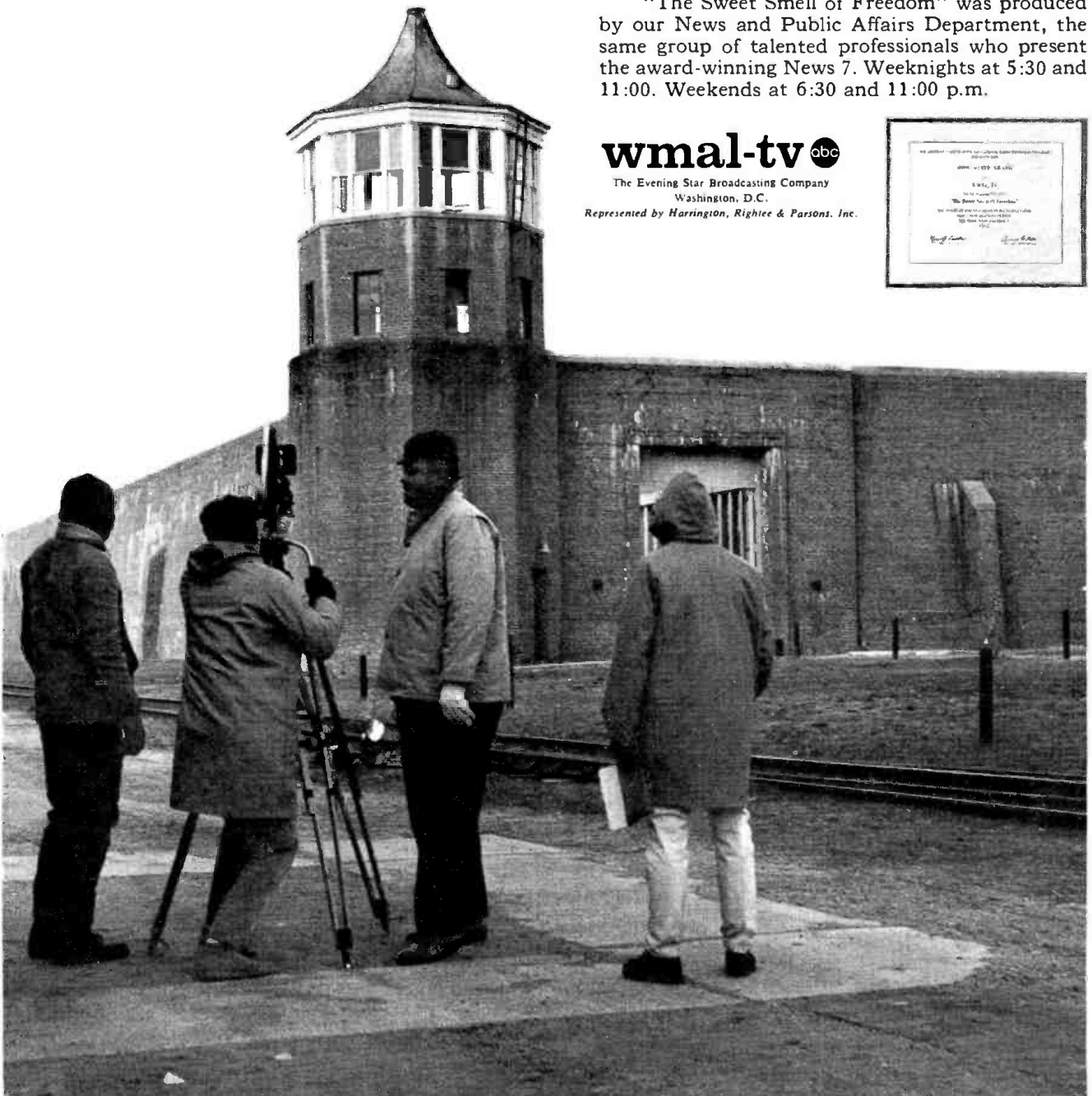
We called it "The Sweet Smell of Freedom." Ohio State University's Institute for Education by Radio-Television called it "local television at its best..." and gave us an award. We're grateful. What's even more gratifying: Our documentary exposed smoldering problems that must be solved. Awareness is the first step toward solution.

"The Sweet Smell of Freedom" was produced by our News and Public Affairs Department, the same group of talented professionals who present the award-winning News 7. Weeknights at 5:30 and 11:00. Weekends at 6:30 and 11:00 p.m.

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